

# TEXAS CULTURAL TRUST

2019 State of the Arts Report



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.

HOUSTON  
ENDOWMENT



The University of Texas at Austin  
College of Fine Arts

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](http://ArtCanTexas.org) and [TxCulturalTrust.org](http://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,

A handwritten signature in blue ink that reads "Linda LaMantia". The signature is fluid and cursive.

Linda LaMantia  
Texas Cultural Trust Board Chair





### 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.

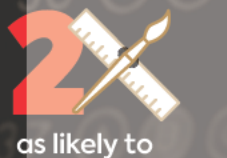
The Texas Arts and Culture Industry has grown more than 15% over the past decade, generating **\$5.59 billion for the Texas economy** and nearly \$350 million in state sales tax revenue in 2017.

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.



2x as likely to graduate high school

15%

higher pass rates on standardized tests



higher school attendance



## 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:

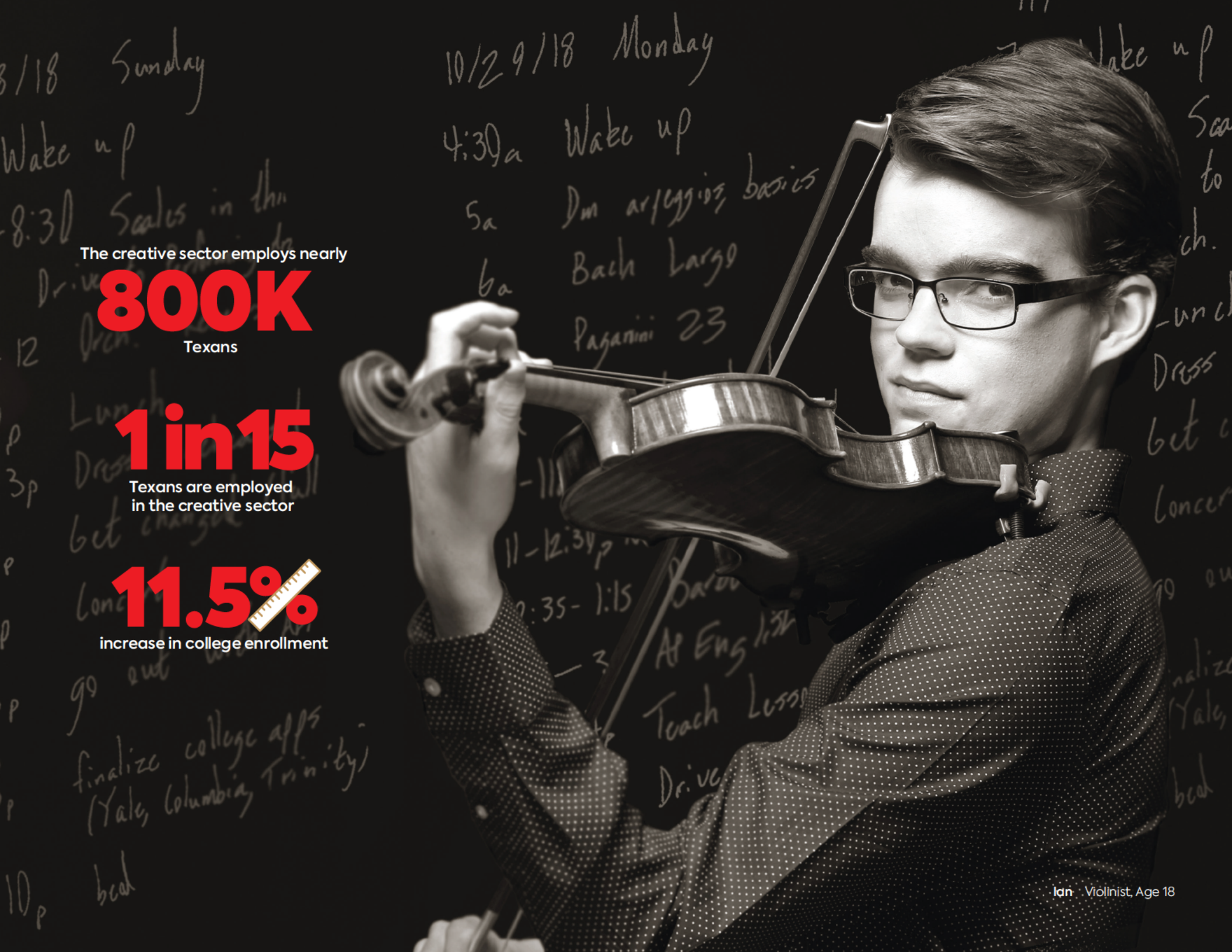
- More fine arts courses: 52% more fine arts offerings
- More fine arts teachers: 47% higher proportion of fine arts teachers to all teachers
- Better student to fine arts teacher ratio: 41% fewer high school students per fine arts teacher
- Higher fine arts enrollment: 36% higher enrollment in fine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

