## Why the Arts Matter in Virginia

### National Arts Facts

**Arts & Culture Sector’s Percentage of U.S. Economy**

<table>
<thead>
<tr>
<th>Arts &amp; Culture Sector</th>
<th>Construction</th>
<th>Education Services</th>
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<tbody>
<tr>
<td>$878 billion</td>
<td>$790.4 billion</td>
<td>$246 billion</td>
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</tbody>
</table>

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

**Economic Impact of Nonprofit Arts Organizations & Their Audiences**

- **Nationally:**
  - Nonprofit art is a $166.3 billion driver of our national, state & local economy.
  - Spending by arts audiences generated $102.5 billion to local businesses.
- **In Virginia:**
  - 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.

### Virginia Arts Facts

**Arts & Culture Sector’s Percentage of State’s Economy**

<table>
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<tr>
<th>Arts &amp; Culture Sector</th>
<th>Construction</th>
<th>Education Services</th>
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<tbody>
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<td>$17.9 billion</td>
<td>$20.2 billion</td>
<td>$0.9 billion</td>
</tr>
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BONUS: In 2017, VA arts and culture jobs generate $8.3 billion in total compensation.

**Economic Impact of Nonprofit Arts Organizations & Their Audiences**

- **In Virginia:**
  - Nonprofit art is a $16.8 billion driver of just one of our local economies.

### COVID-19 Impact

**Loss of Revenue and Jobs**

- **Nationally:**
  - Creative economy businesses lost $150 billion in revenue. In addition, creative workers made up 52% of the unemployed population (2.7 million people) through July 2020.

- **In Virginia:**
  - Creative economy businesses lost $2.6 million in revenue. In addition, creative workers made up 51% of the Virginia unemployed population (63,132 people) through July 2020.

### 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.

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

Read: “85 YEARS: As it celebrates anniversary, Barter Theatre continues to drive Abingdon’s tourism economy,” Bristol Herald Courier, Joe Tennis, 2018.
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.

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.

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

> 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.

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

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> Join here.

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JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org
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To download this factsheet, “Why the Arts Matter in Virginia,” with corresponding resource links visit www.ArtsActionFund/StateFactsheets

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