

2025 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**

It is an honor to introduce the 2025 State of the Arts Report, a compelling snapshot of the profound impact the arts have on our lives, our communities, and the future of Texas. This biennial publication is more than a collection of data and anecdotes; it is a testament to the importance of the arts in shaping a vibrant and thriving Texas.

The arts are a cornerstone of human connection and creativity. They inspire us to think beyond limitations, tell our unique stories, and celebrate the diversity that makes Texas extraordinary. They have the power to open the mind, convey a message, evoke emotions, or simply create beauty. From the mural-lined streets of our cities to the stages and galleries that bring our communities together, the arts are woven into the fabric of our daily lives. They enrich our spirit, deepen our understanding of one another, and offer solutions to some of the most pressing challenges we face.

Yet the arts are not just a source of beauty and inspiration—they are also a powerful economic driver. This Report highlights the undeniable value of Texas's creative industries, which generate billions of dollars in economic activity and provide meaningful jobs across the state. Equally important, arts education equips our youth with essential skills, like critical thinking, collaboration, and resilience, preparing them to succeed in an increasingly complex and innovative world.

The mission of the Texas Cultural Trust has never been more critical. We exist to champion the arts and ensure their accessibility for all Texans, regardless of geography, background, or circumstance. We believe that the arts are not a luxury but a necessity—essential to personal growth, community well-being, and economic prosperity.

As you explore the insights and stories in this Report, I hope you are as inspired as we are by the potential of the arts to drive change, spark innovation, and unite us all. We are deeply grateful to our partners, advocates, and donors who share our vision of a state where the arts are celebrated, valued, and sustained for years to come.

Together, we can ensure that Texas remains a beacon of creativity, culture, and connection. Thank you for standing with us in this vital mission.

A handwritten signature in black ink that reads "Michael L. Klein". The signature is written in a cursive, flowing style.

Mickey Klein
Board Chair, Texas Cultural Trust

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

Since 2008, the Texas Cultural Trust has gathered leading researchers to quantify the social, educational, and economic value of the arts in our state. The 2025 State of the Arts Report continues that tradition, augmented with additional research on specific arts and culture industries and arts and health.

The arts are an essential part of daily life in Texas, shaping our identity and telling the diverse stories of our people. From world-class museums and historic theaters to dynamic music festivals and innovative public art installations, Texas continues to stand as a cultural powerhouse. However, the true value of the arts extends far beyond entertainment—it is a catalyst for economic growth, an essential component of education, and a driver of community development.

Building on the groundwork of the 2023 Report, this year’s findings continue to highlight the critical role arts education plays in preparing students for the demands of the 21st-century workforce. Participation in the arts cultivates creativity, innovation, critical thinking, problem-solving, communication, and collaboration—all essential skills for success in today’s world. Students who engage with the arts are better equipped to thrive in their professions and contribute meaningfully to Texas’s economic prosperity. However, the Report also reveals persistent inequities in access to arts education, underscoring the urgent need for expanded opportunities for all Texas students. It is our shared responsibility to break down these challenges, advocate for funding and support, and ensure that the arts remain a central pillar of Texas life.

At the Texas Cultural Trust, we are steadfast in our mission to champion the arts, ensuring they remain accessible, celebrated, and sustained for generations to come. We are grateful for the support of our partners, donors, and advocates who share this vision. I extend our appreciation to the many supporters and contributors of this Report, including the Houston Methodist Center for Performing Arts Medicine, Texas A&M University, Travis James, Shay Kulha, 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.

I encourage you to review this Report, celebrate the successes it reveals, and join us in advocating for the arts in every corner of Texas. By doing so, we can ensure that our creative sector not only survives but thrives—enriching lives, strengthening communities, and driving the innovation that will shape the future of our state.

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 students highly engaged in the arts are more likely to meet college readiness benchmarks.

- Up to **46% more likely** to pass Texas Success Initiative (TSI) criteria
- **Twice as likely** to meet Advance Placement/International Baccalaureate (AP/IB) exam criteria
- **20% more likely** to earn college dual credit achievements



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 960,000 people are employed in creative careers**, which represents **1 in 14 jobs**.

The Texas Arts and Culture Industry has **grown by 63%, generating \$7.3 billion for the Texas economy** and nearly **\$460 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 patients' overall health outcomes, treatment, and quality of life. Studies show that attending just one cultural event a month **decreases cortisol by 60%** and **reduces the risk of developing depression by 48%**.

Community cultural engagement, such as visiting a museum or theatre, every few months or more is associated with a **47% lower risk of developing dementia**.

Listening to prescribed music playlists can **improve blood flow through damaged parts of a stroke patient's brain and can increase functional connectivity by 18%**.

ART GAN INSPIRE OUR CHILDREN

GARY CLARK JR.

Four-Time Grammy Award-Winning
Musician, 2025 Texas Medal of Arts
Awards Honoree



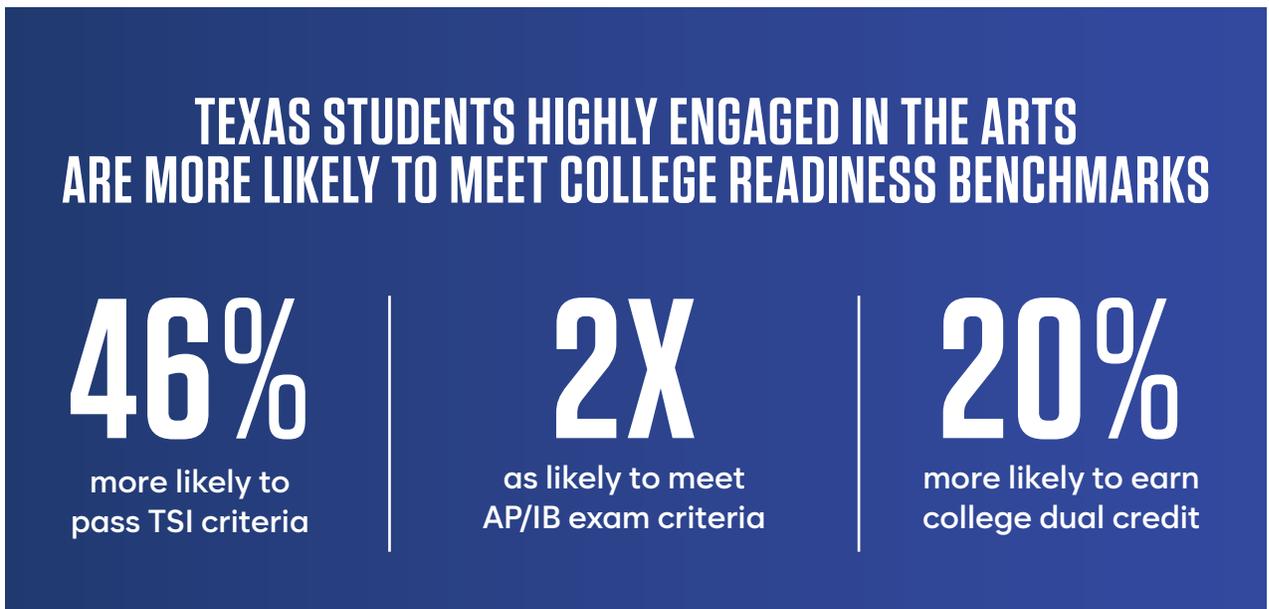
AND IMPROVE EDUCATION

Texas students who are highly engaged
in the arts are more likely to meet
college readiness benchmarks.

