

Today's seminar will begin shortly.

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- 1. Dial the toll free number:** 1-866-275-3495.
- 2. Enter the meeting number *4671867*** on your phone keypad. Enter the star (*) key before and after the meeting number.
- 3. Identify yourself.** Please complete your connection following the system prompts to synchronize your phone line and web identity.

The NEA and BEA Arts Cultural Production Satellite Account (ACPSA) Joint Initiative

If you have just arrived, please complete your connection following the system prompts to synchronize your phone line and web identity.

Your Hosts



Ryan Stubbs
Research Director



Eric Giles
Learning Services Manager

If you have just arrived, please complete your connection following the system prompts to synchronize your phone line and web identity.

Tech Tips

- **View all participants** in the roster to the right.
- **Use the Chat box at any time** to submit a question or get technical help.
- **During the Q&A break**, presenters will answer chat questions.

If you have just arrived, please complete your connection following the system prompts to synchronize your phone line and web identity.

Agenda



Sunil Iyengar
Director, Research and Analysis
NEA

I. Introduction to the ACPSA

II. Audience Q&A

Arts and Cultural Production Satellite Account Overview and Preliminary Findings

Sunil Iyengar
Director, Research & Analysis
National Endowment for the Arts



Why ACPSA is Important

- Provides an official measure of arts and cultural contributions to the GDP
- Allows researchers and policy-makers to monitor the health and vitality of the sector and its components
- Tracks long-term impact of the innovation economy

Who is BEA?

- The Bureau of Economic Analysis (BEA) is part of the Department of Commerce's Economics and Statistics Administration
- BEA produces economic statistics that enable government, business, researchers, and the American public to follow and understand the performance of the Nation's economy

Who Uses BEA Measures?

- White House and Congress
- Federal Reserve
- Wall Street
- U.S. International Trade Commission
- Trade Associations
- Business community
- Academia

BEA's Economic Accounts

- National Accounts
- Industry Accounts
- International Accounts
- Regional Accounts

Gross Domestic Product (GDP)

- Defined as the market value of the goods and services produced by labor and property located in the United States
- Benchmarked every five years to a new Input-Output (I-O) table

What are Satellite Accounts?

Frameworks designed to expand the analytical capacity of the national accounts without interfering with their general purpose.

- Allows more focus on a specific activity
- Provides a laboratory for development of concepts and methodologies
- Expands the detail of the accounts
- Flexible classification structure

Arts and Cultural Production Satellite Account (ACPSA)

The ACPSA defines artistic and cultural industries as those whose output is intended chiefly as a function of creative or cultural engagement, or whose goods and services are intended primarily to facilitate public access to such output.

ACPSA Domains

(Example industries)

Core Domains				
Museums, libraries and cultural centers	Live performance and music	Visual arts	Written works	Audio-visual and interactive media
Libraries and archives Museums Historical sites Zoos and botanical gardens Nature parks	Symphony orchestras and chamber groups Dance companies Theaters Circuses	Art dealers Photography studios Pressed and blown glass manufacturing	Book publishers Greeting card publishing	Motion pictures Radio stations Sound recording Media arts/video games

Applied Arts and Design Services Domains		Transversal Domains		
Advertising services	Design services	Education	Governance, funding and professional support	Infrastructure
Advertising agencies	Architectural services Industrial design services Graphic design services	Fine art schools	Promoters of performing arts and sports events Grant-making foundations Business, professional, and labor organizations	New libraries, museums, and cultural facilities

What Products does the ACPSA Provide?

- Estimates of annual direct and indirect output (i.e., revenue and expenditures) by ACPSA industries
- Direct and indirect employment within these industries
- Compensation within these industries
- Value added estimates within these industries

September 2012

NEA signs interagency agreement with BEA to create ACPSA

October 2012 through September 2013

NEA researchers consult with arts organizations and U.S. and international experts on cultural and creative economies; work with BEA to review and approve comprehensive list of arts and cultural commodities (goods & services)

October 2013

BEA delivers preliminary estimates of ACPSA covering 1998-2011

NEA/BEA Products Released Dec. 5, 2013

- Joint news release
- Account posted to BEA website
- Added to Arts Data Profile series on NEA website
 - Detailed ACPSA
 - “Issue briefs” on various topics
 - *NEA Guide to the U.S. Arts and Cultural Production Satellite Account*
 - Includes “blueprint” for capturing the economic value of arts/cultural workers and volunteers
- BEA is taking comments or questions about the account at artsandculture@bea.gov

