

TALKING POINTS

The united message to the Governor and members of the General Assembly is to increase the appropriation to the Pennsylvania Council on the Arts for grants-to-the-arts by at least \$2 million a year for the next three years.

Numbers:

- For Fiscal Year 2007-2008, the PCA has an annual state appropriation for grants-to-the-arts of \$15.225 million. This fiscal year, the state appropriation for New Jersey is \$24.3 million, for New York is \$51.88 million, for Florida is \$40.93 million, and for Illinois is \$19.79 million.
- For FY07, Pennsylvania dropped from 15th to 17th in **per capita funding** for the arts. Pennsylvania remains well behind our neighboring states of New Jersey (3rd), New York (4th), Maryland (5th), and Delaware (6th). In this fiscal year, legislative appropriations per capita included New Jersey \$2.79, Rhode Island \$2.46, New York \$3.55, Delaware \$2.44, Maryland \$2.56, Minnesota \$1.67, Massachusetts \$1.89, and West Virginia \$1.33. Pennsylvania was \$1.22.
- *Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences* recently reported that the nonprofit arts have a significant state impact in Pennsylvania, generating 62,000 full time equivalent jobs, \$1.99 billion in annual economic activity, and \$283 million in local and state government revenue.
- 81 arts organizations in the Commonwealth have an average budget of \$1 million or more, with eight over \$10 million. Over 140,000 different arts activities are available every year, attended by 22.5 million.

Key talking points:

- 1) **Arts and culture contribute to sustaining a strong economy for Pennsylvania communities and businesses :**
 - Creating and sustaining jobs,
 - Stimulating trade through cultural tourism,
 - Diversifying local economies,
 - Helping to retain and attract college graduates, new economy workers, and staff at Pennsylvania's top universities, hospitals, and major business and technology clusters,
 - Leveraging private dollars,
 - Contributing to a vibrant quality of life and to the livability and character of Pennsylvania's distinctive neighborhoods and communities,
 - Supporting economic recovery and serving as a catalyst for downtown revitalization efforts in 'hollowing' metropolitan areas (large and small).

2) The arts help supporting a first-rate public education system for Pennsylvania:

- Children who study art do better in all other academic subjects,
- Children who study art are more likely to stay in school (fewer dropouts), to have won school-wide attention for their academic achievement, to be elected to class office, to participate in math and science fair, or to win an award for writing an essay or poem,
- Scientific research supports the effectiveness of arts education to help students learn,
- Arts education helps improve student behavior, reduces truancy, develops creative thinking skills, fosters teamwork, helps strengthen oral language skills, reading and math skills.
- Arts education fuels the creative and knowledge-based economies. Communities that want to remain or grow economically strong and diverse should strive for a high level of arts learning in their schools and community organizations so that creativity, academic success, and college readiness are sustained and improved.
- A May 2005 Harris Poll on the attitudes of Americans toward arts education found: 93% agree the arts are vital to providing a well-rounded education for children.

3) Arts assist Pennsylvanians of all ages to succeed in school, work, and life by:

- Fostering creativity, adaptability, and inventiveness,
- Improving the school environment and learning,
- Cultivating readiness for college,
- Bringing communities together and promoting social inclusion,
- Promoting lifelong learning and engagement on the part of older Pennsylvanians.

4) PCA funding for cultural activities is essential to promote full access to and participation in exhibits, performances, arts education, and other cultural events regardless of family income, race, ethnicity, age, disability, or geographic location.

- PCA strives to broaden the availability and appreciation of the arts throughout the state,
- Funding enables arts and culture organizations to remove barriers to access and offer increased opportunities for participation in a wide variety of arts activities,
- The PCA's Preserving Diverse Cultures Division supports the development of culturally-specific organizations,
- Arts participation can positively affect the way disenfranchised youth feel about themselves, reporting significant gains in confidence, tolerance and persistence related to the arts experience,
- Pennsylvania parents and families seek out arts opportunities for the joy, enrichment, and exposure to "the finer things" and to a wider world experience.