

2021 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

The Texas Cultural Trust's Art Can program conducts research and produces data to quantify the economic and educational impact of the arts in Texas. These findings are published in the biennial *State of the Arts Report*.

The 2021 *State of the Arts Report* demonstrates the unequivocal impact the arts have in shaping the cultural, economic, and educational 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.

TABLE OF CONTENTS

Executive Summary	6
Education	10
Economy	18
Health & Well-Being	28
Call to Action	30
Partners in the Arts	32
About the Research	34

A close-up photograph of a hand holding a paintbrush, applying paint to a surface. The background is a warm, out-of-focus yellow and orange. The hand is in the foreground, and the brush is in the middle ground, with the tip of the brush touching the surface. The surface has some colorful, abstract patterns. The text is overlaid on the right side of the image.

**LETTER FROM
TEXAS CULTURAL TRUST
BOARD CHAIR**

Texas is America’s fastest-growing economy, the best state for business, and a top destination for international commerce. Our strength can be attributed to our rich history and economic diversity, but at the core of our success is our ingenuity.

My fellow Texans: Our future lies in innovation, creativity, and the 21st century skills needed to grow—and retain—a globally competitive workforce. We know that creative endeavors produce vibrant communities, quality schools, and engaged students, but they also produce a robust economy. The arts provide Texas critical revenue, jobs, quality of life, and a powerful catalyst to even greater prosperity.

Every two years, the Texas Cultural Trust gathers leading researchers to quantify the social and economic value of the arts in our state. The 2021 *State of the Arts Report* continues that tradition, now augmented with research in the areas of Arts Education & Social and Emotional Learning and Arts & Health. The findings from our study highlight how the creative industry, in just one year, can generate \$6.1 billion in taxable sales for our state.

Some may view the arts as an expendable cornerstone of society, but in this time of challenge, we have relied on them and other forms of creative expression to keep us connected and comforted. We hope you take the heart of this report and make it yours.

I extend our appreciation to the many supporters and contributors of this report, including the Houston Endowment, the Houston Methodist Center for Performing Arts Medicine, Dr. Brent Hasty, Travis James, Dr. Barbara Steinhaus, 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.

This study is truly a starting point. Our state is poised for incredible economic growth through the arts, and, with investment and policy leadership, our opportunities are endless.

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

Leslie Ward
Board Chair, Texas Cultural Trust



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

With every challenge comes opportunity.

Our arts, culture, and creative sector has faced devastating headwinds amid the spread of COVID-19. As many know, the creative sector was the first to shut down and will be one of the last to return to pre-pandemic vibrancy. Operating and other restrictions resulted in canceled programming, layoffs, furloughs, salary reductions, and lost revenue. Nearly all art and culture organizations in Texas have reported economic losses, and the viability of some performing arts venues, visual arts spaces, and centers of community life has been brought into question.

Nationally, more than two-thirds of creative workers are now unemployed. In Texas, we have seen the pandemic's disproportionate impact on creative industries and, as a result, permanent closures. These losses are monumental, tragic, and will continue to create a negative ripple effect across adjacent economic sectors.

COVID-19 also revealed long-standing disparities and inequities within education. Students in our rural and urban schools receive less access to quality arts education than their suburban counterparts. The pandemic exacerbated this inequality in access and continues to further the gap for economically disadvantaged students.

At the Trust we know the arts will be essential to our state's rebuilding and recovery. The arts have helped us cope with universal trauma and provided us social alternatives in times of isolation. In the coming months they will help us return to a sense of normalcy we all miss.

This report places a spotlight on the undeniable importance of the arts as an avenue for emotional comfort, a tool for healing, a symbol of hope, and a way to stay connected. The data from this study is laudable, but the impact of COVID-19 is yet to be fully measured. I urge you to view this report as a snapshot of the arts' pre-COVID power and, with the future in mind, help our creative workers reclaim the metaphorical stage, once doors reopen.

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



Across all grade levels, students enrolled in arts courses attend school more regularly. High school students who complete more arts courses experience the greatest benefit of this access. They are **twice as likely to graduate high school, 22% more likely to attend college**, and are **15% more likely to meet the commended status** on standardized tests than students with fewer arts courses.

ART CAN FUEL THE ECONOMY



Arts education **prepares the 21st century workforce** by developing core competency and interpersonal skills: creativity, innovation, critical thinking, problem-solving, communication, and collaboration. **Across Texas, nearly 900,000 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 **\$6.1 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.