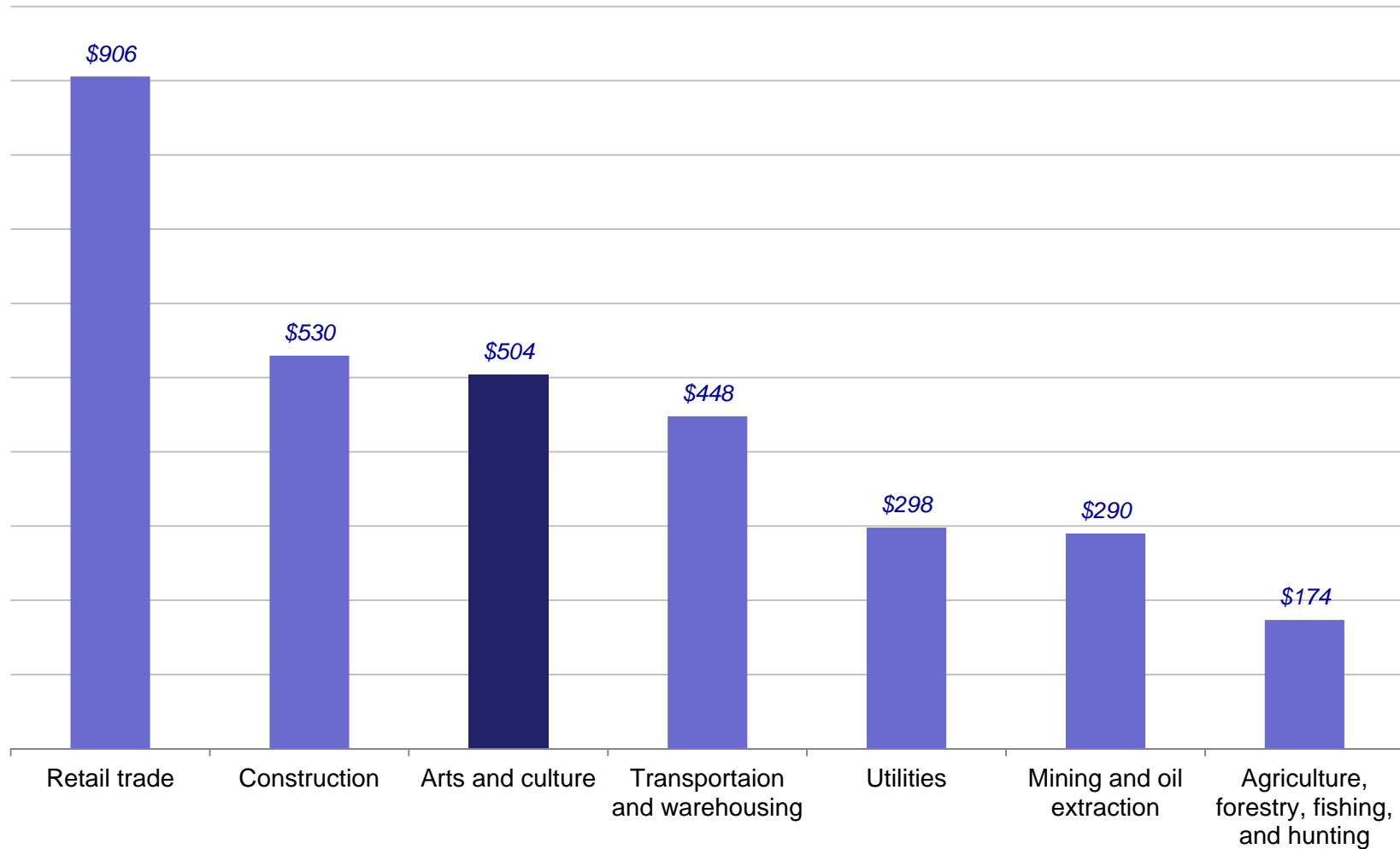
Key Stats for 2011

(Most Recent Year of Available Data)

