

2023 STATE
OF THE
ARTS
REPORT

**SUPPORT
THE
ARTS**

**SUPPORT
TEXAS**

**TEXAS
CULTURAL
TRUST**



**ART CAN A PROGRAM OF THE
TEXAS CULTURAL TRUST**

ABOUT THE TEXAS CULTURAL TRUST

The Texas Cultural Trust, established in 1995, is a 501(c)(3) nonprofit organization dedicated to supporting and increasing access and awareness for the arts across the state.

Programs of the organization include the Texas Medal of Arts Awards, Arts Access, Art Can, Texas Young Masters, Texas Women for the Arts, and Partners in the Arts.

The Trust's efforts are amplified by partners who are instrumental in the success of leading a cohesive voice for arts and culture in Texas.

OUR MISSION

To be the leading voice for the arts in education, advocacy, and economic impact in Texas, spotlighting the artistic excellence of our state.

OUR VISION

A vibrant Texas where the arts inspire excellence.

THE ARTS WORK FOR TEXAS

Through Art Can, the Trust conducts research and publishes data to quantify the impact of the arts and creative sectors on the economy, education, culture, and health and well-being of Texas.

Published every biennium, the State of the Arts Report demonstrates the unequivocal impact the arts have in shaping the future of Texas. In this way, the State of the Arts Report serves as a resource for Texas artists, arts organizations and advocates, educators, policymakers, parents, philanthropists, and others to increase support and funding for arts and culture in the state.

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**LETTER FROM
TEXAS CULTURAL TRUST
BOARD CHAIR**

Since 2008, the Texas Cultural Trust has gathered leading researchers to quantify the social, educational, and economic impact of the arts in our state and then presented their findings in a biennial publication, the State of the Arts Report (SOTAR). The 2023 State of the Arts Report expands on this tradition, augmenting the research to include data culled from intersections in the arts and health sectors.

Public support for our creative sector helps ensure that all Texans have access to the arts, regardless of their economic status, education, or what part of the state they live in. The Texas Cultural Trust's research demonstrates how the impact of public grant funding for Cultural Districts far surpassed the initial public investment, earning a 2 to 1 return on investment for the state's economy. The steady increase and interest in cultural events throughout the state makes clear how much Texans value these investments in their communities.

As a means of connection, inspiration, and enrichment, the arts were and remain an invaluable salve. However, in terms of pandemic recovery, the state's arts and culture sector also proved itself an indispensable engine of economic growth, helping jump-start Texas' economy by generating critical tax revenue, creating much-needed jobs, appealing to businesses, improving the quality of life for all Texans, and ensuring that visitors enjoy their time in the Lone Star State. It is largely because of the arts that Texas outpaced national averages for pandemic recovery and that our economy remains one of the strongest and fastest growing in the U.S.

The 2023 State of the Arts Report is a resource for Texas artists, arts organizations and advocates, educators, policymakers, parents, philanthropists, and others to increase support, awareness, and funding for arts and culture in the state.

I extend our appreciation to the many supporters and contributors of this report, including Leslie and Jack Blanton, Jr., the Houston Methodist Center for Performing Arts Medicine, the University of Houston College of Fine Arts, Dr. Brent Hasty, Travis James, Shay Kulha, Joseph Shuffield, and Dr. Robin Ward. Thank you for bringing this study to reality. Finally, thank you to the board and staff of the Texas Cultural Trust and our many partners who, through their leadership, endorse the need for this research.

A handwritten signature in black ink that reads "Leslie Ward". The signature is written in a cursive, flowing style.

Leslie Ward
Board Chair, Texas Cultural Trust

**LETTER FROM
TEXAS CULTURAL TRUST
CHIEF EXECUTIVE OFFICER**

The 2023 State of the Arts Report gives credence to our conviction, at the Texas Cultural Trust, that Art Has Power. More specifically, that the Arts and Culture Industry has the power to boost the Texas economy, enhance our children's education, unite our communities, and improve our health and well-being.

"Art is unquestionably one of the purest and highest elements in human happiness," wrote John Lubbock, more than a century ago. Today, there are statistics to support this sentiment. For example, we now know that attending one cultural event a month reduces the risk of developing depression by 48%. The 2023 State of the Arts Report highlights such research while calling attention to the growing array of evidence-based art therapies and treatment programs that are enhancing the lives of Texans.

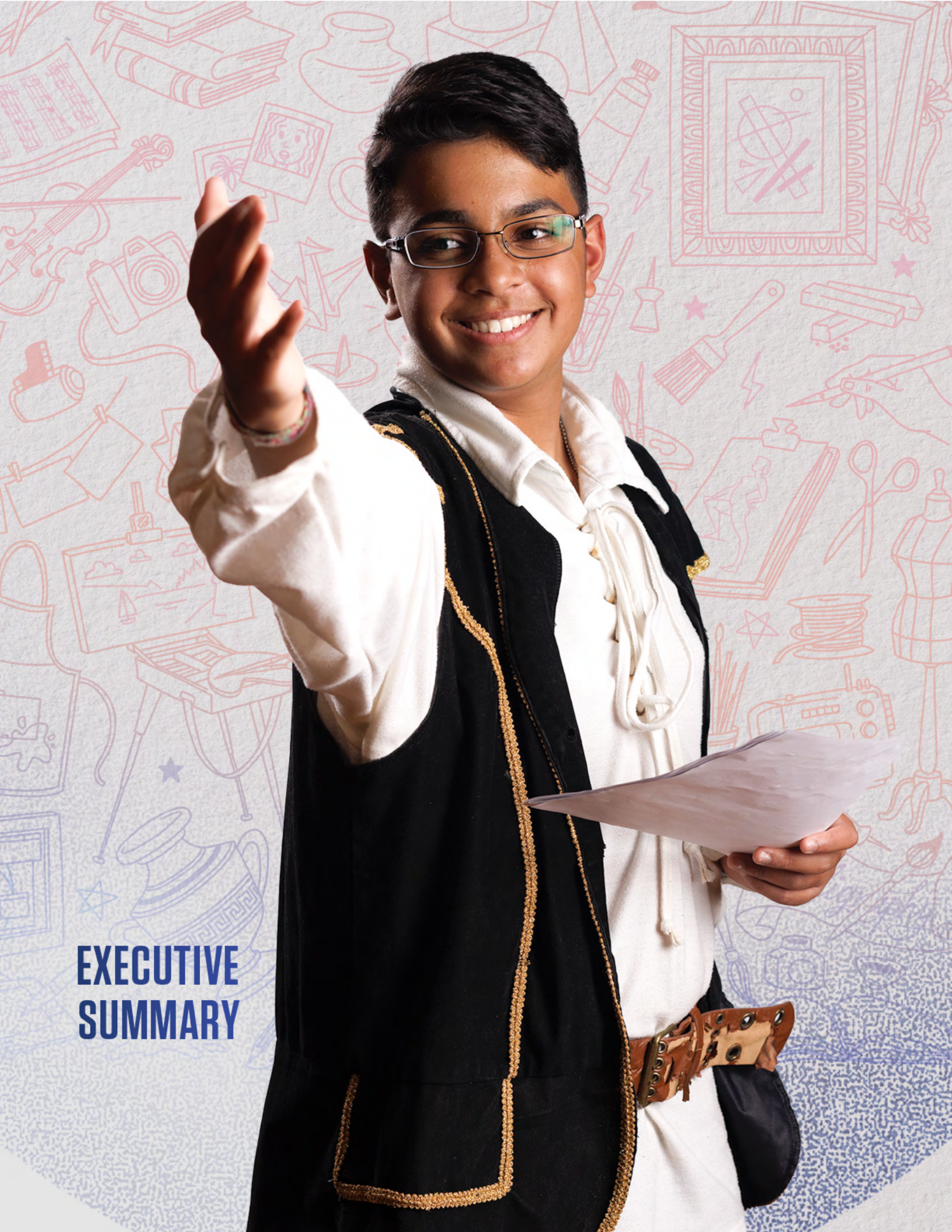
The Report also continues the work we began in 2021 by delving further into the numbers that demonstrate both the importance of arts education and the rectifiable disparities in access in Texas schools. When it comes to effecting positive change, there is nothing more powerful than information.