District Level Arts Access Data by Community Type

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

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

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Critical Thinking



Innovation



Creativity



Collaboration



Problem Solving



Communication

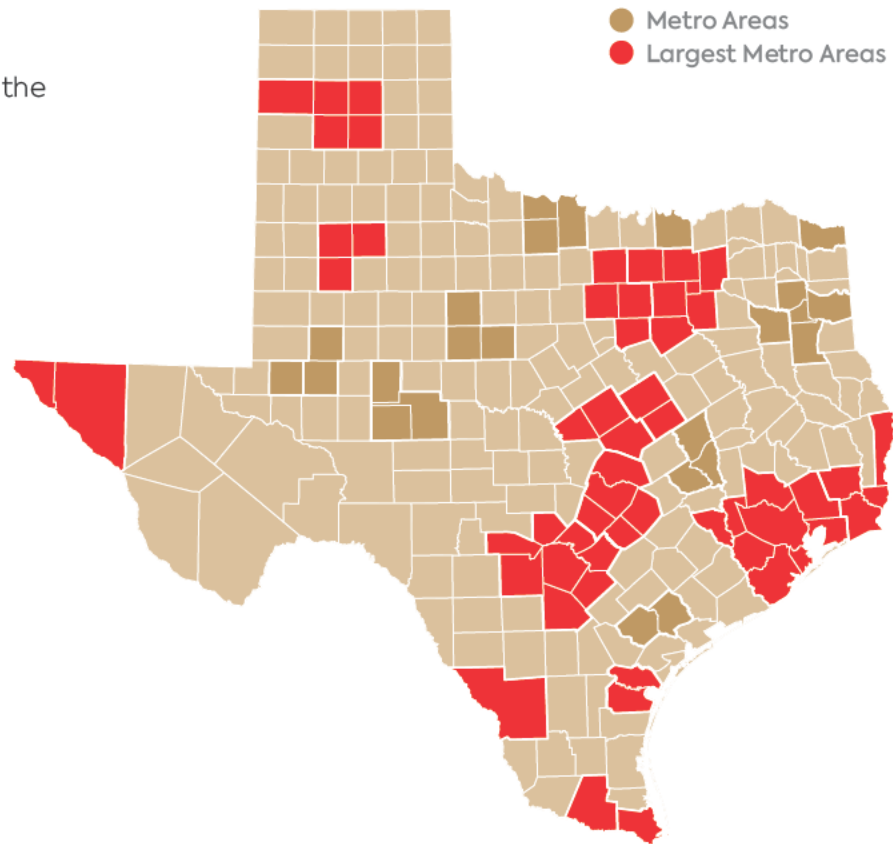
The **Texas creative sector** represents a broad spectrum of occupations and industries that require a high level of critical thinking, innovation, and creativity.

