

2023 STATE
OF THE
ARTS
REPORT

TEXAS
CULTURAL
TRUST

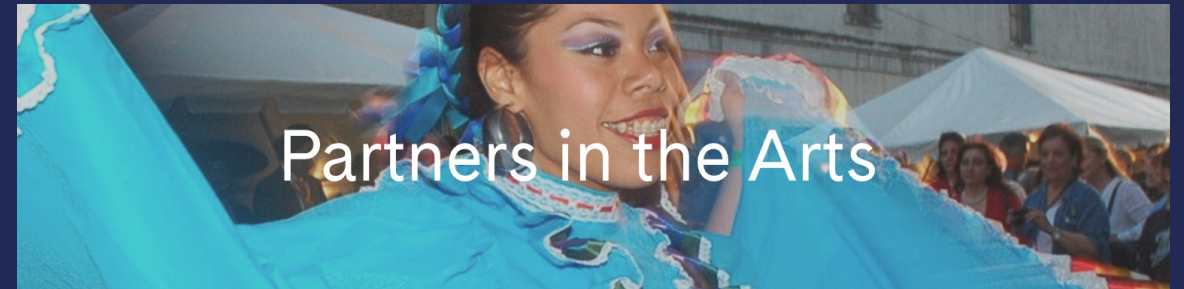
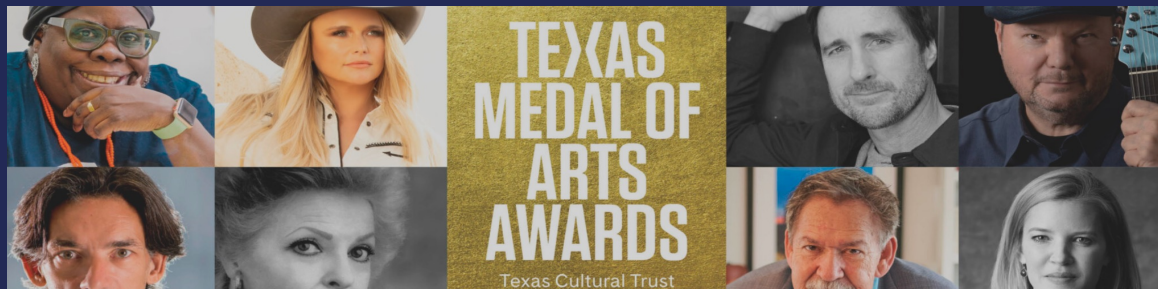
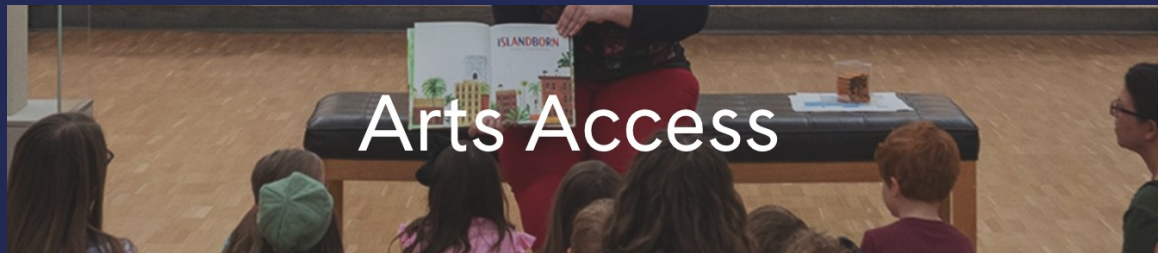
OUR MISSION

To be the leading voice for the arts in education, advocacy, and economic impact in Texas, spotlighting the artistic excellence of our state.

OUR VISION

A vibrant Texas where the arts inspire excellence.

WHAT WE DO



OUR PARTNERS

2023 SPONSORS



Wood▶Next
Foundation



Ray
Benson

Leslie and Jack
Blanton, Jr.

