Art Can
A program of the Texas Cultural Trust
The Arts Work for Texas

The Texas Cultural Trust’s Art Can program conducts research and analyzes data to quantify the impact the arts have on Texas. The 2019 State of the Arts Report demonstrates the impact the arts have in shaping the cultural, economic, and educational future of Texas. To learn more about the research conducted by the Texas Cultural Trust see page 22, About the Research.

About the Texas Cultural Trust

The Texas Cultural Trust, a 501(c)(3) organization, was established in 1995 to be the leading voice for the arts in education, advocacy, and economic impact in Texas, spotlighting the artistic excellence of our state.
Letter from Texas Cultural Trust Board Chair
A great education provides children with the opportunity to achieve their personal best. I grew up in an area of Houston with excellent schools and outstanding programs in the arts. All Texans are not so fortunate. For schools with limited access to arts courses, the results can be measured in lower test scores, poor attendance, and higher dropout rates. In contrast, arts access can create a path to future opportunities in a variety of fields. Given all that Art Can do, all Texas children deserve the opportunity to be empowered through arts education. Making access to the arts a priority is the critical mission of the supporters and board members of the Texas Cultural Trust.

In the following report, the Trust’s research demonstrates the importance of what Art Can do: higher student achievement, greater graduation rates, a powerful boost to the Texas economy, and preparation for a 21st century workforce. Businesses value a community that offers a quality of life to attract and retain a strong workforce. The arts are essential in providing this quality of life. Please visit ArtCanTexas.org and TxCulturalTrust.org to learn more.

Whether you are a philanthropist, policy maker, parent, student, teacher, concerned citizen, an artist or arts advocate, we invite you to join us to ensure the arts are a vital part of the education, culture, and economy of Texas.

Thank you for your support,

Linda LaMantia
Texas Cultural Trust Board Chair
The Texas Cultural Trust enhances Arts education and advances The Arts throughout Texas. The Trust works to ensure that every student in Texas has the opportunity to participate in the type of Arts education that will increase their potential for educational success. In addition, the Trust ensures that Texas remains a leader in supporting the creative sector of the state's economy. Research done by the Trust, found in The 2019 State of the Arts Report, proves the significant impact that The Arts contribute to the Texas education system and economy.

Key Findings

Voters see Arts education as a wise investment of tax dollars. 84% of the Texas voters surveyed agreed that The Arts are a very important part of a student's education, and 73% favor increased state funding for The Arts in Texas public schools.

The Arts impact academic performance. Across all grade levels, students who participate in The Arts attend school more regularly, with the greatest impact among high school students, who had a 3.3% greater attendance rate, the equivalent of an additional week of school. Students who complete more Arts courses have up to a 15% higher pass rate on standardized tests than students with fewer arts classes.

Creative jobs command higher pay. The creative sector in Texas employs nearly 800,000 innovation workers, whose annual earnings are almost double those of workers in non-creative sector jobs.

Arts education prepares the next generation of creative sector workers by teaching critical thinking, communications skills, collaboration, leadership, creativity, and imagination.

Executive Summary
The arts impact academic performance. Across all grade levels, students enrolled in arts courses attend school more regularly. High school students experience the greatest impact with a 3.3% greater attendance rate, the equivalent of an additional week of school each year.

Students who complete more arts courses have up to 15% higher pass rates on standardized tests than students with fewer arts courses.

Voters believe arts education is a wise investment of tax dollars. In a 2018 survey, 84% of Texas voters agree that the arts are a very important part of a student’s education, and 73% favor increased state funding for the arts in Texas public schools.

The creative workforce fuels the economy. Arts education prepares the 21st century workforce by developing creativity, innovation, critical thinking, problem solving, communication, and collaboration.

The creative sector in Texas employs nearly 800,000 innovation workers, which represents one in 15 jobs. Average annual earnings for some creative sector occupations (see pages 12-13) are almost double those of workers in non-creative sector jobs.

The arts generate growing tax revenue for Texas. The Texas Arts and Culture Industry has grown more than 15% over the past decade, generating $5.59 billion for the Texas economy and nearly $350 million in state sales tax revenue in 2017.

