



Arts and Economic Prosperity Talking Points

Arts and Community Vitality

Mixing businesses, artists and cultural institutions in a community concentrate creativity and enhance economic development.

Recognizing and marketing arts and culture assets in a community help attract a strong workforce, create a favorable environment for businesses and build a better quality of life.

Arts and cultural activities draw visitors from both within a community and outside it. A typical attendee spends \$31.47 per person, per event, beyond the cost of admission.

Source: How the Arts and Culture Sector Catalyzes Economic Vitality, American Planning Association

Arts and Workforce Development

Combining the arts with workforce development programs helps create well-rounded workers who not only have "hard," technical skills in their field, but also have creative thinking skills that foster innovation and drive our economy.

Employers rank study in the arts as second (following self-employment experience) as an indicator of the kind of creativity they are looking for in employees.

Source: Arts & the Workforce, Americans for the Arts

Arts, Creativity, and Economic Prosperity

Arts and creativity are an American economic engine. They provide people with the foundation for creativity, equipping an innovative workforce, generating new ideas in every field, and keeping our nation globally competitive. Arts and creativity strengthen economic health by creating jobs in multiple industries, driving tourism, and providing opportunities for young people.

Arts and creativity drive tourism in rural communities and cities alike. Arts and creativity play key roles in tourism economies across the country, drawing people to events and experiences and powering small business, including lodging and dining.

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Arts, Creativity, and Economic Prosperity

Arts and creativity provide people with the foundation for creative skills, equipping an innovative workforce and keeping America globally competitive. Engagement with the arts at all stages of life fosters people's creativity, enabling them to find innovative solutions to problems and generate new ideas in every field. By providing Americans with the foundation for creativity and innovation, arts and creativity ensure we are the innovators and inventors creating the ideas and technologies that others follow, helping us compete in a more connected world.

Example: LinkedIn's 2020 Workplace Learning Report—grounded in research among managers and learning and development leaders globally—identified "creativity" as the number one soft skill companies most need and seek (LinkedIn Learning, 2020).

Example: The World Economic Forum's 2018 Future of Jobs Report predicted that creativity, innovation and ideation—alongside analytical thinking and problem solving—will be essential skills for the workforce of the future (World Economic Forum, 2018).

Arts, Creativity, and Economic Prosperity

From rural towns to big cities, arts and creativity strengthen the fabric of America's communities. They celebrate local culture—both cherished and new traditions—telling stories of people and places. Arts and creativity promote connection and cohesion, foster the entrepreneurial spirit communities need to thrive, and create the kinds of communities where young people want to build families.

Arts and creativity foster the entrepreneurial spirit communities need to survive and thrive. Many small businesses are based on the arts, and many others rely upon the creative skills honed by arts and creativity. The existence of organizations focused on arts and creativity is a key indicator of business innovation potential in rural communities.

Arts and creativity create the kinds of communities where young people choose to stay and build families. By offering entertainment, family enrichment and opportunities for creative engagement—and by contributing to strong and resilient local economies—arts and creativity play a key role in attracting and retaining young families and helping communities counter the "brain drain."