



## ADVOCACY MESSAGES

Updated Jan. 2023

### How does Iowa's investment in the arts compare to other states?

- Iowa currently ranks 46th in the nation for funding the arts.
  - Iowa's ranking moves up to 41st when a line item appropriation for Produce Iowa, the State Office of Media Production is included.
- Iowa ranks behind nearly all other Midwestern states in investment in the arts, despite arts and culture contributing an equivalent amount to its economy.
  - For comparison: Illinois (23rd; \$1.05 per person); Indiana (36th; \$0.54); Missouri (24th; \$1.02); Nebraska (19th; \$1.31); North Dakota (22nd; \$1.09); South Dakota (20th; \$1.21); and Minnesota (3rd; \$8.23). Only Wisconsin invests less (49th; \$0.14).
- An investment of \$1 per Iowan would put Iowa in the middle of the pack, nationally.
  - Currently, the average investment in the arts is \$1.80 per person. When excluding states with significantly higher appropriations, \$1 per person is near the median level of investment in the arts, per person.

### Why is additional investment in the arts needed now?

- Research and experience in Iowa shows that a community's welcomingness, social offerings and vibrancy are key factors in attracting skilled workers and new residents.
  - This is one of Iowa's top needs, according to the recent Envision Iowa study, supported by the Iowa Economic Development Authority.

- **The presence of the arts, culture and creative industries are a key factor in decision-making by employers looking to expand or relocate operations and for employees looking to stay or move for career opportunities.**
  
- **The benefits of a vibrant creative economy and impacts on the workforce are even more pronounced in rural areas.**
  - The National Governors Association, along with the U.S. Department of Agriculture and National Endowment for the Arts, released a [Rural Prosperity through the Arts & Creative Sector](#) action guide, which noted that:
    - Rural arts organizations attract non-residents to their communities at higher rates than their urban counterparts (31% vs. 19%)
    - The presence of performing arts organizations in a rural county significantly increases rural innovation businesses scores and population growth.
    - Two-thirds of rural business leaders report that arts and entertainment are vital to attracting and retaining workers.
  
- **Iowa's level of investment in the arts and creative industries isn't about rankings; it's about growth and competitiveness.**
  - With a modest increase in funding, Iowa can accelerate growth – both in its population and workforce – through partnerships that include the arts, cultural and creative sector.

# IOWA CULTURAL COALITION

## Iowa's Creative Economy

- Arts and cultural production adds more than \$4.1 billion to Iowa's economy in a typical year.
  - Arts and culture rank above educational services and near transportation as a share of Iowa's economy.
- More than 43,000 Iowans work in the creative industries in a typical year.
  - While this number decreased slightly during the pandemic, Iowa's creative sector remains a significant and growing part of the state's overall workforce and broader innovation economy.
  - If the creative industry in Iowa was a company, it would be among Iowa's largest employers.

## National

- The arts & culture industry adds \$877 billion (4.5%) to the US economy and provides 5.1 million jobs across the United States.
    - Arts and culture production grew at a rate that was nearly double the growth rate of the rest of the economy, prior to 2020 (4.4% growth rate, versus the 2.2% national growth rate.)
    - More information:
      - [Americans for the Arts](#)
      - [Creative Economy State Profiles](#)
- National Assembly of State Arts Agencies / U.S. Bureau of Economic Analysis