One in four 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 demonstrating the ability to improve a patient's overall health outcomes, treatment, and quality of life. Studies revealed that attending a cultural event, even just once every few months, resulted in a **32% lower risk of developing depression**.

ART CAN INSPIRE OUR MOVEMENTS



Tylia, Houston Ballet dancer, age 9

WHILE INSPIRING OUR CHILDREN.



Magnoly, Houston Ballet dancer

In Texas, high school students enrolled in the arts are twice as likely to graduate and 22% more likely go to college.

ACCESS TO ARTS EDUCATION IS RELATED TO OVERALL ACADEMIC PERFORMANCE

Research conducted by the Texas Cultural Trust shows that academic achievement, school attendance, and graduation rates are significantly higher when students are highly engaged in the arts.

Students enrolled in more arts courses have better school attendance. High school students experience the greatest benefit with a **3.5% higher attendance rate** than their peers enrolled in fewer arts courses, the equivalent of **an additional week of school each year**. Attendance is directly linked to student success and district funding.

At-risk students who complete more than one arts course are **twice as likely to graduate** from high school. Additionally, Texas students who complete more arts courses are at least **15% more likely** to meet the commended status on standardized tests than students with fewer arts courses.

Students with more arts education than their peers are **22% more likely to attend college** immediately following high school graduation, which leads to a better prepared workforce.

STUDENTS WHO COMPLETE MORE ARTS COURSES IN TEXAS



TWICE

as likely to graduate high school



15% HIGHER

pass rates on standardized tests



22%

more likely to attend college

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 4-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 and demonstrated higher rates of college enrollment and lower dropout rates.**

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

TEXAS VOTERS AND PARENTS SUPPORT THE ARTS

VOTERS

84%

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



VOTERS

73%

favor increased state funding for arts education



PARENTS

89%

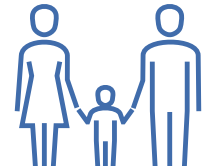
believe art and music electives are as important as athletics



PARENTS

95%

believe that arts should be taught in Texas public schools



Source: Texas Cultural Trust Survey, 2016 and 2018

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 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, regardless of demographics and 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

21%	24%
of courses are in the arts in high-poverty schools	of courses are in the arts in low-poverty schools

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) are required to be provided for all elementary students. There is no district requirement in the way in which arts courses are provided.

Middle School: Middle school students are expected to complete one arts course. Districts are required to offer three of the four arts disciplines.

High School: One arts credit for high school graduation is required out of a minimum of 22 graduation credits. Districts are required to offer at least two courses from the four arts disciplines.

PERCENTAGE OF ARTS COURSES TO OTHER COURSES

Suburban campuses offer a higher percentage of arts courses relative to the total number of courses offered.

Suburban schools offer **70%** More than rural schools

Suburban schools offer **11%** More than urban schools

IN TEXAS SCHOOLS, COURSE OFFERINGS AND ENROLLMENTS ARE NOT EQUALLY DISTRIBUTED BY ART FORM

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


11%
of courses are in Music


7%
of courses are in Visual Arts


1%
of courses are in Theatre


< 1%
of courses are in Dance

ARTS EDUCATION DEVELOPS SOCIAL AND EMOTIONAL LEARNING

Research by Dr. Robin A. Ward, which was commissioned by the Texas Cultural Trust, found that engaging in the arts increases a student's opportunity to be more successful in life and in their community.

Arts education is synonymous with social and emotional learning (SEL). 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: Durlak et al., 2011

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 high(er) 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.

Source: Catterall et al., 2012



THE FIVE SEL COMPETENCIES

Self-Awareness

Self-Management

Social Awareness

Relationship Skills

Responsible Decision-Making

Source: CASEL, 2013; 2020

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 CREATE NEW WORLDS



WHILE CREATING NEW JOBS.



Across Texas, nearly 900,000 people are employed in creative careers. That's 1 in 15 workers in Texas.