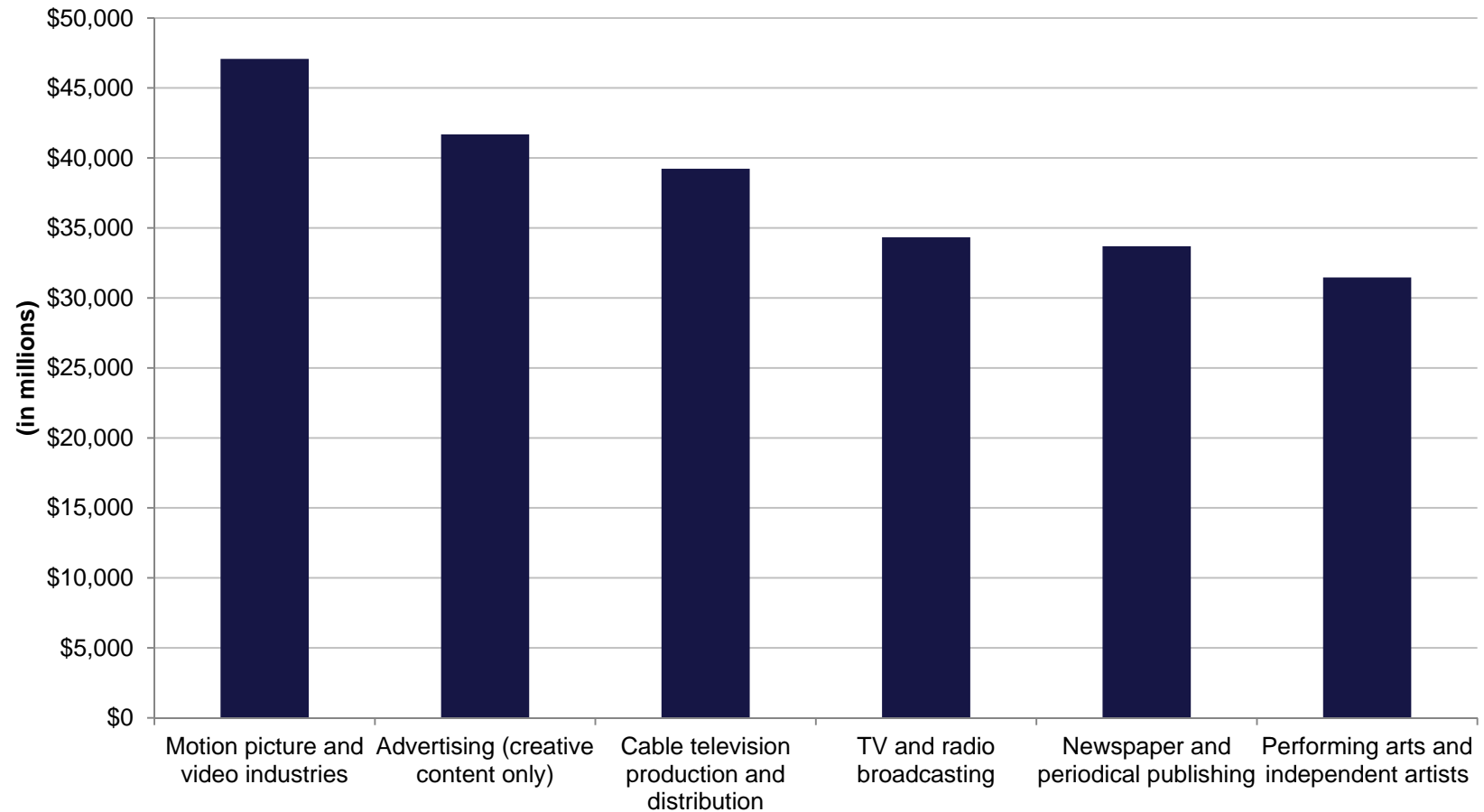
1) Arts and culture accounts for **3.25%** of the U.S. GDP, or **\$504 B**

- Movies/video, creative content of advertising, cable TV, publishing, and performing arts are leading contributors
- Overall share of GDP peaked at 3.7%, pre-Recession

