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# News

## Economic Impact Study Shows Significant Impact of the Arts in Texas



Governor Rick Perry presented the results of an economic study at a press conference in January at the Texas State Capitol. Results of the study demonstrate that the cultural arts have a significant impact on the Texas economy. The purpose of the study, conducted pro bono by leading Texas economist Ray Perryman, was to comprehensively examine the economic impact of the arts on Texas, its regions, and its metropolitan areas. The study concludes that the arts have an extraordinary impact on the Texas economy Ð from billions of dollars in total expenditures, gross product and personal income, to almost two million permanent jobs.

Dr. Ray Perryman performed the study for the Texas Cultural Trust Council in order to raise awareness of the total contributions of cultural activities within the state and offer a perspective on future patterns and prospects. The report differs from past efforts at evaluating the impact of the arts on the Texas economy because it focuses on the full integration of the arts into the entire spectrum of production in the state. As a result, the research design and conclusions emerging from the report surpass typical evaluations of economic impact.

Key findings of the study include:

### **The Arts as a Component of the Entire Economic System**

When viewed in terms of their contributions to all sectors of the economy, the cultural arts account for \$190.2 billion in total expenditures (12.3% of the state total). The cultural arts also result in \$98.4 billion in Gross Product, \$61.7 billion in Personal Income and 1.918 million Permanent Jobs (15.7%).

### **The Arts as Traditionally Measured (Visual, Literary, Media and Performing)**

The overall effects of the contribution of the arts as traditionally measured (visual, literary, media, and performing) include \$63.7 billion in Total Expenditures, \$31.5 billion in Gross Product, \$18.7 billion in Personal Income, and over 600,000 Permanent Jobs.

As traditionally measured, the cultural arts are responsible for about 19.8% of the total tourism in the state.

### **The Nonprofit Segment of the Arts**

The nonprofit segment of the arts brings a net benefit to Texas of \$19.0 Billion in Total Expenditures, \$9.5 billion in Gross Product, \$5.9 billion in Personal Income, and over 200,000 Permanent Jobs.

The nonprofit arts sector is the incubator for the vast role of cultural activity in the economy. For every \$1 spent on those activities, more than \$298 of long-term cultural impact on the economy occurs, as well as \$9.20 in State revenues.

### **Rural Impact**

Approximately 5.5% of the economic impact of traditional cultural arts occurs in rural segments of the state.

Rural regions of Texas enjoy 6.6% of all nonprofit arts activity.

For more details or a complete review of the study, go to [www.perrymangroup.com](http://www.perrymangroup.com). Information is also available on TCAnet and by contacting the Texas Cultural Trust Council at 512/478-5289.

Read the *San Antonio Express-News* article regarding the **Perryman Report**.

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