

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 4.3% OF NATION'S GDP & 5 MILLION JOBS

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$804 billion industry**, representing 4.3% of the nation's GDP—a larger share of the economy than construction (4.0%) or education services (1.1%).

Source: U.S. Bureau of Economic Analysis, 2016.

\$804 BILLION Arts & Culture Sector

\$746 BILLION Construction

\$244 BILLION Education Services

BONUS: U.S. exports generate a \$25 billion arts trade SURPLUS.

IDAHO ARTS FACTS

IDAHO ARTS & CULTURE SECTOR REPRESENTS 2.8% OF STATE'S GDP & 21,633 JOBS

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$1.9 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, 2016.

\$1.9 BILLION Arts & Culture Sector

\$4.2 BILLION Construction

\$.05 BILLION Education Services

BONUS: In 2016, ID arts and culture jobs grew by 3%.

NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally **673,656 businesses** employ **3.48 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.

Source: Americans for the Arts, *Creative Industries*, 2017.

673,656 & **3.48M** ARE INVOLVED IN THE
BUSINESSES EMPLOYEES CREATION OR DISTRIBUTION
OF THE ARTS

In Idaho, **2,921 Arts-Related Businesses** employ **10,815 people**.

- In Ada County, **1,046 Arts-Related Businesses** employ **4,114 people**.
- In Bonneville County, **215 Arts-Related Businesses** employ **1,184 people**.
- In Kootenai, **306 Arts-Related Businesses** employ **950 people**.

Source: Americans for the Arts, *Creative Industries*, Idaho report, 2017.

2,921 & **10,815** ARE INVOLVED IN THE
BUSINESSES EMPLOYEES CREATION OR DISTRIBUTION
OF THE ARTS

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.

NONPROFIT ART IS A \$166.3 BILLION DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.

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.

NONPROFIT ART IS A \$1.9 BILLION DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.

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 has proposed allocating **\$162.25 million to the NEA in FY 2020**, which has been relatively level for the last several years. This amounts to just **49¢** per capita, yet the nonprofit arts industry generates over \$13 billion in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with \$1 per capita!

Source: Americans for the Arts Action Fund, 2020.

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 The state allocated **\$884,700** to the Idaho Commission on the Arts. In FY 2019-20, the Idaho Commission received **\$791,200** in federal NEA funds, which the Commission used to help cultural organizations throughout the state. Another 9 nonprofit arts organizations received direct grants from the NEA totaling \$165,000.

Source: NEA and NASAA, 2020.

Read: "Investing in the Arts Is Good Business," Mark Rudin, *Idaho Statesman*.

GDP & JOBS

BUSINESSES

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

Youthreach brought performances by Ballet Idaho and Cleo Parker Robinson Dance Ensemble to 1,430 students from 13 Idaho schools. Each program included study guides, narratives, and audience participation and Q-and-A sessions with the artists.

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.

>Learn more [here](#).



MEET SOME IDAHO ARTS ADVOCATES

- **Mark Hoffland** is Managing Director of the Idaho Shakespeare Festival. > [More](#)
- **Laurel Sayer** is President and CEO of Midas Gold Idaho. > [More](#)
- **Michael Faison** is Executive Director of the Idaho Commission on the Arts. > [More](#)
- **Kristin Poole** is Director of Sun Valley for the Arts and recipient of the 2018 Governor's Award for the Arts for Excellence in Arts Administration. > [More](#)
- **Carolyn White** is Executive Director of Magic Valley Arts and a recipient of the Governor's Award for the Arts for Excellence in Arts Administration. > [More](#)

ARTS IN IDAHO

- Best Things Idaho lists the best place for live theater [here](#).
- 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 Art Idaho for an interactive map on great state-wide cultural destinations [here](#).

IDAHO ARTS ORGANIZATIONS

Idaho Falls Arts Council:
www.idahofallsarts.org
Coeur d'Alene Arts and Culture Alliance:
www.artsandculturecda.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 Pritchard 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 x2067

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