



WHY THE ARTS MATTER IN IDAHO



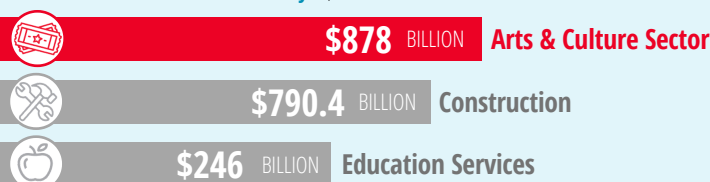
NATIONAL ARTS FACTS

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



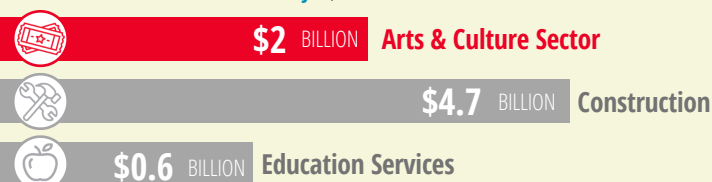
BONUS: U.S. exports generate a \$29.7 billion arts trade SURPLUS.

IDAHO ARTS FACTS

IDAHO ARTS & CULTURE SECTOR REPRESENTS 2.8% OF STATE'S GDP & 20,785 JOBS

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$2 billion** to Idaho's economy, representing 2.8% 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, ID arts and culture jobs grew by 2.17%

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 Idaho, COVID-19 has devastated creative economy businesses with a loss of **\$290 million** in revenue. In addition, creative workers made up **53% of the Idaho unemployed population** (11,091 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, Arts and cultural production **supported thousands of jobs** and generated **millions of dollars in state and local government revenue**. Nonprofit arts groups cultivate that activity.

- In **Wood River Valley** specifically, nonprofit arts groups generated **\$15.5 million** in economic activity. Audiences of 201,517 people added another **\$13.8 million** for a total of **\$29.3 million** in economic activity for the valley in 2015, and this generated **\$2.1 million** in local and state government revenues.

Source: Americans for the Arts, **Arts & Economic Prosperity 5**, **Wood River Valley 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 Idaho—how much does state government budget to the Idaho Commission on the Arts each year?

A In **FY 20-21**, the state allocated **\$874,800** to the Idaho Commission on the Arts. The Idaho Commission received **\$834,100** in federal NEA funds, which the Commission used to help cultural organizations throughout the state. Another **14** nonprofit arts organizations received direct grants from the NEA totaling **\$364,468**.

Source: **NEA** and **NASAA**, 2021
Read: **"Investing in the Arts Is Good Business,"** Mark Rudin, Idaho Stateman.

GDP & JOBS

COVID-19 IMPACT

ECONOMICS

FUNDING



"In addition to our grants and technical support initiatives, we also convene Idaho's masters of traditional arts and occupational trades, enabling our cultural traditions to thrive... They attract and keep the brilliant people and businesses that grow Idaho's prosperity. For over 50 years the Idaho Commission on the Arts has celebrated Idaho's artistic and cultural heritage."

—Michael Faison, Executive Director, Idaho Commission on the Arts



IDAHO ARTS FACTS

IN THE GEM STATE, THE ARTS UNITE US

The Idaho Shakespeare Festival's Idaho Theater for Youth and Shakespearience educational programs reach 51,000 students in 180 schools and community centers, every year, in every region of Idaho. The company provides performances, study guides, and theatre workshops, leading students in plot development, language, and the craft of acting.

THE IDAHO COMMISSION ON THE ARTS (ICA) was established by Governor Don Samuelson in 1967. The commission enables access to the arts, arts education, and Idahoans' cultural and artistic heritage. ICA provides management services for Idaho's not-for-profit arts organizations, helping to stabilize their operations so that they can reliably deliver their public programs in the arts.

Executive Director: Michael Faison
Chair: Steve Allred

arts
IDAHO

> Learn more [here](#).

ART IN IDAHO

- Visit Idaho can direct you to the best music festivals [here](#).
- Art-Collecting.com has a directory of art galleries and art museums to visit [here](#).
- And go to the Idaho Commission on the Arts for an interactive map on great state-wide cultural destinations [here](#).

IDAHO ART ORGANIZATIONS

Idaho Falls Arts Council:

www.idahofallsarts.org

Coeur d'Alene Arts and Culture Alliance:

www.artsandculturecda.org

Boise Arts & History Department:

www.boiseartsandhistory.org

THE ARTS ARE EVERYWHERE!

- Starting in **Idaho Falls**, visit the Museum of Eastern Idaho, the Museum of Idaho, and the Artitorium, where kids can create their own art and music.
- Then head west to **Hailey** and for the Trailing of the Sheep Festival, which preserves the history of the families in Idaho sheep ranching and honors their contributions to the development of Idaho and the West.
- Continue west to **Boise**, where you can catch a performance of the Idaho Shakespeare Festival in the summer months, or the Boise Philharmonic, Opera Idaho, or Ballet Idaho during the other three seasons.
- Continue northwest to the town of Weiser, Idaho for the National Oldtime Fiddler's Contest, an event that doubles the population of **Washington County**.
- Travel north to **Moscow** (home of the University of Idaho) for the Lionel Hampton Jazz Festival and the Prichard Art Gallery.
- And finally, up in the northern panhandle of the state, you can attend the Festival at **Sandpoint**.

To View the Top 10 Reasons to Support the Arts, Click [Here](#).

IDAHO 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

FOLLOW US: Arts Action Fund | @ArtsActionFund | @ArtsActionFund



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