The research presented reveals not only a direct correlation between a child's access to the arts and their academic outcomes and achievements, but also the extent to which arts curricula aids in the development of core competencies and interpersonal skills. These include creativity, innovation, critical thinking, problem-solving, communication, and collaboration—all of which better prepare Texas students for the 21st century workforce, enhancing the likelihood of career success and meaningful contributions to the Texas economy.

We at the Texas Cultural Trust hope this year's Report will inspire, educate, and reinforce the arts' place in human health, optimism, and resolve. Most importantly, we hope that the 2023 State of the Arts Report will serve as a resource for arts advocacy in Texas. With continued investment in the arts, our state will be poised for even greater economic prosperity in the years to come.

A handwritten signature in black ink that reads "Heidi M. Smith". The signature is written in a cursive, flowing style.

Heidi Marquez Smith
Chief Executive Officer, Texas Cultural Trust



**EXECUTIVE
SUMMARY**



ART CAN IMPROVE EDUCATION

Texas high school students enrolled in more arts courses had **better attendance, higher pass rates on standardized tests, and were more likely to attend college** than their peers taking only the minimum arts requirement.

- Up to **112% more likely to earn an exceptional score on standardized tests**
- **20% more likely to attend college**
- **42% more likely to attend a four-year college or university**



ART CAN FUEL THE ECONOMY

Arts education **prepares the 21st century workforce** by developing core competencies and interpersonal skills: creativity, innovation, critical thinking, problem-solving, communication, and collaboration. **Across Texas, nearly 845,000 people are employed in creative careers**, which represents **1 in 15 jobs**.

The Texas Arts and Culture Industry has **grown more than 30%** over the past decade, generating **\$6 billion for the Texas economy** and nearly **\$380 million in state sales tax revenue**.

The impact of public grant funding for Cultural Districts far surpassed the state's initial investment. Cultural Districts create jobs, generate significant tax revenue, boost tourism, attract business, and revitalize communities.

1 in 4 visitors in Texas participate in cultural tourism. Arts and culture tourists stay longer, bring more people, and spend more money than non-cultural tourists.



ART CAN IMPROVE HEALTH AND WELL-BEING

The arts and Creative Arts Therapies are improving physical, mental, and emotional health, encouraging healthy behaviors, reducing stress, and increasing social interactions. Attending just one cultural event a month **reduces the risk of developing depression by 48%**.

Music therapy can **decrease post-traumatic stress disorder symptoms by 30%**.

Listening to a prescribed music playlist can **improve blood flow through damaged parts of a stroke patient's brain by 18%**.

ART CAN INSPIRE OUR CHILDREN



IZAAK
AGE 10

**“Drawing helps me be more expressive
and a better problem solver.”**

AND IMPROVE EDUCATION



WINELL HERRON

H-E-B GROUP VICE PRESIDENT OF
PUBLIC AFFAIRS, ENVIRONMENTAL
AFFAIRS, AND DIVERSITY & INCLUSION

TEXAS CULTURAL TRUST
BOARD MEMBER

In Texas, high school students enrolled in more than one arts course are **more likely to attend college.**

ACCESS TO ARTS EDUCATION IS RELATED TO OVERALL ACADEMIC PERFORMANCE

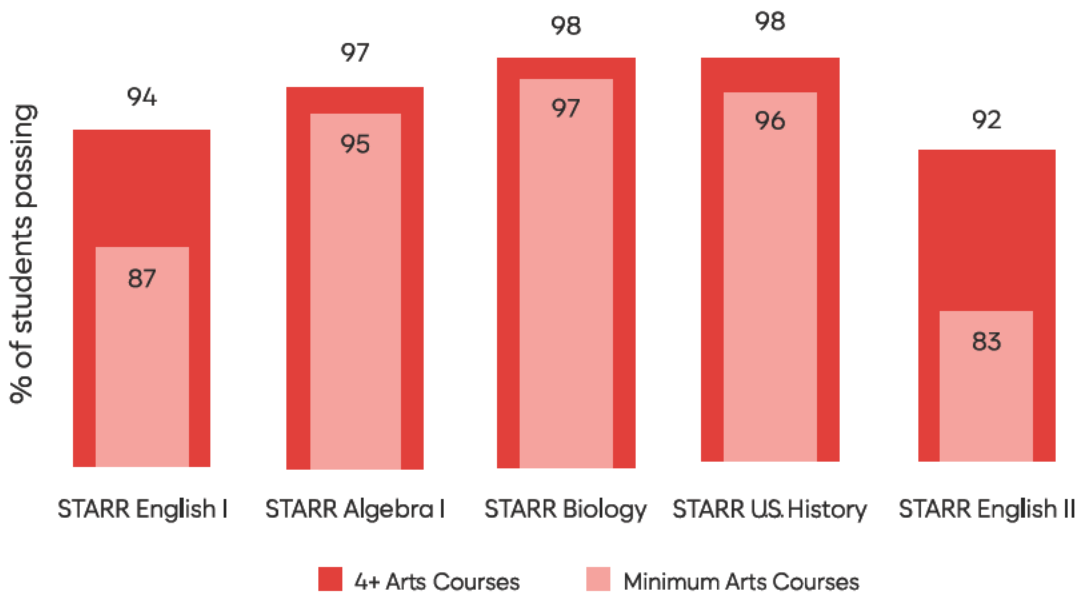
Research conducted by the Texas Cultural Trust shows that academic achievement, school attendance, graduation rates, and higher education attendance rates are significantly improved for students who are highly engaged in the arts. Highly engaged students took four or more arts courses, while minimally engaged students took only the required one course.

Texas students highly engaged in the arts are between **34% and 112% more likely to earn an exceptional score*** on standardized tests than students who are minimally engaged. **Students who enrolled in more arts courses had better school attendance.** This effect was even greater for at-risk students, economically disadvantaged students, and English language learners with a nearly **2% higher attendance** rate than their peers taking fewer arts courses, which is the equivalent of 3 additional school days annually and more than 12 additional school days over the course of their high school career.

Students who graduated high school took a greater proportion of arts courses than students who did not graduate. Students who were highly engaged in the arts were **20% more likely to attend college** and **42% more likely to attend a four-year institution** than those who completed only the minimum requirement.

*"Exceptional Score" refers to the highest score possible (Advanced or Masters Grade Level) in the school year tested.

In Texas, across all subjects, **students who are economically disadvantaged were more likely to pass standardized tests when highly engaged in the arts.**



TEXAS STUDENTS HIGHLY ENGAGED IN THE ARTS



are up to
112%

more likely to earn an exceptional score on standardized tests



are
42%

more likely to attend a four-year college or university

THE MORE ARTS CLASSES THE HIGHER THE SCORES

National studies conclude that **94% of students with a high level of arts engagement went to a four-year college**, versus 7% of those with a low level of arts engagement.

Notably, students who took four years of arts coursework outperformed their peers who had half a year or less of arts coursework by **58 points on the verbal portion** and **38 points on the math portion** of the SAT.

Teenagers and young adults of low socioeconomic status (SES) who earned more arts credits showed better academic outcomes. In particular, they earned **higher test scores in math, science, and writing**. They also demonstrated **higher rates of college enrollment** and **lower dropout rates**.

Source: Catterall et al., 2012; Ruppert, 2006; Vaughn, 2002; Vaughn & Winner, 2000

TEXAS VOTERS SUPPORT THE ARTS

73%

favor increased state funding for arts education

84%

agree the arts are a very important part of a student's education



“The research is clear that engaging in the arts increases a student’s opportunity to be more successful in life, academics and their community.”

-WINELL HERRON

EVERY STUDENT DESERVES EQUAL ACCESS TO ARTS EDUCATION

Arts-based instruction is unique in that it has been shown to directly improve students' academic success by indirectly strengthening learning skills. These effects can be particularly significant for at-risk populations, including low-income students and English language learners. However, **access to arts education is far from equitable** from one Texas school district to the next.