Kelli and
Eddy Blanton

Sarah and
Ernest Butler



Woody and
Gayle Hunt
Family Foundation



Karen and Charles
W. Matthews

Judy and Kirk
Robison



Southwest



Jocelyn Straus, Chair Emeritus for the
Texas Medal of Arts Awards, 1931 – 2022

OUR RESEARCHERS:

TRAVIS JAMES

DR. BRENT HASTY

DR. CINDY CHRISTIAN

SHAY THORNTON KULHA

JOSEPH SHUFFIELD

DR. ROBIN A. WARD

MIKE BASELICE

2023 STATE
OF THE
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REPORT

SUPPORT
THE ARTS

SUPPORT
TEXAS

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OVERVIEW & HIGHLIGHTS



Arts education improves academic performance, prepares students for the 21st century workforce, develops Social and Emotional Learning (SEL) skills, creates positive behaviors, and increases civic engagement.

Texas high school students enrolled in more arts courses **had better attendance** than their peers taking only the minimum arts requirement. They were also:

- **Up to 112% more likely to earn an exceptional score on standardized tests**
- **20% more likely to attend college**
- **42% more likely to attend a four-year college or university**

Arts education fosters Social and Emotional Learning Competencies:

- Self-Awareness
- Self-Management
- Social-Awareness
- Relationship Skills
- Responsible Decision-Making



The Texas Arts and Culture Industry creates jobs, generates significant tax revenue, boosts tourism, attracts business, and revitalizes communities.

The Arts and Culture Industry **has grown more than 30%** over the past decade, generating **\$6 BILLION** in taxable sales and nearly **\$380 MILLION** in sales tax revenue.

Nearly **845,000 people** are employed in creative careers, which represents **1 in 15 jobs**.

Texas Arts and Culture Industries generate **\$65.8 BILLION** in gross domestic product.

Arts and culture tourists spend more and stay longer than leisure tourists: **1 in 4 visitors in Texas** participate in cultural tourism.

Public funding for Cultural Districts generates a **2 to 1 return on investment** in state sales tax revenue. **\$542,000 in Cultural District grants** generated **\$52.3 MILLION** in economic activity.



The arts enhance overall physical, mental, and emotional health, encourage healthy behaviors, reduce stress, and increase social interactions.

Attending just one cultural event a month **reduces the risk of developing depression by 48%**.

Music therapy can **decrease post-traumatic stress disorder (PTSD) symptoms by 30%**.

Listening to a prescribed music playlist can **improve blood flow through damaged parts of a stroke patient's brain by 18%**.



TXCulturalTrust.org
512.478.5289
ArtCanTexas.org
info@txculturaltrust.org

ART CAN INSPIRE OUR CHILDREN



IZAAK
AGE 10

“Drawing helps me be more expressive
and a better problem solver.””

AND IMPROVE EDUCATION



WINELL HERRON
H-E-B GROUP VICE PRESIDENT OF
PUBLIC AFFAIRS, DIVERSITY AND
ENVIRONMENTAL AFFAIRS

TEXAS CULTURAL TRUST
BOARD MEMBER

In Texas, high school students enrolled in more than
one arts course are **more likely to attend college.**



THE FIVE SEL COMPETENCIES

Arts education is synonymous with social and emotional learning (SEL). SEL skills include:

SELF-AWARENESS

SELF-MANAGEMENT

SOCIAL AWARENESS

RELATIONSHIP SKILLS

RESPONSIBLE DECISION-MAKING

Source: Durlak et al., 2011

THE ARTS IMPACT STUDENT DEVELOPMENT

THE ARTS CREATE POSITIVE BEHAVIORS

The arts teach **collaboration** and **communication** skills.



Students become more confident and better leaders.

The arts reinforce **kindness, sharing, and empathy.**



Students maintain these behaviors in their day-to-day interactions.

The arts encourage **practice, persistence, and patience.**



Students learn to persevere and become more self-aware.

