



**Texas  
Commission  
on the Arts**

Investing in a Creative Texas

**NASAA Assembly 2024**

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TCA Executive Director**

## ARTS + ECONOMIC DEVELOPMENT



The Arts and Culture  
industry generated

**\$6 BILLION**

for the Texas economy

SOURCE:  
*2023 State of the Arts Report*  
Texas Cultural Trust



Nearly  
**1 in 15**  
Texas jobs are  
creative careers

SOURCE:  
*2023 State of the Arts Report*  
Texas Cultural Trust

## ARTS + ECONOMIC DEVELOPMENT

ART CAN FUEL THE ECONOMY

### 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.



**30% GROWTH**  
in the Arts and  
Culture Industry



nearly  
**\$380 MILLION**  
in state sales tax

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## 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.



37%

of nonresident overnight  
leisure travelers **engaged in  
cultural activities while on  
vacation**

## 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.

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ART CAN FUEL THE ECONOMY

### 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 far 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.**

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

### CULTURAL DISTRICTS



GENERATE BUSINESS



ATTRACT TOURISTS



REVITALIZE COMMUNITIES

SOURCE:  
2023 State of the Arts Report  
Texas Cultural Trust





Texas students highly  
engaged in the arts



are up to  
**112%**

more likely to earn an  
exceptional score on  
standardized tests

SOURCE:  
*2023 State of the Arts Report*  
Texas Cultural Trust



## 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 self-expression. 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**.



Photo courtesy of Lynne Lyons

The arts can  
reduce the risk of  
depression by

48%



### HOW THE ARTS AID MEDICINE

**The Center for Performing Arts Medicine (CPAM)** is a fully integrated arts in medicine program within the 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** a patient's length of stay      **Lowering** self-reported anxiety

**Reducing** the use of pain medicines

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**Thank you**