

The arts as a whole encompass a wide variety of genres and media. Using the Standard Industrial Classification system, Americans for the Arts (AFTA) (2004) lists the six following broad categories when classifying businesses and organizations within the arts sector:

- Museums and collections
- Performing arts
- Visual Arts and photography
- Film, Radio, and TV
- Design and publishing
- Arts schools and services

As of January 2015, 702,771 businesses are included in the above-mentioned categories, which represent 3.9% of all United States businesses. Those businesses created jobs for 2.9 million people, or 1.9% percent of all employees. In Texas, 56,645 arts-related businesses employed 190,364 people in January 2015 (AFTA, 2015e).

GROWTH IN THE ARTS INDUSTRY

There were 95,000 nonprofit arts organizations in 2013 and 656,000 more arts businesses. The number of nonprofit arts organizations has been steadily growing since 2011. The share of philanthropy going to the arts has also shown a steady increase over the last five years reported, from 4.60% in 2009 to 4.97% in 2013. Arts attendance has fluctuated slightly. In 2013, 31% of the adult population attended a live performing arts event (symphony, opera, ballet, dance), similar to 2012, but much less than the 40% of 2003. Attendance at live popular music concerts increased to 25% in 2013 versus 23% in 2003. Art museums attendance also held steady with 13% of the population attending at least once (Kushner & Cohen, 2016).

EDUCATIONAL IMPACT

Researchers have found that learning in the arts engages and nurtures numerous cognitive capacities, including focused perception, problem solving, elaboration, and creative thinking. Studies prove that “sustained learning” in the arts narrows the achievement gap by producing greater success in academics. Students involved in the arts have been shown to outperform their peers on nearly every measure. More specifically, learning in the arts may be uniquely linked to higher achievement for young children, students in need of remedial tutoring, and economically disadvantaged students. An arts-inclusive education helps develop skills that will make students adaptable and flexible future employees (Arts Education Partnership [AEP], 2013). As one study concludes, “Overall, the findings support the notion of **transfer** of learning, indicating that extensive arts education may yield higher cognitive **executive function** advantages during the processing of other non-arts information” (Petitto, 2008).

The Arts Education Partnership has created a searchable website that currently lists 220 research studies which examined the effects of arts education in various domains:

1. Academic Outcomes
2. Cognitive Outcomes
3. Personal Outcomes
4. Social and Civic Outcomes

(AEP, 2017)

In Texas, students who had at least one art credit in high school: had a 3.3% greater attendance rate; had up to 15% higher pass rates on standardized tests; were half as likely to drop out of high school; and 11.5% more likely to enroll in

higher education in the fall semester following graduation than students who were not engaged in art (Texas Cultural Trust [TCT], 2015).

QUALITY OF LIFE

Participating in the arts invites individuals to experience, discover, and reflect on the meaning behind creation and innovation. The cognitive process required to make sense of something previously unfamiliar “can reshape an individual’s understanding of the world” (Zakaras & Lowell, 2008, p.24). Art creates an aesthetic experience that involves the spectator’s senses, emotions, and intellect and fosters personal growth.

There are instrumental benefits for communities that are both exposed to and engage in the arts.

For example, these communities may:

- Receive a broadened field of reference beyond their own confinement
- Exercise their capacity for empathy
- View art as a form of communication
- Develop faculties of perception, interpretation, and judgment
- Form bonds with others in whole communities (Zakaras & Lowell, 2008)

53.6% of adults in the United States attended some sort of visual and/or live performing arts event in the past year. Those events included:

- Outdoor performing arts festivals (20.8%)
- Musical (15.2%) or non-musical plays (8.3%)
- Classical music (8.8%), jazz (8.1%), or Latin, Spanish, or salsa music (5.1%)
- Ballet (2.7%), or other dance (5.6%)
- Opera (2.1%)
- Free music, theatre, or dance (15.9%)
- Art museums/galleries (21%)
- Visual arts festival/craft fairs (22.4%)
- Parks, monuments, buildings, or neighborhoods visited for historic or design value (23.9%)

(National Endowment for the Arts [NEA], 2015a&b)

The National Endowment for the Arts (2012a) suggests a correlation between the number of arts organizations per capita in a state, percentage of state residents with a bachelor’s degree or higher, and the percentage of

residents living below the poverty line. Texas has low performing arts and museum attendance compared to the rest of the country, but this may be because the number of museums per capita is 26% below the national average. Additionally, Texas is ranked below average in education attainment and above average in poverty.

