

ARTS IMPACT

A snapshot of how the arts and culture sector impacts community and economic development.

IMPACT POINTS

Arts and cultural economic activity accounts for more than \$760 billion each year.

Research from the U.S. Bureau of Economic Analysis shows that the arts drive 4.9% of the U.S. GDP, generating \$736.6 billion in 2015.

The arts support nearly 5 million jobs.

The total number of arts and cultural jobs for the nation was 4.92 million.

Arts and cultural economic activity accounts for 4.4% of the total U.S. GDP.

Research from the U.S. Bureau of Economic Analysis shows that the arts drive 4.4% of the U.S. GDP. Between 2020 and 2021, the total economic value added by arts and cultural industries grew by 13.7 percent.

3.5x more performance with creativity.

Creativity makes businesses better. Companies that foster creativity are 3.5 times more likely to outperform their peers in terms of revenue growth.

The arts foster public-private partnerships to strengthen infrastructure.

In towns of all sizes, city councils and local government agencies often transcended traditional turfs and training to specifically to foster arts-driven downtown revitalization.

The arts spark growth, ensure innovation, and keep businesses competitive.

Research into the role of the arts in economic development highlight five ways the arts work: they creative a fast-growth, dynamic business sector, they help mature industries become more competitive, they provide critical ingredients for innovative places, they catalyze community revitalization, and the deliver a better prepared workforce.

"Arts and Culture Grow for Fourth Straight Year." (2018) Retrieved 16 May 2018 from <https://www.bea.gov/newsreleases/general/acpsa/acpsanewsrelease.htm>

Bureau of Economic Analysis. Retrieved March 2023 from <https://www.arts.gov/news/press-releases/2023/new-data-show-economic-ac...>

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van Keeken, P. (2015)

Markusen, A. and A Gadwa. "Arts and Culture in Urban or Regional Planning: A Review and Research Agenda. Journal of Planning Education and Research 29(3) 379-391. 383. Retrieved 4 May 2018 from <http://journals.sagepub.com/doi/pdf/10.1177/0739456X09354380>.

Waits, M. "Five Roles for Arts, Culture, and Design in Economic Development. Community Development Investment Review. Retrieved 15 May 2018 from <https://www.frbsf.org/community-development/files/five-roles-for-arts-c...>

EXAMPLES OF PRACTICE



PROJECT WILLOWBROOK

Los Angeles

The LA County Arts Commission developed "Project Willowbrook," an arts-related asset map after its "ways to listen" campaign aimed at noting community-identified needs. This asset map and vision document will be used to inform city planning in



URBAN ARTWORKS

Seattle

Urban ArtWorks is a program that provides arts-based employment for teens who face barriers to the arts, education, employment, or who are in the juvenile justice system. Their values include connection, expression, belonging, integrity, and anti-



CULTURAL CONNECTIONS

Phoenix

The city used public art to help revitalize Roosevelt Row during the 2008 financial crisis. It resulted in increased pedestrian traffic and partnerships between city organizations and businesses, along with blankets for the homeless.



ASHÉ CULTURAL ARTS CENTER

New Orleans

Ashé, a project of Efforts of Grace, Inc., is a community cultural arts center deeply rooted in Central City New Orleans that serves as a hub for people of African descent who live there.



CONNECT THE LOTS

Camden

Connect the Lots uses arts, cultural, and recreational activities to activate vacant and underutilized city spaces. The activities visually connect neighborhoods, engage the

community, and attract visitors.



COMMUNITY ARTS PROGRAMS

Austin

Our Community Arts Engagement initiatives serve families in the Austin area by providing all-ages arts, music, and cultural programs for kids, parents, and caretakers to enjoy together. Our programs are a fun way for people to become more actively

READING LIST

[Arts and the Economy](#)

Arts Alliance of Washington State Arts Alliance of Washington State

Publication Year: 1978

This report of the Artsplan makes recommendations for implementation of specific programs for the arts in Washington State during the next ten years and addresses the needs of the arts.... [Show More](#) □ Included in this report is a general estimate of the economic impact

[Show Less](#) □

[Ten Reasons to Support the Arts \(2017\)](#)

Cohen, Randy, 2017

Publication Year: 2017

Ten Reasons to Support the Arts - 2017 update

[Arts Facts: Spending by Arts Audiences \(2017\)](#)

Americans for the Arts, 2017

Publication Year: 2017

The nonprofit arts, unlike most industries, leverage significant amounts of event-related spending by their audiences. Attendance at arts events generates related commerce for

hotels, restaurants, parking garages, and more.

ORGANIZATIONS

[MCC'S ADAM'S ARTS PROGRAM](#)

[NEFA](#)

[OUR TOWN/HOW TO DO CREATIVE PLACEMAKING](#)

The program supports creative placemaking projects that help transform communities through strategies that incorporate arts, culture, and design. The program also offers creative placemaking resources.

THANK YOU TO OUR SPONSORS



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LEARN MORE

[AMERICANSFORTHEARTS.ORG/SOCIAL IMPACT](https://AMERICANSFORTHEARTS.ORG/SOCIAL_IMPACT)

This fact sheet was developed as part of the **Arts + Social Impact Explorer**

