



**INVEST IN THE ARTS.
THE ARTS PERFORM.**

\$4.6 BILLION

in taxable sales generated by the Arts and Culture industry per year.

*More than it takes to run the **CITY OF HOUSTON** for a year.*

\$290 MILLION

in state sales tax revenue generated by the Arts and Culture industry each year.

*More than **\$11 PER PERSON** for every single person in Texas.*

\$150 MILLION

in local and state revenue generated by Arts and Culture tourism each year.

*Equal to the revenue generated by all UT sports combined... including **FOOTBALL**.*

1.5 MILLION

people attended Arts and Culture events in Dallas in 2010.

***TWICE** the population of San Francisco.*

12,000 SEATS

in Houston's Theater District.

*Second only to **NEW YORK**.*

www.TXCulturalTrust.org



Invest in the Arts. The Arts Perform.
Arts Fuel the Texas Economy.

Tax Impact on the Texas Economy:

- Texas' Arts and Culture Industry promotes innovation, long-term growth and generates \$4.6 billion per year in taxable sales contributing nearly \$290.1 million in state sale tax revenue in 2011. This impact on the statewide economy has grown steadily since 2002, increasing 12.6 percent over the past ten years. Beyond state tax revenue, these sectors generate millions for local taxing entities including cities and economic development organizations whose funding comes from local sales tax revenue.
- Texas' Arts and Culture Industry plays a major role in the state's overall economy. The 42 industry sectors that comprise the Arts and Culture Industry create, distribute, and sell products and services to national and international markets. The nearly 10,000 Arts and Culture Industry businesses located throughout Texas employ over 110,000 workers.

Tourism in Texas:

- Travel and tourism spending in Texas surpassed \$63.1 billion in 2011. Last year, travel-generated employment was 545,300 jobs with earnings in excess of \$17.6 billion.¹
- In 2011, the average travel party to Texas spent \$782 per trip. Travel parties participating in Museums and Art Exhibits activities spent \$1,246 per trip – 59 percent more than the average travel party.
- Four of the top ten activities for non-resident visitors are arts, culture, and history-related.
- Based on data from the Office of the Governor, Economic Development and Tourism and studies commissioned by cities, nonprofit arts and culture industries generate \$2.46 billion in tourism spending. This translates into 21,000 jobs with earnings in excess of \$700 million. In addition, the state and local governments received \$158.5 million in tax revenue from these visitors.

Employment in Texas:

- Texas' creative sector currently employs over 672,000 innovation workers. Almost 1 in 15 Texas workers are employed in creative sector jobs. According to occupation employment forecasts produced by the Texas Workforce Commission, Texas' creative sector employment is projected to increase by 17.5 percent or 140,000 net new jobs by 2018.
- The 2011 average annual wage for the creative sector was approximately \$74,000 compared to \$41,000 for non-creative industries. This represents a 79.9 percent wage premium for creative sector workers.

¹ <http://www.travel.state.tx.us/TravelResearch/Economic-Impact.aspx>