ARTS AND HEALTH

“Studies have proven that integrating the arts into healthcare settings helps to cultivate a healing environment, support the physical, mental, and emotional recovery of patients, communicate health and recovery information, and foster a positive environment for caregivers that reduces stress and improves workplace satisfaction and employee retention” (State of the Field Committee [SFC], 2009, p. 1).

In surveys conducted by the Society for the Arts in Healthcare partnered with the Joint Commission and Americans for the Arts in 2004, 2007, and 2008, 45% of healthcare institutions (hospitals, long-term care, palliative/hospice care) responding reported using arts programs. The primary reasons for these programs were cited as “benefits to patients and contributions to a healing environment” (SFC, 2009, p.5). The types of art programs provided included:

- Permanent display of art (36%)
- Performances in public places (23%)
- Bedside activities (21%)
- Healing gardens (18%)
- Rotating exhibits (16%)
- Multicultural programs (15%)
- Arts carts (13%)
- Staff orchestra or chorus (15%)
- Commissioned painting or sculptures (11%)
- Arts activities for staff (10%)
- Arts activities in waiting rooms (8%)
- Staff theater group (2%)

While not much research has gone into the question of cost savings due to arts use in healthcare settings, there is substantial evidence that the arts:

- Can serve as a therapeutic and healing tool
- Reduce stress and loneliness during hospitalization
- Foster self-expression

- Reduce patients' use of medication
- Reduce length of hospital stay
- Improve compliance with recommended treatment

(SFC, 2009)

The success of arts programs to effect healing is evidenced by the recent announcement of the expansion of the Creative Forces arts program from two to twelve Department of Defense (DoD) military treatment centers around the country. This unique partnership between the National Endowment for the Arts (NEA) and the DoD uses creative arts therapies to treat patients with traumatic brain injury and associated psychological health issues. "The NEA also is working closely with a network of arts agencies and nonprofit partners to develop community-based arts programs in each state where clinical sites are located; creating an online toolkit and resources to help communities best support veterans and families; and investing in research on arts-based interventions" (AFTA, 2016b).

ARTS AND DIGITAL MEDIA

In its 2016 report on the vitality of arts and culture in the U.S., AFTA observed that, although technology has changed how arts are consumed, the demand for the arts has not waned. Major changes have occurred in certain sectors such as booksellers and music stores but people have not stopped reading or listening to music. Many musicians and authors deal directly with consumers online thus bypassing traditional businesses. Books can be self-published, print on demand, and ebooks which negatively affect bookseller revenues. Digital downloads and streaming music services have contributed to a significant number (almost 50%) of music stores being closed (Kushner & Cohen, 2016).

In a 2012 survey of arts participation, 71.4% of adults reported using electronic media to view or listen to art and 44.2% used electronic media to email, post, or share art (NEA, 2015a).

A study by the National Endowment for the Arts found that there is a positive correlation between those viewing art on electronic media and their attendance of live art events. Contrary

to the opinion that the internet is a replacement for participation in the arts, electronic media has increased interest and attendance of art activities. Data from NEA's study suggests electronic media participants:

- Attend art events 2 to 3 times more frequently
- May be exposed to a wider range of art forms and increase interest in the arts
- Are from diverse ethnic backgrounds
- Are educated consumers that reside in both urban and rural areas
- Enjoy digital media at all ages

(NEA, 2010)

ART AND THE AGING POPULATION

The study of aging well in our society is taking on momentum as the population becomes increasingly older. The life expectancy of the average citizen has increased from 45 years in 1900 to 79 in 2000 and 10,000 people are turning 65 every day (NEA, 2016). Research studies of participation in the arts by adults over age 60 reveal numerous health and quality of life benefits including:

- Improved memory, cognition, and attention
- Improved posture, balance, and motor skills
- Improved emotional and social wellbeing
- Improved communication
- Increased self-awareness & understanding
- Reduced anxiety

(Tsegaye, et al., 2016)

"Creativity and the arts have been recognized as being part of the intrinsic fabric of humanity" (NEA, 2016, p.37) but the role of the arts in healthcare is often underappreciated due to "lack of effective theoretical models and research methods applicable to the arts in health and wellness" (NEA, 2016, p.33) as well as insufficient funding to develop those models.

