

The arts are part of the solution!

The arts are a powerful economic engine and play a vital role in our communities, enhancing each of our lives.

Get the facts, not the spin! Let's keep and increase arts funding in the stimulus package!

Here are ten reasons why the arts should matter to you.

1. Increased funding in the arts invests in an industry that supports jobs, generates government revenue, is the cornerstone of tourism and **economic development**, and drives a creativity-based economy.
2. Nonprofit arts organizations and their audiences generate **\$166.2 billion in economic activity** every year.
3. Nonprofit arts organizations return nearly **\$30 billion in government revenue** every year.
4. Nonprofit arts organizations and their audiences support **5.7 million jobs**.
5. Investment in non-profit arts generates a spectacular **7:1 return on investment**. That is, \$1 invested in the arts generated \$7 in the community. \$50 million to the NEA (National Endowment for the Arts) would generate \$3.5 billion in economic activity.
6. The arts are **shovel-ready** – each dollar of arts funding goes to work immediately creating jobs, attracting investment, generating tax revenue, and stimulating local economies through tourism and consumer purchases.
7. Artists constitute a **sizeable class of workers** -- only slightly smaller than the total number of active-duty and reserve personnel in the U.S. military.
8. **The performing arts draw more attendance than sports**. 70% of Americans attend at least one performing arts event per year versus 53% that attend one sports event.
9. Children who receive an arts education on a regular basis are **more likely to be recognized for academic achievement** and less likely to engage in delinquent behavior.
10. A strong arts and culture sector and a creative workforce **attract and keep businesses in a community**.

The arts are not “pork spending”. Even if you are not an arts patron, the money spent on non-profit arts funding benefits you.

The money allocated for the National Endowment for the Arts represents less than 1% of the proposed economic stimulus package.

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Take action now! Write your congressmen in under 5 minutes! Click here:

<http://theperformingartsalliance.org/campaign/AmericanRecoveryandReinvestmentBill>

[More Talking Points on the Power of the Arts](#)

Research comes from Americans for the Arts, the National Governors Association, the National Endowment for the Arts and the Performing Arts Research Coalition