

Heart for the Arts

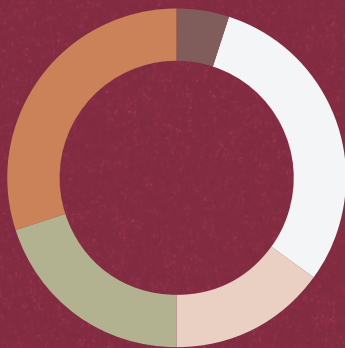


“The arts matter because art is meant to move people either on an intellectual or emotional level. Whether this is a book that stays with you days later, or a performance that moves you spiritually or a song that makes you look at the world around you in a different way. The purpose of art is to cause a reaction and with this purpose, it can create a synergy of change; change in attitudes, perceptions, and thoughts.”

Catherine Brookes

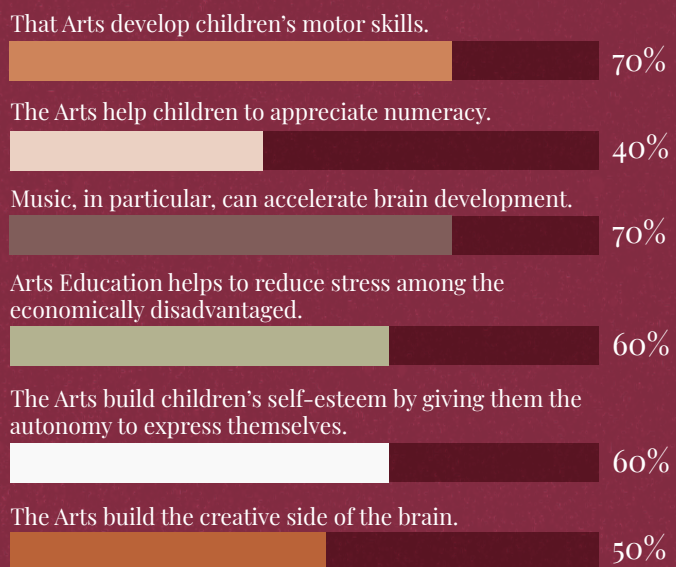
Shows - 17 shows

Seats filled - 327



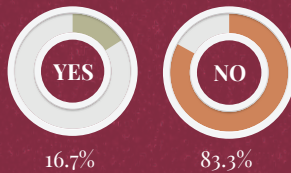
- Zach
- Ballet Austin
- Austin Opera
- Long Center
- Texas Performing arts

Participants Surveyed

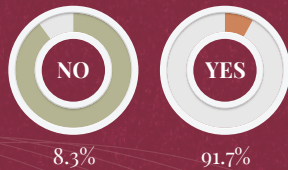
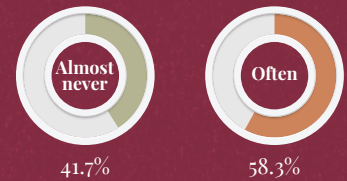


Participants Surveyed

Do you feel Austin offers a lot of opportunities for Black/Brown families to be included in art performances?



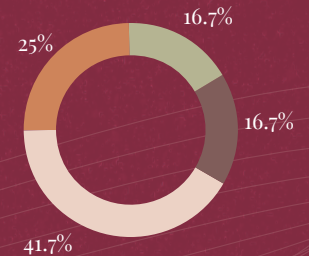
How often do you use/access the art spaces?



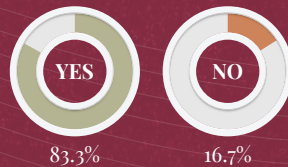
Do you feel the presence of people of color in the arts—both artists and audiences—will help shape every facet of our culture in Austin?

How much of your income would allow you and your family to participate in the Arts?

0% 10%
5% Other



Would you like to explore the arts more for your family?



“Hearts for the Arts” performances and benefited from tickets provided by one of our valued partners: Ballet Austin, Austin Opera, Texas Performing Arts, Zach Theatre, and Long Center. We firmly believe that seeing art in person and in motion enables viewers to find personal connections and understandings that can improve one’s quality of life and quest for meaning and motivation. Arts heal hearts and give hope in times of despair, depravity, and depression.



WHY THE ARTS MATTER IN TEXAS

NATIONAL ARTS FACTS

ARTS & CULTURE SECTOR REPRESENTS

4.2% Nation's GDP **4.6M** Jobs

\$876.7 BILLION Arts & Culture

\$572 B Transportation

\$3417 B Utilities

The national arts and culture sector was a **\$876.7 billion industry** in 2020, representing **4.2%** of the nation's GDP, **4.6 million jobs**, and total compensation of **\$446 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts, 2022 (2020 data collected during the pandemic)

TEXAS ARTS FACTS

ARTS & CULTURE SECTOR REPRESENTS

2.8% Nation's GDP **350,555** Jobs

\$49.2 BILLION Arts & Culture

\$58 B Transportation

\$31 B Utilities

The Texas arts and culture sector contributed **\$49.2 billion** to Texas' economy in 2020, representing **2.8%** of the state's GDP, **350,555 jobs**, and total compensation of **\$26.2 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts, 2022 (2020 data collected during the pandemic)

ECONOMIC IMPACT OF NONPROFIT ARTS INDUSTRY & THEIR AUDIENCES

NATIONAL

\$166.3 B economic activity **annually**

\$27.5 B 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* (Prior to COVID-19 pandemic)

ECONOMIC IMPACT OF ARTS AND CULTURE INDUSTRIES IN TEXAS

TEXAS STATEWIDE

\$6 B in **taxable sales** over the past decade

\$380 M in state **sales tax revenue** in 2021

The Arts and Culture Industry has **grown by 30%** over the past decade. Creative sector employment is projected to increase **by over 22%**, creating **205,000** net new jobs, by 2030.

