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.
The following organizations are included in the data analyses in this report. An asterisk represents those organizations that were also in the 2002 report. Amphibian Productions, Artes de la Rosa, Arts Council of Fort Worth*, ArtsFifth Avenue, Ballet Concerto Inc*, Casa Manana*, Chamber Music Society, Circle Theatre Inc.*, Contemporary Dance/Ft Worth, Fort Worth Classic Guitar Society*, Ft Worth Opera*, Ft Worth Symphony*, Hall Ensemble, Hip-Pocket Theatre*, Imagination Celebration of Fort Worth*, Jubilee Players Inc.*, Kids Who Care, Modern Art Museum of Fort Worth*, PAFW Children’s Education Program, PianoTexas International Academy, Schola Cantorum of Texas Inc*, SiNaCa Studios, Stage West Theatre, Texas Ballet Theater (Ft Worth only)*, Texas Boys Choir*, Texas Camarata, Texas Nonprofit Theatres*, Trinity Shakespeare Festival, Van Cliburn Foundation*, Youth Orchestra of Greater FW

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

### TABLE 2: ESTIMATED METRO AREA SALE TAX COLLECTION GENERATED BY THE ARTS AND CULTURE INDUSTRIES IN 2013

<table>
<thead>
<tr>
<th>Metro Area</th>
<th>Taxable Sales</th>
<th>Dollars Returned to Local Sales Taxing Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austin–Round Rock</td>
<td>$443,524,050</td>
<td>$4,435,241</td>
</tr>
<tr>
<td>Dallas–Plano–Irving</td>
<td>$1,176,680,521</td>
<td>$11,766,805</td>
</tr>
<tr>
<td>Fort Worth–Arlington</td>
<td>$326,927,778</td>
<td>$3,269,278</td>
</tr>
<tr>
<td>Houston–Sugar Land–Baytown</td>
<td>$993,105,062</td>
<td>$9,931,051</td>
</tr>
<tr>
<td>San Antonio</td>
<td>$313,524,222</td>
<td>$3,135,242</td>
</tr>
</tbody>
</table>


### Sources of Revenue (FY 2013 Actuals)

- **Admissions, sales, other earned**: 46%
- **Contributed**: 50%
- **Endowment**: 4%
- **Corp/Foundations**: 22%
- **Individuals**: 26%
- **Local govt.**: 1%
- **Other govt.**: 0%
- **Other contrib.**: 1%