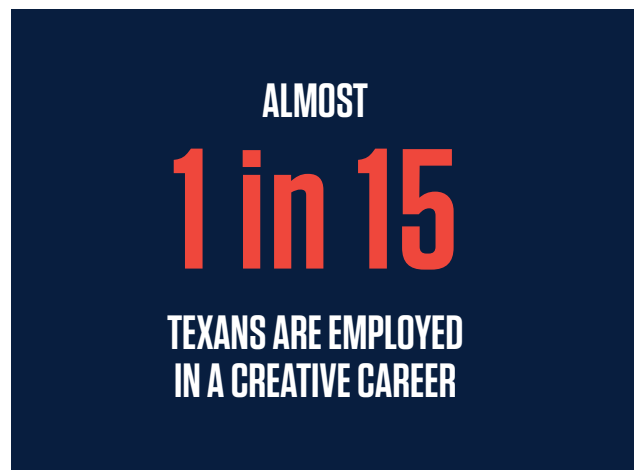
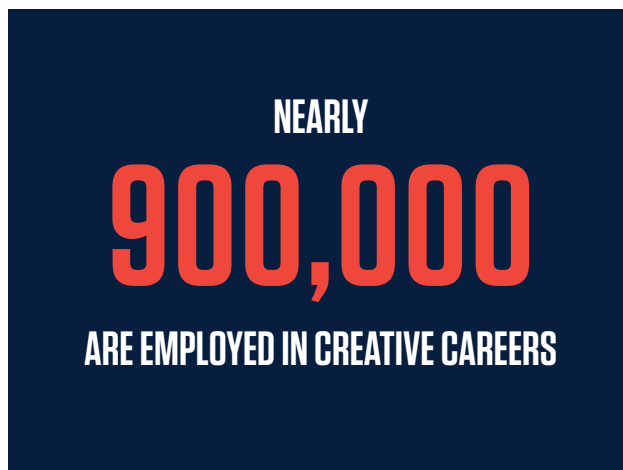
ART CAN TURN CREATIVITY INTO CAREERS

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 900,000 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 17%, or 113,000 net new jobs, by 2028.**



A STRONG CREATIVE WORKFORCE CREATES A STRONG TEXAS ECONOMY

Texas Creative Careers by Major Occupation Division (2019)

Major Group Code	Occupations	Texas Employment
15 - 0000	Computer and Mathematical Occupations	385,370
17 - 0000	Architects, Surveyors, and Cartographers	243,980
19 - 0000	Life, Physical, and Social Science Occupations	102,540
27 - 0000	Arts, Design, Entertainment, Sports & Media Occupations	41,300
	Total Employment	873,190

Source: U.S. Bureau of Labor Statistics

The creative sector is defined using occupation codes that focus on the innovation workforce – job types 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. The average annual wage for creative careers was approximately \$85,000 compared to \$48,000 for non-creative careers. This represents a **77% 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 (2019)

Metro Area	Creative Employment	% of Total Workforce	% of Texas Creative Sector	Average Creative Wages	Average Non-Creative Wages
Amarillo	4,600	4.0%	0.5%	\$69,336	\$43,091
Austin-Round Rock	125,750	11.7%	14.4%	\$84,071	\$51,357
Beaumont-Port Arthur	8,980	5.6%	1.0%	\$82,995	\$46,810
Brownsville-Harlingen	2,690	1.9%	0.3%	\$56,911	\$34,617
Corpus Christi	8,820	4.7%	1.0%	\$74,254	\$43,085
Dallas-Fort Worth-Arlington	295,050	8.1%	33.8%	\$86,786	\$50,905
El Paso	11,370	3.6%	1.3%	\$64,639	\$39,554
Houston-The Woodlands-Sugar Land	235,000	7.7%	26.9%	\$93,871	\$51,205
Killeen-Temple	6,130	4.3%	0.7%	\$72,945	\$43,929
Laredo	2,010	1.9%	0.2%	\$57,255	\$37,999
Lubbock	6,540	4.5%	0.7%	\$58,209	\$42,617
McAllen-Edinburg-Mission	6,080	2.3%	0.7%	\$40,432	\$37,462
San Antonio-New Braunfels	62,720	6.0%	7.2%	\$78,062	\$45,235
Waco	5,390	4.6%	0.6%	\$69,193	\$42,363

Source: TXP, Inc.

ART CAN GROW OUR CREATIVITY



WHILE GROWING OUR MINDS.



The arts prepare critical thinkers for the workforce and generate \$6.1 billion for the Texas economy.

THE ARTS AND CULTURE INDUSTRY GENERATES REVENUE

In Texas, 11,400 Arts and Culture Industry businesses create, distribute, and sell products and services nationally and internationally.

Taxable revenue from the core Arts and Culture Industry has **grown by 30%** over the past decade. The Arts and Culture Industry generated **\$6.1 billion in taxable sales** for the Texas economy, totaling nearly **\$380 million in state sales tax revenue** in 2019.



30% GROWTH
in the Arts and
Culture Industry



nearly
\$380 MILLION
in state sales tax

THE ARTS AND CULTURE INDUSTRY
GENERATED
\$6.1 BILLION
FOR THE TEXAS ECONOMY

ARTS AND CULTURE INDUSTRY CATEGORIES

The arts contribution to the economy spans a wide range of cultural activities, vocations, and organizations including music groups, dance troupes, museums, graphic designers, 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.