INEQUALITY & INEQUITY OF ARTS EDUCATION ACCESS

In this Report, arts access is measured by:

- fine arts course enrollment
- fine arts course offerings
- number of full-time (FTE) fine arts teachers
- student to fine arts teacher ratio

Texas public schools are required to provide equal education to all students, regardless of demographic or socioeconomic status. However, suburban and low-poverty students have far greater arts access and offerings in their schools than rural and high-poverty students.

On average, students in **high-poverty schools** have **less access to the arts** than students in low-poverty schools.

High-poverty campuses have **fewer arts courses** and **fewer arts teachers**.

Teachers at high-poverty schools serve

32%

more students than teachers at low-poverty schools

What is required by the Texas Education Code and Texas Administrative Code?

Elementary: Music, theatre, and visual arts Texas Essential Knowledge and Skills (TEKS) must be provided for all elementary students. Teachers are not required to be arts certified and there are no standards for how arts courses should be provided.

Middle School: Middle school students are expected to complete one arts course. Districts are required to offer three of the four arts disciplines (dance, music, theatre, and visual arts).

High School: To graduate, students are required to complete one arts credit. Districts are required to offer at least two of the four arts disciplines.

ACCESS TO THE ARTS IMPACTS STUDENT SUCCESS

Suburban schools offer **70%** more arts courses than rural schools

In Texas, students who complete more arts courses

COLLEGE ATTENDANCE

ACADEMIC OUTCOMES

in **rural areas**

21% more likely to attend college

2-8% more likely to pass standardized tests

46% more likely to attend a four-year college or university

42-112% more likely to earn an exceptional score

in **major urban areas**

14% more likely to attend college

1-6% more likely to pass standardized tests

21% more likely to attend a four-year college or university

18-71% more likely to earn an exceptional score

in **suburban areas**

20% more likely to attend college

1-7% more likely to pass standardized tests

46% more likely to attend a four-year college or university

34-125% more likely to earn an exceptional score

than students who complete the minimum arts requirement.

ELEMENTARY EDUCATION ACCESS

While all fine arts TEKS are part of the required curriculum, districts and campuses have the flexibility to implement instruction in a variety of arrangements according to their resources.*

School districts are required to provide sufficient class time for students to learn all of the required TEKS, and students are required to demonstrate proficiency in all three arts disciplines at each grade level. In Texas, **94% of elementary campuses self-report that they are offering fine arts classes.**

Elementary arts education may either be provided by

- a **general education teacher**, who in most cases is also responsible for providing instruction in math, science, social studies, and English language arts, or
- an **arts-certified teacher**, who exclusively focuses on fine arts classes: **music, theatre, or visual art.**

However, *who* provides the instruction and *how* it is delivered differs from campus to campus.

STUDENT PERSPECTIVE

In Texas, there are **2.42 million students** enrolled in grades 1-6. Of those students,

1,603,748 have a music-certified teacher

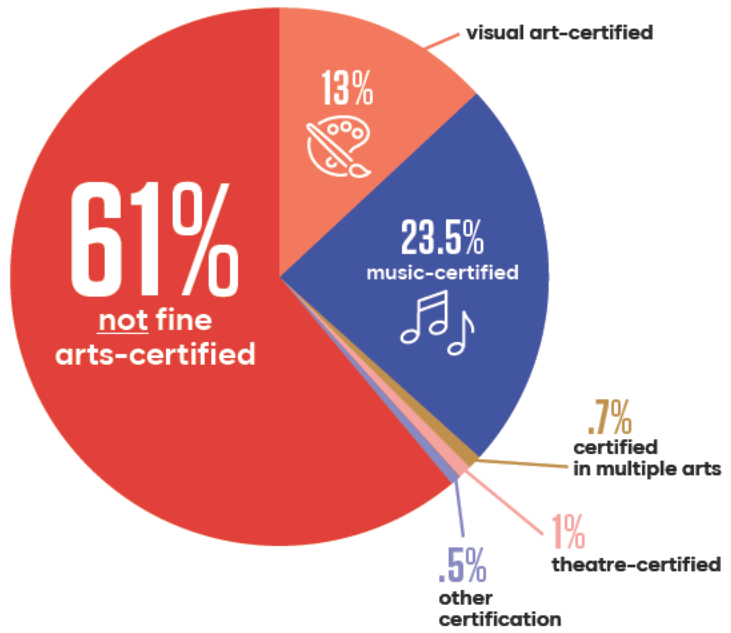
1,100,302 have a visual art-certified teacher

35,017 have a theatre-certified teacher

*According to the Texas Education Code, music, theatre, and visual arts TEKS must be provided for all elementary students.

EDUCATOR PERSPECTIVE

In Texas, **18,290 teachers** provide arts education instruction for elementary grade students.

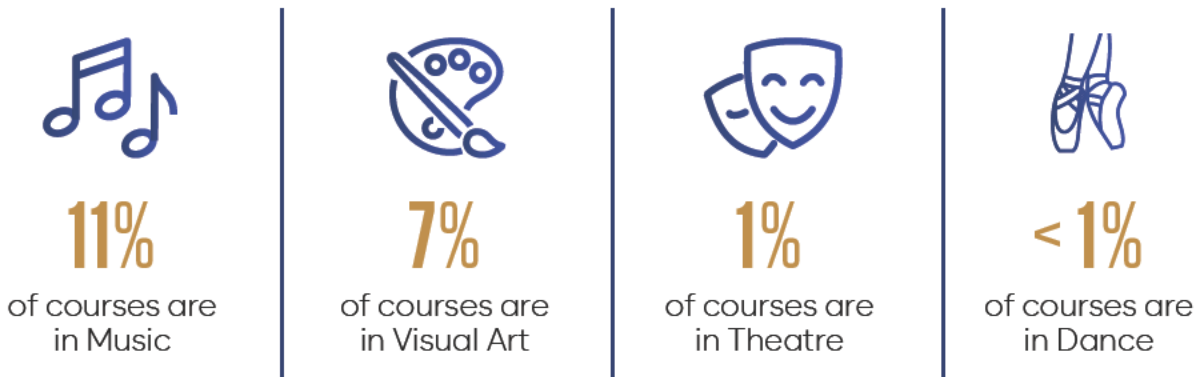


PERCENT OF ELEMENTARY FINE ARTS-CERTIFIED TEACHERS BY COMMUNITY TYPE



In Texas secondary schools, course offerings are not equally distributed by art form.

Music and visual art are offered more often than theatre or dance.



ARTS EDUCATION DEVELOPS SOCIAL AND EMOTIONAL LEARNING

Research found that engaging in the arts increases a student's opportunity to be more successful in life and in their community.

Young adults who had intensive arts experiences in high school **are more likely to show civic-minded behavior** than young adults who did not. They take an interest in current affairs, as evidenced by comparatively higher levels of volunteering, voting, and engagement with local or school politics. In many cases, this difference appears in both low- and high-socioeconomic status groups.

SEL skills are essential for students to develop more confidence in themselves as both intellectuals and creators. Research shows that strong SEL competencies **improve overall achievement by 11%**.

Source: Catterall et al., 2012



THE FIVE SEL COMPETENCIES

Arts education is synonymous with social and emotional learning (SEL). SEL skills include:

SELF-AWARENESS

SELF-MANAGEMENT

SOCIAL AWARENESS

RELATIONSHIP SKILLS

RESPONSIBLE DECISION-MAKING

Source: Durlak et al., 2011

THE ARTS CREATE POSITIVE BEHAVIORS

- The arts teach **collaboration** and **communication** skills. > Students become more confident and better leaders.
- The arts reinforce **kindness, sharing, and empathy.** > Students maintain these behaviors in their day-to-day interactions.
- The arts encourage **practice, persistence, and patience.** > Students learn to persevere and become more self-aware.

Source: Durlak et al., 2011; Farrington et al., 2012; Sklad et al., 2012; Stevenson & Deasy, 2005

“Teachers providing regular access to the arts reported a more positive and cohesive learning environment, citing increased peer collaboration and improved social skills in the classroom.”

