

The arts as a whole encompass a wide variety of genres and media. Using the Standard Industrial Classification System, Americans for the Arts (AFTA) (2017a) 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 Television
- Design and Publishing
- Arts Schools and Services

As of April 2017, 673,656 businesses are included in the above-mentioned categories, which represent 4.01% of all US businesses. Those businesses created jobs for 3.48 million people, or 2.04% percent of all US employees (AFTA, 2017b).

GROWTH IN THE ARTS INDUSTRY

While the 2008 Great Recession hindered arts-related business, 2012 marked the industry's comeback. There were 95,000 nonprofit arts organizations in 2013 and 656,000 more arts businesses, along with an astounding figure of \$151 billion in consumer spending. The number of nonprofit arts organizations has been steadily growing since 2011, however they continue to experience financial challenges. 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. Meanwhile, arts attendance has fluctuated slightly. In 2013, 31% of the adult population attended a live performing arts event (e.g. symphony, opera, ballet, dance), a decrease from 2010, but markedly

less than in 2003, when 40% attended such an event. Art museums' attendance also decreased with 12.9% of the population attending at least once in 2013, compared to 15.5% in 2003. However, attendance at live popular music concerts increased slightly from 2003 to 2013, moving from 22.7% to 25.1%. Overall, increases in employment and the level of charitable giving bode well for the longevity of the arts in the national economy (Kushner & Cohen, 2016).

EDUCATIONAL IMPACT

Due to overemphasis of testing in response to widening gaps in achievement three decades ago, educational curricula has since narrowed, thus inching out subjects like the arts. In 2015, however, Congress passed the Every Student Succeeds Act which allows states more control over their curricula, with encouragement to ensure "all students have access to a well-rounded education, which includes the arts and music" (Workman, 2017, p.1).

Deeper Learning Skills

Arts education develops deeper learning skills – an umbrella term meaning the skills and knowledge students need in order to attain success in college and future careers. Students who develop these skills master academic content, solve complex problems, collaborate with others, effectively communicate, and develop academic mindsets. Arts education incorporates many of the strategies that facilitate the development of these skills. Deeper learning skills are particularly imperative in transitional periods such as entering college from high school or entering the workforce (Workman, 2017).

Effect on Student Success

Researchers have found that learning in the arts engages and nurtures numerous cognitive capacities, including focused perception, problem solving, collaboration, 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 (Arts Education Partnership [AEP], 2013). “[S]tudents without at least one arts credit were twice as likely to drop out” (Texas Cultural Trust [TCT], 2019, p. 7). Furthermore, students who complete more arts classes in Texas have up to 15% higher pass rates on standardized tests, and students who are enrolled in arts courses attend an additional week of school annually (TCT, 2019).

The Arts Education Partnership offers a searchable database that currently lists 269 research studies which examine the effects of arts education on student outcomes in the following areas:

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

(AEP, n.d.)

ARTS AND COMMUNITY

“The arts have a long history of bringing people together across boundaries -- increasing understandings across disparate and historically unequal groups, and supporting the agency of underrepresented communities to create, maintain and share their own stories” (Lynch & Zabel, 2015).

53.8% of adults in the United States attended some sort of visual and/or live performing arts event in 2017 (National Endowment for the Arts [NEA], 2018). Those events included:

- Outdoor performing arts festivals (24.2%)
- Classical music (8.6%), jazz (8.6%), or Latin, Spanish, or salsa music (5.9%)
- Ballet (3.1%), or other dance (6.3%)
- Opera (2.2%)

- Musical (16.5%) or non-musical plays (9.4%)
- Other performing arts events (free music, theatre, or dance (15.0%)
- Art museums/galleries (23.7%)
- Visual arts festival/craft fairs (23.8%)
- Parks, monuments, buildings, or neighborhoods visited for historic or design value (28.3%)

(NEA, 2018)

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 above average in poverty and below average in education attainment.