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 college readiness are significantly improved for secondary students who are highly engaged in the arts. **Highly engaged students complete four consecutive courses in one arts discipline, while minimally engaged students only take the required one course.**

Texas students who are highly engaged in the arts are **more likely to meet college readiness benchmarks**. They were **46% more likely to pass Texas Success Initiative (TSI) criteria**, which guides public colleges in determining if students are ready for entry-level coursework in English Language Arts and Reading (ELAR) and math. In addition, they were **twice as likely to meet Advance Placement/International Baccalaureate (AP/IB) exam criteria** and **20% more likely to earn college dual credit achievements**.



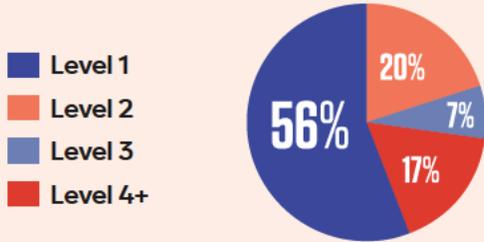
MORE ARTS CLASSES EQUALS HIGHER SCHOOL ATTENDANCE

High school students who enrolled in more arts courses had better school attendance by 2%, which is the equivalent of six school days per year. This effect was greatest for economically disadvantaged students.

Ninth grade students who took at least one semester-long art course had higher graduation rates than those who did not. The difference was especially significant for students in urban areas and emergent bilingual/English learner (EB/EL) students, both with a **5% higher graduation rate**.

ONLY 17% OF STUDENTS ARE HIGHLY ENGAGED IN THE ARTS*

Levels indicate the number of consecutive arts courses taken in one discipline



*Among high school students with four years of enrollment data

HIGH SCHOOL ENROLLMENT IS NOT EQUAL ACROSS ARTS DISCIPLINES

Visual arts and music are offered more often than theatre and dance

59%
take at least one visual arts course

19%
take at least one theatre course

31%
take at least one music course

10%
take at least one dance course

STUDENTS HIGHLY ENGAGED IN THE ARTS HAVE INCREASED:

COLLEGE ATTENDANCE

94% attended a four-year college

SAT TEST SCORES

58 points higher on the verbal portion

38 points higher on the math portion

MORE ARTS CLASSES EQUALS HIGHER SCORES AND BETTER COLLEGE ENROLLMENT

National studies show that **94% of students highly engaged in the arts attended a four-year college**, compared to just 7% of those with low arts engagement. Students who took four years of arts coursework scored **58 points higher on the verbal portion and 38 points higher on the math portion of the SAT** than students with half a year or less of arts coursework.

Teenagers and young adults of low socioeconomic status who earned more arts credits achieved **higher test scores** in math, science, and writing, had **better college enrollment rates**, and experienced **lower dropout rates**.

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



Programs in schools provide inspiration, and spark creativity. Even if you don't become an artist, these programs provide an opportunity to explore your own history and culture that comes along with the arts. Having the arts in school with my awesome teachers who encouraged me to explore my own interests is why my life is the way it is."

EVERY STUDENT DESERVES EQUAL ACCESS TO ARTS EDUCATION

Arts-based instruction uniquely improves students' academic success by strengthening learning skills. These effects can be particularly significant for at-risk groups, such as low-income students and English language learners. Texas public schools are required to provide equal education to all students, regardless of demographic or socioeconomic status.

However, **access to arts education is not equitable** across Texas school districts.

On average, **students in high-poverty schools are offered fewer arts courses and fewer arts teachers** than students in 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.

ARTS EDUCATION DEVELOPS 21ST-CENTURY SKILLS



Critical Thinking



Innovation



Creativity



Collaboration



Problem Solving

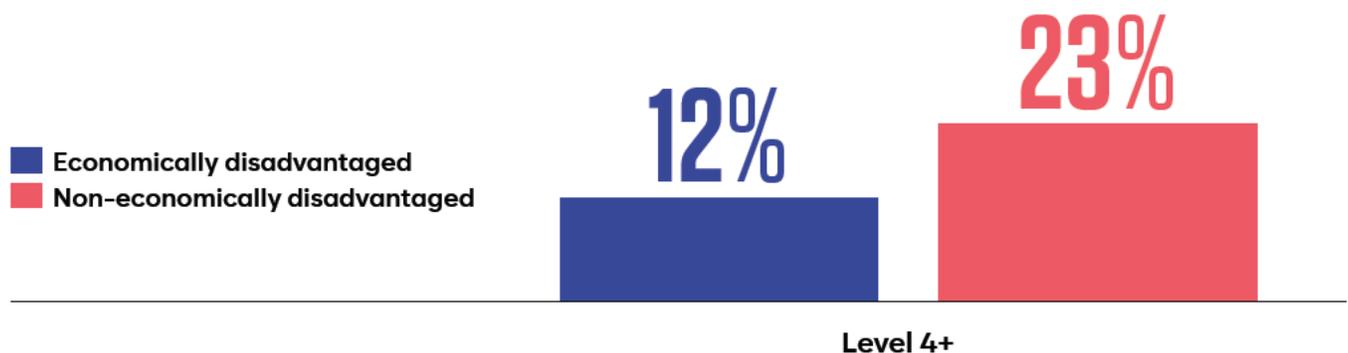


Communication

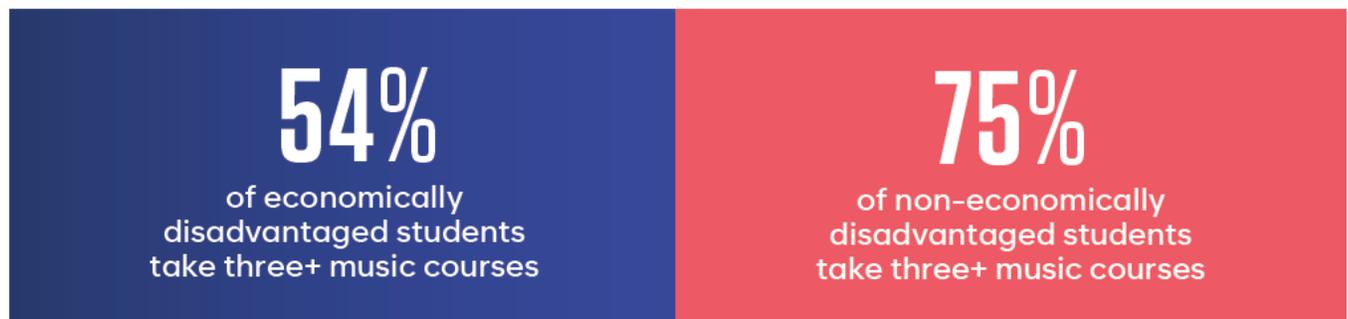
ARTS ENGAGEMENT IMPACTS STUDENT SUCCESS

Only 12% of economically disadvantaged students are highly engaged in the arts. However, 23% of non-economically disadvantaged students are highly engaged in the arts.

Arts Class Enrollment Across Student Demographics

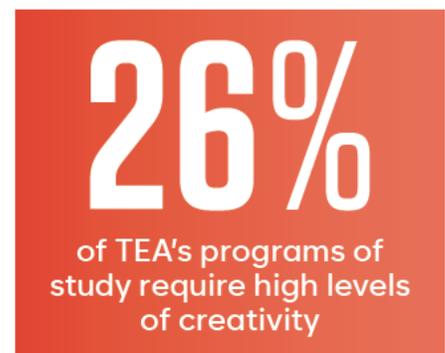


Students who take at least one music course are more likely to pursue higher level music coursework. Among these students, 54% of economically disadvantaged students go on to take three or more music courses, compared to 75% of non-economically disadvantaged students.