– Study by the John F. Kennedy Center’s Changing Education Through the Arts Program



ARTS EDUCATION & SOCIAL AND EMOTIONAL LEARNING SKILLS



Increase the likelihood of high school graduation



Improve readiness for postsecondary education



Directly impact career success



Positively impact family and work relationships



Improve mental health



Reduce criminal behavior



Produce more engaged citizens

Source: Hawkins et al., 2008; Jones et al., 2015

ART CAN GROW OUR CREATIVITY



JESSICA
AGE 10

**“Singing helps me come out of my shell,
release stress, and feel more confident.”**

AND BUILD A STRONG ECONOMY



JEREMY LATCHAM
FILM PRODUCER

The arts prepare critical thinkers for the workforce
and generate **\$6 billion** for the Texas economy.

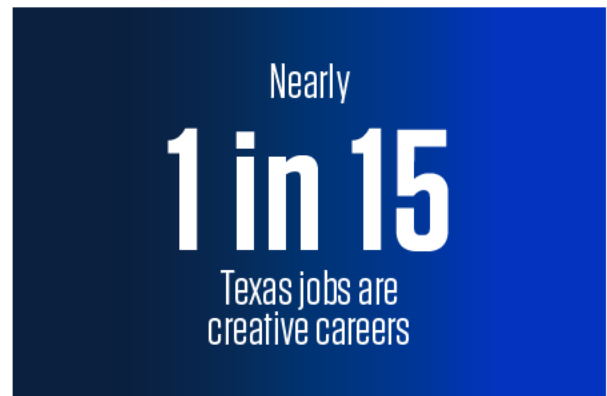
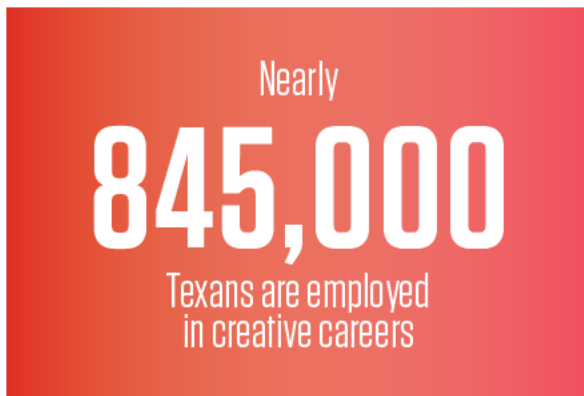
ART CAN TURN CREATIVITY INTO CAREERS

The economic future of Texas requires a workforce that is adaptable, creative, and prepared for the challenges of a rapidly changing world. The arts strengthen the Texas economy by preparing students for creative careers, generating significant tax revenue, and boosting tourism.

A well-rounded education is key to building a 21st century workforce. Students who participate in the arts are better prepared to succeed in their careers and contribute to the Texas economy.

ART CAN CREATE JOBS

The Texas creative sector employs nearly 845,000 Texans. Almost 1 in 15 Texas jobs are part of the creative sector. According to forecasts from the Texas Workforce Commission, **creative sector employment is projected to increase by over 22%, creating 205,000 net new jobs, by 2030.**



A STRONG CREATIVE WORKFORCE CREATES A STRONG TEXAS ECONOMY

Texas Creative Careers by Major Occupation Division (2021)

Major Group Code	Occupations	Texas Employment
15 - 0000	Computer and Mathematical Occupations	411,390
17 - 0000	Architects, Surveyors, and Cartographers	224,440
19 - 0000	Life, Physical, and Social Science Occupations	93,980
27 - 0000	Arts, Design, Entertainment, Sports, and Media Occupations	114,850
	Total Employment	844,660

Source: U.S. Bureau of Labor Statistics

The creative sector is defined using occupation codes that focus on the innovation workforce; these are jobs that rely heavily on critical thinking, innovation, and creativity. Special attention was given to occupations that are in high demand, are portable, and are found in a diverse set of industry sectors. In 2021, the average annual wage for creative careers was approximately \$87,000, compared to \$52,000 for non-creative careers. This represents a **67% wage premium for creative workers.**

ARTS EDUCATION DEVELOPS 21ST CENTURY SKILLS



Critical Thinking



Innovation



Creativity



Collaboration



Problem Solving



Communication

Source: Partnership for 21st Century Learning


Largest Texas Metro Area Creative Career Employment & Wages (2021)

Metro Area	Creative Employment	% of Total Workforce Sector	% of Texas Creative Wages	Average Creative Wages	Average Non-Creative Wages
Amarillo	4,780	4.2%	0.6%	\$70,834	\$44,976
Austin - Round Rock	121,870	11.4%	14.4%	\$90,176	\$56,427
Beaumont - Port Arthur	7,420	5.0%	0.9%	\$80,613	\$49,163
Brownsville - Harlingen	4,070	2.9%	0.5%	\$61,564	\$38,578
Corpus Christi	7,700	4.4%	0.9%	\$73,962	\$46,756
Dallas - Fort Worth - Arlington	279,470	7.8%	33.1%	\$90,823	\$55,250
El Paso	11,510	3.8%	1.4%	\$62,264	\$40,831
Houston - The Woodlands - Sugar Land	205,720	7.1%	24.4%	\$93,561	\$55,056
Killeen - Temple	6,040	4.3%	0.7%	\$73,834	\$49,863
Laredo	2,390	2.5%	0.3%	\$57,245	\$40,098
Lubbock	6,530	4.6%	0.8%	\$61,501	\$44,127
McAllen - Edinburg - Mission	6,510	2.5%	0.8%	\$59,073	\$38,878
San Antonio - New Braunfels	57,990	5.8%	6.9%	\$79,957	\$49,998
Waco	6,010	5.2%	0.7%	\$73,142	\$45,754


Source: TXP, Inc.

THE ARTS AND CULTURE INDUSTRY GENERATES REVENUE

In Texas, 14,000 Arts and Culture Industry businesses create, distribute, and sell products and services nationally and internationally.



30% GROWTH
in the Arts and Culture Industry



nearly
\$380 MILLION
in state sales tax

Taxable revenue from the core Arts and Culture Industry has **grown by 30%** over the past decade. The Arts and Culture Industry generated **\$6 billion in taxable sales** for the Texas economy, totaling nearly **\$380 million** in state sales tax revenue in 2021.

The Arts and Culture Industry Generated

\$6 BILLION

for the Texas Economy

FILM INDUSTRY INCENTIVES

The Texas Moving Image Industry Incentive Program (TMIIP) is designed to build the economy through the moving image industry by creating jobs in Texas. Over the past 15 years, the incentive program has attracted **\$1.95 billion** of in-state spending. The TMIIP has a **504% return on investment**. For every **\$1.00 paid in grant funding, \$5.04 is spent in-state**.

Movies filmed in Fort Worth

	Grant	Spent In-State	Jobs Created
<i>Miss Juneteenth</i>	\$44,400	\$593,000	184
<i>12 Mighty Orphans</i>	\$2.3 million	\$10.3 million	828

Source: TMIIP



“If we invest in arts education and a robust film incentive, we will create the storytellers of tomorrow and transform our cultural economy.”

-JEREMY LATCHAM

ARTS AND CULTURE INDUSTRY CATEGORIES

The arts' contribution to the economy spans a wide range of cultural activities, vocations, and organizations, including music groups, museums, photographers, and others. Using the Bureau of Economic Analysis's (BEA) arts and cultural definition, there are two main categories of activity:

- **Core Industries** are the originators of ideas and content.
- **Supporting Industries** produce and spread arts and culture.

Texas arts and cultural economic activity generated **\$65.8 billion in gross domestic product**. Representing 3% of total state employment, 395,000 Texans produced arts and culture goods and services while earning over \$33.6 billion in compensation.



