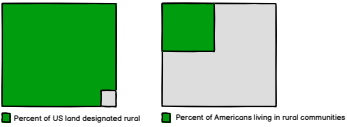


# Boosting Rural Economies Through Arts and Culture

Rural communities account for a significant part of US land and population.



Source: US Census Bureau. "What is Rural America?" The United States Census Bureau. Accessed November 20, 2020. <https://www.census.gov/library/stories/2017/08/rural-america.html>.

Rural communities have suffered great economic and population losses recent decades



Porter, Eduardo. "The Hard Truths of Trying to 'Save' the Rural Economy (Published 2018)." The New York Times, December 14, 2018, sec. Sunday Review. <https://www.nytimes.com/interactive/2018/12/14/opinion/rural-america-trump-decline.html>.

Rural communities have grown in population more slowly since 2000



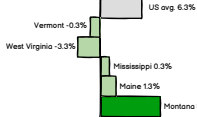
Rural communities are losing prime age workers (ages 25-54)



Source: Pew Research Center's Social & Demographic Trends Project. "Demographic and Economic Trends in Urban, Suburban and Rural Communities." May 22, 2018. <https://www.pewsocialtrends.org/2018/05/22/demographic-and-economic-trends-in-urban-suburban-and-rural-communities/>.

Montana: a rural outlier and a growing arts economy

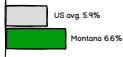
Montana is the only one of America's top five most rural states to outpace average U.S. population growth



Source: US Census Bureau. "State Population Totals: 2010-2019." The United States Census Bureau. Accessed November 20, 2020. <https://www.census.gov/data/tables/time-series/demo/popest/2010s-state-total.html>. US Census Bureau. "Percent Urban and Rural in 2010 by State." The United States Census Bureau. Accessed November 20, 2020.

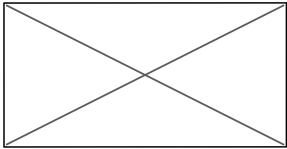
While there are likely many reasons why Montana isn't suffering the same fate as its rural cousins, it's interesting that Montana's arts and culture economy is one of the 10 fastest growing in the US.

Montana Arts and Culture sector also outpaced the U.S. state average growth rate from 2014-2016.



Source: Arts and Cultural Production Satellite Account, U.S. Bureau of Economic Analysis and National Endowment for the Arts. "ACPSA State Summary." National Endowment for the Arts, March 19, 2019. <https://www.arts.gov/about/news/2019/latest-data-shows-increase-us-economy-arts-and-culture-sector>.

How can we replicate the situation of Montana?

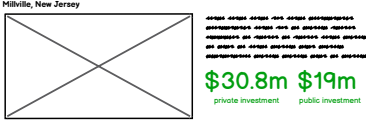


Arts and culture can help rural economies attract business and people again.



Source: National Governors Association. "Rural Prosperity Through The Arts & Creative Sector." National Governors Association and National Endowment for the Arts, January 2019. [https://www.nga.org/wp-content/uploads/2019/01/NGA\\_RuralArtsReport.pdf](https://www.nga.org/wp-content/uploads/2019/01/NGA_RuralArtsReport.pdf), pg 8.

Case studies with real impact



Source: National Governors Association. "Rural Prosperity Through The Arts & Creative Sector." National Governors Association and National Endowment for the Arts, January 2019. [https://www.nga.org/wp-content/uploads/2019/01/NGA\\_RuralArtsReport.pdf](https://www.nga.org/wp-content/uploads/2019/01/NGA_RuralArtsReport.pdf), pg 8.

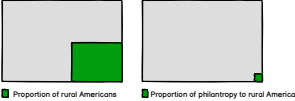
Support rural arts growth through advocating for government funding and direct donation

National Endowment for the Arts funding has a 9 to 1 return for arts organizations.



Source: National Endowment for the Arts. "NEA Quick Facts." National Endowment for the Arts. Accessed November 21, 2020. <https://www.arts.gov/sites/default/files/nea-quick-facts.pdf>.

And private philanthropy isn't yet matching the need in rural communities.



Source: Helicon Collaborative. "Not Just Money: Where is the Money Going?" Medium, July 1, 2017. <https://medium.com/helicon-collaborative/not-just-money-part-1-abdf8e277703>.

## Call to Action

[Talk to your representative about supporting NEA Funding](#)

[Donate directly to rural arts organizations near you](#)