Source: Texas Cultural Trust, *State of the Arts Report, 2023*

FY23 FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation **\$207 Million**
Shuttered Venue Grants **\$13 Billion**

Congress allocated **\$207 million** to the National Endowment for the Arts (NEA) in **FY23**. This amounts to just **62.5 cents per capita**. Ideally, Congress should index \$1 per capita funding to the NEA.

Source: Americans for the Arts Action Fund, 2022.

View the Top 10 Reasons to Support the Arts [HERE](#)

PUBLIC FUNDING RECEIVED FOR TEXAS ARTS & CULTURE GRANTS

State Appropriation FY23 **\$12,388,588**
NEA Grant FY23 **\$1,213,500**
CARES Act FY20-21 **\$668,500**
ARPA FY21-22 **\$1,193,500**

So far in 2023, **68** nonprofit arts groups received direct grants from the NEA totaling **\$1,514,000**.

Source: Texas Commission on the Arts & NEA, 2022

As of 2/2/2023



TEXAS ARTS HIGHLIGHTS

IN THE LONESTAR STATE, THE ARTS UNITE US

The Texas Touring Arts Program serves the nation's largest rural population with outstanding Texas-based companies and artists in their own communities.

TEXAS COMMISSION ON THE ARTS

was established by the Texas Legislature in 1965 to advance the state economically and culturally by investing in a creative Texas. By providing resources to enhance economic development, arts education, cultural tourism, and artist sustainability initiatives, the Texas Commission on the Arts supports a diverse and innovative arts community statewide.



Executive Director: **Gary Gibbs**
Chair: **Dale Brock**

[Learn more here.](#)

BE SURE TO CHECK OUT

Arts and Culture Texas is a state-wide magazine focused on the contemporary visual and performing arts across Texas.

Texans for the Arts

Texas Cultural Trust

Texas Music Educators Association

Texas Folklife

Texas Association for Symphony Orchestras

Art Spark Texas

Texas Hotel & Lodging Association

Texas Dance Educators Association

Texas Educational Theatre Association

Texas Downtown Association

Texas Association of Museums

Humanities Texas

Theatre Network of Texas

Texas Creative Placemaking Initiative

TEXANS FOR THE ARTS

is a highly effective, non-partisan statewide arts advocacy organization whose mission is to secure, protect and grow the public investment in the arts and to advocate for the development and implementation of public policy that supports a strong and vibrant arts and cultural industry.

Executive Director: **Ann S. Graham**

Chair: **Fiona Bond**



[Learn more here.](#)

[Join here.](#)

THE ARTS ARE EVERYWHERE

- In 2018, **Abilene** became the official "Storybook Capitol of America." It is home to the National Center for Children's Illustrated Literature, the largest collection of Storybook Sculptures in the U.S., and the annual Children's Art & Literacy Festival! The town's TCA Cultural District is a dynamic example of how the arts spark urban revitalization through restoring historic buildings, enhancing businesses, promoting cultural tourism, and increasing civic pride.
- As the 4th largest city in the US, **Houston** has seven TCA Cultural Districts which reflect the diversity of the city and beyond. From the Museum of Fine Arts, Houston, to Project Row Houses, from the annual Art Car Parade to free performances yearround at the Miller Outdoor Theater in Herman Park, from Discovery Green to the rediscovered underground "Cistern"- the arts appear everywhere!
- With a strong legacy as a confluence of cultures, **San Antonio** draws visitors from around the world by showcasing historic, contemporary and educational work. As home to four TCA Cultural Districts and 70+ nonprofits, events and festivals presenting arts and culture throughout the year, San Antonio recognizes the importance of the creative economy and cultural tourism.
- **Austin Classical Guitar** is the leading nonprofit arts organization dedicated to classical guitar in the U.S. With international reach through its extensive guitar curriculum and education services, including programs in juvenile justice systems and lifelong learning for Braille readers, ACG serves as a model for other communities around the world aiming to inspire all of the people it serves with musical experiences of deep personal significance. In 2022 ACG opened a new concert and creative learning center in central Austin called The Rosette.
- **Texas Folklife** is dedicated to preserving and presenting the diverse cultures, living heritage, and traditions of the Lone Star State. Since 1984, TXF has been honoring traditions shared by community members in the beautiful tapestry of communities across Texas. They consistently prioritize the importance of traditional arts in contemporary society and celebrate the state's vibrant heritage by providing arts experiences enjoyable by all.
- **The Cultural Corridor Initiative** is an important grassroots movement that is happening on the Southern Border of Texas and Mexico. Arts and historical cultural heritage are being used to preserve, celebrate and unify the people who have called this area home for generations. There is a very unique life on the Frontera that is as old as Texas ... no, as old as time! Everything that Texans think of as the culture of Texas really started here.