Arts and Cultural Production employees earned over

\$33.6 BILLION
in compensation



Arts and cultural economic activity generated

\$65.8 BILLION
in gross domestic product

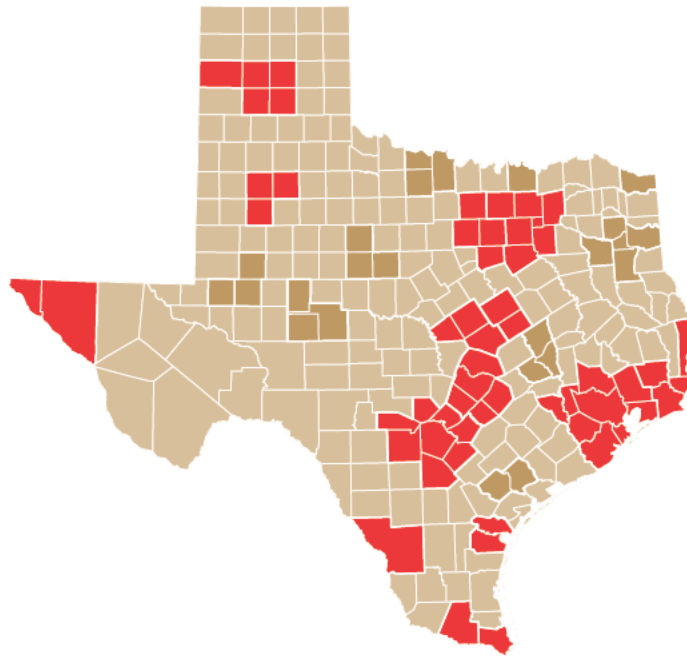
State of Texas Sales Tax Generated by Arts and Culture Industries

Year	Taxable Sales	Tax Generated (@6.25%)
2009	\$4,656,255,378	\$291,015,961
2010	\$4,506,001,820	\$281,625,114
2011	\$4,669,233,785	\$291,827,112
2012	\$4,905,152,939	\$306,572,059
2013	\$5,095,599,168	\$318,474,948
2014	\$5,348,470,734	\$334,279,421
2015	\$5,509,355,953	\$344,334,747
2016	\$5,552,780,913	\$347,048,807
2017	\$5,597,128,658	\$349,820,541
2018	\$5,737,511,231	\$358,594,452
2019	\$6,056,028,814	\$378,501,801
2020	\$4,244,769,441	\$265,298,090
2021	\$6,024,337,593	\$376,521,100

Arts and Cultural Production Satellite Accounts (ACPSA) Industry Employment

	2017	2018	2019	2020	2021	2022
Core Industries	77,291	80,323	83,393	72,113	76,030	83,786
Supporting Industries	295,682	309,369	307,205	278,442	298,546	311,232
Total ACPSA Employment	372,973	389,692	390,598	350,555	374,576	395,018

Source: U.S. Census Bureau, TXP Inc. Forecast Data



U.S. Department of Commerce Texas Metro Statistical Areas

- Metro Areas
- Largest Metro Areas

Source: U.S. Department of Commerce, Economics and Statistics Administration, U.S. Census Bureau

2021 Estimated Sales Tax Collection Generated by the Arts and Culture Industry for the 15 Largest Metro Areas

Metro Area/Division	Taxable Sales	Local Sales Tax Generated (1% Sales Tax Rate)
Amarillo	\$34,003,558	\$340,036
Austin - Round Rock	\$579,354,044	\$5,793,540
Beaumont - Port Arthur	\$25,103,195	\$251,032
Brownsville - Harlingen	\$36,093,369	\$360,934
Corpus Christi	\$48,076,767	\$480,768
Dallas - Plano - Irving	\$1,083,675,705	\$10,836,757
El Paso	\$78,967,666	\$789,677
Fort Worth - Arlington	\$354,725,114	\$3,547,251
Houston - Sugar Land - Baytown	\$961,375,508	\$9,613,755
Killeen - Temple - Fort Hood	\$32,728,875	\$327,289
Laredo	\$5,895,248	\$58,952
Lubbock	\$36,974,087	\$369,741
McAllen - Edinburg - Mission	\$84,492,643	\$844,926
San Antonio	\$377,387,527	\$3,773,875
Waco	\$22,997,330	\$229,973

Source: TXP, Inc ; Texas Comptroller of Public Accounts

THE ARTS BOOST TOURISM

Research by the Office of the Governor, Economic Development and Tourism showed that **arts and culture tourists spend more and stay longer** than leisure tourists.



TOURISTS ENJOY THE ARTS

Pre-pandemic, nearly 37% of nonresident overnight travelers visiting Texas and 25% of all travelers, both resident and nonresident, engaged in cultural tourism, including listening to live music, visiting historic sites and museums, sightseeing, or seeing a show. This translates to roughly **1 in 4 visitors participating in cultural tourism** when traveling in Texas.

Texas has outpaced national averages for recovery throughout the pandemic. In 2021, total travel and **tourism spending surpassed \$76.1 billion**, and in April 2022, travel spending exceeded pre-pandemic levels. Road trips in Texas that included an overnight stay also showed pre-pandemic activity levels. Still, the Arts and Culture Industry was disproportionately affected by the pandemic, and the level of tourism activity in 2021 reflects this impact.

Texas Tourism 2015-2021

	Tourism Spending	Tourism Employees	Tourism Earnings
2015	\$68.7 billion	648,000	\$23.7 billion
2017	\$75 billion	677,000	\$24.6 billion
2019	\$83 billion	719,000	\$29 billion
2021	\$76 billion	630,000	\$27 billion

TEXAS COMMISSION ON THE ARTS CULTURAL DISTRICTS

The Texas Commission on the Arts (TCA) is the public entity in Texas dedicated to advancing our state economically and culturally by investing in a creative Texas. In 2005, the Texas Legislature authorized the TCA to designate Cultural Districts in communities across Texas. These designated areas use existing cultural landmarks and resources to generate economic development and community revitalization. Currently, there are 52 TCA-designated Cultural Districts in 39 cities across Texas. When funded by the Texas Legislature, the TCA provides competitive grants to support projects within Cultural Districts.

The Texas Cultural Trust commissioned a 2020 study of four Cultural Districts that received a total of \$542,000 in public grant funding from the TCA. This study revealed an **overall impact of \$52.3 million in economic activity**. In total, the case studies **generated a 2 to 1 return on investment in state tax revenue**. The impact of public grant funding for Cultural Districts far surpassed the state's initial investment. **Cultural Districts create jobs, generate significant tax revenue, boost tourism, attract business, revitalize communities, and improve the quality of life for all Texans.**



CULTURAL DISTRICTS

GENERATE BUSINESS

ATTRACT TOURISTS

REVITALIZE COMMUNITIES

Texas Commission on the Arts Cultural District Grant Case Studies

Cultural District Project	TCA Cultural District Grant	Economic Activity	Tax Revenue
Kimbell Art Museum: <i>Renoir: The Body, The Senses</i>	\$250,000	\$8,388,575	\$165,717
Abilene Cultural Affairs Council: Lights, Camera, Action	\$112,000	\$26,545,924	\$512,519
Houston Ballet: <i>The Nutcracker</i>	\$130,000	\$14,774,918	\$296,086
City of El Paso: Chalk the Block	\$50,000	\$2,630,634	\$51,708
Total	\$542,000	\$52,340,051	\$1,026,030

