

WHY THE ARTS MATTER IN CALIFORNIA



NATIONAL ARTS FACTS

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

4.31% Nation's GDP **5.2 M** Jobs



\$1.102 TRILLION Arts & Culture



\$1.09 B Construction



\$270.8 B Agriculture & Forestry

The national arts and culture sector was a **\$1.102 trillion industry** in **2022** (4.31% of the nation's GDP), representing **5.2 million jobs** (3.28% of nation's workforce), and total compensation of **\$540.9 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts (2024). Data collected for 2022.

CALIFORNIA ARTS FACTS

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

8% State's GDP **847,688** Jobs



\$290 BILLION Arts & Culture



\$140.5 B Construction



\$45.3 B Agriculture & Forestry

The California arts and culture sector was a **\$290 billion industry** in **2022** (8% of the state's GDP), representing **847,688 jobs** (4.51% of California's workforce), and total compensation of **\$141.3 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts (2024). Data collected for 2022.

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 FOR-PROFIT & NON-PROFIT ARTS & CULTURE INDUSTRY

Statewide Report of Broader Creative Economy

\$507.4 B Economic activity annually

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**.

Source: Otis College of Arts and Design (2021). [Otis College Report on the Creative Economy](#).

FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation FY24 **\$207 Million**

Congress allocated **\$207 million** to the National Endowment for the Arts (NEA) in **FY24**. 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](#), 2024.

PUBLIC FUNDING RECEIVED FOR CALIFORNIA ARTS & CULTURE SECTOR

State Appropriation FY24 **\$39,344,000**

NEA State Grant FY24 **\$1,579,900**

386 Direct NEA Grants FY23 **\$11,203,600**

Source: [NEA, NASAA](#) 2024

3/6/2024

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: Roxanne Messina Captor



[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.

Interim Executive Director:
Jessica Mele
Chair: Cyrus Wadia

Arts Now, a program of Create CA, is a statewide network of arts education advocates who participate in professional development and local arts education coalition building. The goal is to ensure all young people have access to culturally responsive arts education that reflects and affirms students' culture. There are 50 Arts Now coalitions in 29 counties in CA. [Learn more here.](#)



CA for the Arts champions arts and culture as essential to vibrant CA communities through statewide programming, services, and advocacy networks that foster public awareness and generate resources to cultivate a thriving cultural sector and creative industries. www.caforthearts.org

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.

- **CA Creative Corps**, is a one time funded \$60 million effort by Governor Newsom and the Legislature designed to employ artists to increase public awareness related to water and energy conservation, climate mitigation, and emergency preparedness, relief, and recovery; (2) civic engagement, including election participation; (3) social justice and community engagement; and (4) public health awareness messages to stop the spread of COVID-19.
- **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.

4/12/2024



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