Source: Durlak et al., 2011; Farrington et al., 2012; Sklad et al., 2012; Stevenson & Deasy, 2005

THE ARTS IMPACT ACADEMIC PERFORMANCE AND FUTURE WORK SKILLS

ARTS EDUCATION DEVELOPS 21ST CENTURY SKILLS



Critical
Thinking



Innovation



Creativity



Collaboration



Problem
Solving



Communication

Source: Partnership for 21st Century Learning

TEXAS STUDENTS HIGHLY ENGAGED IN THE ARTS



are up to

112%

more likely
to earn an
exceptional score
on standardized
tests

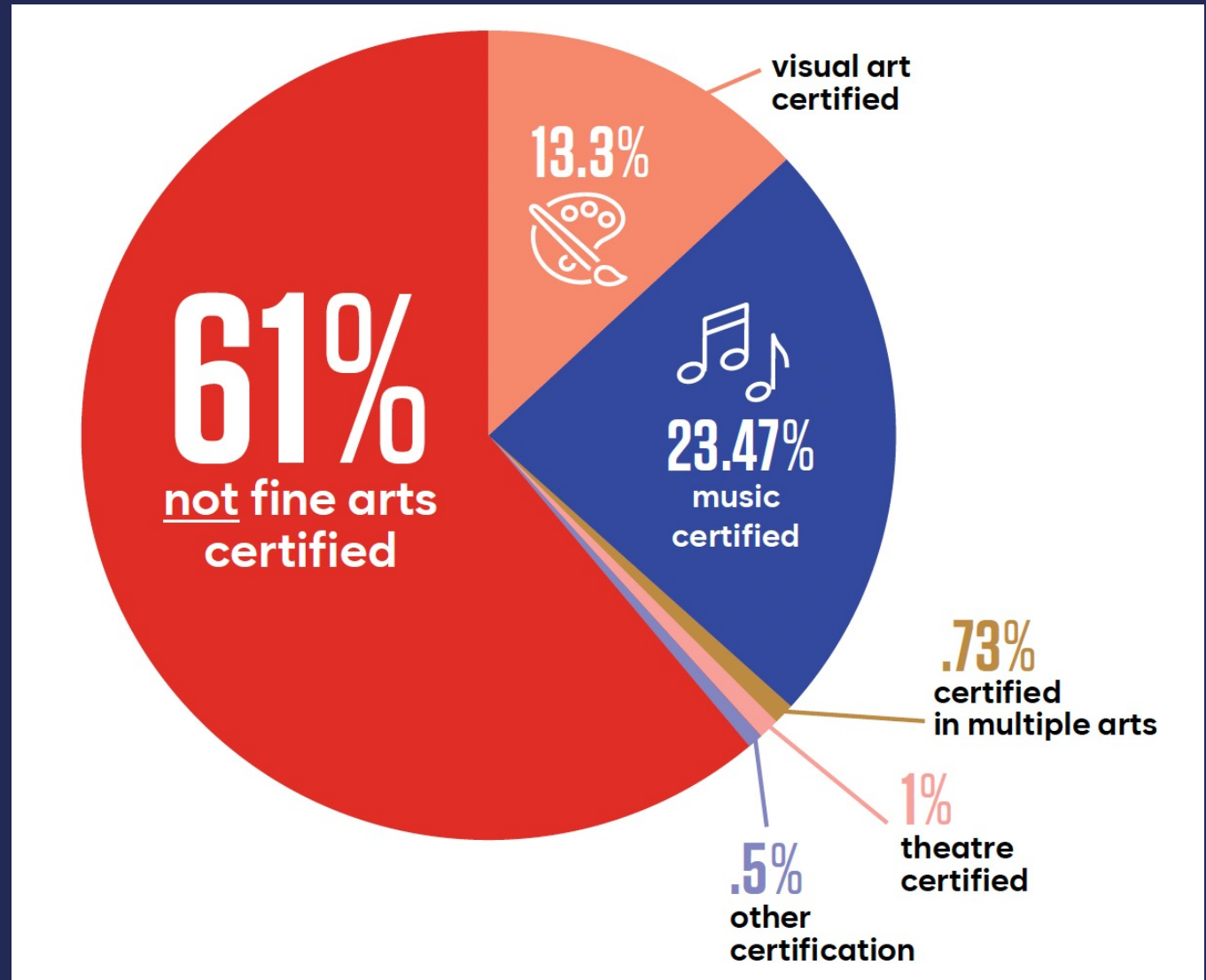


are

42%

more likely to
attend a four-
year college
or university

ARTS INEQUALITIES IN TEXAS ELEMENTARY SCHOOLS



Teachers at
high-poverty
schools serve

32%

more students
than teachers at
low-poverty schools

ARTS INEQUALITIES IN TEXAS SECONDARY SCHOOLS

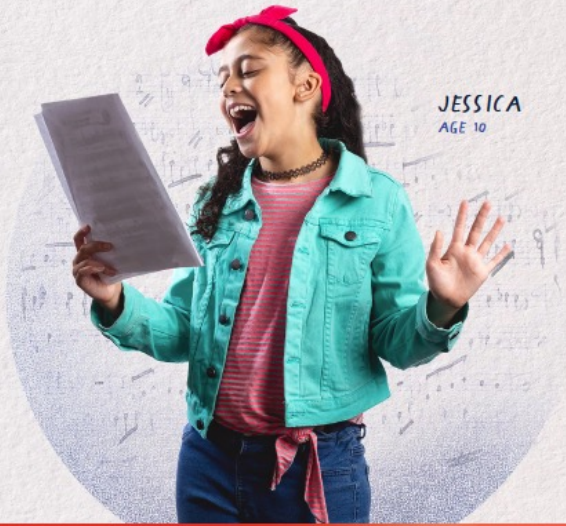
Suburban
schools offer

70%



more arts courses
than rural schools

ART CAN GROW OUR CREATIVITY



JESSICA
AGE 10

"Singing helps me come out of my shell,
release stress, and feel more confident."

AND BUILD A STRONG ECONOMY



JEREMY LATCHAM