Tourists are drawn to arts and culture attractions in Texas. On average, arts and culture tourists stay longer, bring more people, and spend more money than non-culture tourists.

The arts 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. Institutions across Texas are leveraging the power of the arts to improve health and well-being for patients, families, and caregivers.
Kacie - Painter, Age 8

2x as likely to graduate high school

15% higher pass rates on standardized tests

higher school attendance

Source: TEA campus level data 2016-2017 school year
**Art Can** improve education.

Research conducted by the Texas Cultural Trust shows that academic achievement, attendance, and graduation rates are significantly higher when students are engaged in the arts. The Trust’s 2018 Texas Voter Survey demonstrates the majority of Texas voters believe the arts are very important to education and support increased state funding for arts education. However, access to arts education is far from equitable from one school district to another and among different community types. Districts and campuses with higher enrollment in arts courses are much more likely to meet or exceed Texas Education Agency (TEA) state accountability standards.

**Student Performance**

Students enrolled in more arts courses have **higher school attendance**. High school students have a 3.3% greater attendance rate, the equivalent of an additional week of school each year, compared to their peers not enrolled in the arts. Attendance is directly linked to student success and district funding.

Students who complete more arts courses have up to **15% higher pass rates on standardized tests** than students with fewer arts courses.

**Students without at least one arts credit were twice as likely to drop out** as those with an arts credit. Specifically, students who completed at least one arts course in ninth grade were less than one-third as likely to drop out as students who did not complete one arts course.
Voter Survey

In the Texas Cultural Trust’s 2018 survey, 73% of Texas voters favor increased state funding for arts education in public schools, and 84% think the arts are a very important part of a student’s education.

84% of voters think the arts are important for education

73% of voters favor increased funding for arts education

In the Trust’s 2016 survey, Texas parents strongly supported the arts in schools.

• Nine out of 10 Texas parents support increased funding for the arts in their schools.
• 89% of Texas parents believe that art and music electives are as important as athletics.
• 92% of Texas parents have a positive opinion of arts education.
• 95% of Texas parents believe the arts should be taught in Texas public schools.

Arts Education Access

The inequity in arts education access is considerable across Texas school campuses and districts. In this report, arts access is measured by:

• fine arts course enrollment,
• fine arts course offerings,
• number of fine arts teachers (FTE*),
• and student to fine arts teacher ratio.
High school campuses that meet TEA state accountability standards provide better access to the arts than campuses that need improvement. Campuses that meet state accountability standards have:

- More fine arts courses: 52% more fine arts offerings
- More fine arts teachers: 47% higher proportion of fine arts teachers to all teachers
- Better student to fine arts teacher ratio: 41% fewer high school students per fine arts teacher
- Higher fine arts enrollment: 36% higher enrollment in fine arts courses

### District Level Arts Access Data by Community Type

<table>
<thead>
<tr>
<th>Community Type</th>
<th>% of Students Enrolled in Fine Arts Courses</th>
<th>% of Fine Arts Courses to All Course Offerings</th>
<th>% of Fine Arts Teachers FTE*</th>
<th>Students Per Fine Arts Teacher FTE*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charter School Districts</td>
<td>10%</td>
<td>16%</td>
<td>5%</td>
<td>549</td>
</tr>
<tr>
<td>Independent Town</td>
<td>14%</td>
<td>22%</td>
<td>5%</td>
<td>367</td>
</tr>
<tr>
<td>Major Suburban</td>
<td>17%</td>
<td>25%</td>
<td>6%</td>
<td>304</td>
</tr>
<tr>
<td>Major Urban</td>
<td>14%</td>
<td>24%</td>
<td>6%</td>
<td>350</td>
</tr>
<tr>
<td>Non-Metropolitan Fast Growing</td>
<td>11%</td>
<td>19%</td>
<td>6%</td>
<td>304</td>
</tr>
<tr>
<td>Non-Metropolitan Stable</td>
<td>12%</td>
<td>19%</td>
<td>5%</td>
<td>335</td>
</tr>
<tr>
<td>Other Central City</td>
<td>15%</td>
<td>24%</td>
<td>6%</td>
<td>310</td>
</tr>
<tr>
<td>Other Central City Suburban</td>
<td>13%</td>
<td>21%</td>
<td>6%</td>
<td>382</td>
</tr>
<tr>
<td>Rural</td>
<td>9%</td>
<td>13%</td>
<td>5%</td>
<td>338</td>
</tr>
</tbody>
</table>

Source: TEA 2016-2017 school year data

* Full-time employee
The creative sector employs nearly **800K** Texans.