HIGH SCHOOL WORKFORCE PREPARATION FOR HIGH-DEMAND FIELDS

The Texas Education Agency (TEA) Division of College, Career, and Military Preparation has approved 65 statewide and regional programs of study, offering course sequences, certifications, and work-based learning to prepare students for high-wage, in-demand careers. Of 65 programs of study, **26% require high levels of creativity or are classified as part of the Arts and Culture Industry**, providing opportunities for students to earn industry-based certifications.



ELEMENTARY ARTS EDUCATION ACCESS

While music, theatre, and visual 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 must provide sufficient class time for students to learn the required TEKS and demonstrate proficiency in all three arts disciplines at each grade level. **In Texas, 92% of elementary campuses self-report that they offer at least one fine arts class.**

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.
- an **arts-certified teacher**, who exclusively focuses on fine arts classes: **music, theatre, or visual arts.**

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

CERTIFICATION IN ELEMENTARY ARTS CLASSES

Of the 59,993 elementary arts classes in Texas:



79%

of music courses were taught by a music-certified teacher



54%

of visual arts courses were taught by a visual arts-certified teacher



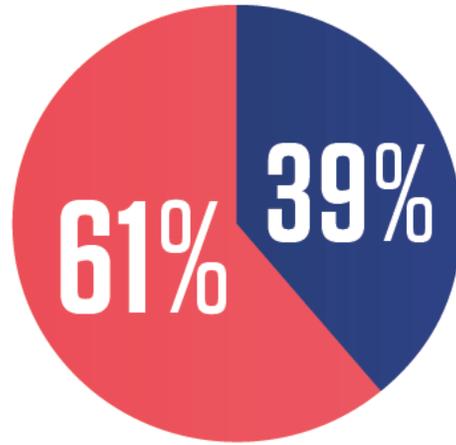
19%

of theatre courses were taught by a theatre-certified teacher

ARTS EDUCATOR PERSPECTIVE

In Texas, **17,054 teachers** provide arts education instruction for elementary grade students.

- Fine arts certified
- Not fine arts certified

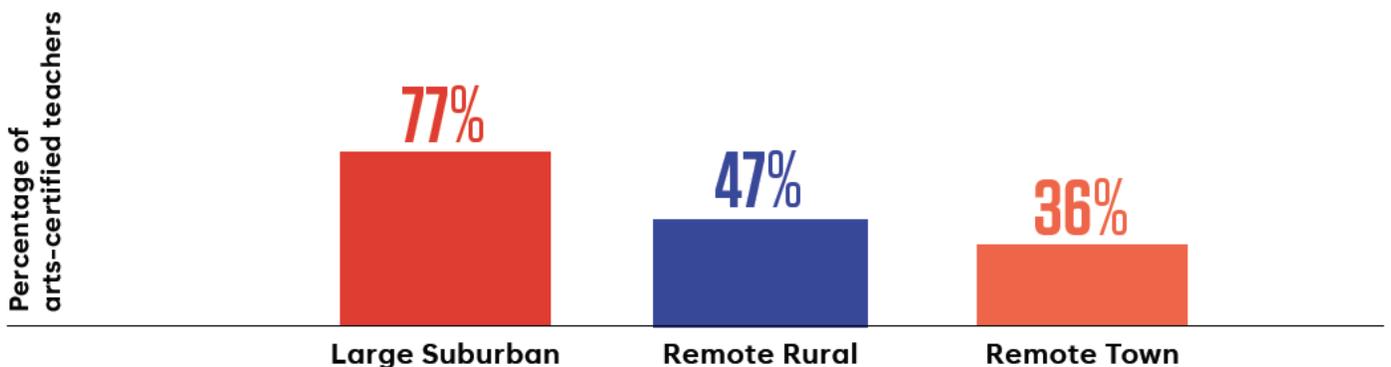


ARTS EDUCATION GAP

Economically disadvantaged schools face significant resource shortages. There are **29% fewer arts-certified teachers in high-poverty schools** than low-poverty schools.



Access to certified fine arts instruction varies widely by location. **Large suburban communities have more fine arts-certified instructors than remote rural and remote town communities.**



ARTS EDUCATION DEVELOPS SOCIAL AND EMOTIONAL LEARNING

Social and emotional learning (SEL) skills are essential for students to develop self-confidence. Studies show that engaging in the arts increases a student's chances of success in their life and community. **Young adults with intensive high school arts experiences are more likely to demonstrate civic-minded behaviors**, including higher levels of volunteering, voting, and engagement in local or school politics, regardless of their socioeconomic status.

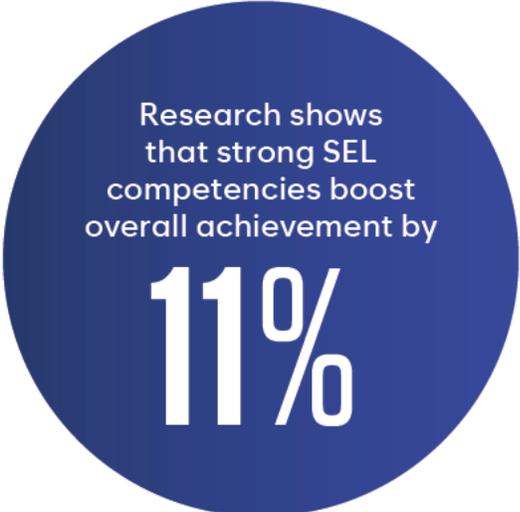
Source: Catterall et al., 2012

The Five SEL Competencies

- 1 **SELF-AWARENESS**
- 2 **SELF-MANAGEMENT**
- 3 **SOCIAL AWARENESS**
- 4 **RELATIONSHIP SKILLS**
- 5 **RESPONSIBLE DECISION-MAKING**



Source: Durlak et al., 2011



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	

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

ARTS EDUCATION AND COGNITIVE DEVELOPMENT SKILLS

Engaging in the arts plays a vital role in promoting healthy neurological development.

Structured arts activities can boost cognitive abilities by 17%, underscoring the profound impact that arts participation has on the developing brain.

Source: Cultural Learning Alliance, 2017

Dance	Music
<p>Children in dance classes exhibit a reduction in shyness, anxiety, and aggression, while improving social competence by about 35%.</p> <p>Source: Lobo et al., 2006</p>	<p>Playing an instrument stimulates the brain and strengthens neural connections, leading music learners to outperform non-music learners on cognitive tests.</p> <p>Source: Hyde et al., 2009</p>
Theatre	Visual Arts
<p>Theatre helps adolescents understand and manage emotions by providing a structured environment to practice emotional regulation, develop empathy, and navigate complex social interactions.</p> <p>Source: Larson & Brown, 2007</p>	<p>The visual arts teach students to critically analyze visual information, utilize their imagination, express themselves effectively, make critical and evaluative judgements, and develop their individual voice.</p> <p>Source: Hetland et al., 2007</p>

THE ARTS CREATE POSITIVE BEHAVIORS

- The arts teach **collaboration** and **communication** skills.  Students become more confident and become 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.

