



WHY THE ARTS MATTER IN VIRGINIA



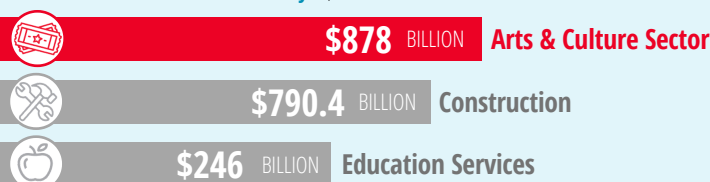
NATIONAL ARTS FACTS

ARTS & CULTURE SECTOR'S PERCENTAGE OF U.S. ECONOMY (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

ARTS & CULTURE SECTOR REPRESENTS 4.5% OF NATION'S GDP & 5.1 MILLION JOBS

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$878 billion industry**, representing 4.5% of the nation's GDP- a larger share of the economy than construction or education services.

Source: U.S. Bureau of Economic Analysis, 2017



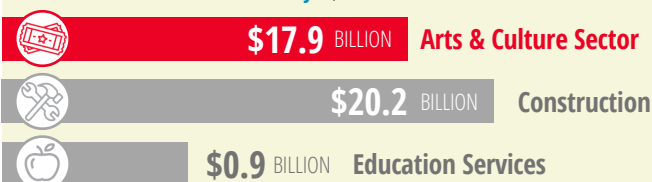
BONUS: U.S. exports generate a \$29.7 billion arts trade SURPLUS.

VIRGINIA ARTS FACTS

VIRGINIA ARTS & CULTURE SECTOR REPRESENTS 3.5% OF STATE'S GDP & 123,395 JOBS

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$17.9 billion** to Virginia's economy, representing 3.5% of the state's GDP- a larger share than some other industries in the state.

Source: U.S. Bureau of Economic Analysis, 2017



BONUS: In 2017, VA arts and culture jobs generate \$8.3 billion in total compensation.

LOSS OF REVENUE AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally, COVID-19 has devastated creative economy businesses with a loss of **\$150 billion** in revenue. In addition, creative workers made up **52% of the unemployed population** (2.7 million people) through July 2020.

Source: Brookings, **Lost art: Measuring COVID-19's devastating impact on America's creative economy**, 2020.



In Virginia, COVID-19 has devastated creative economy businesses with a loss of **\$2.6 million** in revenue. In addition, creative workers made up **51% of the Virginia unemployed population** (63,132 people) through July 2020.

Source: Brookings, **Lost art: Measuring COVID-19's devastating impact on America's creative economy**, 2020.



ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

Nationally, the nonprofit arts industry alone generates **\$166.3 billion in economic activity** annually that supports **4.6 million jobs** and generates **\$27.5 billion** in federal, state, and local government revenue.

- Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, **Arts & Economic Prosperity 5**, 2017.



In 2015, Virginia arts and culture sector employed **thousands of FTE jobs** and generated **millions of dollars in economic activity**. Nonprofit arts groups helped cultivate that activity.

- In **Richmond** and the Tri-Cities Region nonprofit arts groups generated **\$211.7 million** in economic activity. Audiences of 5.9 million people added another **\$148.4 million** in related spending for a total of **\$360.1 million** for the city in 2015, and this generated **\$31.6 million** in local and state government revenues and **10,702 FTE jobs**.

Source: Americans for the arts, **Arts & Economic Prosperity V**, **Richmond and Tri-Cities Region** report, 2017.



PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

Q So how much is the federal government investing in the National Endowment for the Arts (NEA)?

A Congress allocated **\$167.5 million** to the NEA in FY 2021, which has been relatively level for the last several years. This amounts to just **51¢** per capita, yet the nonprofit arts industry generates over \$13 billion in federal tax revenue back to the U.S. Treasury. Imagine what nonprofit arts groups could generate with \$1 per capita.

Source: **Americans for the Arts Action Fund**, 2021.
Read: **"Funding The Arts is Good for the Nation,"** *The Hill*, 2015.

Q What about Virginia—how much does state government budget to the Virginia Commission on the Arts each year?

A In **FY 20-21**, the state allocated **\$5,638,134** to the Virginia Commission on the Arts. The Virginia Commission on the Arts also received **\$760,000** in federal NEA funds, which the Commission re-granted to hundreds of cultural organizations throughout the state. Another **65** nonprofit arts organizations received direct grants from the NEA totaling **\$1,712,500**.