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], 2014, 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, 43-45% 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, 2014, p.5). The types of art programs provided included:

- Permanent display of art (37%)
- Performances in public places (23%)
- Bedside activities (22%)
- Healing gardens (18%)

- Rotating exhibits (16%)
- Multicultural programs (15%)
- Arts carts (13%)
- Staff orchestra or chorus (13%)
- 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, 2014)

The success of arts programs to effect healing is evidenced by 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, 2016).

A growing movement called "Arts in Healthcare" advocates for the inclusion of art in medicine in order to positively impact patient care, hospital environments, and the families and support systems of patients. The movement has experienced such growth that medical schools have begun to incorporate short courses in the arts. Studies have shown that students taking at least one art course have a higher likelihood of

being a more successful clinical observer (Gurwin et al., 2018).

ARTS AND DIGITAL MEDIA

Although technology has changed how arts are consumed, the demand for the arts has not waned. Major changes have occurred in certain areas such as booksellers and music stores. Many musicians and authors deal directly with consumers online thus bypassing traditional businesses. Books can be self-published, print on demand, or online through downloadable ebooks, which negatively affect bookseller revenues. Digital downloads and streaming music services have contributed to 50% of music stores closing (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, 2015).

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)

ARTS 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)

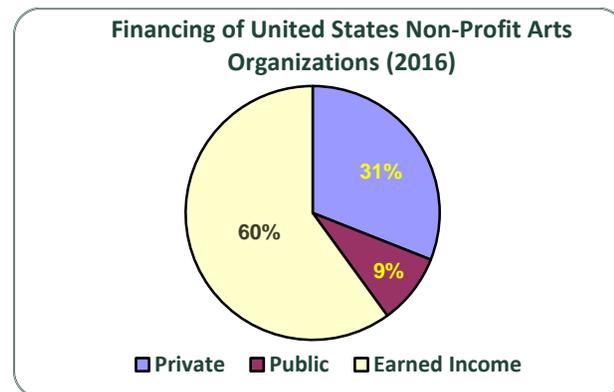
Furthermore, the NEA examined data from the Health and Retirement Study to conclude the correlation between the arts and health outcomes of Americans 55 years and older. The study distinguished between behavior as “creating art” (i.e. visual-art making, dancing, singing or playing an instrument, making photography or film, or writing stories in the past year) and perception as “attending art” (i.e. going to an art museum, gallery, arts and craft fair, a live performance, or a film). Older adults who participated in both creating and attending art had higher levels of cognitive functioning and lower rates of hypertension and limitations to daily physical functioning. Additionally, “[o]lder adults who participated in only Attending Art had higher cognitive functioning than did those who participated in neither Creating Art nor Attending Art in 2014. Those who did only Attending Art (in 2014) also had lower rates of cognitive decline since 2002, compared with older adults who did only Creating Art or who did neither Creating Art nor Attending Art” (NEA, 2017, p.20)

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 2018, federal funding remained the same at \$148 million, and state support declined slightly to \$357.5 million. Local government support increased for a 6th consecutive year to \$860.0 million, a 4% increase from 2017 (AFTA, 2018).

As can be seen in the following chart, community arts programs rely heavily on earned profits and private dollars, with national, state, and local 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, 2017h)

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. Due to the economic recession, corporate giving dropped by 48% between 2006 and 2010. San Antonio’s adopted budget for 2019 shows that \$7.2 million will go to arts and cultural agencies (City of San Antonio [COSA], 2018).

ECONOMIC IMPACT

The arts produce significant economic benefits by generating local government revenue, stimulating employment opportunities, and developing business and tourism. The American nonprofit arts and culture industry generated \$166.3 billion in economic activity in 2015, including \$63.8 billion in arts organizations and

\$102.5 billion in related spending by audiences at events (AFTA, 2017a).

The arts generate \$5.59 billion annually for the Texas economy while contributing \$350 million in state sales tax revenue annually. Texas’ arts and cultural attractions contribute to the state’s levels of tourism and the economic benefits of tourism. Furthermore, Texas’ creative sector employs one in fifteen Texans; employment in this sector is projected to increase by 17% or 144,000 new jobs by 2026 (Texas Cultural Trust [TCT], 2019).