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

ART GAN GROW OUR CREATIVITY

DENNIS QUAID

Actor, 2025 Texas Medal of Arts
Awards Honoree

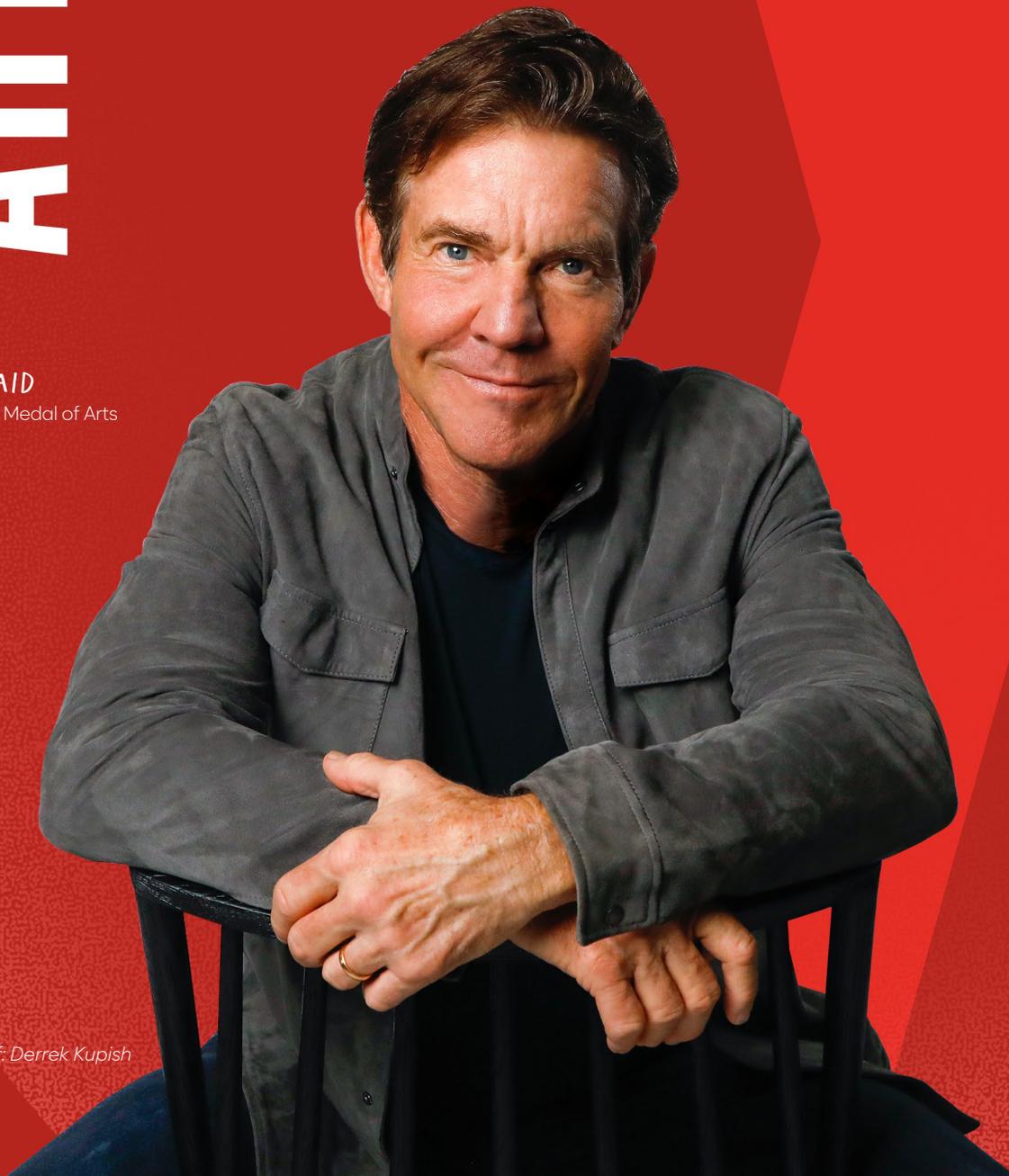


Photo courtesy of: Derrek Kupish

AND BUILD THE ECONOMY

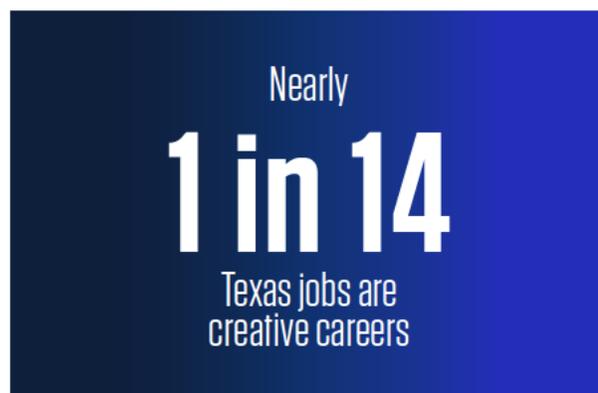
The Arts and Culture Industry generated
\$7.3 billion for the Texas economy.

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. In 2023, the average annual wage for creative careers was approximately \$95,000, compared to \$59,000 for non-creative careers. This represents a **62% wage premium for creative workers**.

A STRONG CREATIVE WORKFORCE BUILDS A STRONG ECONOMY

The Texas creative sector employs nearly 960,000 Texans. Almost 1 in 14 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 24%, creating 225,000 net new jobs by 2032**.



Texas Creative Careers by Major Occupation Division (2023)

Major Group Code	Occupations	Texas Employment
15 - 0000	Computer and Mathematical Occupations	490,410
17 - 0000	Architects, Surveyors, and Cartographers	225,870
19 - 0000	Life, Physical, and Social Science Occupations	101,070
27 - 0000	Arts, Design, Entertainment, Sports, and Media Occupations	139,100
	Total Employment	956,450

Source: U.S. Bureau of Labor Statistics

ARTS AND CULTURE INDUSTRY CATEGORIES

The arts' contribution to the economy spans a wide range of cultural activities, vocations, and organizations, including music groups, museum employees, photographers, and others. Using the Bureau of Economic Analysis (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.

Arts and Cultural Production Satellite Accounts (ACPSA) Industry Employment

	2019	2020	2021	2022	2023	2024
Core Industries	84,015	73,057	76,361	86,727	92,124	95,936
Supporting Industries	300,986	284,216	290,694	296,339	303,448	308,473
Total ACPSA Employment	385,001	357,273	367,055	383,066	395,571	404,409

Source: BEA, forecast data from TXP

"Texas has everything filmmakers need: top talent, breathtaking locations, and a state that welcomes creativity with open arms. From creating jobs to supporting local businesses, filming in Texas keeps our industry authentic, our jobs local, and our community thriving. I'm proud to be part of the Texas Film Project that reflects the heart of this incredible state."

DAVID
of Diner Kubrick

THE ARTS AND CULTURE INDUSTRY GENERATES REVENUE

In Texas, 16,000 Arts and Culture Industry businesses create, distribute, and sell products and services both nationally and internationally.



63% GROWTH
in the Arts and Culture Industry



nearly
\$460 MILLION
in state sales tax

Taxable revenue from the core **Arts and Culture Industry** has grown by **63%** since 2010. The Arts and Culture Industry generated **\$7.3 billion in taxable sales** for the Texas economy, totaling **\$459.1 million in state sales tax revenue in 2023**.

The Arts and Culture Industry generated

\$7.3 BILLION

for the Texas economy

Texas arts and cultural economic activity generated **\$69.7 billion in gross domestic product**. Representing 2.8% of total state employment, 404,000 Texans produced arts and culture goods and services while earning over **\$35.8 billion in compensation**.



