

Five Reasons to Support the Arts

Arts and creativity strengthen our nation. They make us stronger—as individuals, families, communities, states and as a country. They help people and places to thrive and offer a high return on investment that benefits every city, town and rural community nationwide.

The power of the arts to fortify America's communities manifests in many different ways. Our economy, well-being, education and the fabric of communities all blossom when the

arts are strong. Here are five succinct points that arts leaders and cultural advocates can use to communicate about this positive impact and why public support for the arts is a good deal for citizens and for government.



1. **The arts strengthen the American economy.**

Arts and creativity contribute to a vigorous economy by creating jobs in multiple industries, sparking innovation, driving tourism and providing opportunities for young people. According to the U.S. Bureau of Economic Analysis, the creative industries [generate over \\$1 trillion in economic activity and account for 4.4% of our nation's gross domestic product](#). The creative sector contributes [4.9 million jobs](#), boosting our nation's workforce, and plays a vital role in [accelerating economic recovery](#).

Learn More

[Arts and Creativity Strengthen Our Nation](#)

[Creative Economy Data](#)

[Arts and Economic Recovery](#)

2. The arts improve America's health and well-being.

Arts and creativity reduce our susceptibility to stress related illnesses and offer [effective treatments](#) for addiction, trauma recovery, depression, anxiety and brain injuries. Creative therapies aid recovery for wounded [active-duty military and veteran](#) populations. Greater frequency of arts creation and participation has been linked to [positive health outcomes for older adults](#). For young people, the arts are a positive outlet for expression of feelings, helping youth to bounce back from adversity and to show tolerance and compassion for others.

3. The arts strengthen the fabric of America's communities.

Engagement with arts and creativity promotes connection and cohesion within and between communities. The arts celebrate local culture and create communities that are attractive to families and businesses alike. Arts participation also increases [engagement in civic behaviors](#) like volunteering and attending community meetings.

4. The arts improve education.

Arts are an essential element of [quality education](#). Arts and creativity spark human potential, promoting cognitive development and readiness to learn for all age groups. Research indicates that arts education provides significant impacts on students' [academic outcomes](#). It sets up young people for success, [closes the achievement gap](#) and improves test scores. The arts also develop an innovative, globally competitive workforce by adding the key ingredient of creativity to STEAM (science, technology, engineering, arts and math) education.

5. The arts help rural communities to flourish.

[Arts based rural development strategies](#) offer potent, sustainable economic growth while preserving the unique character and heritage of rural communities. Rural communities often face challenges relating to isolation, population loss and resource limitations. The arts can mitigate these challenges by [facilitating rebounds](#) from recessions, stimulating small businesses, improving quality of life for residents, and attracting visitors and investments. Federal and [state funding](#) ensures that the many benefits of the arts reach into rural communities that may lack other sources of support.

Take Action

Here's how you can deliver this information:

[Being an Arts Ambassador](#)

[Three Simple Ways to Advocate for the Arts](#)

In addition to all these community benefits, the arts offer a net gain for government. The arts yield [\\$27.5 billion in revenue](#) to federal, state, county and municipal governments. Public funding for the arts also yields additional financial commitments, [leveraging \\$9](#) in private and earned matching funds for every \$1 invested by the government.

National Assembly of State Arts Agencies

The National Assembly of State Arts Agencies (NASAA) is a nonpartisan, not-for-profit organization that serves America's state arts agencies. We are a clearinghouse for information on best practices and research on cultural policy, public funding for the arts and the programs of state arts agencies. For more information, visit www.nasaa-arts.org.

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