**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.

U.S. Department of Commerce Texas Metro Statistical Areas



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

## 2017 Texas Creative Sector Employment and Wages for the 15 Largest Metro Areas

Metro Area	Creative Employment	% of Total Workforce	% of TX Creative Sector	Average Creative Wages	Average Non-Creative Wages
Amarillo	4,980	4.3%	0.6%	\$68,125	\$42,338
Austin	110,650	11.1%	13.9%	\$84,070	\$47,814
Beaumont	8,990	5.6%	1.1%	\$83,062	\$45,810
Brownsville	2,650	1.9%	0.3%	\$38,375	\$35,179
Corpus Christi	11,130	5.9%	1.4%	\$78,819	\$42,576
Dallas	211,330	8.5%	26.5%	\$86,515	\$49,588
El Paso	10,140	3.4%	1.3%	\$62,954	\$37,763
Fort Worth	51,660	5.2%	6.5%	\$81,869	\$45,668
Houston	223,530	7.6%	28.0%	\$94,482	\$50,461
Killeen	6,120	4.4%	0.8%	\$68,001	\$40,559
Laredo	1,880	1.9%	0.2%	\$57,106	\$36,676
Lubbock	5,910	4.1%	0.7%	\$57,522	\$42,071
McAllen	5,290	2.1%	0.7%	\$38,766	\$36,329
San Antonio	60,500	6.0%	7.6%	\$78,244	\$44,144
Waco	5,310	4.6%	0.7%	\$67,620	\$41,203

Source: TXP, Inc.

## 2017 Texas Creative Sector Occupations

Major Group Code	Occupations	2017 Texas Employment
15 0000	Computer and mathematical occupations	353,460
17 0000	Architecture and engineering occupations	233,710
19 0000	Life, physical, and social science occupations	77,880
27 0000	Arts, design, entertainment, sports, and media occupations	132,560
Total Employment		797,610

Source: U.S. Bureau of Labor Statistics



**“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



# 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.

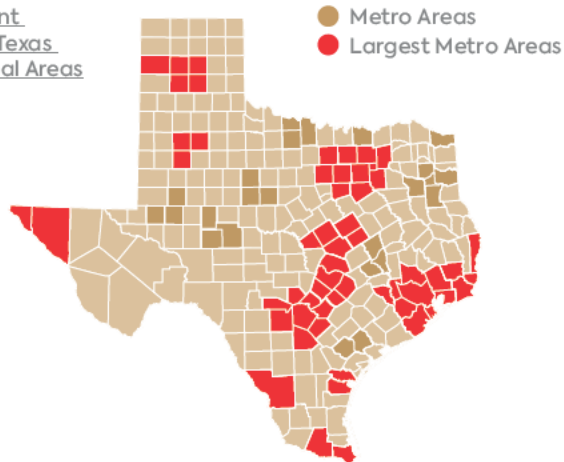
The 10,600 Arts and Culture Industry businesses **create, distribute, and sell products and services nationally and internationally, employing nearly 130,000 Texans.**

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

Year	Taxable Sales	Tax Generated (@6.25%)
2007	\$4,845,547,767	\$302,846,735
2008	\$4,892,251,875	\$305,765,742
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

Source: TXP, Inc., Texas Comptroller of Public Accounts

U.S. Department of Commerce Texas Metro Statistical Areas



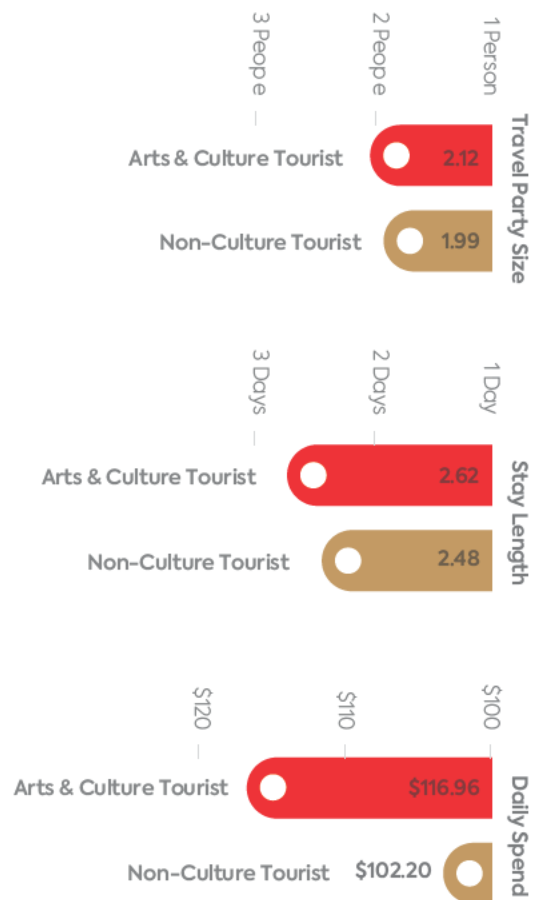
Source: U.S. Department of Commerce, Economics and Statistics Administration, U.S. Census Bureau

