

Texas
Commission
on the Arts

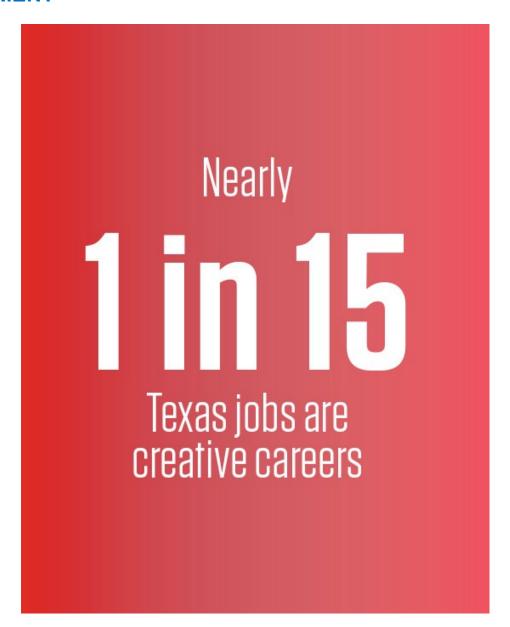
Investing in a Creative Texas

NASAA Assembly 2024
Gary Gibbs, Ph.D.
TCA Executive Director



SOURCE:





SOURCE:



ECONOMY **ART CAN FUEL THE**

THE ARTS AND CULTURE INDUSTRY GENERATES REVENUE

In Texas, 14,000 Arts and Culture Industry businesses create, distribute, and sell products and services nationally and internationally.



Taxable revenue from the core Arts and Culture Industry has **grown by 30%** over the past decade. 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.

The Arts and Culture Industry Generated

\$6 BILLION
for the Texas Economy

SOURCE:



THE ARTS BOOST TOURISM

Research by the Office of the Governor, Economic Development and Tourism showed that **arts and culture tourists spend more and stay longer** than leisure tourists.



SOURCE:



Tourism Trends and Outlook

A recent study conducted by the Pacific Asia Travel Association showed that in general, cultural tourists:

- tend to stay 22% longer in a destination and
- spend up to 38% more per day than other travelers do.



RT CAN FUEL THE ECONOM

TEXAS COMMISSION ON THE ARTS CULTURAL DISTRICTS

The Texas Commission on the Arts (TCA) is the public entity in Texas dedicated to advancing our state economically and culturally by investing in a creative Texas. In 2005, the Texas Legislature authorized the TCA to designate Cultural Districts in communities across Texas. These designated areas use existing cultural landmarks and resources to generate economic development and community revitalization. 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.

The Texas Cultural Trust commissioned a 2020 study of four Cultural Districts that received a total of \$542,000 in public grant funding from the TCA. This study revealed an overall impact of \$52.3 million in economic activity. In total, the case studies generated a 2 to 1 return on investment in state tax revenue. The impact of public grant funding for Cultural Districts for surpassed the state's initial investment. Cultural Districts create jobs, generate significant tax revenue, boost tourism, attract business, revitalize communities, and improve the quality of life for all Texans.





SOURCE:



ARTS + EDUCATION

Texas students highly engaged in the arts



more likely to earn an exceptional score on standardized tests

SOURCE:



Measuring Impact

Texas high school students enrolled in more arts courses had higher attendance rates 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 + HEALTH

ART CAN COMBAT DEPRESSION

During COVID-19, the World Health Organization found a 25% increase in depression and anxiety across the globe. The arts can be used to help combat depression and anxiety through opportunities for connection and selfexpression. The arts enhance overall physical, mental, and emotional health, encourage healthy behaviors, reduce stress, and increase social interactions.

Attending a cultural event once a month reduces the risk of developing depression by 48%.

AGING AND COGNITIVE DECLINE

The demographic of Texans aged 65 and older is expected to more than triple by 2050 (Adams, 2016). With age and cognitive decline, challenges with thinking, memory, concentration, and other brain functions may reduce quality of life.

Project CHROMA, an interdisciplinary initiative at Rice University and a National Endowment for the Arts Research Laboratory site, assesses the effects of a music creativity curriculum on older adults. The curriculum engages participants through music listening, theory, performance, and creative activities. Program results show improvements in cognitive function, which is essential for attention and

memory.

Houston Methodist hospital system. The center has grown to be one of the largest, most diverse Arts in Health centers in the nation. CPAM has continued to grow through the pandemic for patient and provider programs. According to CPAM, **Creative Arts Therapies add** tangible value to the hospital system by: Decreasing Lowering a patient's self-reported length of stay anxiety Reducing the use of pain medicines

The arts can

reduce the risk of

depression by

HOW THE ARTS AID MEDICINE

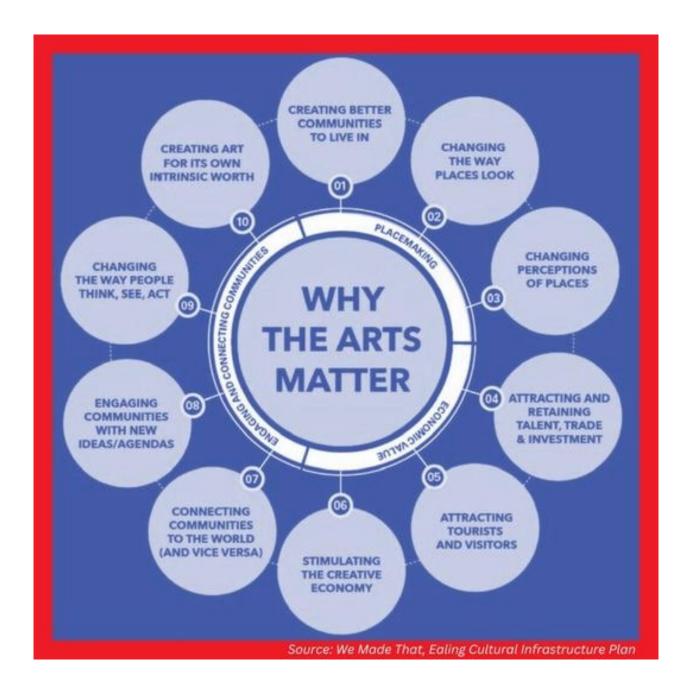
The Center for Performing Arts

Medicine (CPAM) is a fully integrated

arts in medicine program within the

SOURCE:









Texas Commission on the Arts

Investing in a Creative Texas

Thank you