Texas Arts and Cultural economic activity generated **\$50.1 billion in gross domestic product**. Representing 3% of total state employment, 387,300 Texans produced Arts and Culture goods and services while earning over \$26 billion in compensation.



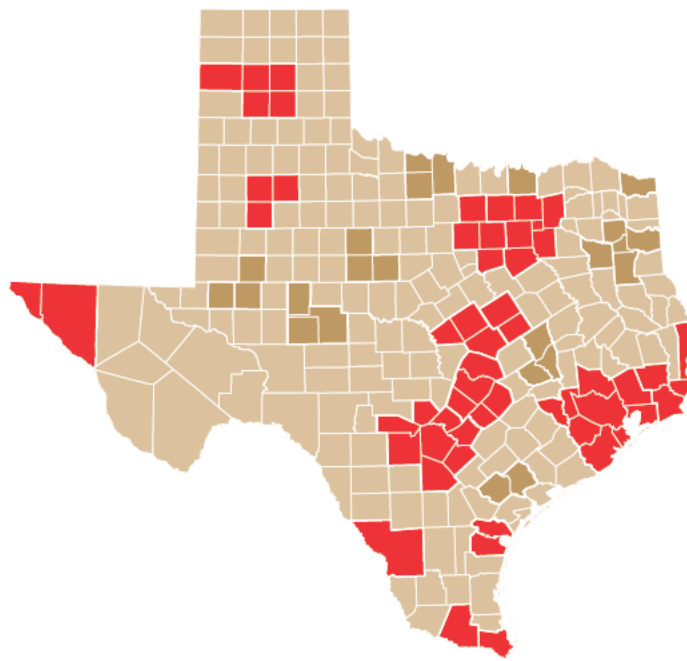
Arts and Cultural production employees earned over
\$26 BILLION
 in compensation



Arts and Culture industries generated
\$50.1 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



**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

2019 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.



37%

of non-resident overnight leisure travelers engaged in cultural activities while on vacation



**719,000
JOBS**

generated from travel in the state

TOURISTS ENJOY THE ARTS

Texas tourism spending surpassed \$83 billion in 2019, an \$8 billion increase from 2017, and employed 719,000 Texans, **with earnings in excess of \$29 billion.**

Nearly 40% of nonresident overnight travelers visiting Texas and 26% of all travelers, both resident and nonresident, engaged in cultural tourism, including listening to live music, visiting historic sites and museums, sightseeing, or taking in a show. This translates into roughly 1 in 4 visitors participating in cultural tourism when traveling in Texas.



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 48 TCA-designated Cultural Districts in 37 cities across Texas. When funded by the Texas Legislature, 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 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 COMMUNITINITIES

Texas Commission on the Arts Cultural District Grant Case Studies

Cultural District Project	TCA Cultural District Grant	Economic Activity	Tax Revenue
Kimbell Art Museum: Renoir	\$250,000	\$8,388,575	\$165,717
Abilene Cultural Affairs Council: Lights, Camera, Action	\$112,000	\$26,545,924	\$512,519
Houston Ballet: The Nutcracker	\$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

\$542,000 = **\$52.3 MILLION**
INVESTMENT **ECONOMIC ACTIVITY**

THE ARTS STRENGTHEN OUR BODIES AND OUR MINDS

The Healthcare Industry is evolving. Research by Dr. Barbara Steinhaus, commissioned by the Texas Cultural Trust, explored how the arts influence our health and well-being. Dr. Steinhaus found that there is a growing shift to a more humanistic approach to medicine, from the traditional medical model to whole person care. This includes nonprescription services for patients, such as using the arts to improve health and well-being. Across the state, the arts continue to play a positive role in the health and quality of life for every Texan.

The arts enhance overall physical, mental, and emotional health, encouraging healthy behaviors, reducing stress, and increasing social interactions. Attending cultural events even once every few months can **reduce the risk of depression by 32%**.



Source: Fancourt & Tymoszuk, 2019

ARTS STRENGTHEN THE HEALTH OF COMMUNITIES

Porch Light Program

Mural Arts Philadelphia is the nation’s largest public art program, uniting artists and communities through collaborative processes. Their Porch Light program engages community members struggling with mental health issues and drug addiction by providing opportunities to contribute to meaningful works of public art.