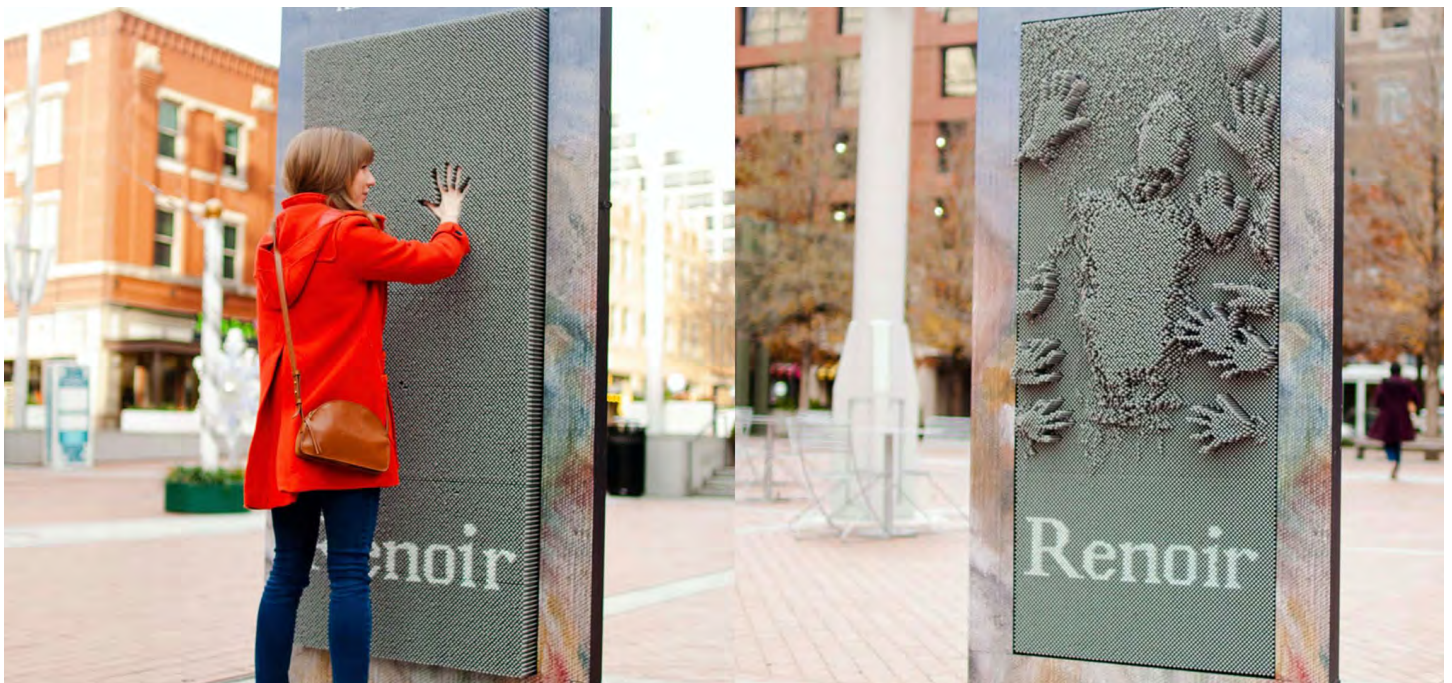


Photo courtesy of Kimbell Art Museum: *Renoir: The Body, The Senses*.



Houston Ballet Principal Melody Mennite as Clara with Artists of Houston Ballet in Stanton Welch's *The Nutcracker*. Photo by Amitava Sarkar (2016). Courtesy of Houston Ballet.

ART CAN STRENGTHEN OUR MINDS

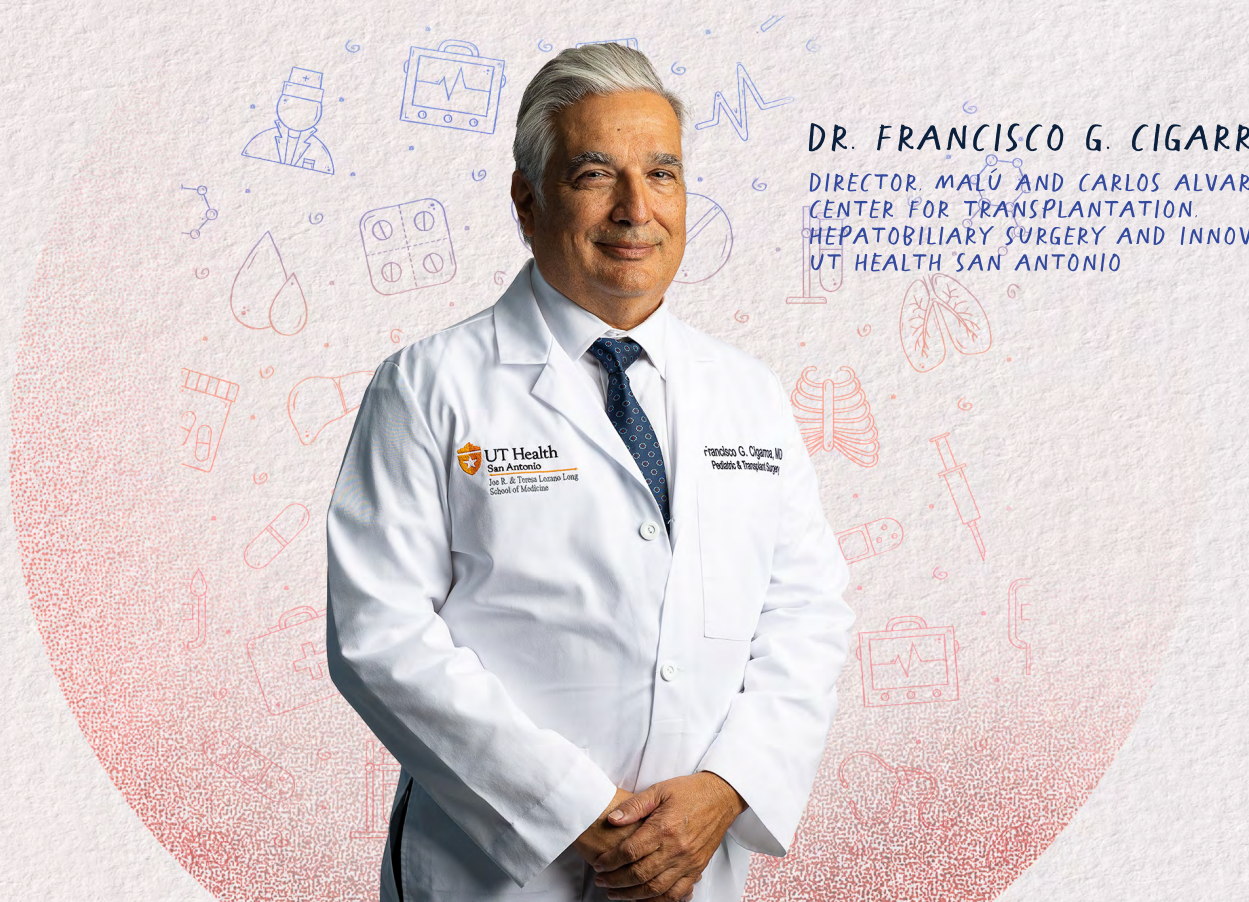


AYAAN

AGE 14

“Theatre allowed me to open up and improve my mental health.”

AND IMPROVE OUR HEALTH



DR. FRANCISCO G. CIGARROA
DIRECTOR, MALÚ AND CARLOS ALVAREZ
CENTER FOR TRANSPLANTATION,
HEPATOBIILIARY SURGERY AND INNOVATION,
UT HEALTH SAN ANTONIO

UT Health
San Antonio
Joe R. & Teresa Lucas Lujan
School of Medicine

Francisco G. Cigarroa, MD
Pediatric & Transplant Surgeon

The arts **enhance overall physical, mental,
and emotional health.**

ART CAN STRENGTHEN OUR BODIES AND OUR MINDS

Arts in Health

Arts in Health is a field dedicated to utilizing the power of the arts to enhance health and well-being in various healthcare institutions and community contexts.

Creative Arts Therapies

Creative Arts Therapies is a term used to describe healthcare professionals who use arts-based interventions and creative processes to optimize health and treat illness. These therapies include music, visual art, dance/movement, poetry, and drama.



Photo courtesy of Texas Children's Hospital.

Texas Children's Hospital works with patients and families by utilizing music for diverse functional goals like physiological symptom management, psychosocial support, rehabilitation, and grief and bereavement services.

Arts in Public Health

Arts in Public Health describes community-based programs that use the arts to promote well-being, strengthen social cohesion, and facilitate arts-based messaging.

Come Together Houston, a community arts and health partnership at the University of Houston, focuses on arts experiences that encourage conversation around vaccine hesitancy.



Photo courtesy of Come Together Houston.

ARTS IN HEALTH PROGRAMS ARE AS DIVERSE AS OUR STATE

Austin Classical Guitar

works with oncology patients to provide opportunities for self-expression using music throughout the patient's treatment experience.



