



TEXANS FOR THE ARTS
The Official Arts Advocacy Organization for Texas

I look forward to an America which will reward achievement in the arts as we reward achievement in business or statecraft . . . And I look forward to an America which commands respect not only for its strength, but for its civilization as well.

— John F. Kennedy

Why the Arts Matter

The arts enrich our lives. From the small-town high school musical that packs the auditorium with beaming family and friends, to the regional theater where groundbreaking new plays are brought to life, the arts enlighten us, bring us happiness and allow us to connect with each other more fully. Quite simply, the arts are essential to the vibrancy and fullness of American life.

Among other crucial benefits, the arts:

- Bring beauty into our lives;
- Challenge us to think in innovative, new ways;
- Bridge racial, geographic and generational divides;
- Preserve our collective memory;
- Shape our identities, from childhood through old age;
- Provide jobs and enhance the nation's economic health; and
- Nurture skills that help America compete in the global marketplace.

— *Americans for the Arts*

The Arts in Texas Mean Business

- The creative sector fuels the Texas economy. A 2008 study commissioned by the Texas Cultural Trust and produced by Texas Perspectives found an undeniable connection between support for the arts, a vibrant creative sector and a strong economy.* The findings included these points:
 - Texas' creative sector employs nearly 675,000 workers, representing a 20% growth rate over the past five years.
 - Creative sector wages are, on average, 80.8% higher than non-creative industries, representing the real power behind the state's economy.
 - Creative sector employment will create 140,000 new jobs between 2006 and 2016. This labor force must have the appropriate skill sets, or Texas will risk losing these opportunities to other states.
 - Access to talented, creative people determines where companies choose to locate and grow.

- Non-profit organizations are a vital part of the quality-of-life infrastructure.
 - Attracting and retaining an innovative workforce is accomplished by focusing on three factors communities can directly influence: vitality and diversity of non-profit cultural arts, a well-rounded curriculum in public schools, and economic development emphasizing quality of place.
 - Young professionals consistently rank the availability of a strong arts and cultural sector as one of the top three factors in determining where to live.
- Arts, non-profit arts and cultural organizations combine to form the centerpiece around which large and small communities build successful cultural tourism programs.

The Texas Commission on the Arts (TCA) Facilitates the Creative Sector

- Arts Create grants, the centerpiece of TCA's granting activity, advance the creative economy of Texas by investing in arts organizations.
 - For FY 2010 and 2011, TCA approved 349 Arts Create grants from 339 organizations in 69 Texas cities, totaling \$3.999 million. It is critical that TCA maintain this level of granting in FY 2012 and FY 2013.
- Arts Respond grants, instituted by TCA in FY 2010, ask arts organizations to respond to the five priority issues identified in the state's agency-wide strategic planning process: education, health and human services, economic development, public safety and criminal justice, and natural resources and agriculture. In the first year alone, these smaller grants funded 318 projects from 246 arts organizations in 79 Texas communities.
- Authorized by the 78th Texas Legislature, TCA began designating cultural districts in cities across Texas. Each of these cultural districts, which now number 12, demonstrates that the non-profit arts industry directly contributes to the community's economy. These non-profit arts organizations directly employ a substantial number of workers and generate more jobs indirectly through businesses that support the cultural districts.

Texas Must Lead in Supporting the Creative Arts in Schools

- According to the Partnership for 21st Century Skills, creativity, collaboration, critical thinking communication, innovation and problem-solving are essential to prepare our children for the future. The arts are the key component in teaching each of these skills in our schools.
- Multiple studies have found arts education strongly and positively impacts both academic and personal success across socioeconomic groups, especially among disadvantaged populations.
- Studies have also found a substantial overlap between the skills required for innovative occupations and the skills fostered by K-12 arts curriculum.

People who create in our companies – whether they be scientists, marketing experts or business strategists – benefit from exposure to the arts. People cannot create when they work in a culturally sterile environment. The economic benefits of the arts greatly transcend and outlive any of the normal cycle. That is why business invests in the arts – even when times are tough, and when there is increased pressure to manage money more carefully.

**John D. Ong
Chairman Emeritus**

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As a state legislator, you have the power to:

- **Maintain funding for the Texas Commission on the Arts at FY 2010 and 2011 biennium funding levels, and**
- **Approve the necessary funding source change to General Revenue.**

*"20 Reasons the Texas Economy Depends on the Arts and the Creative Sector" is available at txculturaltrust.org.