1 in **15** Texans are employed in the creative sector.

**11.5%** increase in college enrollment.

**Art Can** build a 21st century workforce.

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.

The Texas creative sector employs nearly 800,000 Texans. Today, one in 15 jobs in Texas are part of the creative sector.

Access to arts education improves overall academic performance, which leads to an 11.5% increase in college enrollment immediately following high school graduation, which then leads to a better prepared workforce.

Arts education prepares students for the workforce. According to a report from the Partnership for 21st Century Learning, skills required for the 21st century workforce include creativity, innovation, critical thinking, problem solving, communication, and collaboration.

---

**21st Century Skill Set**

- Critical Thinking
- Innovation
- Creativity
- Collaboration
- Problem Solving
- Communication
The Texas creative sector represents a broad spectrum of occupations and industries that require a high level of critical thinking, innovation, and creativity.

Creative sector employment is projected to grow by 17% or 144,000 new jobs by 2026, according to the Texas Workforce Commission.

The average annual wage is nearly double for jobs in the creative sector, averaging $84,500 versus $46,100 in non-creative sector jobs.

In order to remain competitive and sustain a strong economy, Texas needs a robust creative workforce.
“Businesses move to Texas for the abundant resources and talented workforce but stay for the great quality of life.”

Jeff Moseley
CEO, Texas Association of Business

The Texas Association of Business is the voice fighting for public policy issues that grow Texas jobs, representing thousands of companies of all sizes and industry sectors.
15.5% growth in the Arts and Culture Industry

$5.59 billion for the Texas economy

$350 million in state sales tax

Source: TXP, Inc., D.K. Shifflet & Associates

Tourists participated in concerts, festivals, fairs, live music, museums, art exhibits, theater, dance, etc.

2017 Arts And Culture Tourists Versus Non-Culture Tourists

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

Soleil – Hip Hop Dancer, Age 12
**Art Can** power our economy.

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 sector jobs, generating significant tax revenue, and boosting tourism.

**Arts and Culture Industry**

Taxable revenue from the Arts and Culture Industry has grown by **15.5%** over the past decade.

The Arts and Culture Industry generated **$5.59 billion** in taxable sales for the Texas economy, totaling nearly **$350 million in state sales tax revenue** in 2017.

Based on an estimate of 1% local sales tax, the Arts and Culture Industry generated more than **$32.4 million in local sales tax revenue for the five largest metro areas** in Texas.

The 10,600 Arts and Culture Industry businesses create, distribute, and sell products and services nationally and internationally, employing nearly **130,000 Texans**.

**State of Texas Sales Tax Generated by the Arts and Culture Industry**

<table>
<thead>
<tr>
<th>Year</th>
<th>Taxable Sales</th>
<th>Tax Generated (@6.25%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>$4,845,547,767</td>
<td>$302,846,735</td>
</tr>
<tr>
<td>2008</td>
<td>$4,892,251,875</td>
<td>$305,765,742</td>
</tr>
<tr>
<td>2009</td>
<td>$4,656,255,378</td>
<td>$291,015,961</td>
</tr>
<tr>
<td>2010</td>
<td>$4,506,001,820</td>
<td>$281,625,114</td>
</tr>
<tr>
<td>2011</td>
<td>$4,669,233,785</td>
<td>$291,827,112</td>
</tr>
<tr>
<td>2012</td>
<td>$4,905,152,939</td>
<td>$306,572,059</td>
</tr>
<tr>
<td>2013</td>
<td>$5,095,599,168</td>
<td>$318,474,948</td>
</tr>
<tr>
<td>2014</td>
<td>$5,348,470,734</td>
<td>$334,279,421</td>
</tr>
<tr>
<td>2015</td>
<td>$5,509,355,953</td>
<td>$344,334,747</td>
</tr>
<tr>
<td>2016</td>
<td>$5,552,780,913</td>
<td>$347,048,807</td>
</tr>
<tr>
<td>2017</td>
<td>$5,591,286,658</td>
<td>$349,820,541</td>
</tr>
</tbody>
</table>

