

The arts as a whole encompass a wide variety of genres and media. Using the Standard Industrial Classification system, Americans for the Arts (2010) lists the six following broad categories when classifying businesses and organizations within the arts sector:

- Museums and collections
- Performing arts
- Visual Arts and photography
- Film, Radio, and TV
- Design and publishing
- Arts schools and services

Currently, 668,267 businesses are included in the above-mentioned categories, which represent 4% of all United States businesses. Those businesses create jobs for 2.9 million people, or 2% percent of all employees. In Texas, 52,632 arts-related businesses employed 200,614 people in January 2010 (Americans for the Arts, 2010).

Growth in the Arts Industry

Since 2007, businesses in the art industry grew at a much faster rate compared to that of all other types of U.S. businesses. The rate of art-related employment increased more than four times the total U.S. employment growth rate of 2.4% within the last year (Americans for the Arts, 2008):

Growth Rates (Increase) Since 2007			
	US Arts	TX Arts	Other Businesses
Entities	12%	12.76%	10.66%
Employment	11.6%	9.21%	2.4%

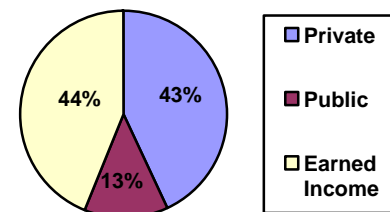
(American for the Arts, 2008)

According to the *Creative Industries 2008: the States Report*, Texas ranked 3rd nationally having reported a 12.76% increase in art-centric businesses (totaling to 45,238 businesses) and providing jobs to 188,824 people (a 9.21% increase) (Americans for the Arts, 2008).

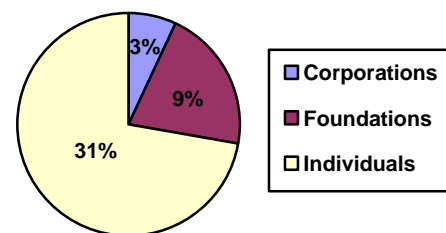
Funding for the Arts

Funding is a critical issue for many nonprofit arts organizations. Despite all the research supporting the benefits of the arts and the continued growth of the art industry, there continues to be a decrease in public funding for various types of arts programs.

2004 Financing of United States Non-Profit Arts Organizations



2004 Sources of Private Funding for Non-Profit Arts Organizations



(National Endowment for the Arts, 2007)

As can be seen in the above charts, community arts programs rely heavily on earned profits and private dollars, with national and state funding representing only about a tenth of total arts funding. Of the private sources of funding, the majority of arts programs receive those funds from individual donors.

In 2007, the San Antonio Office of Cultural Affairs distributed \$5.8 million dollars to arts and cultural organizations and leveraged over \$35 million non-city dollars for the support of nonprofit arts agencies (SA Arts, 2007).

Continuing to find funding sources for the arts industry is important because the arts positively impact economic development, improve educational outcomes in students, and generally improve the quality of life (Texas Commission on the Arts (TCA), 2009).

Economic Impact

The arts produce significant economic benefits by generating local government revenue, stimulating employment opportunities, and developing business and tourism (Americans for the Arts, 2010). The arts are a good business and artists are powerful and creative capital (Shaw, 2009). For example, organizations that receive support from the Texas Commission on the Arts (TCA) report total audiences of more than 35 million attendees every year.

The American nonprofit arts and culture industry generates \$166.2 billion in economic activity every year, including \$63.1 billion in spending by arts organizations and \$103.1 billion in event-related spending by arts audiences (Americans for the Arts, 2009). In Austin alone, the cultural sector contributes over \$2.2 billion to the economy annually and creates 44,000 permanent jobs.

In 2006, according to a study sponsored by the Office of Cultural Affairs, the city of San Antonio's creative industry generated almost \$3.4 billion dollars in economic activity, and supported 26,744 jobs that generated \$1 billion in wages (Office of Cultural Affairs, City of San Antonio, 2006). Out of the nation's 50 largest counties, Bexar County ranked 20th, employing an estimated 13,283 people in about 2,869 arts businesses (Americans for the Arts, 2008).