Source: Wang et al., 2020

After the program:

42%

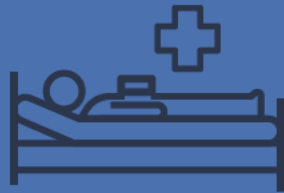
of participants experienced reduced feelings of stigmatization and shame

19%

had an increase in perception of social cohesion and trust

HOW THE ARTS AID MEDICINE

The Houston Methodist Center for Performing Arts Medicine (CPAM) is a fully integrated arts in medicine program. Though the transformative power of the arts is difficult to quantify, CPAM has aggregated supporting patient testimonials along with hospital data, creating compelling evidence for the value of arts in health.



According to CPAM, creative arts therapies add tangible value to the hospital system by:

Reducing
the use of pain
medicines

Decreasing
a patient's
length of stay

Lowering
self-reported
anxiety

Arts interventions complement the management and treatment of acute and long-term illnesses.

Source: Fancourt & Finn, 2019

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

Source: Phillips & Becker, 2019

In 2020, two of the five National Endowment for the Arts Research Labs grants were awarded in Texas.



Texas Tech University

University, students, researchers, and faculty are working together to develop an application for use in the rehabilitation of stroke survivors who experience aphasia, or loss of speech.



Rice University

Rice University's collaboration with contemporary music ensemble Musiqa will examine the effects (i.e., changes in mental, emotional, and social behavior) of both listening to music and active music making with older adults with mild cognitive impairments (MCIs).

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, 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 in Texas at TXCulturalTrust.org/Support 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 many areas of opportunity for Texas, there are also many areas for needed 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.

 TXCulturalTrust

 TXCulturalTrust

 TXCulturalTrust

Thank you to our supporters who made the 2021 *State of the Arts Report* possible.

HOUSTON ENDOWMENT



**Woody and Gayle Hunt
Family Foundation**

**Leslie and Jack
Blanton, Jr.**

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 D.K. Shifflet & Associates. The objectives of the research were to assess the statewide economic impact of the 37 industry sectors that comprise the Arts and Culture Industry, the 11,400 Arts and Culture Industry businesses throughout Texas that employ nearly 135,000 workers, and the impact of Arts and Culture travel and tourism dollars.

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 all districts across the state. In addition, public campus level data including 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, 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 also conducted by economic status (i.e., campuses with 50% or more students qualifying for free or reduced-price lunch 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.

Texas Academic, Attendance, Graduation, and College Enrollment Data

Research on Texas student success was conducted for the Texas Cultural Trust by MINDPOP researchers Dr. Brent Hasty and Dr. Cinda Christian in November 2014. The study utilized longitudinal statewide education data from The University of Texas at Austin's Education Research Center (ERC), collected and analyzed in collaboration with Austin ISD and E3 Alliance, and focused on outcomes for middle and high school students based on their cumulative enrollment in arts courses over several years. Academic outcomes examined included school attendance, standardized test passing rates, graduation rates, and postsecondary enrollment. The cohorts included students registered between 2010–2011 and 2012–2013 (middle school), and between 2009–2010 and 2012–2013 (high school).

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, a professor of mathematics, the director of curriculum integration for the Rice University School Mathematics Project, and 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 Dr. Barbara Steinhaus, chair of the music department at Brenau University in Gainesville, Georgia; professor of Applied Voice, Vocal Pedagogy, and Introduction to Arts in Health Care; and vice president of the National Organization for Arts in Health. Dr. Steinhaus conducted a literature review of 36 authoritative sources, due to their accuracy, currency, and use of evidence, to evaluate the topic of arts in health.

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 August 13-21, 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. The Texas Cultural Trust's 2016 Texas Parent Survey was conducted September 20-30, 2016, and queried $n=603$ Texas parents to measure their attitudes about arts education. The poll was conducted online, and half of respondents ($n=303$ interviews) were in the Houston media market, with the other half ($n=300$) representing the rest of the state. Each of the 300 or 303 responses carries a margin of error of ± 5.7 percentage points. Respondents were required to have preschool or school-age children in order to qualify for the survey.

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 2021 Art Can branding campaign and *State of the Arts Report* were developed by Carlberg Branding and Advertising Agency in Houston, Texas. Photography and video were produced by director Kenneth Benitez in partnership with Carlberg.

Report Sources

The National Organization for Arts in Health (NOAH) commissioned a white paper, “Arts, Health, and Well-Being in America,” which was published in September 2017. Research for the white paper was conducted under the direction of J. Todd Frazier, who is president and one of the founders of NOAH and director of the Houston Methodist Center for Performing Arts Medicine, which sponsored the paper. The report provides an overview of the different artistic approaches to promoting 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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