2017 Estimated Sales Tax Collection Generated by the Arts and Culture Industry for the 15 Largest Metro Areas

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

Source: TXP, Inc.

2017 Arts And Culture Tourists Versus Non-Culture Tourists



Source: TXP, Inc., D.K. Shifflet & Associates  
Tourists participated in concerts, festivals, fairs, live music, museums, art exhibits, theatre, dance, etc.

## 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.**

### Economic Impact of Cultural District Public Grant Funding

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

Source: Texas Cultural Trust, TXP, Inc.



**“Canadian is excited about becoming a cultural district. As part of the cultural district, and one of only three art museums in the Panhandle, The Citadelle Museum draws visitors from all over the area.”**

**Wendie Cook**  
Executive Director,  
The Citadelle  
Museum,  
Canadian, Texas

Canadian, Texas was designated a cultural district in 2018.

## 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](http://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](http://ArtCanTexas.org).
- **Support:** Learn more about how to promote and support the arts in Texas by visiting [TxCulturalTrust.org](http://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

#### 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](http://arts.texas.gov)



TEXANS FOR THE ARTS

#### 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](http://texansforthearts.com)

### Organizational Sponsors



The Tobin Endowment



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## Partners in the Arts

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Allegro Guitar Society of Dallas  
Allen Arts Alliance  
Allen's Community Theatre  
Amarillo Art Institute  
Amarillo Museum of Art  
Amarillo Opera  
Amarillo Symphony  
American Festival for the Arts  
Amon Carter Museum of American Art  
Art Alliance Austin  
Art League Houston  
Artpace 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 Mía Theatre Co.  
Carver Community Cultural Center  
Chamber Music Amarillo  
Charles Adams Studio Project  
Children At Risk  
Children's Chorus of Greater Dallas  
Children's Museum of Brownsville  
Children's Museum of Houston  
City of El Paso Museum and Cultural Affairs Department  
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City of Round Rock Arts and Culture  
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Creative Action

Creative Kids El Paso  
Creative Waco  
Crow Museum of Asian Art  
Cultural Activities Center Temple  
Da Camera 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 Symphonic 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  
Fort Worth Symphony Orchestra  
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  
Houston Youth Symphony  
Hutto ISD  
Imagination Fort Worth  
International Museum of Art and Science  
Jubilee Theatre  
Junior Achievement of Brazoria County  
Kids Excel El Paso  
Kilgore College Theatre Department  
Killeen ISD  
Kimbell Art Museum  
Laredo Center for the Arts  
Liberty Hall Tyler  
Lone Star Ballet  
Long Center for the Performing Arts  
Longview Chamber of Commerce  
Longview Museum of Fine Arts  
Lubbock Arts Alliance  
Lubbock Chamber of Commerce  
Lubbock Symphony Orchestra  
Mansfield Commission for the Arts  
Marshall Regional Arts Council  
McKinney ISD Fine Arts  
McNay Art Museum  
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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  
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The Art Center of Waco  
The Center for the Arts and Sciences  
The Children's Ballet of San Antonio  
The Citadelle 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](http://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**

Information about students’ social 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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