Arts and cultural economic activity generated

\$69.7 BILLION

in gross domestic product



Arts and cultural production employees earned over

\$35.8 BILLION

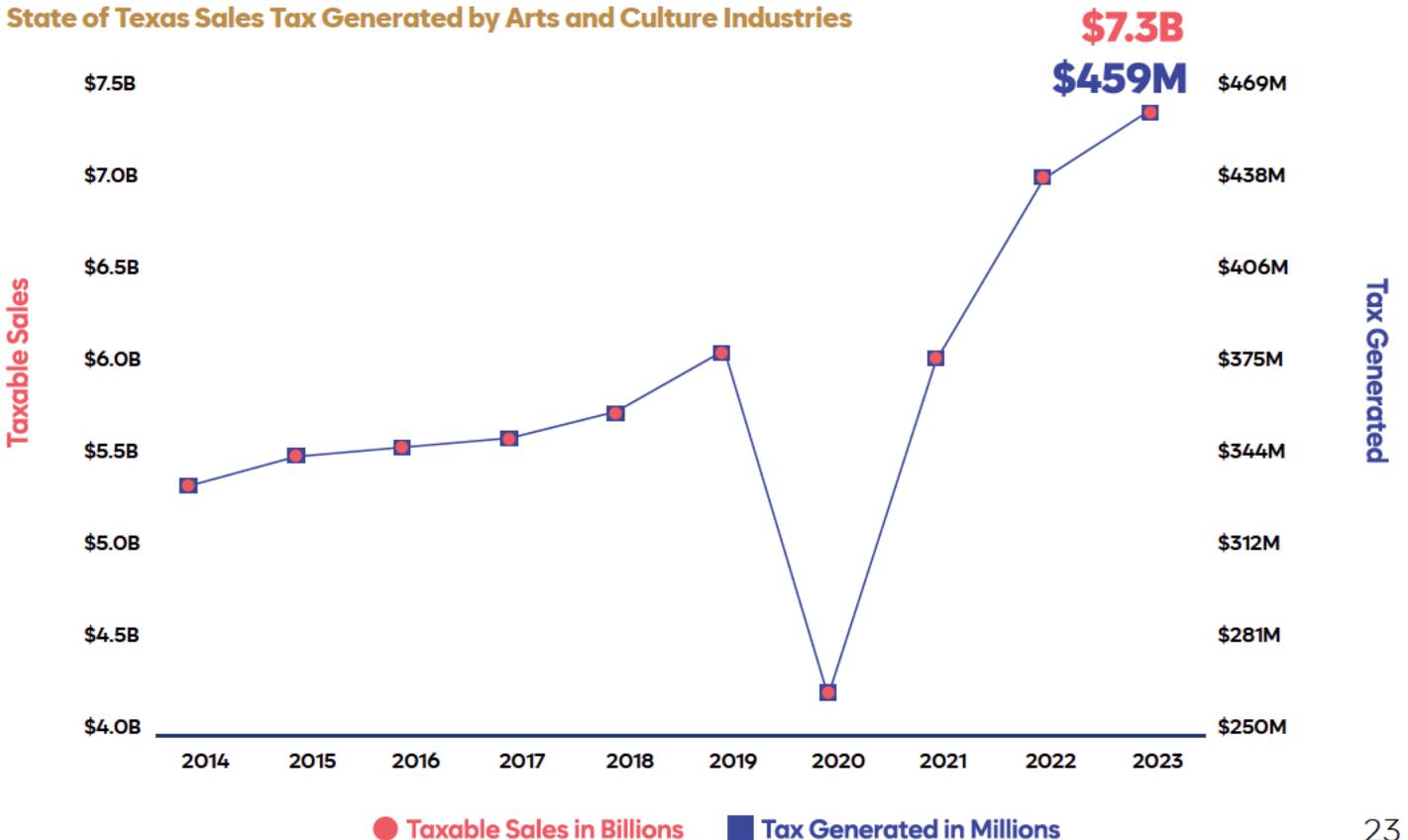
in compensation

2023 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	\$16 million	\$160,000
Austin - Round Rock	\$607 million	\$6.07 million
Beaumont - Port Arthur	\$26.4 million	\$264,000
Brownsville - Harlingen	\$32.2 million	\$322,000
Corpus Christi	\$50.2 million	\$502,000
Dallas - Plano - Irving	\$1.27 billion	\$12.7 million
El Paso	\$74 million	\$740,000
Fort Worth - Arlington	\$356.5 million	\$3.57 million
Houston - Sugar Land - Baytown	\$1.06 billion	\$10.6 million
Killeen - Temple - Fort Hood	\$33.7 million	\$337,000
Laredo	\$6.85 million	\$69,006
Lubbock	\$43.1 million	\$431,000
McAllen - Edinburg - Mission	\$89.8 million	\$898,000
San Antonio	\$374.4 million	\$3.74 million
Waco	\$28.4 million	\$284,000

Source: Texas Comptroller of Public Accounts

State of Texas Sales Tax Generated by Arts and Culture Industries



THE ARTS BOOST TOURISM

Nearly 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. Roughly **1 in 4 visitors participate in cultural tourism** when traveling in Texas. In 2023, **total travel and tourism spending surpassed \$94.8 billion.**



Texas Tourism, 2015-2023

	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
2023	\$94.8 billion	719,000	\$33.6 billion

Source: Warner Media — Public Affairs

TEXAS FRIENDLY PROGRAMS

TOURISM FRIENDLY TEXAS Launched in 2024, **Tourism Friendly Texas** encourages communities to boost tourism as an economic development strategy by offering support and resources.

DIGITAL MEDIA FRIENDLY TEXAS Connecting digital media professionals with local experts, **Digital Media Friendly Texas** provides training to grow and attract talent across the state.

MUSIC FRIENDLY TEXAS

The Texas Music Office's **Music Friendly Texas Certified Community Program**, the only one of its kind in the U.S., has grown into a network of **over 70 certified communities** statewide.

Fort Worth

In 2017, Fort Worth became the first Music Friendly Community in Texas. A 2019 economic impact study showed that Fort Worth's music ecosystem generated and supported around 6,000 jobs, making up nearly 1.4% of local employment.

FILM FRIENDLY TEXAS Texas leads the way with Film Friendly Communities. The Texas Film Commission's **Film Friendly Texas** program connects media professionals with local experts across the state to support productions. The program provides Texas communities with a network that fosters media production in their municipalities, while forming a platform for certified communities to market their unique attributes and resources directly to media industry professionals working in Texas.

FILM INDUSTRY INCENTIVES

The Texas Moving Image Incentive Program (TMIIIP) is designed to build the economy through the moving image industry by creating jobs in Texas. Over the past 17 years, the **Incentive Program has attracted \$2.52 billion of in-state spending**. The TMIIIP has a **469% return on investment**. For every **\$1.00 paid in grant funding, \$4.69 is spent in-state**.

Paramount+'s *1883*

1883 by Taylor Sheridan, a 2023 Texas Medal of Arts Awards Honoree, spent **\$44.4 million over 74 days, hiring more than 1,100 Texas crew members and over 800 Texas cast members**. They filmed in and around communities like Fort Worth, Guthrie, Weatherford, and Palestine.

PARAMOUNT+'S *1883*

\$44.4 MILLION
SPENT IN-STATE
OVER 74 DAYS

1,900+
TEXAS CAST &
CREW MEMBERS

Source: Texas Film Commission

HBO Max's *Love & Death*

Between Fall 2021 through Spring 2022, Austin, TX and the surrounding areas served as locations for HBO's true crime mini-series *Love & Death*. The production, supported by a \$9 million grant, **hired over 7,200 cast and crew members, paid wages totaling more than \$32 million, and worked with over 900 Texas businesses** during the 180-day shoot.

