

ARTS ADVOCACY KEY DATA

ART CAN IMPROVE EDUCATION

Research conducted by the Texas Cultural Trust shows that academic achievement, school attendance, graduation rates, and higher education attendance rates are significantly improved for students who are highly engaged in the arts.

- Texas students highly engaged in the arts are between **34% and 112% more likely to earn an exceptional score on standardized tests** than students who are minimally engaged.
- Students who were highly engaged in the arts were **20% more likely to attend college and 42% more likely to attend a four-year institution** than those who completed only the minimum requirement.
- In Texas, across all subjects, students who are economically disadvantaged were **more likely to pass standardized tests** when highly engaged in the arts.

INEQUALITY & INEQUITY OF ARTS EDUCATION ACCESS

Access to arts education is far from equitable from one Texas school district to the next.

- Suburban schools offer **70% more arts courses than rural schools**.
- **High-poverty campuses have fewer arts courses and fewer arts teachers.**
- Teachers at **high-poverty schools serve 32% more students** than teachers at low-poverty schools.

ELEMENTARY EDUCATION ACCESS

Student Perspective: In Texas, there are 2.42 million students enrolled in grades 1-6. Of those students,

- 1,603,748 have a music-certified teacher.
- 1,100,302 have a visual art-certified teacher.
- 35,017 have a theatre-certified teacher.

Educator Perspective: In Texas, 18,290 teachers provide arts education instruction for elementary grade students. Of these teachers, **61% are not fine arts certified.**

ART CAN FUEL THE ECONOMY

The economic future of Texas requires a workforce that is adaptable, creative, and prepared for the challenges of a rapidly changing world. The arts strengthen the Texas economy by preparing students for creative careers, generating significant tax revenue, and boosting tourism.

ART CAN CREATE JOBS

- The Texas creative sector employs nearly **845,000 Texans**.
- Almost **1 in 15 Texas jobs** are part of the creative sector.

THE ARTS AND CULTURE INDUSTRY

- The Arts and Culture Industry **generated \$6 billion in taxable sales** for the Texas economy, **totaling nearly \$380 million in state sales tax revenue in 2021.**
- Texas arts and cultural economic activity generated **\$65.8 billion in gross domestic product.**

THE ARTS BOOST TOURISM / TOURISTS ENJOY THE ARTS

- **37% of nonresident overnight leisure travelers** engaged in cultural activities while on vacation.
- **1 in 4 visitors** participate in cultural tourism when traveling in Texas.

FILM INDUSTRY INCENTIVES: THE TEXAS MOVING IMAGE INCENTIVE PROGRAM

- The Texas Moving Image Incentive Program (TMIIIP) is designed to build the economy through the moving image industry by creating jobs in Texas.
- Over the past 15 years, the incentive program has attracted **\$1.95 billion in state spending**.

TEXAS COMMISSION ON THE ARTS CULTURAL DISTRICTS

Cultural Districts create jobs, generate significant tax revenue, boost tourism, attract business, revitalize communities, and improve the quality of life for all Texans. A 2020 study of four Cultural Districts that received a total of \$542,000 in TCA public grant funding showed:

- \$542,000 investment yielded **\$52.3 million in economic activity**.
- The case studies generated a **2 to 1 return on investment in state tax revenue**.

ART CAN IMPROVE HEALTH AND WELL-BEING

Arts in Health is a field dedicated to utilizing the power of the arts to enhance health and well-being in various healthcare institutions and community contexts. This field includes Creative Arts Therapies, which utilize arts-based interventions and creative processes to optimize health and treat illness. Arts in Public Health describes community-based programs that use the arts to promote well-being, strengthen social cohesion, and facilitate arts-based messaging.

GROWING DEMAND FOR AN ARTS IN HEALTH WORKFORCE

Music therapy jobs are projected to increase 20% by 2028 in Texas.

ART CAN TREAT AND MANAGE HEALTH CONDITIONS

- **Art Can Combat Depression:** Attending a cultural event once a month **reduces the risk of developing depression by 48%**.
- **Stroke:** A directed music playlist can **increase functional connectivity by 18%** and improve blood flow through damaged parts of a stroke patient's brain.
- **Parkinson's Disease:** Studies show that patients who participate in Dance for PD once per week have improved motor measures, gait speed, and tremor reduction; increased quality of life; less motor impairment than non-participants; and slower motor and non-motor PD symptom development over three years.
- **Post-Traumatic Stress Disorder:** Trauma-informed songwriting interventions led to patients experiencing a **30% decrease in PTSD symptoms**.
- **Burnout & Compassion Fatigue:** Arts experiences **lowered caregiver stress, compassion fatigue, and mental exhaustion for caregivers**.
- **Aging & Cognitive Decline:** Engaging older adults with music creativity curriculum resulted in **improvements in cognitive function**, which is essential for attention and memory.

**SUPPORT
THE ARTS
SUPPORT
TEXAS**

For more information, see the research and sources in the 2023 State of the Arts Report.

While there are many areas of opportunity for Texas, there are also many areas that need improvement in arts access. Help ensure equitable access to the arts for all Texans by joining the Texas Cultural Trust as a Partner in the Arts and invite your family and friends to do the same. Together we are shaping the future of our state through increased access to the arts for all Texans, including our children!

Learn more about how to promote and support the arts in Texas by visiting ArtCanTexas.org or contacting the Texas Cultural Trust directly.

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- twitter.com/txculturaltrust
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