## 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)

<table>
<thead>
<tr>
<th>Sector</th>
<th>GDP %</th>
<th>GDP ($B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>4.3%</td>
<td>$804</td>
</tr>
<tr>
<td>Construction</td>
<td>8%</td>
<td>$746</td>
</tr>
<tr>
<td>Education Services</td>
<td>3%</td>
<td>$244</td>
</tr>
</tbody>
</table>

**Bonus:** U.S. exports generate a $25 billion arts trade surplus.

#### 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.
  

- 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.


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<tr>
<th>Sector</th>
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<th>GDP ($B)</th>
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<tbody>
<tr>
<td>Idaho Arts &amp; Culture Sector</td>
<td>2.8%</td>
<td>$1.9B</td>
</tr>
<tr>
<td>Construction</td>
<td>8%</td>
<td>$4.2B</td>
</tr>
<tr>
<td>Education Services</td>
<td>3%</td>
<td>$.05B</td>
</tr>
</tbody>
</table>

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

#### 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.


- 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.


#### 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 $0.46 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!


**Q** What about Idaho—how much does state government invest in the Idaho Arts 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.


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The U.S. Bureau of Economic Analysis reports that nationally the arts and culture share of the economy than construction (4.0%) or education services (1.1%).


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**As of 2/23/2020**
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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