HBO MAX'S *LOVE & DEATH*

\$32+ MILLION
IN TOTAL WAGES

\$45+ MILLION
SPENT IN-STATE

\$4.6+ MILLION
SPENT LOCALLY

Sources: Texas Film Commission; Warner Media — Public Affairs

TEXAS COMMISSION ON THE ARTS GRANTS

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. TCA awards grants in approximately 180 cities each year for production, performance, exhibition, touring, and administration. The grants are given to nonprofit organizations and individual artists throughout the State of Texas. TCA offers several grant opportunities with different goals and objectives. One of TCA's programs, Arts Respond, provides project support through approximately 500 grants to nonprofit arts organizations annually to advance the creative economy of Texas.

ARTS RESPOND CATEGORIES & PROJECTS

Economic Development projects focus on job growth or cultural tourism.



Denton Arts & Jazz Festival

The Denton Arts & Jazz Festival has grown into one of the largest events in Denton County. With an annual attendance of over 225,000 people, the festival promotes tourism and contributes to a healthy local economy. The Denton Arts & Jazz Festival has an annual economic impact of over \$5 million.

Health and Human Services projects focus on health-related topics, serve specific populations, or occur in a healthcare or human service setting.



Ballet Lubbock

Ballet Lubbock utilized their TCA grant to hire a full-time Adaptive Dance staff officer to provide a variety of ballet instruction, activities, and performance opportunities for youth, adults, and families in local area hospitals. Ballet Lubbock reported serving 550 children and 330 adults.

Public Safety and Criminal Justice projects focus on long-term work with at-risk youth or incarcerated populations.



Austin Classical Guitar Society

Austin Classical Guitar Society (ACG) used this grant to offer guitar education programs for youth at five juvenile justice detention facilities. ACG collaborated with Austin, Georgetown, and Dallas ISDs to offer guitar classes as part of the regular course offerings available to students. Participants were able to earn their fine arts credits required to graduate high school. Beyond this practical benefit, the guitar classes offered students an outlet for expression, a chance to push themselves by taking on new challenges, and an opportunity to experience satisfaction and pride in their hard work.

Natural Resources and Agriculture projects occur in rural counties (populations of 50,000 or fewer) or focus on natural resources.

Lone Star Cowboy Poetry Gathering

The Lone Star Cowboy Poetry Gathering (LSCPG) is an annual event whose mission is to remember, recite, sing, record, publish, and honor stories of the Texas cowboy way of life through poetry, song, and stories. LSCPG gathers annually in the high desert of rural Brewster County. The 2024 performance event welcomed 2,630 attendees from 34 states and six countries.



Education projects promote innovations in K-12 education.



Window on a Wider World

Window on a Wider World (WOWW) has developed and maintained partnerships with 63 learning partner organizations and 49 rural schools in the Texas Panhandle. The goal of these partnerships is to promote excellence with integrated arts education programming in the core subject areas of math, science, English language arts, and social studies. WOWW serves over 12,000 students each year.

TEXAS COMMISSION ON THE ARTS CULTURAL DISTRICTS

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. Cultural districts create jobs, generate significant tax revenue, boost tourism, attract business, revitalize communities, and improve quality of life for all Texans. In 2023, case studies found that the examined cultural districts **generated more than a 2 to 1 return on investment in state tax revenue.**

Currently, there are **54 TCA-designated cultural districts in 41 cities** across Texas. When funded by the Texas Legislature, the TCA provides competitive grants to support projects within cultural districts.

Fort Worth Cultural District, 2017–2021	Theater District Houston, 2017–2021
<ul style="list-style-type: none"> • Received an average of \$427,500 in Cultural District Grant funding annually • Collected \$1.9 million in annual sales tax • Increased sales tax collection by 18% • Increased property value by 14% • Draws nearly 2.5 million visitors annually to the community of 2,000 residents and 540 businesses 	<ul style="list-style-type: none"> • Received an average of \$530,951 in Cultural District Grant funding annually • Collected \$91,663 in annual sales tax • Increased sales tax collection by 232.9% • Sales tax collection more than tripled over the past 5 years • Increased property value by 33% • Draws over 1 million visitors annually to the community of 200 businesses
Waco Downtown Cultural District, 2020–2021	Winnsboro Cultural Arts District, 2021
<ul style="list-style-type: none"> • Received an average of \$42,500 in Cultural District Grant funding annually • Collected \$1,767,068 in annual sales tax • Increased sales tax collection by 26% • Increased property tax value by 35% • Draws up to 2.1 million visitors annually to the community of 600 businesses 	<ul style="list-style-type: none"> • Received \$199,000 in Cultural District Grant funding • Collected \$60,000 in annual sales tax • Increased sales tax collection by 22% • Increased property value by nearly 30% • Draws up to 40,000 visitors annually to the community of 3,400 residents and 57 businesses

Source: TXP, Inc., 2023

CULTURAL DISTRICTS



GENERATE BUSINESS



ATTRACT TOURISTS



REVITALIZE COMMUNITIES

CULTURAL DISTRICT GRANT IMPACT REPORT



Houston

Houston is home to seven cultural districts—the most in Texas. These cultural districts contribute significantly to the economic development of Houston by generating new revenue for nonprofits, businesses, and artists, supporting financial growth, and attracting neighborhood development. Together, 84 arts nonprofits in these **districts contribute over \$503 million expenditures annually**. The cultural districts sustain 4,100 full-time jobs, contributing to Houston's 31,000 person cultural employment base, the 8th largest in the U.S. The districts are vibrant hubs of creativity, hosting more than 3,700 artist engagements, 60 annual residencies, and 400 artist studio spaces. In 2022, the districts attracted 11.2 million visitors. More than 14,000 Houstonians volunteer for the district's nonprofits, underscoring their vital role in Houston's community and economy.

Source: Fredricks, 2023

\$503 MILLION
SPENT BY 84 HOUSTON ARTS NONPROFITS



4,100
FULL-TIME JOBS

11.2 MILLION PEOPLE
VISITED HOUSTON'S CULTURAL DISTRICTS IN 2022

ART GAN STRENGTHEN OUR MINDS

MIRANDA LAMBERT

Singer/Songwriter, 2023 Texas Medal
of Arts Awards Honoree



AND IMPROVE OUR HEALTH

Arts engagement can reduce the risk of developing depression by **48%**.

IMPACT OF ARTS IN HEALTH IN CHILDHOOD

Childhood is a period of tremendous growth where the arts can support social and neurological development.

NEURODEVELOPMENT

Neurodevelopment describes the brain's formation of pathways that influence various functions, such as attention, memory, and intellectual functioning. Research has shown that **structured arts activities can boost cognitive abilities by 17%**. The effort it takes to learn an artistic practice, such as memorizing choreography or reading sheet music, can also enhance other areas of neurological development. **Art offers unique experiences that can increase brain plasticity**, allowing brain connections to flourish.

Children who participate in keyboard lessons experience significant brain development, including more neural connections, which are necessary for processing information. **Keyboard music training enhances spatial-temporal reasoning** at such a magnitude that it suggests long-term modifications to the brain, supporting enhanced cognitive abilities and problem-solving skills throughout life. In many neonatal intensive care units, music therapists utilize evidence-based music interventions to induce homeostasis, aid in neurodevelopment during critical periods of brain development, and improve bonding between mother and child.

