

# MORE FUNDING FOR MORE ART FOR MORE PEOPLE



P.O. Box 601902  
Sacramento, CA 95860  
T: (916) 973-0807  
F: (916) 979-1116

Advocacy@CaliforniaArtsAdvocates.org  
www.CaliforniaArtsAdvocates.org

**ISSUE BRIEF: The Economic Impact of the Arts on California**  
*The arts are making a significant investment in California.*

**The nonprofit arts and culture industry is an economic driver that supports jobs and generates government revenue, and stimulates the economy in cities and counties.**

## WHY INVEST IN THE ARTS?

- **California has more arts-related businesses and more people employed in the creative industries than any other state.**  
The nonprofit arts sector alone provides **\$5.14 billion in economic activity** annually, supporting more than **160,000 jobs** and generating **\$300 million in local and state tax revenue**.
- **The Arts & Economic Prosperity III Report (June 2007) provides proof that the arts are a powerful economic engine.**  
Americans for the Arts (AFTA), the national arts advocacy organization, revealed in its recently launched Arts and Economic Prosperity III Report that the nonprofit arts industry generates \$166.2 billion in economic activity every year, resulting in \$29.6 billion in federal, state and local tax revenues.
- **Eleven California communities and regions participated in the AFTA report.**  
The AFTA report documented the economic impact of the nonprofit arts and culture industry in 156 communities and regions representing all 50 states and the District of Columbia. The report includes data from: Laguna Beach, Walnut Creek, Fullerton, Pasadena, Glendale, Santa Cruz County, Santa Barbara County, Sonoma County, San Francisco, Santa Clara County and Riverside County.
- **Santa Clara County generates \$166.5 million in local economic activity.**  
This includes spending of \$113.3 million by nonprofit arts and cultural organizations and an additional \$53.1 million in event-related spending by their audiences. Arts and cultural organizations in the county support 3,903 full-time equivalent jobs, generate \$14.4 million in household income to local residents, and delivers \$11.8 million in local and state government revenue.
- **Santa Cruz County generates \$32 million in local economic activity.**  
This includes spending of \$15.7 million by nonprofit arts and cultural organizations and an additional \$16.3 million in event-related spending by their audiences. Arts and cultural organizations in the county support 758 full-time equivalent jobs, generate \$14.4 million in household income to local residents, and delivers \$2.8 million in local and state government revenue.
- **Santa Barbara County generates \$77.6 million in local economic activity.**  
This includes spending of \$36.2 million by nonprofit arts and cultural organizations and an additional \$41.4 million in event-related spending by their audiences. Arts and cultural organizations in the county support 2,288 full-time equivalent jobs, generate \$41.57 million in household income to local residents, and delivers \$7.62 million in local and state government revenue.
- **The City of Walnut Creek generates \$56.2 million in local economic activity.**  
This includes spending of \$18.6 million by nonprofit arts and cultural organizations and an additional \$37.5 million in event-related spending by their audiences. Arts and cultural organizations in the county support 1,500 full-time equivalent jobs, and delivers \$6 million in local and state government revenue.

**FOR MORE INFORMATION, CONTACT:** Lisa Caretto, executive director, California Arts Advocates at (916) 973-0807.  
*California Arts Advocates, a nonprofit organization believing in the deep public value of the arts to all Californians.*