

Public Investment Report

Cover letter to legislators

The Iowa Cultural Coalition works in partnership with you and the rest of the Iowa legislature to support the important work of the Iowa Department of Cultural Affairs (IDCA) and the Iowa Arts Council. Their work on behalf of our cities and rural communities is an important piece of economic growth.

For the second year in a row, we are sharing our Public Investment Report with all our Iowa senators and house members, so you can see the dollars that come through IDCA grants to your district. We know that districts have shifted recently so our numbers may not exactly align with your new district. You can see the full report on our website at www.iowaculturalcoalition.com

Iowa's Arts & Culture sector contributes 43,000 jobs to Iowa's economy and represents 2.1% of the state's GDP totaling \$4.1 billion dollars. If Iowa's Arts & Culture Sector were a single employer it would rank 2nd and on par with Iowa's largest employers.¹

A few things to keep in mind: the creative sector in Iowa helps make our state welcoming, vibrant, and livable. As the goals for the Iowa Cultural Coalition note:

- Arts & Culture Attracts and Retains Talent in Iowa
- Arts & Culture Promotes Economic Development in Iowa
- Arts & Culture Builds Strong Communities in Iowa

These goals align closely with the priorities of Governor Reynolds. With 67% of Iowa counties still losing population, strong support for the creative sector is vital in ensuring that ALL of Iowa grows. To that end, we support the Iowa Arts Council's request this year for \$3.19 million in funding – or **\$1.00 for every Iowan**. Funding at this level will make Iowa competitive with our surrounding states that spend far more than Iowa on the arts and are competing better for jobs and workers.

Take a look at this report. Note how many dollars flowed to your district from Iowa Arts Council grants, and know that every \$1.00 in grant funding leverages another \$9 in public and private funds. An investment in the creative sector is an investment in Iowa. Your support of the Iowa Arts Council will be an economic driver for your district and our state.

Thank you for all you do for history, culture, film, art and the creative economy.

Lesley Wright

President, Iowa Cultural Coalition