Sources: Cultural Learning Alliance, 2017; Shen et al., 2019; Hyde et al., 2009; Rauscher et al., 1997; Malloch et al., 2012

AUTISM SPECTRUM DISORDER

Autism Spectrum Disorder, commonly referred to as autism, is a neurodevelopmental condition affecting about 1 in 36 American children and impacting an estimated 800,000 Texans. Community art programs can improve social cognition, communication, and motivation in individuals with autism. In addition, **music therapy enhances social interaction and attention skills, reduces anxiety, and strengthens emotional expression** for children with autism.

Sources: Autism Society Texas, n.d.; Dehnel, 2015; Gold et al., 2004; Geretsegger et al., 2014



Starcatchers

North Texas Performing Arts (NTPA), a nonprofit youth theatre organization based in Plano, Texas, is dedicated to providing every child with a stage and a voice. Their Starcatchers program offers therapeutic theatre tailored for individuals with developmental, cognitive, emotional, and physical disabilities, including autism. The structured routine of rehearsals and performances benefits individuals with autism, while the creative environment encourages self-expression. By tracking progress and quality of life changes, NTPA demonstrates the transformative impact of the arts on personal growth and inclusion for the participating children.

IMPACT OF ARTS IN HEALTH IN ADULTHOOD

Adults who participate in the arts have better mental health, cardiovascular health, and are more socially connected.

DEPRESSION

Many adults face depression throughout their life. The arts can be used to help combat depression and anxiety by offering opportunities for connection and self-expression. The arts enhance overall physical, mental, and emotional health, while encouraging healthy behaviors, reducing stress, and increasing social interactions.

Attending a cultural event once a month reduces the risk of developing depression by 48%. Furthermore, visiting an arts institution can increase feelings of well-being by 40% and decrease cortisol levels by 60%.

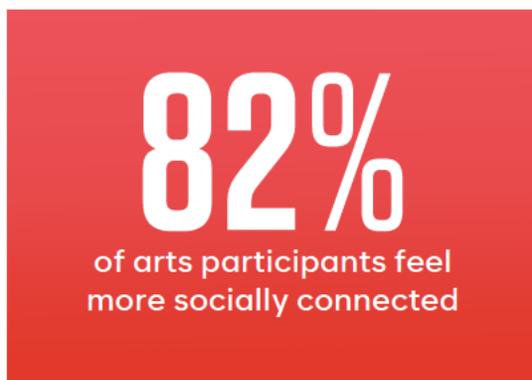
Art therapy, a profession that utilizes art-based modalities to engage patients working towards clinical goals, can **reduce depression symptoms by 30% and improve self-described mood and well-being by 85%.**

Sources: Fancourt & Finn, 2019; Grossi et al., 2019; Irwin et al., 2022

HEART HEALTH

The arts can help cardiovascular health. **Adults who participated in dancing for a decade had a 46% lower risk of cardiovascular death** compared to those who rarely or never danced. Zumba dance, a form of social practice-oriented fitness, can reduce blood pressure by over 3 in both systolic and diastolic readings. Singing can increase blood flow in individuals with heart disease. Studies found that 22% of individuals who sang "Amazing Grace" experienced an increase in blood flow.

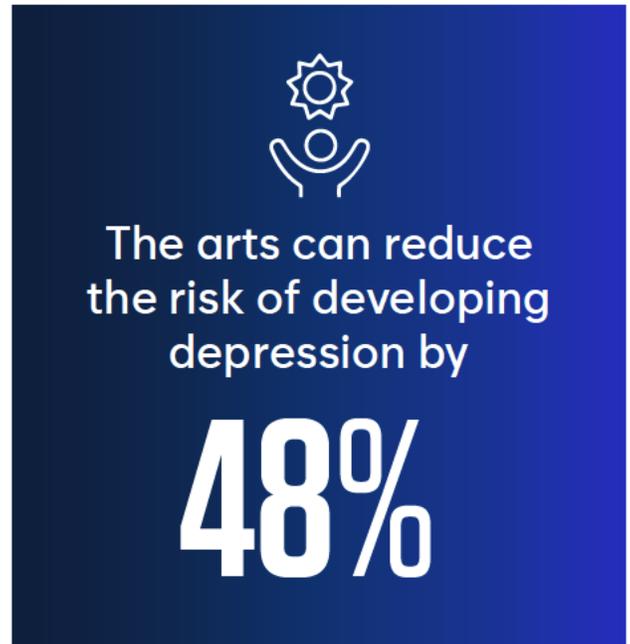
Sources: Merom et al., 2016; Fancourt & Finn, 2019; Jitesh & Devi, 2016; Hagan, 2023



SOCIAL CONNECTIVITY

When individuals feel more connected, they are less vulnerable to anxiety and depression and have higher self-esteem, empathy, and trust toward others. The arts naturally enhance the ability to create and maintain social bonds. **Engaging in art can boost social connectedness by 82%.**

Source: Perkins et al., 2021



IMPACT OF ARTS IN HEALTH IN OLDER ADULTHOOD

The arts foster mental stimulation, emotional expression, and social connection, which improves the quality of life of older adults.

AGING AND COGNITIVE DECLINE

The demographic of Texans aged 65 and older is expected to more than triple by 2050. Cognitive decline leads to challenges with thinking, memory, concentration, and other brain functions that may reduce quality of life.

Community cultural engagement, like visiting a museum or theatre, every few months or more is associated with a **47% lower risk of developing dementia.**

Sources: Adams et al., 2016; Fancourt et al., 2020

Community cultural engagement can reduce the risk of developing dementia by

47%



ReCollections: Art Conversations to Stimulate the Mind

Texas arts and health organizations, hospitals, and museums are tackling dementia through innovative programs like ReCollections: Art Conversations to Stimulate the Mind. Hosted by UT Health San Antonio and the San Antonio Museum of Art, ReCollections offers enriching experiences designed to meet the unique needs of those with dementia. Attendees view art with guided discussions, sparking memories and meaningful connections, and are then able to use that inspiration to create their own works of art. The program reduces social isolation and enhances mood, helping those living with dementia and their families feel valued and connected through shared artistic experiences.

ELDERCARE COSTS

Healthcare costs tend to increase as individuals age, driven by more frequent doctor visits, medication needs, and a decline in physical health. Community-based cultural programs provide significant health benefits. Participants in a weekly choir group reported **higher ratings of physical health, fewer doctor visits, reduced medication use, fewer instances of falls,** and fewer other health problems. This resulted in annual savings of \$172.91 per person.

Source: Cohen et al., 2006

ART CAN TREAT AND MANAGE HEALTH CONDITIONS

By incorporating the arts, practitioners can help patients manage their health outcomes while also improving their overall quality of life.

STROKE

Strokes occur when blood flow to the brain is blocked, leading to a loss of oxygen that can cause lasting damage. The arts support various post-stroke challenges effectively. Listening to prescribed music daily allowed individuals to **better access their full vision and enhanced their verbal memory by 60%**. Research conducted at the Houston Methodist Center for Performing Arts Medicine utilized fMRI technology (high-powered brain images that track blood flow) to show that **listening to prescribed music daily improves blood flow through damaged parts of a stroke patient's brain and can increase functional connectivity by 18%**.

