

THE ARTS AND THE ECONOMY

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.

A well-rounded education is key to building a 21st-century workforce. Students who participate in the arts are better prepared to succeed in their careers and contribute to the Texas economy. Arts education teaches students critical thinking, creativity, problem solving, innovation, collaboration, and communication skills, all of which are crucial to job performance.

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**.
- Representing 3% of total state employment, 395,000 Texans produced arts and culture goods and services while **earning over \$33.6 billion in compensation**.

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 (TMIIP) 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

In 2005, the Texas Legislature authorized the TCA to designate Cultural Districts in communities across Texas. Currently, there are 52 TCA-designated Cultural Districts in 39 cities across Texas. When funded by the Texas Legislature, the TCA provides competitive grants to support projects within Cultural Districts.

A 2020 study of 4 Cultural Districts that received a total of \$542,000 in TCA public grant funding found that:

- \$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**.
- Cultural Districts create jobs, generate significant tax revenue, boost tourism, attract business, revitalize communities, and improve the quality of life for all Texans.