

# WHY THE ARTS MATTER IN CALIFORNIA



## NATIONAL ARTS FACTS

**FOR-PROFIT & NON-PROFIT ARTS & CULTURE SECTORS REPRESENT**

**4.4%** Nation's GDP      **4.85M** Jobs

**\$1.016 TRILLION** Arts & Culture

**\$945.3 B** Construction

**\$378.4 B** Utilities

The national arts and culture sector was a **\$1.016 trillion industry** in **2021** (4.4% of the nation's GDP), representing **4.85 million jobs** (3.2% of nation's workforce), and total compensation of **\$504.2 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts (2023). Data collected for 2021 during the pandemic.

## CALIFORNIA ARTS FACTS

**FOR-PROFIT & NON-PROFIT ARTS & CULTURE SECTORS REPRESENT**

**7.7%** State's GDP      **742,432** Jobs

**\$261 BILLION** Arts & Culture

**\$124.6 B** Construction

**\$38.3 B** Agriculture & Forestry

The California arts and culture sector was a **\$261 billion industry** in **2021** (7.7% of the state's GDP), representing **742,432 jobs** (4.1% of California's workforce), and total compensation of **\$125 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts (2023). Data collected for 2021 during the pandemic.

## ECONOMIC IMPACT OF NON-PROFIT ARTS & CULTURE INDUSTRY AND AUDIENCES

National

**\$151.7 B** Economic activity annually

**2.6 M** Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$29.1 billion** in total tax revenue to federal, state, and local governments.

Source: Americans for the Arts (2023). Arts & Economic Prosperity 6.

## ECONOMIC IMPACT OF NON-PROFIT ARTS & CULTURE INDUSTRY AND AUDIENCES

Coachella Valley Region

In 2022, the annual economic activity of the non-profit arts & culture sector in the Coachella Valley Region produced **\$111 million**, supported **1,623 jobs**, and generated **\$19.5 million** in total tax revenue.

Source: Americans for the Arts (2023). Arts & Economic Prosperity 6. 2022 data collected for Coachella Valley Region.

Statewide Report of Broader Creative Economy

In 2021, the **Otis College Report** on the Creative Economy measured the size of the broader for-profit, non-profit, & gig worker economy at **\$507.4 billion**.

## FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation FY23      **\$207 Million**

SBA SVOG Grants FY21-22      **\$13 Billion**

Congress allocated **\$207 million** to the National Endowment for the Arts (NEA) in **FY23**. This amounts to just **62 cents per capita**. Ideally, Congress should index \$1 per capita funding to the NEA.

Source: Americans for the Arts Action Fund, 2023.

**View the Top 10 Reasons to Support the Arts HERE**

## PUBLIC FUNDING RECEIVED FOR CALIFORNIA ARTS & CULTURE SECTOR

2021-22 Historic Relief Funding to California office of small business advocate CAL-OSBA

**\$150 Million** Live Venues Grant Program; **\$50 million** museum grant program, **\$49.5 million** Non Profit performing arts **\$50 million** cultural institution.

2021-22 Single largest appropriation to California Arts Council: **\$60 million** CA Creative Corps

2022-2023: **\$30 million** Cultural Districts Program; **\$25 million** Arts in Parks

November 2022: Prop 28 passes. Historic Ballot measure to allocate approximately **\$1 Billion** to arts education annually

Source: NEA, NASAA, and California Arts Council, 2023

10/12/2023

# CALIFORNIA ARTS HIGHLIGHTS

IN THE GOLDEN STATE, THE ARTS UNITE US



In California, the arts foster real solutions that are deeply needed in society today.

## The California Council on the Arts

The mission of the California Arts Council, a state agency, is to advance California through the arts and creativity. Since its founding in 1976, the Arts Council has awarded more than 32,000 grants with a total investment of approximately \$400 million.

**Executive Director: Danielle Brazell**

**Chair: Chelo Montoya**



[Learn more here.](#)

**Create CA** advocates for high-quality arts education for all students by providing policy expertise and mobilizing a statewide network of advocates and allied partners.

**Executive Director: Tom DeCaigny**

**Chair: Jeannine Flores**



[Learn more here.](#)

## Californians for the Arts

mission is to ensure that the arts are accessible to all Californians; are an ongoing part of the public dialogue and to encourage Californians to care about the arts as a critical component of their own lives and the lives of their communities. We fight for arts resources and policies that benefit our members and all residents of California. Our work and support of civic engagement, arts education, cultural equity and the creative economy, positively impacts every community across the state. Est. 2007

**CEO: Julie Baker**

**Board President: Leticia Rhi Buckley**

[Learn more here.](#)  
[Join here.](#)



## THE ARTS ARE EVERYWHERE

- The **Arts Now** program is a statewide network of arts education advocates who participate in professional development and local arts education coalition building and is a program of Create CA. The goal is to increase public funding for, access to, and participation in arts education, regardless of zip code, race, gender, ethnicity, or socioeconomic status. Arts Now programs are in 43 communities and 26 counties across CA.
- California is innovative in its use of the arts to solve social issues. For example, through the **Arts in Corrections** program, a partnership between the California Department of Corrections And Rehabilitation (CDCR) and the California Arts Council, 22 organizations are working in 34 correctional facilities across the state. Additionally the California Arts Council's JUMP start program is serving incarcerated youth in the

juvenile system, and Reentry Through the Arts programs are supported by their Impact Project grants.

- Based in **Fresno**, with service statewide, The Alliance for California Traditional Arts provides arts programming focused on the underserved field of traditional arts, rooted in cultural heritage and community-based practice. Expressions such as Native American beadwork, storytelling, song writing, African drumming, and American folk guitar and guitar ranchera are intended as familiar and culturally relevant art forms for participants.
- **Destination Crenshaw** is the largest reparative Black art and economic revival program in the country. Ultimately, the project will commission more than 100 works by Black artists who have strong ties to Los Angeles, creating a pipeline of work and jobs for emerging, seasoned and internationally renowned artists. Destination

Crenshaw is building community spaces, planting 800 new trees, investing in local businesses, and creating local jobs. When completed in the summer of 2023, Destination Crenshaw's innovative vision will be a testament to the past, present, and future of LA's Black community.

- **California Cultural Districts** highlight the cultural legacy of our state's most valuable resource—its diversity. From larger, urban areas to uncharted rural locations, each district helps grow and sustain authentic arts and culture opportunities, increase the visibility of local artists, and promote socio-economic and ethnic diversity through culture and creative expression. 14 districts serve as California's inaugural state designated Cultural Districts, highlighting some of the thriving cultural diversity and unique artistic identities within local communities across California.

2/21/2024



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