Sources: Särkämö & Soto, 2012; Karmonik et al., 2016



The Stroke & Aphasia Recovery (STAR) Program

For many stroke survivors, communication challenges can lead to ongoing frustration and the need to renegotiate their identity. The Stroke & Aphasia Recovery (STAR) Program at Texas Tech University Health Sciences Center unites people with aphasia, speech-language pathology students, occupational therapy students, and community artists to overcome communication barriers. Each summer, the STAR Program hosts a two-week arts program featuring drama exercises, a choir with aphasia-friendly music, and a visual arts course. The program concludes with a public performance and art exhibition showcasing participants' work. The STAR Program also reduces social isolation and builds a strong sense of community between participants.

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 experienced a 30% decrease in PTSD symptoms.**

Source: Houston Methodist, 2022



Music therapy can decrease PTSD symptoms by

30%

ART CAN REDUCE HEALTHCARE COSTS

Procedural support music is used as a therapeutic tool to support patients before, during, and after medical procedures in an effort to reduce anxiety, manage pain, and enhance overall experience. **Successful application improves physiological responses, like lowering heart rate and reducing the need for sedatives or pain medication.**

In pediatric CT scans, a difficult procedure with a high re-test rate, the **procedural success rate skyrocketed to 98% with access to procedural support music.** The high success rate allows the hospital to put three hours of nursing time back on the floors, reduce the amount of medication administered, and decrease overnight stays. The hospital saved \$567 per procedure. If scaled up, **this initiative could lead to a possible national savings of more than \$2.25 billion for the procedure.**

Source: Sonke, 2012

ART CAN COMBAT TURNOVER COSTS

100%

of staff reported that the arts had a positive impact on work culture

Turnover costs are a significant challenge for healthcare organizations. In Texas hospitals, the median nursing turnover rate is 28.3%, with a state projected shortage through 2032. The average cost of turnover for a bedside nurse is \$56,300, resulting in the average hospital losing between \$3.9 million and \$5.8 million. Arts programs can foster an engaged workforce that is less likely to leave.

In a medical-surgical unit with significant exposure to arts services, **100% of staff reported that the arts had a positive impact on the unit's culture and 32% of nurses noted improvements in job satisfaction.**

Sources: Texas Department of State Health Services, 2022; NSI Nursing Solutions, Inc., 2024; Sonke et al., 2014

IMPACT OF ARTS ON PUBLIC HEALTH

The arts play an active role in the public sphere by enhancing health communication and fostering healthier environments.

BUILDING HEALTHY COMMUNITIES

Health is deeply influenced by the community where people live, work, and play. The arts can be a powerful tool in developing these healthy communities. Art fosters the creation of more livable communities where amenities, cultural activities, and social bonds intertwine to enhance the overall quality of life.

CARING FOR THE CAREGIVER

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.

Informal caregivers are prone to **developing chronic health issues at nearly twice the rate of non-caregivers** due to high levels of stress and lack of attention to their health.

The arts support interactions between caregivers and care recipients, enhancing human connection and improving the quality of care. Informal caregivers who participated in creative arts activities reported significantly **reduced stress, decreased anxiety, and increased positive emotions**. Caregivers also reported an **increase in positive communication with their care partners**.

The arts enhance caregiver well-being, foster resilience, and provide opportunities for connection and self-expression.

Sources: Texas Department of State Health Services, 2022; NSI Nursing Solution, Inc., 2024; Walsh & Weiss, 2003

THE ARTS CAN IMPROVE EMPATHY

Incorporating the arts into medical training **reduces burnout, increases tolerance for ambiguity, and promotes compassionate responses to patients**.



The Humanities Expression and Arts Lab (HEAL)

Baylor College of Medicine (BCM) has developed a unique initiative to enrich the BCM community with a deeper understanding of the significance behind their daily medical practice. The Humanities Expression and Arts Lab aims to enhance medical students' empathy, creativity, and communication skills through carefully curated programs in creative writing, visual arts, theatre, and reflective practice. This holistic approach to medical training addresses the emotional and psychosocial dimensions of patient care.

PROTECTING THE ARTS AND HEALTH FIELD

While many of the programs and research studies detailed here are thriving in Texas, the Arts in Health field still needs our support.

Arts therapy, a profession that utilizes art-based interventions and creative processes to optimize health and treat illness, **can reduce depression symptoms by 30% and improve self-described mood and well-being by 85%.**

Arts therapy can improve mood and well-being by

85%

Texas music therapy jobs are projected to increase **15.4% BY 2026**

Music therapy is a growing health profession in the State of Texas with over 600 Music Therapist-Board Certified (MT-BC) professionals serving 138,000 Texans annually. The field is expected to grow **15.4% between 2016 and 2026**. Currently, Texas education institutions are preparing the next generation of music therapists, ensuring the profession's continued expansion and development.

Sources: Irwin et al., 2022; Rosen, 2020

HOW THE ARTS SUPPORT MEDICINE

The Center for Performing Arts Medicine (CPAM) is a fully integrated arts in medicine program within the Houston Methodist hospital system. CPAM has grown to become one of the largest, most diverse Arts in Health centers in the nation.



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

THE IMPACT OF AI IN THE ARTS

Artificial intelligence (AI) has exceptional potential, but it poses ethical, legal, and creative challenges as well. Our goal is to protect the rights of artists while enhancing their original creativity in the digital age. As technology advances to increase automatic data collection across online platforms, the importance of creative property protection is heightened for all types of artists. There is software designed to protect artistic content from being recognizable to various forms of AI data collection that continues to be developed. It is essential that artists feel safe to create and profit from their own work. While this has long been a standard, the need to protect ownership through copyright and develop transparent creative process documentation is of crucial importance for artists. AI's impact on the arts and creative sector will continue to evolve, and as it does the artist's original creation process will prove to be more and more precious and essential in an abundance of AI-generated content.

BECOME A PARTNER IN THE ARTS

GET INVOLVED

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.

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

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

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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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.



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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 Industry, 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 Future Partners. 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 16,000 Arts and Culture Industry businesses throughout Texas that employ nearly 138,000 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 Dr. Wen Luo and Dr. Daniel Bowen. The study utilized Texas Education Agency (TEA) data for every Texas student first enrolled as a 9th grader in 2018-2019, i.e., the projected high school graduating class of 2022, and their student-level demographics, attendance, enrollment, and College and Career Readiness data. The study analyzed patterns of fine arts course enrollment, focusing on the number of semester-long art courses taken and the highest level achieved within each fine art discipline. Differences in enrollment patterns were examined by comparing various demographic groups. Additionally, the association between arts education and academic achievement was assessed by comparing students with varying levels of engagement in fine arts courses in terms of key academic outcomes, such as attendance rates and College and Career Readiness metrics.

Elementary Arts Education Access Data

Research on student access to the arts in elementary schools was conducted for the Texas Cultural Trust by Dr. Wen Luo and Dr. Daniel Bowen. The study utilized data from the Texas Education Agency (TEA) for the 2022-2023 school year, focusing on all elementary schools across the state. Three primary sources of data were analyzed: (1) course offerings and enrollment for each school, (2) campus demographic data, and (3) teacher records and certification information. Public campus-level data, including student demographics, was obtained directly from the TEA website.

Art education access was assessed based on several factors: the number of fine arts courses offered at each school, the number of teachers exclusively teaching fine arts classes, and the proportion of fine arts classes taught by fine arts-certified teachers. Potential disparities in access to fine arts education were examined by comparing schools across different community types, as well as by the percentage of economically disadvantaged and minority students at each campus.

Elementary Arts Education Access Data Continued

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Social and Emotional Learning Data

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.

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 TXCulturalTrust.org.

Creative & Design

The 2025 Art Can branding campaign for the 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 design with a special emphasis on Texas culture and artists.

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