
NORTH TEXAS
COMMUNITY
FOUNDATION

Philanthropic Solutions

Arts & Culture Brief

Texas' Arts and Culture Industry plays a major role in the state's overall economy, generating \$51 billion of our state's economy and contributing nearly \$320 million in state sales tax revenue annually. More than 10,000 Arts and Culture Industry businesses located throughout Texas employ nearly 120,000 workers.

Thanks to the arts, Fort Worth has been branded as the city of "Cowboys and Culture." But more than a title, the arts have generated direct economic benefits and social capital to our diverse communities. In 2012, the Arts Council of Fort Worth released the results of *Arts & Economic Prosperity*^{® 4}, detailing the economic impact of the arts in Fort Worth between 2010 and 2011. The study showed that the nonprofit arts industry in Fort Worth annually generates \$84 million in economic activity.

Funding for arts and culture tends to fluctuate based on the state of the national and local economy. Generally speaking, private sector support has been strong for the major arts organizations. That said, corporate support for the arts is in decline

across the country, and the priorities of new businesses moving to Fort Worth are unclear. As families that have traditionally been strong supporters of the arts enter a period of generational transition, local performing and visual arts organizations are challenged to capture the interests of the next generation.

Identifying a stable source of funding for arts and culture has been and remains a critical issue in Fort Worth. Like many cities across the nation, funding from the City of Fort Worth for arts and culture has been in decline since 2003. In 2012, the City's funding was cut by 55 percent. Through an effective and collaborative advocacy initiative touting the \$84 million economic impact of the arts, the 55 percent cut was reversed.

In 2013, the City-appointed Arts Funding Task Force recommended, and the City Council approved, phasing in higher funding levels and considering the development of an endowment – a "cultural trust" – for arts and culture.

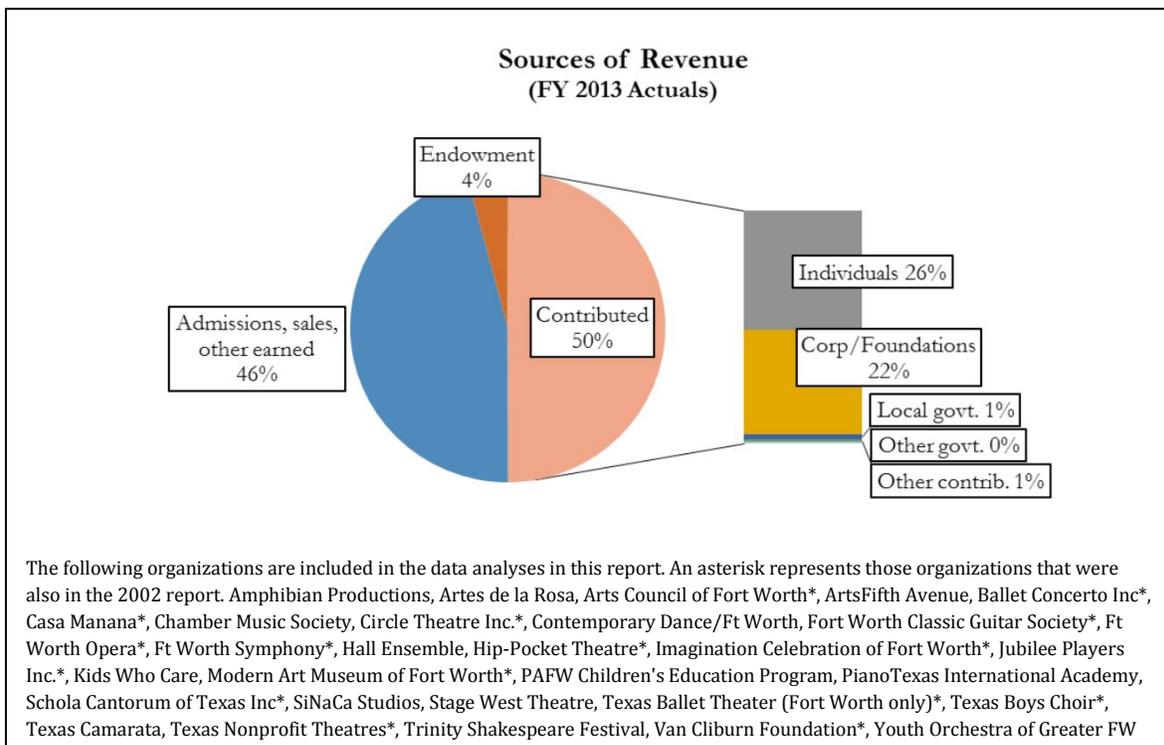
Sources: Arts Council of Fort Worth.

Arts Fort Worth, A Cultural Plan Update for the City of Fort Worth.

PowerPoint Slides

TABLE 2: ESTIMATED METRO AREA SALE TAX COLLECTION GENERATED BY THE ARTS AND CULTURE INDUSTRIES IN 2013 ¹		
Metro Area	Taxable Sales	Dollars Returned to Local Sales Taxing Cities
Austin–Round Rock	\$443,524,050	\$4,435,241
Dallas–Plano–Irving	\$1,176,680,521	\$11,766,805
Fort Worth–Arlington	\$326,927,778	\$3,269,278
Houston–Sugar Land–Baytown	\$993,105,062	\$9,931,051
San Antonio	\$313,524,222	\$3,135,242

Source: Texas Cultural Trust, State of the Arts, 2015.



Source: Arts Fort Worth, A Cultural Plan Update for the City of Fort Worth.