Source: TXP, Inc., Texas Comptroller of Public Accounts
### 2017 Estimated Sales Tax Collection Generated by the Arts and Culture Industry for the 15 Largest Metro Areas

<table>
<thead>
<tr>
<th>Metro Area</th>
<th>Taxable Sales</th>
<th>Dollars Returned to Local Sales Taxing Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amarillo</td>
<td>$29,826,554</td>
<td>$298,266</td>
</tr>
<tr>
<td>Austin</td>
<td>$569,392,691</td>
<td>$5,693,927</td>
</tr>
<tr>
<td>Beaumont</td>
<td>$27,668,129</td>
<td>$276,681</td>
</tr>
<tr>
<td>Brownsville</td>
<td>$38,118,099</td>
<td>$381,181</td>
</tr>
<tr>
<td>Corpus Christi</td>
<td>$46,947,113</td>
<td>$469,471</td>
</tr>
<tr>
<td>Dallas</td>
<td>$1,013,897,001</td>
<td>$10,138,970</td>
</tr>
<tr>
<td>El Paso</td>
<td>$80,576,213</td>
<td>$805,762</td>
</tr>
<tr>
<td>Fort Worth</td>
<td>$340,993,259</td>
<td>$3,409,933</td>
</tr>
<tr>
<td>Houston</td>
<td>$961,976,621</td>
<td>$9,619,766</td>
</tr>
<tr>
<td>Killeen</td>
<td>$30,490,620</td>
<td>$304,906</td>
</tr>
<tr>
<td>Laredo</td>
<td>$6,409,528</td>
<td>$64,095</td>
</tr>
<tr>
<td>Lubbock</td>
<td>$38,794,099</td>
<td>$387,941</td>
</tr>
<tr>
<td>McAllen</td>
<td>$81,598,337</td>
<td>$815,983</td>
</tr>
<tr>
<td>San Antonio</td>
<td>$352,893,627</td>
<td>$3,528,936</td>
</tr>
<tr>
<td>Waco</td>
<td>$23,340,079</td>
<td>$233,401</td>
</tr>
</tbody>
</table>

Source: TXP, Inc.
Tourism

The tourism industry employs 677,000 Texans with earnings in excess of $24.6 billion. **Tourism spending surpassed $75 billion** in 2017.

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. The average daily spending totaled $116.96 for arts and culture tourists compared to $102.20 for non-culture tourists.

For out-of-state visitors, **Texas’ arts and culture attractions are a major tourist draw.** In 2017, an estimated **24.5% of all travelers took part in cultural activities**, including: visiting historic sites and museums, attending festivals and movies, and sightseeing.

Almost 40% of non-resident overnight leisure travelers engaged in cultural activities while on vacation. For example, **13% of leisure tourists attended a music-related activity.**

Cultural districts, designated by Texas Commission on the Arts (TCA) in cities across Texas, generate business, attract tourists, and revitalize communities. A 2016 Texas Cultural Trust commissioned study of four cultural districts, who received a total of $670,000 in public grant funding from TCA, revealed an overall economic impact of $21.3 million. **The impact of public grant funding for cultural districts far surpassed the state’s initial investment.**

<table>
<thead>
<tr>
<th>Cultural District Project</th>
<th>TCA Grant</th>
<th>Economic Impact</th>
<th>Tax Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Houston Museum of Fine Arts “Sculpted in Steel”</td>
<td>$100,000</td>
<td>$3.8 million</td>
<td>$70,000</td>
</tr>
<tr>
<td>Lubbock Arts Alliance Festival</td>
<td>$50,000</td>
<td>$1.2 million</td>
<td>$23,500</td>
</tr>
<tr>
<td>Wimberley Players: Garden/Stage</td>
<td>$20,000</td>
<td>$1.3 million</td>
<td>$25,000</td>
</tr>
<tr>
<td>Dallas Museum of Art “Jackson Pollock: Blind Spots”</td>
<td>$500,000</td>
<td>$15 million</td>
<td>$282,000</td>
</tr>
</tbody>
</table>

Source: Texas Cultural Trust, TXP, Inc.
ART CAN support health and well-being.