In 2017, “the Arts and Culture Industry generated more than \$32.4 million in local sales tax revenue for the five largest metro areas in Texas” (TCT, 2019, p.15). This sector produced \$352.9 million in taxable sales in the San Antonio Metropolitan Area (SAMA). Furthermore, employees in the

creative industry in SAMA, representing 6% of the total local workforce, had a higher average wage than non-creative workers in 2017: \$78,244 compared to \$44,144 respectively (TCT, 2019). In 2016, the creative industry in San Antonio generated almost \$4.0 billion (Nivin, 2018).

The most recent AFTA Creative Industries report for Texas limited the included data to active businesses registered with Dun & Bradstreet (AFTA, 2017g). 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 2017.

CREATIVE INDUSTRIES IN TEXAS (as of April 2017)										
Category	Texas		Bandera		Bexar		Comal		Kendall	
	Business	Employee	Bus	Empl	Bus	Empl	Bus	Empl	Bus	Empl
Arts Schools/Svcs	1,406	6,700	0	0	82	389	9	15	5	19
Design/Publishing	20,052	71,030	6	9	1,313	4,890	128	225	53	86
Film, Radio, TV	5,702	42,158	2	3	362	2,908	26	82	16	36
Museums/Collections	1,118	10,237	2	6	63	870	9	81	4	8
Performing Arts	8,459	29,517	11	29	652	2,759	50	106	20	45
Visual Arts/Photography	16,399	59,803	18	41	1,068	2,905	115	193	46	101
Total	53,136	219,445	39	88	3,540	14,721	337	702	144	295

(AFTA, 2017c,d,e,f,g)

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. SA2020 identified eleven major areas for improvement, among which is arts and culture. Its overarching mission with regard to arts and culture is positioning the city to lead the world as a creative community. “San Antonio reflects a diverse range of artistic expression that builds on our rich cultural heritage” (SA2020, 2018).

Key indicators with supporting measures were determined, baseline data was reported, and targets for the year 2020 were set and published as interactive graphs on the SA2020 website (SA2020, 2018).

The following table presents the baseline values (2010), the most recent data (2016), and the target goal (2020) in each indicator:

SA2020 ARTS & CULTURE PROGRESS REPORT			
Indicator	2010	2016	2020
Funding (\$ invested)	\$6.4m	\$7.4m	\$12.8m
Attendance	1.8m	3.5m	3.6m
Economic Impact	\$3.9b	\$4.0b	\$5.0b
Employment	21.2k	20.4k	42.4k
Satisfaction	55%*	66%	80%
*baseline in 2012 (SA2020, 2018)			

As shown in the preceding table, funding for the arts, while improving, is not improving rapidly enough to reach the targeted goal of \$12.8 million invested in the year 2020. Attendance is

on track with the 2020 goal as of 2016; in 2015 it exceeded the 2020 goal. The economic impact indicator showed progressive improvement in 2014 and 2015, but data in 2016 declined; there is improvement, but not rapid enough improvement to achieve the 2020 goal.

Employment in the creative sector is considered off track and declining compared to the baseline data. Satisfaction with the arts and culture sector flat lined at 55% from 2012-2015, but jumped 11 percentage points in 2016; thus, improvement is evident, but not rapidly enough to achieve 80% satisfaction by 2020 (SA2020, 2018).

A limited survey of 3,002 San Antonio residents, visitors to the city in the past 12 months, and arts patrons conducted in 2017 reflected perceptions of the state of cultural arts in the community:

- 93% consider seeing and experiencing art in San Antonio as “important”
- Arts festivals and parades are rated highest in terms of interest among respondents
- 2/3 of respondents indicated they’d be interested in cultural programs, such as Mexican/Latino, Indigenous/Native American, and Women’s culture
- The most prevalent barrier to attending art and cultural events is cost; the secondary barrier is time inconvenience

(City of San Antonio Department of Arts & Culture, 2017)

Experiencing the arts culturally enriches people with intrinsic benefits that keep them steadily interested in attending and participating in the arts (Texas Commission on the Arts, 2019). Its significance becomes personally important to the individual, and therefore collectively essential for their community.

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