

# WHY THE ARTS MATTER

## In Iowa

### ARTS SECTOR'S PERCENTAGE OF GROSS DOMESTIC PRODUCT *(Commercial and nonprofit arts combined)*

#### FACT:

Arts & Culture Sector represent 4.3% of nation's GDP

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$699 BILLION INDUSTRY**, representing **4.3% OF THE NATION'S GDP** – a larger share of the economy than construction (\$586.7 billion) or transportation and warehousing (\$464.1 billion).

Read the U.S. Bureau of Economic Analysis news release [here](#)



Internationally, U.S. exports of arts goods (e.g. movies, paintings, jewelry) grew to \$75 billion in 2012 while imports were just \$27 billion, according to the U.S. Bureau of Economic Analysis. That's a **\$47 BILLION** arts trade surplus!



**Let's not forget tourism:** Cultural tourism accounts for 78% of U.S. travelers – that's 118 million tourists! – contributing more than \$192 billion annually to the U.S. economy.

Source: U.S. Department of Commerce, Cultural and Heritage Traveler Research, 2009

**4.3% / \$699 BILLION** Arts & Culture Sector

3.6% / \$586.7 BILLION Construction

2.99% / \$464.1 BILLION Transportation & Warehousing

### NUMBER OF ARTS-RELATED BUSINESSES & JOBS *(Commercial and nonprofit arts combined)*

Nationally **702,711 BUSINESSES** employ **2.9 MILLION PEOPLE** who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Read Creative Industries: Business & Employment in the Arts 2015 [here](#)

**702,711** & **2.9M** are involved in the creation or distribution of the arts  
BUSINESSES JOBS

#### Let's Look at Iowa

In Iowa there are **5,834 ARTS-RELATED BUSINESSES** employing **22,834 PEOPLE**. That's more than the 6,370 postal workers and 6,740 police personnel combined in Iowa!

Read Creative Industries: Business & Employment in the Arts statewide report [here](#)

- In Des Moines 490 Arts-Related Businesses employ 3,315 people
- In Cedar Rapids 309 Arts-Related Businesses employ 1,642 people
- In Dubuque 157 Arts-Related Businesses employ 964 people
- In Sioux City 142 Arts-Related Businesses employ 598 people

Source: Americans for the Arts

### ECONOMIC IMPACT OF THE ARTS *(Nonprofit arts only and their audiences)*

#### FACT:

Art is a \$135 billion driver of our national, state & local economy.

Nationally, the nonprofit arts industry alone generates **\$135 BILLION** in economic activity annually that supports 4.1 million jobs and generates \$22.3 billion in government revenue.

Read Americans for the Arts, *Arts & Economic Prosperity IV* full report [here](#)

#### In Iowa

The economic impact numbers in the **Hawkeye State** are also impressive with nonprofit arts organizations contributing the following:

- Iowa's Cultural Corridor generates over \$79 million in economic activity, supporting 2,761 FTE jobs and generating \$7.3 million in tax revenue.
- In Dubuque, the arts generate over \$47 million in economic activity, supporting 1,530 FTE jobs and generating \$4.9 million in tax government revenue.
- Northwest Iowa's Creative Corridor generates \$11 million in economic activity, supporting 320 FTE jobs and generating \$1 million in tax revenue.

Read Americans for the Arts, *Arts & Economic Prosperity IV* for these regions in Iowa [here](#)



#### So how much is the Federal Government investing in this booming industry?

The National Endowment for the Arts appropriation has been held at **\$146 MILLION** for the past four years – which amounts to just **45 CENTS PER CAPITA**. Imagine what this industry could generate with 1 dollar per capita!

Source: Americans for the Arts

Read *Funding the Arts is good for the nation* by Reps. Leonard Lance (R-N.J.) & Louise Slaughter (D-N.Y.) [here](#)



#### What about Iowa – how much does state government allocate to the arts each year?

This year's state allocation to the Iowa Arts Council (IAC) is **\$1,233,764**. An additional **\$600,700** in federal funds from the NEA is given to the Iowa Arts Council to re-grant to 235 nonprofit arts groups throughout the state.

Source: Americans for the Arts



“The arts have been transformational in my life.”