Across the state, the arts increasingly play a positive role in the health and quality of life of Texans.

According to the white paper, “Arts, Health, and Well-Being in America,” developed by the National Organization for Arts in Health and underwritten by the Center for Performing Arts Medicine at Houston Methodist, in healthcare and therapeutic settings, the arts can:

- improve the environment of care for patients and caregivers,
- reduce anxiety, pain, hospital length of stay, and readmissions,
- enhance effectiveness in health communication,
- increase patient satisfaction scores, including the federally mandated Hospital Consumer Assessment of Healthcare Providers and Systems,
- and improve well-being.

In addition, the arts are being used to help caregivers address the emotional challenges of their professions, foster resiliency, and provide safe outlets for releasing stress.

The arts improve social emotional learning for children and adults. In a study conducted by the John F. Kennedy Center’s Changing Education Through the Arts Program, entitled “A View Into a Decade of Arts Integration,” 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.

“Integrating the arts into the hospital environment can be a powerful support to healing and caregiving.”

Todd Frazier
Director, Houston Methodist Hospital’s Center for Performing Arts Medicine (CPAM)

CPAM is a leader in the use of the arts and Creative Art Therapies throughout their facility. They are used in community areas and patient rehabilitation, mood modulation, and anxiety reduction, impacting overall patient outcomes.
ART CAN empower Texas.

Help us increase access to the arts and arts education in Texas.

- **Promote Awareness:** Share the Texas Cultural Trust’s findings about the important impact the arts have on education, the economy and way of life in Texas.

- **Get the Facts:** Learn about arts education access in your community by visiting ArtCanTexas.org/map.

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

- **Support:** Learn more about how to promote and support the arts in Texas by visiting TxCulturalTrust.org or contacting the Texas Cultural Trust directly.

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

[facebook.com/artcantexas](https://facebook.com/artcantexas)  
[twitter.com/artcantexas](https://twitter.com/artcantexas)  
[instagram.com/artcantexas](https://instagram.com/artcantexas)

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.
A special thank you to our supporters who made the 2019 State of the Arts Report possible.

HOUSTON ENDOWMENT

THE CH FOUNDATION  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.
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.
texansforthearts.com

Organizational Sponsors

AT&T

Texas Monthly

Frost

NATALIE & SCOTT NOBLE

The Texas Tribune

South Texas Money Management

The Tobin Endowment

Wilton Bank

In-person
Partners in the Arts

Abilene Cultural Affairs Council
AOLcommercial Association, Inc.
Allegro Guitar Society of Dallas
Allan Arts Alliance
Allen’s Community Theatre
Amarillo Art Institute
Amarillo Museum of Art
Amarillo Opera
Amarillo Symphony
American Festival of the Arts
Amon Carter Museum of Modern Art
Art Alliance Austin
Art League Houston
ArtSpace San Antonio
Arts Connect Houston
Arts Council of Fort Worth and Tarrant County
Arts Council of Midland
Arts Council of the Wichita Falls Area
Arts for Rural Texas
ARTS San Antonio
ARTS Longview
ArtsView Children’s Theatre
Association of Texas Professional Educators
AT&T Performing Arts Center
Aurora Picture Show
Austin Angels
Austin Children’s Choir
Austin Classical Guitar
Austin Creative Alliance
Austin Film Festival
Austin Film Society
Austin ISD Department of Fine Arts
Austin Museum of Digital Art
Austin Opera
Austin Symphony Orchestra
Austin Theatre Alliance
Ballet Austin
Ballinger Chamber of Commerce
Ballroom Marfa
Big Thought
Bihl Haus Arts
Blaffer Art Museum
Blanton Museum of Art
Blue Star Contemporary
Boerne Community Theatre
Business Council for the Arts – North Texas
Camerata San Antonio
Cara Mia Theatre Co.
Carver Cultural Center
Chamber Music Amarillo
Charles Adams Studio Project
Children At Risk
Children’s Chorus of Greater Dallas
Children’s Chorus of Houston
City of El Paso Museum and Cultural Affairs Department
City of Fort Worth
City of Round Rock Arts and Culture
Comal ISD
Conroe Art League
Conspirare
Corsicana Palace Theatre
Creative Action