Photo courtesy of Austin Classical Guitar.

GROWING DEMAND FOR AN ARTS IN HEALTH WORKFORCE

Arts in Health thrives in Texas. The Texas Medical Center is the world's largest medical center and a hub for the intentional and transformative inclusion of the arts. Additionally, Texas boasts excellent degree programs that lead the way for the next generation of health and well-being professionals.

The intersection between arts and health is growing across our state. **Music therapy jobs are projected to increase in Texas by over 20% by 2028.** New degree and certificate programs continue to build the workforce of creative arts therapists and Arts in Health professionals.

Texas music therapy jobs are projected to increase

20% by 2028

Across Texas, music therapy degree classes and degree programs are offered at: the University of the Incarnate Word, Sam Houston State University, Texas Woman's University, Southern Methodist University, and the University of Houston.

The University of Houston is leading the way in creating the future leaders of the Arts in Health industry.

The **Music Therapy Degree** is an undergraduate degree that will fill a significant need in the industry landscape and aims to prepare music therapists to be clinician-researchers.

The **Arts in Health Certificate** provides theoretical classes and practical experience at local health and human services facilities.

ART CAN TREAT AND MANAGE HEALTH CONDITIONS

Stroke, Parkinson's, and cognitive decline can greatly impact quality of life. The arts can help treat, mitigate, and manage the effects of these conditions.

Stroke

Over 70,000 Texans have a stroke each year. Strokes occur when there is a blockage of blood flow in the brain, causing a loss of oxygen and nutrients, which can result in lasting damage. Research conducted at the Houston Methodist Center for Performing Arts Medicine (CPAM) utilizes fMRI technology, high-powered brain images that track blood flow, to show that **listening to a prescribed music playlist can improve blood flow** through damaged parts of a stroke patient's brain and **can increase functional connectivity by 18%.**

A directed music playlist can increase functional connectivity by

 **18% IN STROKE PATIENTS**

Parkinson's Disease

Over 50,000 Texans are diagnosed with Parkinson's disease (PD), a nervous system disorder that affects a patient's ability to control muscle movement.

Source: Marras, 2018

Dance for PD Classes

Dance for PD is an evidence-based program using dance and movement to supplement medicinal protocol for Parkinson's patients. The classes utilize innovative teaching approaches that explore movement and music while creatively addressing symptom-specific concerns like balance, cognition, depression, and physical confidence.



Photo by Eddie Marritz. Courtesy of Dance for PD/Mark Morris Dance Group.

Studies show that patients who participate in Dance for PD once per week have:

- ➔ Improved motor measures, gait speed, and tremor reduction
- ➔ Increased quality of life
- ➔ Less motor impairment than non-participants
- ➔ Slower motor and non-motor PD symptom development over three years

MUSIC THERAPY AND POST-TRAUMATIC STRESS DISORDER

Post-traumatic stress disorder (PTSD) is a mental health condition triggered by a traumatic event that can lead individuals to experience symptoms like intrusive memories, avoidance, negative mood changes, and changes in their reactions. As part of the Employee Health and Wellbeing Clinic at Houston Methodist, board-certified music therapists provide music therapy for healthcare workers with PTSD. Trauma-informed songwriting intervention participants experience a **30% decrease in PTSD symptoms.**



Music therapy can decrease PTSD symptoms by **30%**

CAREGIVER RESILIENCY

The challenges of being a caregiver can affect quality of life and cause stress. **The arts can promote resiliency and provide formal and informal caregivers with opportunities for connection and self-expression.**

Formal caregivers are healthcare professionals: doctors, nurses, and technicians. Texas is second in the nation in healthcare worker employment.

Informal caregivers provide regular assistance to a friend or family member. There are an estimated 3.4 million Texans who act as informal caregivers.

Studies have proven that **reducing caregiver stress through expressive arts** helps to continue high-quality care.

Source: Phillips & Becker, 2019



Photo courtesy of Stomping Ground Comedy Theater.

Stomping Ground Comedy Theater

Caring for a loved one with Alzheimer's or similar conditions can be isolating, exhausting, and frustrating. **Improv for Caregivers** is an interactive workshop at **Stomping Ground Comedy Theater** in Dallas, Texas that blends therapeutic techniques and improvisational comedy games to help caregivers cultivate ease, joy, and flexibility in their relationships. The classes combine nonverbal communication techniques, listening and responding to challenging behaviors, and mindfulness exercises.

ARTS INTERVENTIONS FOR BURNOUT AND COMPASSION FATIGUE

Burnout is a cumulative condition describing general exhaustion and lack of interest or motivation.

Compassion fatigue is the negative physical, emotional, and psychological costs of working in a helping capacity. A caregiver may feel that they want to keep caring, but are overwhelmed from being exposed to the trauma of others. Compassion fatigue consists of burnout and secondary traumatic stress.

Splatter Paint Room Experience

- ◀ Lowered caregiver stress
- ◀ Lowered compassion fatigue
- ◀ Lowered mental exhaustion



Photos courtesy of Houston Methodist Center for Performing Arts Medicine.

Health providers faced unprecedented stressors throughout the COVID-19 pandemic, with critical care providers showing the highest burnout rate (Medscape NPBS, 2021). **The Center for Performing Arts Medicine** partnered with the **Cardiovascular Intensive Care Unit at Houston Methodist Hospital** to design an innovative arts-based intervention to reduce stress and combat burnout.

The Splatter Paint Room allowed healthcare workers to release tension through the physical art experience of throwing paint. Employees selected a pre-made playlist designed by a music therapist and used paint to express themselves on 6-foot canvases. The paintings were collected to create a mosaic art piece, which stands as a permanent reminder of how the team came together to make something beautiful out of a challenging experience.



“I’ve always believed that there’s a great intersection between medicine, humanities, and the arts.”

-DR. FRANCISCO G. CIGARROA

ART CAN COMBAT DEPRESSION

During COVID-19, the World Health Organization found a 25% increase in depression and anxiety across the globe. The arts can be used to help combat depression and anxiety through opportunities for connection and self-expression. The arts enhance overall physical, mental, and emotional health, encourage healthy behaviors, reduce stress, and increase social interactions.

Attending a cultural event once a month reduces the risk of developing depression by 48%.

AGING AND COGNITIVE DECLINE

The demographic of Texans aged 65 and older is expected to more than triple by 2050 (Adams, 2016). With age and cognitive decline, challenges with thinking, memory, concentration, and other brain functions may reduce quality of life.

Project CHROMA, an interdisciplinary initiative at Rice University and a National Endowment for the Arts Research Laboratory site, assesses the effects of a music creativity curriculum on older adults. The curriculum engages participants through music listening, theory, performance, and creative activities. Program results show **improvements in cognitive function**, which is **essential for attention and memory**.



Photo courtesy of Lynne Layne.

The arts can reduce the risk of depression by

48%



HOW THE ARTS AID MEDICINE

The Center for Performing Arts Medicine (CPAM) is a fully integrated arts in medicine program within the Houston Methodist hospital system.

The center has grown to be one of the largest, most diverse Arts in Health centers in the nation. CPAM has continued to grow through the pandemic for patient and provider programs.



According to CPAM, Creative Arts Therapies add tangible value to the hospital system by:

Decreasing
a patient's
length of stay

Lowering
self-reported
anxiety

Reducing
the use of pain
medicines

BECOME A PARTNER IN THE ARTS

SHARE THE ARTS

Pass on these findings. Tell your fellow Texans about the important impact the arts have on education, the economy, health and well-being, and our way of life.

UNDERSTAND THE ARTS

Learn about arts education access in your community by visiting ArtCanTexas.org.

ADVOCATE FOR THE ARTS

Encourage your school board members and elected officials to support access to the arts and arts education. Use our tools at ArtCanTexas.org.

SUPPORT THE ARTS

Learn more about how to promote and support the arts by visiting TXCulturalTrust.org, or by contacting the Texas Cultural Trust directly.

ENGAGE WITH THE ARTS

Stay informed about the state of the arts in Texas by following the Texas Cultural Trust on social media.