Source: **NEA** and **NASAA**, 2021
Read: **"85 YEARS: As it celebrates anniversary, Barter Theatre continues to drive Abingdon's tourism economy,"** *Bristol Herald Courier*, Joe Tennis, 2018.

GDP & JOBS

COVID-19 IMPACT

ECONOMICS

FUNDING

"Not only do the arts enhance our community's quality of life, they generate millions in revenue for local businesses and government, and as the arts and culture organizations in Fairfax County grow, other industries in the county benefit from this growth."

—Linda S. Sullivan, president and CEO of the ARTSFAIRFAX



VIRGINIA ARTS FACTS

IN THE COMMONWEALTH, THE ARTS UNITE US AS VIRGINIANS

Unveiled to the community just months before the tragic events in Charlottesville, a statue honoring Richmond's own **Maggie L. Walker** continues to be a symbol of community gathering, community celebration and positive civic discovery and dialogue.

THE VIRGINIA COMMISSION FOR THE ARTS—

Created in 1968, Virginia Commission for the Arts celebrates and champions artistic excellence and encourages growth in artistic creativity, quality and innovation. VCA invests in the arts in the Commonwealth by supporting and encouraging full participation in a creative culture that will benefit all Virginians.

Executive Director:
Chair:



> Learn more [here](#).

ART IN VIRGINIA

- See who **Movoto** lists as the five best cities for the arts in Virginia.
- Read what **Business Journal** had to say about the impacts of philanthropy support for the arts on economic development and tourism.
- See Virginia Tourism's 2015 **report** on Artisan impact in the state.
- Read more about thirteen Vibrant Cultural Districts in Virginia [here](#).

VIRGINIA ART ORGANIZATIONS

Virginia Association of Museums

www.vamuseums.org

Virginia Arts Education Association

www.vaea.org

VIRGINIANS FOR THE ARTS

is a statewide non-profit organization dedicated to adequate funding for the arts and broad education of Virginia's citizens about the importance of arts and culture to Virginia's communities economically and from a quality-of-life perspective.

President: Beverly Hess



> Learn more [here](#).

> Join [here](#).

THE ARTS ARE EVERYWHERE!

From the Appalachian, Alleghany, Shenandoah and Blue Ridge Mountains down through the Piedmont and across to the Atlantic Eastern Shore, **Virginia is for Lovers... of the Arts!!**

- **The Crooked Road, Virginia's Heritage Music Trail**, in **Southwest Virginia** is a 330-mile driving trail through the mountains of Southwest Virginia that connects nine Major Venues and over 60 Affiliated Venues and Festivals throughout nineteen counties, four cities, and over 50 towns. While in Abingdon, stop by **The Barter Theatre**, The State Theatre of Virginia and longest-running professional theatre in the nation.
- **The Roanoke Valley** has much to offer including the architectural gem, **The Taubman Museum of Art**.
- While there, check out a performance by the **Roanoke Symphony**. Head north toward the Alleghany Mountains to experience the world class **Garth Newel Music Center** in Warm Springs, or Southeast to the newly renovated **Historic Academy Center of the Arts** in Lynchburg.
- No visitor to Virginia should miss the **Shenandoah Valley's American Shakespeare Center's Blackfriars Playhouse**, the world's only re-creation of Shakespeare's indoor theater located in **Staunton, VA** a popular hotspot for arts and culture.
- **Central Virginia** is home to **hundreds of arts organizations, festivals**, the **#1 Public Art School** in the nation as well as the internationally known **Richmond Folk Festival**. While in Richmond, check

out the **Virginia Museum of Fine Arts**, one of the top ten most comprehensive art museums in the US. Head north to **Charlottesville**, another thriving arts scene!

- **Hampton Roads & The Eastern Shore of Virginia** boast **Museums galore**, the world-class **Virginia Arts Festival** in Norfolk and a **vibrant arts scene on the Eastern Shore**, to name just a few.

To View the Top 10 Reasons to Support the Arts, Click Here.

VIRGINIA ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org

VISIT US: ArtsActionFund.org/join

CALL US: 202.371.2830

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To download this factsheet, "Why the Arts Matter in Virginia," with corresponding resource links visit www.ArtsActionFund/StateFactsheets