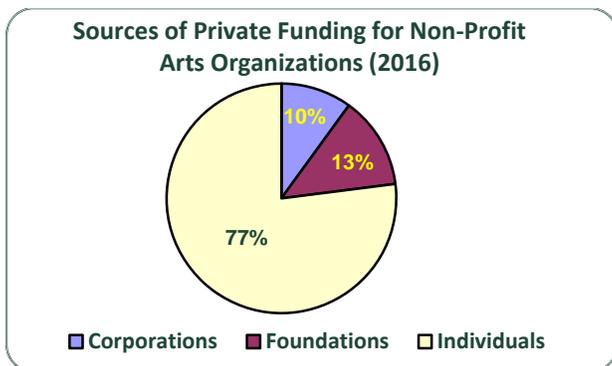
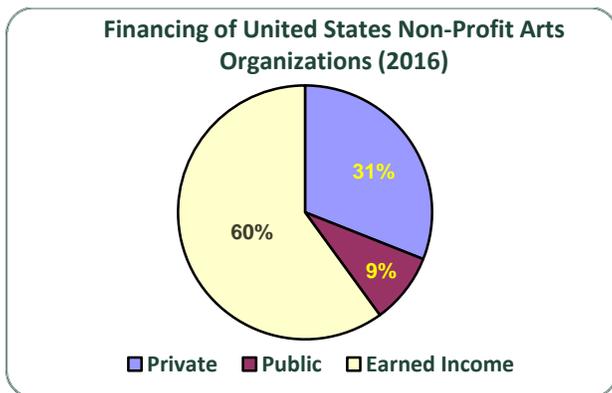
FUNDING FOR THE ARTS

Funding is a critical issue for many nonprofit arts organizations. Despite all the research supporting the benefits of the arts and the continued growth of the arts industry, there continues to be a decrease in public funding for various types of arts programs. "In 2013, a time of improved economic health, 42 percent of arts

nonprofits still failed to generate positive net income” (Kushner & Cohen, 2016, p.v). In the decade from 2003 through 2013, both federal and state funding for the arts declined (4% and 38% respectively in 2013 constant dollars). Conversely, local government support increased 16% over the same period (Kushner & Cohen, 2016).

In 2016, federal support grew slightly after remaining flat since 2013 to \$148 million while state support continued to decline (although at a much smaller rate than previously) to \$349.4 million. Local government support increased for a 5th consecutive year to \$795.1 million, an 8% increase from 2015 (AFTA, 2016a).

As can be seen in the following charts, community arts programs rely heavily on earned profits and private dollars, with national and state funding representing less than a tenth of total arts funding. Of the private sources of funding, the majority of arts programs receive those funds from individual donors.



(AFTA, 2016c)

In 2013, 42 percent of nonprofit arts organizations had an operating deficit. “Larger-budget organizations were more likely to run a deficit, though no specific arts discipline is

particularly more likely to run a deficit” (Kushner & Cohen, 2016, p.102).

According to the National Endowment for the Arts (2012b), charitable foundations in 2010 contributed \$2.2 billion to the arts, while 28% of businesses gave roughly 5% of their grants budget to the arts. During 2007–2010, corporate giving dropped 45% more than donations from foundations. San Antonio’s adopted budget for 2017 shows that \$6.2 million will go to art agencies with \$35.0 million non-city dollars leveraged for arts funding (City of San Antonio, 2016).

Continuing to find funding sources for the arts industry is important because the arts positively impact economic development, improve educational outcomes in students, and generally improve the quality of life (Texas Commission on the Arts [TCA], 2017).

ECONOMIC IMPACT

The arts produce significant economic benefits by generating local government revenue, stimulating employment opportunities, and developing business and tourism. “Arts businesses and the creative people they employ stimulate innovation, strengthen America’s competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy” (AFTA, 2015e). The American nonprofit arts and culture industry generated \$135.2 billion in economic activity in 2010, including \$61.1 billion in spending by arts organizations and \$74.1 billion in event-related spending by arts audiences (AFTA, 2012, p.2). In San Antonio alone, the arts & culture sector contributed over \$134.7 million in total industry expenditures in 2010 (AFTA, 2012, p.55).

In its most recent report the Texas Cultural Trust (2015) stated, “the Arts and Culture Industry generates \$5.1 billion for our state’s economy, and contributes nearly \$320 million in state sales tax revenue annually. This impact on the statewide economy has grown steadily since 2003, increasing 24.6 percent over the past 10 years” (p.2).