FILM PRODUCER

The arts prepare critical thinkers for the workforce
and generate **\$6 billion** for the Texas economy.

THE ARTS & CULTURE INDUSTRY

The Arts and Culture Industry generated

\$6 BILLION

for the Texas economy

Almost

1 in 15

Texans are employed
in creative careers



30% GROWTH
in the Arts and
Culture Industry



nearly
\$380 MILLION
in state sales tax

ART CAN BOOST TOURISM



Arts and cultural economic
activity generated

\$65.8 BILLION

in gross domestic
product



37%

of non-resident
overnight leisure
travelers **engaged**
in cultural activities
while on vacation

CULTURAL DISTRICTS

\$542,000 = **\$52.3 MILLION**
INVESTMENT ECONOMIC ACTIVITY

CULTURAL DISTRICTS



GENERATE BUSINESS



ATTRACT TOURISTS



REVITALIZE COMMUNITIES

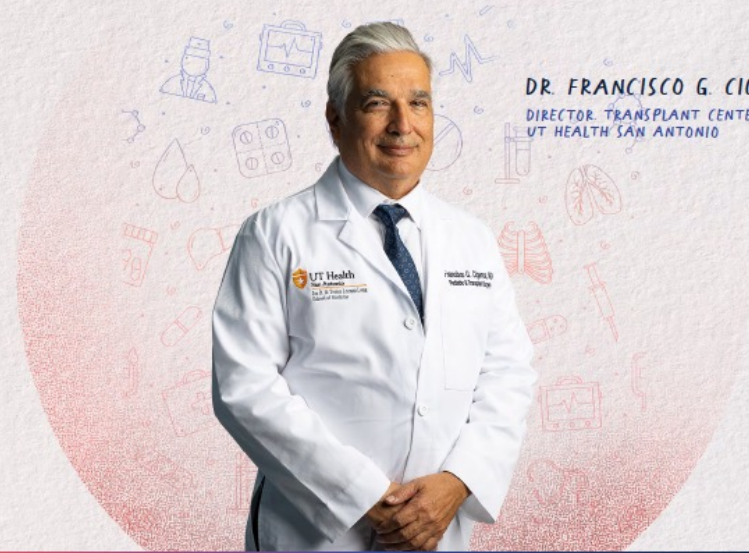
ART CAN STRENGTHEN OUR MINDS



AYAAN
AGE 14

"Theater allowed me to open up and
improve my mental health."

AND IMPROVE OUR HEALTH



DR. FRANCISCO G. CIGARROA
DIRECTOR, TRANSPLANT CENTER
UT HEALTH SAN ANTONIO

The arts enhance overall physical, mental,
and emotional health.