While there are great areas of promise, there are also many areas for improvement in arts access. We invite you to join us in our efforts to ensure equitable access to the arts for all Texans.

Join Partners in the Arts at TXCulturalTrust.org/PIA.

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Jocelyn Straus, Chair Emeritus for the
Texas Medal of Arts Awards, 1931 – 2022

Organizational Partners

Texas Commission on the Arts

The mission of the Texas Commission on the Arts (TCA) is to advance our state economically and culturally by investing in a creative Texas. TCA supports a diverse and innovative arts community in Texas, throughout the nation, and internationally by providing resources to enhance economic development, arts education, cultural tourism, and artist sustainability initiatives. For more information, visit arts.texas.gov.



Texans for the Arts

Texans for the Arts (TFA) is a highly effective, non-partisan, statewide arts advocacy organization that provides coordinated information about legislative activity related to arts issues and organizes advocacy efforts in order to protect and increase public funding for the arts at the state, national, and local levels. For more information, visit texansforthearts.com.



Actus Audio	Jamayla Burse	East Texas Advanced Academies	Carol Heller
The Adderley School	Bob Bursey	Monica Eeds	Mary Ann Heller
Alice + Olivia LLC	Sharron Buschman	Stacy and Michael Ellington	Winell Herron
Amber Allen	Sarah and Ernest Butler	Mindy Ellmer	Connie Heyer
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Austin Film Society	CenterPoint Energy	Pam Fielding	Houston Methodist - Center for Performing Arts
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Allison Ayers	Chevron	Karen and Robert Foster	Catherine B. Howell
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Samantha LaMantia	Mid-America Arts Alliance	The Late Dede Rogers	Susan Thomson
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Priscilla Martin	Margot Perot	Jocelyn Straus, Chair Emeritus of Texas Medal of Art Awards, 1931-2022	WoodNext Foundation
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Karen and Charles W. Matthews	Lindsey Pietsch		
Laura M. Matz	Pat Plowman		
Michelle Maudet			
Amelita Mauze			

The research referenced in this report was conducted by the Texas Cultural Trust and Art Can partners.

Additional information for each section of the report can be found below.

Economic Impact Data

Research into the economic impact of the Arts and Culture Industry, creative sector occupations, Core and Supporting Arts Industries, and tourism was conducted for the Texas Cultural Trust by Travis James of TXP, Inc. The research utilized data sets from the Texas Comptroller of Public Accounts, the U.S. Bureau of Labor Statistics, the Economic Development and Tourism Division of the Office of the Governor, and D.K. Shifflet & Associates. The objectives of the research were to assess the statewide economic impact of the 41 industry sectors that comprise the Arts and Culture Industry, the 13,400 Arts and Culture Industry businesses throughout Texas that employ nearly 133,000 workers, and the impact of the Arts and Culture Industry on travel and tourism dollars.

Arts Education Impact Data

Research on the arts' impact on students was conducted for the Texas Cultural Trust by MINDPOP researchers Dr. Brent Hasty and Dr. Cinda Christian. The study utilized Texas Education Agency (TEA) data for every Texas student enrolled as a 9th grader in 2014-2015 and in 2015-2016, and the associated demographic, attendance, enrollment, and STAAR testing data available for the following three years. In addition, the researchers requested the same students' enrollment in postsecondary education data from the Higher Education Coordinating Board. Logistic regression was conducted to ascertain the relationship between arts participation and academic outcomes (STAAR exam results, graduation, and postsecondary enrollment). Overall, we found significant relationships between arts participation and student academic outcomes, even when controlling

demographic and community factors. Significance was measured against the predetermined $p < .05$ criterion, but all relationships met the $p < .001$ standard.

Arts Education Access Data

Research on student access to the arts was conducted for the Texas Cultural Trust by MINDPOP researchers Dr. Brent Hasty and Dr. Cinda Christian. The study utilized Texas Education Agency (TEA) data from the 2018-2019 school year for all schools in every district across the state.

In addition, public campus-level data with student demographics was downloaded directly from the TEA website. Analyses of variance (ANOVA) at the campus level were examined to ascertain the relationship between the community classifications (Urban, Suburban, and Rural) and the four campus-level arts outcomes (Fine Arts Course Proportion, Fine Arts Course Enrollments, Fine Arts Teacher Staffing Full-Time Equivalents [FTE] Proportion, and Students per Fine Arts Teacher FTE). Because school structures and programs differ greatly by school level (i.e., elementary and secondary), analyses were also run separately for each level. In addition, analyses were conducted by economic status (i.e., campuses with 50% or more students qualifying for free or reduced-price lunches and campuses with less than 50% qualifying). There were significant differences in each of the arts outcomes between schools in different community classifications overall, by level, and by economic status. Significance was measured against the predetermined $p < .05$ criterion, but nearly all relationships met the $p < .001$ standard.

Elementary Arts Teacher Certification Analysis

Data analysis evaluating the varying levels of arts education access offered to children in elementary grades across Texas was conducted for the Texas Cultural Trust by Joseph Shuffield. The study utilized statewide education data from the Texas Education Agency for the 2018-2019 school year, including fine arts teacher record data, teacher certification data, student enrollment data, and district demographics data. The study analyzed these datasets with a focus on elementary students' access to both fine arts classes and to certified educators in art, music, and theatre.

Social and Emotional Learning

Research on arts education and social and emotional learning was conducted for the Texas Cultural Trust by Dr. Robin A. Ward, who is a Clinical Assistant Professor of Mathematics and the Director of Curriculum Integration at the Rice University School Mathematics Project, as well as a former aerospace engineer. Dr. Ward conducted a literature review of 192 sources, researching the topics of arts education, social and emotional learning, and academic outcomes.

Health and Well-Being Data

Research on Arts in Health was conducted for the Texas Cultural Trust by Shay Thornton Kulha, the Operations Manager for the Center for Performing Arts Medicine at Houston Methodist and an instructor for the Arts in Health graduate certificate program at the University of Houston. Kulha conducted a review of prominent statewide Arts in Health programs.

Texas Voter and Parent Survey

Mike Baselice, of Baselice and Associates, Inc., oversaw the Texas Cultural Trust's 2018 Texas Voter Survey, which was conducted from August 13 to 21, 2018 among n=600 Texas voters to measure their attitudes about increased funding for arts education. The poll was conducted online and carries a margin of error of +/- 4.0 percentage points.

Art Can Map

January Advisors is a data science consulting firm that works with nonprofits and government agencies. They work on data and public policy projects in various fields, including housing, criminal justice, climate change, social services, and education. Jeff Reichman is the founder of January Advisors and is responsible for the data visualization in the Art Can Map found at ArtCanTexas.org.

Creative & Design

The 2023 Art Can branding campaign, State of the Arts Report, and video/photography were developed by Arts+Labor, a full-service creative content company in Austin. Arts+Labor specializes in commercial production, film and documentary, and graphic design with a special emphasis on Texas culture and artists.

Report Sources

Information on the Texas Moving Image Industry Incentive Program (TMIIIP) was provided by the Texas Film Commission, Economic Development and Tourism Division of the Governor's Office.

The National Organization for Arts in Health (NOAH) commissioned a white paper, "Arts, Health, and Well-Being in America," that was published in September 2017. Research for the white paper was conducted under the direction of J. Todd Frazier, who is the president and one of the founders of NOAH and the director of the Houston Methodist Center for Performing Arts Medicine, which sponsored the paper. The report provides an overview of the different artistic approaches that promote health in common use today from the perspective of scholars and practitioners in the field.

Information about the skill sets needed to power the 21st century workforce came from P21: Partnership for 21st Century Learning's report "Framework for 21st Century Learning," published in 2016. P21's mission is to serve as a catalyst for 21st century learning by building collaborative partnerships among education, business, community, and government leaders so that all learners acquire the knowledge and skills they need to thrive in a world where change is constant and learning never stops.

Information about students' social and emotional learning came from the John F. Kennedy Center for the Performing Arts' study "A View Into a Decade of Arts Integration," published in the *Journal for Learning Through the Arts* in 2014.

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