Findings from this study included:

- \$3,135,242 in local sales tax generated by creative industries returned to San Antonio in 2013
- Almost 1 in 15 Texans are employed in creative industries jobs
 - 50,460 people (5.7% of the workforce) in San Antonio
 - Creative industry wages well above average (\$68,621 vs \$39,706 in San Antonio in 2013)
- Arts and cultural activities were among the top reasons for tourists to visit Texas in 2013
 - 13% attended museums, art exhibits, etc.
 - 8.1% attended concerts, theatre, dance, etc.
 - 7.9% attended festivals, fairs (State, craft, etc.)

(TCT, 2015)

“The creative industry in San Antonio generated \$4.3 billion in economic activity in 2014” (Nivin, 2015). “Creative Industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies” (AFTA, n.d.).

The most recent Creative Industries report for Texas (AFTA, 2015e) limited the included data to active businesses registered with Dun & Bradstreet. Because not all arts-related businesses register, especially smaller non-profit arts organizations and individual artists, the following table should be considered a conservative estimate of the arts-centric businesses in Texas and the KCF counties of interest in 2015.

CREATIVE INDUSTRIES IN TEXAS (as of January 2015)										
Category	Texas		Bandera		Bexar		Comal		Kendall	
	Business	Employee	Bus	Empl	Bus	Empl	Bus	Empl	Bus	Empl
Arts Schools/Svcs	1,504	5,637	0	0	79	255	8	11	5	16
Design/Publishing	21,377	68,463	8	12	1,367	4,541	141	241	56	100
Film, Radio, TV	6,497	35,951	3	5	408	2,465	23	56	17	49
Museums/Collections	1,051	9,142	4	10	63	849	11	88	3	6
Performing Arts	8,472	27,624	8	23	680	2,754	48	110	18	35
Visual Arts/Photography	17,744	43,547	19	40	1,189	2,905	114	185	48	100
Total	56,645	190,364	42	90	3,786	13,769	345	691	147	306

(AFTA, 2015a,b,c,d,e)

SAN ANTONIO AND THE ARTS

SA2020 is a nonprofit organization, conceived in 2010 through the collaboration of many local civic and business leaders, to guide the City of San Antonio through a decade of growth and revitalization. Eleven major areas for improvement were identified, among which was arts and culture.

“The identity of a city is expressed through its arts and culture ...The SA2020 Vision for Arts & Culture emphasizes the importance of San Antonio’s creative economy and the creative community that comprises it” (SA2020, 2016).

The overarching vision is to lead the world as a creative community by 2020. Key indicators with supporting measures were determined, baseline

data was reported, and targets for the year 2020 were set.

Annual reports measuring progress toward the targeted 2020 goals have been published. The following table presents the baseline (2010) values and the most recent (2015) data:

SA2020 ARTS & CULTURE PROGRESS REPORT			
Indicator	2010	2015	2020
Funding (\$ invested)	\$6.4m	\$7.1m	\$12.8m
Attendance	1.8m	4.0m	3.6m
Economic Impact	\$3.9b	\$4.3b*	\$5.0b
Employment	21.2k	21.7k*	42.4k
Satisfaction	55%**	n/a	80%

*reporting for year 2014
 **baseline in 2012 (SA2020, 2016)

As shown in the preceding table, funding for the arts, while improving, is not improving fast enough to reach the targeted goal of \$12.8 million invested in the year 2020. Attendance has already exceeded the 2020 goal even though only attendance at arts events that receive City funding were reported. The economic indicator showed improvement and appears to be on track for reaching the goal. Employment is another indicator that shows slight improvement but progress at the current pace will not reach the goal. The satisfaction goal that 80% of citizens feel that San Antonio arts and cultural life provides everything their family wants has not been measured since the initial survey.

A limited survey of 1,477 San Antonians conducted in 2012 reflected perceptions of the state of cultural arts in the community:

- Visual arts, live music, downtown activities, and public art were more popular than church or neighborhood festivals, neighborhood cultural activities, dance, and film festivals
- Lack of cultural diversity was a recurrent theme with a desire for less emphasis being placed on Hispanic culture
- Respondents without children were generally less satisfied than those with children
- Younger respondents were less satisfied than older respondents
- Respondents expressed “a strong desire across-the-board to do more arts and cultural activities”

(The Cultural Planning Group, 2013, p.2)

“In 2017, SA2020 is committed to finding a reliable method to gauge citywide satisfaction with arts and culture” (SA2020, 2016).

Experiencing the arts culturally enriches people with intrinsic benefits that keep them steadily interested in attending and participating in the arts (TCA, 2017). Its significance becomes personally important to the individual, and therefore collectively essential for their community.

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