Creative Kids – El Paso
Creative Waco
Crow Museum of Asian Art
Cultural Activities Center - Temple
Da Camera Society of Houston
Dallas Black Dance Theatre
Dallas Children’s Theater
Dallas Museum of Art
Dallas Opera
Dallas Summer Musicals
Dallas Symphony Orchestra
Denton Community Market
Doss Heritage and Culture Center
Downtown Dallas, Inc. – Dallas Arts District
East Texas Symphony Band
East Texas Symphony Orchestra
El Paso Art Association
El Paso Museum of Art
El Paso Opera
El Paso Symphony Orchestra
Encore Kids Texas
Essentials Creative
Fort Worth Classic Guitar Society
Fort Worth Opera
Frisco Chamber of Commerce
Gallery Main Street – Tyler
Globe-News Center for the Performing Arts
Greater Conroe Arts Alliance
Greater Dallas Youth Orchestra
Greater Denton Arts Council
Greater New Braunfels Art Council
Guadalupe Cultural Arts Center
 Hideout Theatre
Hobby Center for the Performing Arts
HOPE Events/HOPE Campaign
Houston A+ Challenge
Houston Center for Photography
Houston Symphony
Hutto ISD
Imagination Fort Worth
International Museum of Art and Science
Jubilee Theatre
Junior Achievement of Brazoria County
Kids Excel El Paso
Kiglore College Theatre Department
Killeen ISD
Kimbell Art Museum
Laredo Center for the Arts
Library Hall – Tyler
Lone Star Ballet
Long Center for the Performing Arts
Longview Chamber of Commerce
Longview Museum of Fine Arts
Lubbock Arts Alliance
Lubbock Museum of Fine Arts
Lubbock Symphony Orchestra
Lubbock Arts Alliance
Lubbock Museum of Fine Arts
Lubbock Symphony Orchestra
Mansfield Commission for the Arts
Marshall Regional Arts Council
McKinney ISD Fine Arts
McNay Art Museum
Meadows Museum, SMU
Meadows School of the Arts
Mexic-Arte Museum

Modern Art Museum of Fort Worth
MUSEOBENINI
Museum of Fine Arts, Houston
National Center for Children’s Illustrated Literature
Navarro Council of the Arts
Oaxaca, arte en movimiento
Odessa Council for the Arts & Humanities
One World Theatre
Orchestra of New Spain
Pollyanna Theatre Company
ROV Partnership
Rockport Center for the Arts
Round Rock Arts
Rude Mechs
San Antonio Metropolitan Ballet
San Antonio Museum of Art
San Antonio Symphony
SAY Si
Silo Gallery and Glass Studio
Society for the Performing Arts
Southwestern Writers Collection & The Wittliff Collections
Spring ISD Performing and Visual Arts
Starlight Symphony Orchestra
Street Music
Teatro Dallas
Tejas Storytelling Association
Temple ISD
Texas Accountants and Lawyers for the Arts
Texas Art Education Association
Texas A+ Challenge
Texas Center for the Arts and Sciences
The Children’s Ballet of San Antonio
The Citadel Art Museum
The Cliburn Foundation
The Contemporary Austin
The Ensemble Theatre
The Grace Museum
The Grand 1894 Opera House
The Institute for Studies in Art, Art History, and Architecture
The University of Texas at Austin College of Fine Arts
The University of Texas at Austin School of Architecture
The Women’s Chorus of Dallas
Turtle Creek Chorale
Tyler Area Chamber of Commerce
University Museum at Texas Southern University
Victoria Bach Festival
Victoria Ballet Theatre
Victoria ISD Fine Arts
Visual Arts League of Allen
VSA Arts of Texas
Waco Symphony Association, Inc.
Wimberley Community Chorus
Wimberley Valley Arts and Cultural Alliance
Wimberley Valley Chamber of Commerce
Witte Museum
Women & Their Work Gallery
Young Audiences of Houston
Zachary Scott Theatre
About the Research

The research referenced in this report was conducted by the Texas Cultural Trust and our Art Can partners. Additional information about each section of the report can be found below.