—SIMON ESTES, OPERA SINGER, EDUCATOR, HUMANITARIAN, PHILANTHROPIST

### In Iowa the Arts Enhance Education

In 2014, Big Yellow School Bus grants awarded by the Iowa Arts Council connected **7,581** K-12 students to arts learning experiences across Iowa.

The **IOWA ARTS COUNCIL** – established in 1967 as the state arts agency for Iowa – remains committed to cultivating creativity, learning and participating in the arts. As a division of the Iowa Department of Cultural Affairs (DCA), the IAC supports the DCA mission of empowering Iowa to build and sustain culturally vibrant communities by connecting Iowans to the people, places and points of pride that define our state. Through funding, resources, networking and professional development opportunities, the IAC works to recognize and build capacity in Iowa’s arts environment at the individual, local and regional level.

> Learn more [here](#)

### Meet Some Iowa Arts Advocates

- **Suku Radia**, Chief Executive Officer and President of Bankers Trust, believes that supporting the arts in addition to human and social services strengthens community ties which are so important to companies in Iowa > [More](#)
- Dubuque **Mayor Roy Buol** is the recipient of the 2014 Local Arts Leadership Award from Americans for the Arts and The United States Conference of Mayors > [More](#)
- **Lynette Polhman**, Director of the University Museums at Iowa State, was awarded the 2014 Public Art Leadership Award for leadership and commitment to developing public art in Iowa > [More](#)
- Poet **Lauren Alleyne**, a Trinidad and Tobago native, is hitting stride as an Iowa artist. > [More](#)

### Art in Iowa

- *Smithsonian Magazine* names Fairfield, IA one of the 20 best small towns to visit for “arts and smarts” > [More](#)
- Find 99 counties worth of Iowa art and culture at your fingertips with the new **IOWA CULTURE MOBILE APP**
- The arts mean business in Iowa’s Creative Corridor > [More](#)
- From Sioux City to Venice, Pollack’s *Mural* is a modern masterpiece with Iowa roots > [More](#)
- The **IOWA ALLIANCE FOR ARTS EDUCATION** advocates for placing the arts at the heart of 21st century skills for Iowa students
- 16 local governments partner to support the arts through **BRAVO GREATER DES MOINES**
- Find Arts Organizations in Iowa [here](#)

### FACT:

Great community-based arts events are happening all over our state.

### The Arts Are Everywhere!

- In **ORANGE CITY** the Orange City Arts Council hosts Beyond Onstage which brings national and international performers to Northwest Iowa
- At the Warren Cultural Center in **GREENFIELD**, a restored opera house now hosts rotating art exhibits and two performance series each year
- In **INDIANOLA** the Des Moines Metro Opera demystifies opera by touring 30 communities annually, reaching some 27,000 Iowans
- In **DES MOINES**, the Des Moines Music Coalition presents the largest learning event for musicians and industry professionals in the state to stimulate growth in Iowa’s music scene at Music University
- At Design on Main in **AMES**, Central Iowa’s newest multi-disciplinary art space brings art from the campus to the community
- **IOWA CITY** is home to the Iowa Writers’ Workshop and designated UNESCO City of Literature, where literature takes over the town at the Iowa City Book Festival and Day of Literature
- In **DUBUQUE**, Art on the River brings a rotating juried public art exhibition to the banks of the Mississippi River along the Port of Dubuque
- In **DECORAH**, the Vesterheim Norwegian-American Museum and Heritage Center was recently named one of the “15 Best Small-Town Museums in the U.S.” by Fodor’s travel guide



### Inspired to become an Iowa grassroots arts leader?

**E-MAIL US:** For more information and to help get all the potential candidates talking about the arts, e-mail us at [ArtsActionFund@artsusa.org](mailto:ArtsActionFund@artsusa.org).

**CALL US:** 202.371.2830 x2067

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To download this “**WHY THE ARTS MATTER IN IOWA**” fact sheet with corresponding resource links and to stay updated on the ArtsVote2016 campaign, visit [www.ArtsActionFund.org/pages/ArtsVote2016](http://www.ArtsActionFund.org/pages/ArtsVote2016)