



HOW THE ARTS BENEFITS COMMUNITIES

The Visual and Performing Arts bring a wide range of benefits into our communities. The Arts can revitalize communities, as well as encourage social communication, interaction, cooperation and tolerance across a diversely varied population. High arts engagement among students can boost academic performance, increase their chances for success after school, and make them more likely to be actively engaged with their communities through voting and volunteerism. The Arts are a major force driving the economy and the workforce into our future. Access to the Arts (via both creating, or attending) translates into health benefits for the community, with reduced rates in obesity, and other major benefits that impact quality of life for the older residents ranging from better mobility, lower rates of hypertension, and higher cognitive function. Studies even show correlations between the Arts and reduced crime rates.

Benefits to Students

- Among students who come from low socioeconomic backgrounds, high immersion in the arts pays dividends for their academic and future success:
 - They have a dropout rate that is 5 times lower than their peers.
 - They are 4 times more likely to be recognized for academic achievement.
 - They are 4 times more likely to participate in math and science fairs.
 - They are 3 times more likely to win an award for school attendance.
 - They are 3 times more likely to be leaders elected to class office.
 - They are twice as likely to graduate college.
 - 50% becoming gainfully employed, versus only 40% among their peers who were not engaged in the arts.
 - They are nearly twice as likely to volunteer in their communities.
- Students who complete more arts courses have up to 15% higher pass rates on standardized tests than students with fewer arts courses.
- Access to arts education improves overall academic performance, which leads to an 11.5% increase in college enrollment immediately following high school graduation, which then leads to a better prepared workforce.
- Arts engagement leads to an 18% increase in kids scoring in the top stratum on English and math exams.



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Health benefits

- In a case study, access to the arts and cultural areas in the local community was found to correlate to a 5% decrease in obesity across the community population.
- A study in 2014 found that older adults (55 and over) who engaged in Art (via Creating and/or Attending) reaped numerous health benefits over those that did not:
 - They had higher levels of cognitive functioning,
 - Better mobility and lower rates of limitations to their daily physical functioning,
 - lower rates of hypertension.

Economy & Workforce

- The Arts contribute more than \$698 Billion dollars to the U.S. economy, and 4.7 million jobs in the arts and cultural sector.
- The creative sector in Texas employs nearly 800,000 innovation workers, which represents one in 15 jobs. Average annual earnings for some creative sector occupations are almost double those of workers in non-creative sector jobs.
- The Texas Arts and Culture Industry has grown more than 15% over the past decade, generating \$5.59 billion for the Texas economy and nearly \$350 million in state sales tax revenue in 2017.
- Tourists are drawn to arts and culture attractions in Texas. On average, arts and culture tourists stay longer, bring more people, and spend more money than non-culture tourists.
- Creative sector employment is projected to grow by 17% or 144,000 new jobs by 2026, according to the Texas Workforce Commission.
- The average annual wage is nearly double for jobs in the creative sector, averaging \$84,500 versus \$46,100 in non-creative sector jobs.
- Taxable revenue from the Arts and Culture Industry has grown by 15.5% over the past decade.
- The Arts and Culture Industry generated \$5.59 billion in taxable sales for the Texas economy, totaling nearly \$350 million in state sales tax revenue in 2017.
- Based on an estimate of 1% local sales tax, the Arts and Culture Industry generated more than \$32.4 million in local sales tax revenue for the five largest metro areas in Texas.
- The 10,600 Arts and Culture Industry businesses create, distribute, and sell products and services nationally and internationally, employing nearly 130,000 Texans.
- 72% of business leaders say that creativity is the number one skill they look for when hiring.



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Reductions in Crime

- A 14% decrease in cases of child abuse and neglect.
- An 18% decrease in the serious crime rate.

Can Bring Communities Together

- Older style consultation approaches such as town hall meetings don't always capture public imagination across the community and there is a growing evidence base that supports the arts as a driving force for civic renewal.
- This is because arts-based engagement has an inherent ability to inspire peoples' imagination, to draw out new perspectives, and to act as a vehicle for a diversity of opinions.
- Arts-based approaches to community engagement can be a powerful mechanism to produce new forms of knowledge by encouraging participation from people of all walks of life.
- The arts do not offer a panacea for the complex issues that cause social exclusion, but it has been shown that they can be a significant part of the solution because they transcend barriers of language, culture, ability, and socio-economic status.

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