ART CAN IMPROVE MENTAL HEALTH

THE ARTS



Reduce
anxiety and
depression



Increase
overall health
and well-
being

The arts can
reduce the risk of
depression by

48%



ART CAN IMPROVE HEALTH

A directed music playlist can increase functional connectivity by

 **18% IN STROKE PATIENTS**



Music therapy can
decrease PTSD
symptoms by

30%

Splatter Paint Room Experience

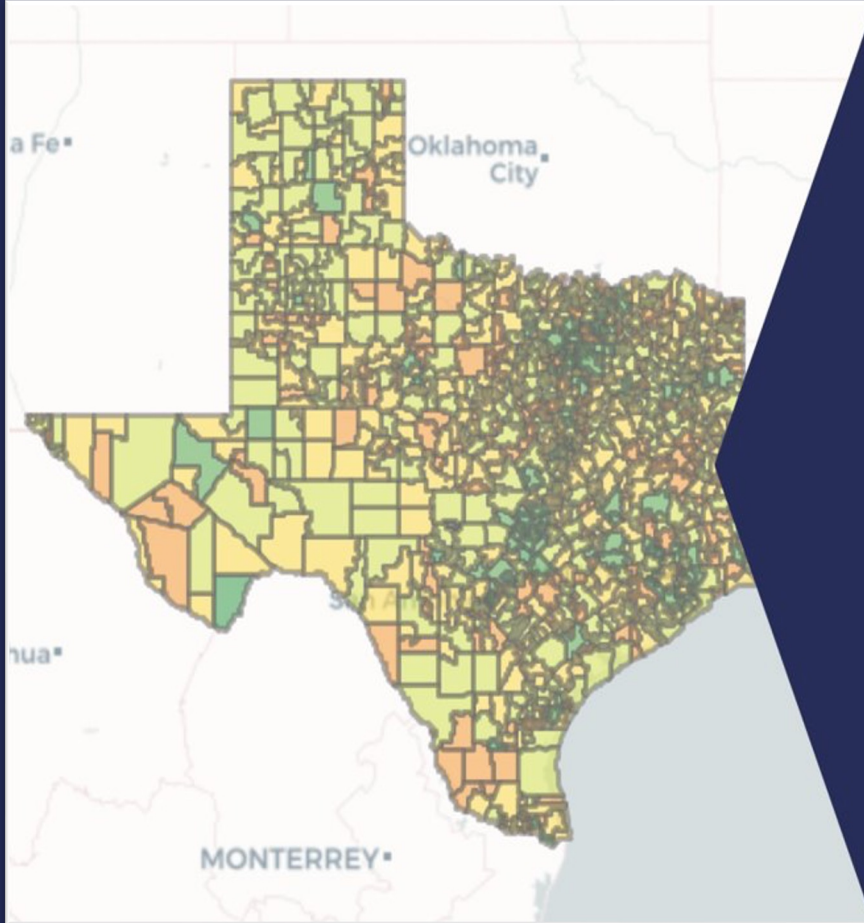
- ◀ Lowered caregiver stress
- ◀ Lowered compassion fatigue
- ◀ Lowered mental exhaustion



TEXAS CULTURAL TRUST RESOURCES

ART CAN IMPACT THE LIVES OF EVERY TEXAN

ART CAN MAP



Art Can Map

The Art Can Map is a visualization of Texas arts education access data. Does your child's school make the grade?

[View The Map](#)



ARTS ADVOCACY TOOLKIT LIBRARY



LEGISLATIVE TRACKER



The Texas Cultural Trust monitors House and Senate bills that could potentially impact the arts, arts education, and creative industry in Texas. Below is a list of notable bills.



BECOME A PARTNER IN THE ARTS

TXCulturalTrust.org

SHARE THE ARTS.

Pass on these findings. Tell your fellow Texans about the important impact the arts have on education, the economy, and our way of life.

UNDERSTAND THE ARTS.

Learn about arts education access in your community by visiting ArtCanTexas.org.

ADVOCATE FOR THE ARTS.

Encourage your school board members and elected officials to support access to the arts and arts education. Use our tools at ArtCanTexas.org.

SUPPORT THE ARTS.

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

ENGAGE WITH THE ARTS.

Stay informed about the state of the arts in Texas by following the Texas Cultural Trust on social media.

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