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

Art Can

Arts Access

Texas Young Masters

Texas Women for the Arts

Partners in the Arts
OUR PARTNERS

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Southwest

Texas Monthly

The Texas Tribune

The Tobin Endowment

The University of Texas at Austin College of Fine Arts

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

ART CAN IMPROVE EDUCATION

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

ART CAN FUEL THE ECONOMY

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 $55.8 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.

ART CAN IMPROVE HEALTH AND WELL-BEING

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 50%.

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

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

IZAAK
AGE 10

AND IMPROVE EDUCATION

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

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

TEXAS CULTURAL TRUST BOARD MEMBER
THE ARTS IMPACT STUDENT DEVELOPMENT

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 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

TENNESSEE 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

61% not fine arts certified

23.47% music certified

13.3% visual art certified

.73% certified in multiple arts

.5% theatre certified

.5% other certification
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

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

JESSICA
AGE 18

AND BUILD A STRONG ECONOMY

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

JEREMY LATCHAM
FILM PRODUCER
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
$542,000 INVESTMENT = $52.3 MILLION ECONOMIC ACTIVITY

CULTURAL DISTRICTS

GENERATE BUSINESS
ATTRACTION TOURISTS
REVITALIZE COMMUNITIES
ART CAN STRENGTHEN OUR MINDS

AYAH
AGE 10

“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
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

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.