A study commissioned in 2008 by the Texas Cultural Trust found "an undeniable connection between support for the arts, a vibrant creative sector and a strong economy" (Texas Cultural Trust, 2009, p.1). Findings from the study included:

- Texas' creative sector's nearly 675,000 workers represent an employment growth rate of 20% over the previous five years
- Wages for creative jobs average 80.8% higher than non-creative industries
- Creative sector industries create jobs that cannot be outsourced
- By 2016, 1 in 12 Texas jobs will be in a creative industry
- Between 2006 and 2016, creative sector employment is projected to increase by 22.4%
- \$1.14 per capita is the national average for state funding of the arts
- 22 cents per capita is the current Texas state funding of the arts

(Texas Cultural Trust, 2009)

Educational Impact

Researchers have found that learning in the arts engages and nurtures numerous cognitive capacities, including focused perception, problem solving, elaboration, and creative thinking. Studies prove that "sustained learning" in the arts narrows the achievement gap by producing greater success in academics. Students involved in the arts have been shown to outperform their peers on nearly every measure. More specifically, learning in the arts may be uniquely linked to higher achievement for young children, students in need of remedial tutoring, and economically disadvantaged students. An arts-inclusive education helps develop skills that will make students adaptable and flexible future employees (American Arts Alliance, 2006).

In fact, a compendium of 62 research studies examined the effects of dance, drama, music, visual arts, and multi-arts fields on learning and reported numerous academic and social benefits (Arts Education Partnership, 2002). A partial summary of those associations can be found in the following table.

Academic and Social Associations tied to Arts Education	
Discipline	Outcome
Visual Arts	
<i>Drawing</i>	Content and organization of writing
<i>Instruction in Visual Arts</i>	Reading readiness
Music	
<i>Early childhood</i>	Cognitive development
<i>Music listening</i>	Spatial reasoning; writing
<i>Instrument training</i>	Reading; SAT verbal scores
<i>Performing</i>	Self-efficacy; Self-concept
Dramatic acting	Writing proficiency; Problem Solving; Story Comprehension; Understanding of social relationships
Dance	Creative thinking; Nonverbal reasoning skills; Social tolerance; Reading skills
(Arts Education Partnership, 2002)	

Quality of Life

Participating in the arts invites individuals to experience, discover, and reflect on the meaning behind creation and innovation. The cognitive process required to make sense of something previously unfamiliar “can reshape an individual’s understanding of the world” (Zakaras & Lowell, 2008, p.24). Art creates an aesthetic experience that involves the spectator’s senses, emotions, and intellect and fosters personal growth.

There are instrumental benefits for communities that are both exposed to and engage in the arts. For example, these communities may:

- Receive a broadened field of reference beyond their own confinement
- Exercise their capacity for empathy
- View art as a form of communication
- Develop faculties of perception, interpretation, and judgment
- Form bonds with others in whole communities

(Zakaras & Lowell, 2008)

Experiencing the arts culturally enriches people with intrinsic benefits that keep them steadily interested in attending and participating in the arts (TCA, 2009). Its significance becomes personally important to the individual, and therefore collectively essential for their community.

Arts participation and public awareness of the arts continue to remain high in San Antonio. In November 2004, The Cultural Collaborative and the City of San Antonio Office of Cultural Affairs sponsored a survey to assess the public perception of arts and culture in the community, measure public participation in these areas, and evaluate public attitudes toward art and music education (The Cultural Collaborative, 2004).

The study’s key findings include:

- 9 out of 10 people in San Antonio have participated in at least one cultural activity in the past year.
- Frequent participation in several types of art-related or cultural events is stronger among voters, more educated, and wealthy citizens. It is weakest among non-voters, those with a high school education or less and an income under \$35,000 per year.
- The most popular events include attendance at church or neighborhood festivals and listening to live music in night clubs, bars, and dancehalls.
- More than half of all Bexar County households with children have a child who is active in an art-related activity outside school.
- More than half of all Bexar County adults think it is very important that public schools increase the amount of and the budgets for art and music education without raising taxes.

Artistic endeavors demonstrate the human power to innovate, transform imagination into creation, pioneer history-making advancements, manifest personal evolution, and essentially transform the world around us (Johnson, 2006).

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