Art Can Team

Texas Voter 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 pre-school or school-age children in order to qualify for the survey.

Economic Impact Data
Research into the economic impact of the Arts and Culture Industry 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 42 industry sectors that comprise the Arts and Culture Industry, the 10,600 Arts and Culture Industry businesses throughout Texas that employ nearly 130,000 workers, and the impact of Arts and Culture travel and tourism dollars.

Education Data
Research on student access to the arts was conducted for the Texas Cultural Trust by Dr. Brent Hasty from MINDPOP and Austin ISD partners in early 2018. The study utilized Texas Education Agency (TEA) data from the 2016-17 school year for every district and campus reporting to the state. Campus level data, including campus ratings, number of students, number of arts teachers, number of credits earned for arts classes and other classes, were aggregated to the district level to determine student-teacher ratios for arts teachers, number of unique arts courses taught, and average arts credits earned. From the district levels, averages were examined by region, by level (elementary, middle and high), by classification (urban, rural, etc), and the state overall. Analyses of Variance (ANOVA) were examined to ascertain the relationship between four campus level arts inputs and the state campus accountability rating. Because school structures and programs differ greatly by school level (i.e., elementary, middle, and high), analyses were run separately for each level. Each relationship that is reported as significant was at the p<.05 level.
Research on student success was conducted for the Texas Cultural Trust by MINDPOP, E3 Alliance, and Austin ISD in November 2014. The study utilized longitudinal statewide education data from The University of Texas at Austin’s Education Research Center (ERC), and focused on outcomes for middle and high school students based on their cumulative enrollment in arts courses. Academic outcomes examined included school attendance, standardized test passing rates, graduation rates, and post-secondary enrollment. The cohorts included students registered between 2010–2011 and 2012–2013 (middle school), and between 2009–2010 and 2012–2013 (high school).

Creative and Design
Screamer Co. is a boutique advertising agency based in Austin, Texas, specializing in helping brands find their voice and speak to the world in a compelling manner. Screamer Co. was responsible for distilling partner data into the final State of the Arts Report.

Art Can Map
January Advisors is a data science consulting firm. They help people discover the stories inside of their data. January Advisors is responsible for the data visualization in the Art Can Map found at ArtCanTexas.org/map.

Report Sources

Health and Well-Being Data
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.

21st Century Workforce
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.

Social Emotional Learning
Texas Cultural Trust
2018–2019 Board of Directors

Executive Committee
Linda LaMantia, Chair, Laredo
Leslie Ward, Vice Chair, Austin
Marvin Blum, Treasurer, Fort Worth
Mary Lamar Leyendecker, Secretary, Laredo
Judy Robison, Immediate Past Chair, El Paso
Charles Matthews, At-Large, Dallas
Alice Carrington Foulitz, At-Large, San Antonio

Board Members
John Beckworth, Austin
Ray Benson, Austin
Leslie Blanton, Houston
Bruce Bugg Jr., San Antonio
Ernest Butler, Austin
Greg Davis, Dallas
Ito Deutsch, McAllen
Wayne Fisher, Houston
Gay Gaddis, Austin
Alexis Hunter, Corpus Christi
Renard Johnson, El Paso
Gene Jones, Dallas
Kathleen Keating, Victoria
Kathleen R. Kennedy, San Antonio
Sharon McCullough, Dallas
Sharon Oeschger, Amarillo
Jay Propes, Austin
Kristin Salyer, Austin
Kay Sanford, Lubbock
Tania Schwartz, El Paso
Nancy Seliger, Amarillo
Laura Street, Amarillo
Mark Watson, San Antonio
Andrea White, Houston
Pam Willeford, Austin
Darrell Windham, Austin
Jeanie Wyatt, San Antonio
Jocelyn Straus, San Antonio
Chair Emeritus, Texas Medal of Arts Awards
Donna Axum Whitworth*, Fort Worth
Chair Emeritus, Texas Women for the Arts
Heidi Marquez Smith, Austin
Executive Director, Texas Cultural Trust

*Deceased