Value Added to GDP by Selected Sector, 2011

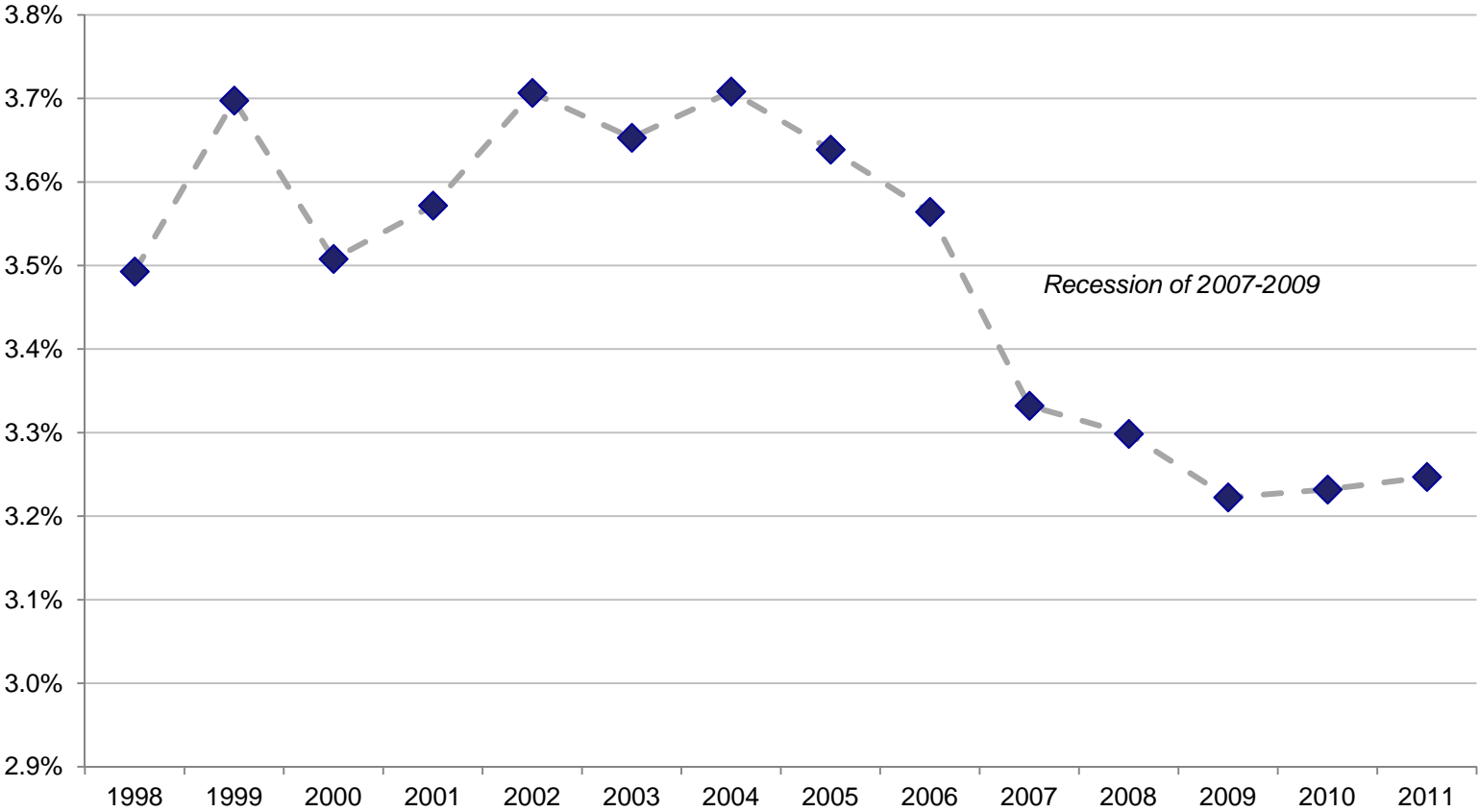


Top Contributors to Arts and Cultural GDP: Selected Industries (2011)



Calculations by NEA Office of Research & Analysis using data from the ACPSA (U.S. Bureau of Economic Analysis) and the Economic Census (U.S. Census Bureau).

Arts and Cultural Production as a Percentage of U.S. GDP: 1998-2011



Data source: Arts and Cultural Production Satellite Account (ACPSA), U.S. Bureau of Economic Analysis.

2) Gross output of arts/cultural production: **\$916 B**

- Creative content of advertising, arts education, cable TV, and movies/videos are leaders

The Value of Selected Arts and Cultural Goods and Services, 2011

Selected commodity	Gross output (in millions) ¹
<i>All arts and cultural commodities</i>	\$915,865
Advertising (creative content) ²	\$199,609
Arts education ³	\$103,960
Cable production and distribution	\$100,232
Motion picture and video goods and services	\$83,233
Independent artists and performing arts	\$48,930
Book, newspaper, and periodical publishing	\$41,477
Radio and television broadcasting	\$39,677
Design and selected architectural services ⁴	\$27,578

¹ Valued in producer's prices.

² Excludes public relations work, distribution of ads (e.g., fliers), sign painting, and media buyers.

³ Includes fine art schools and academic performing arts and fine arts departments.

⁴ In addition to landscape architectural services, the ACPSA includes architectural services related to cultural structures.

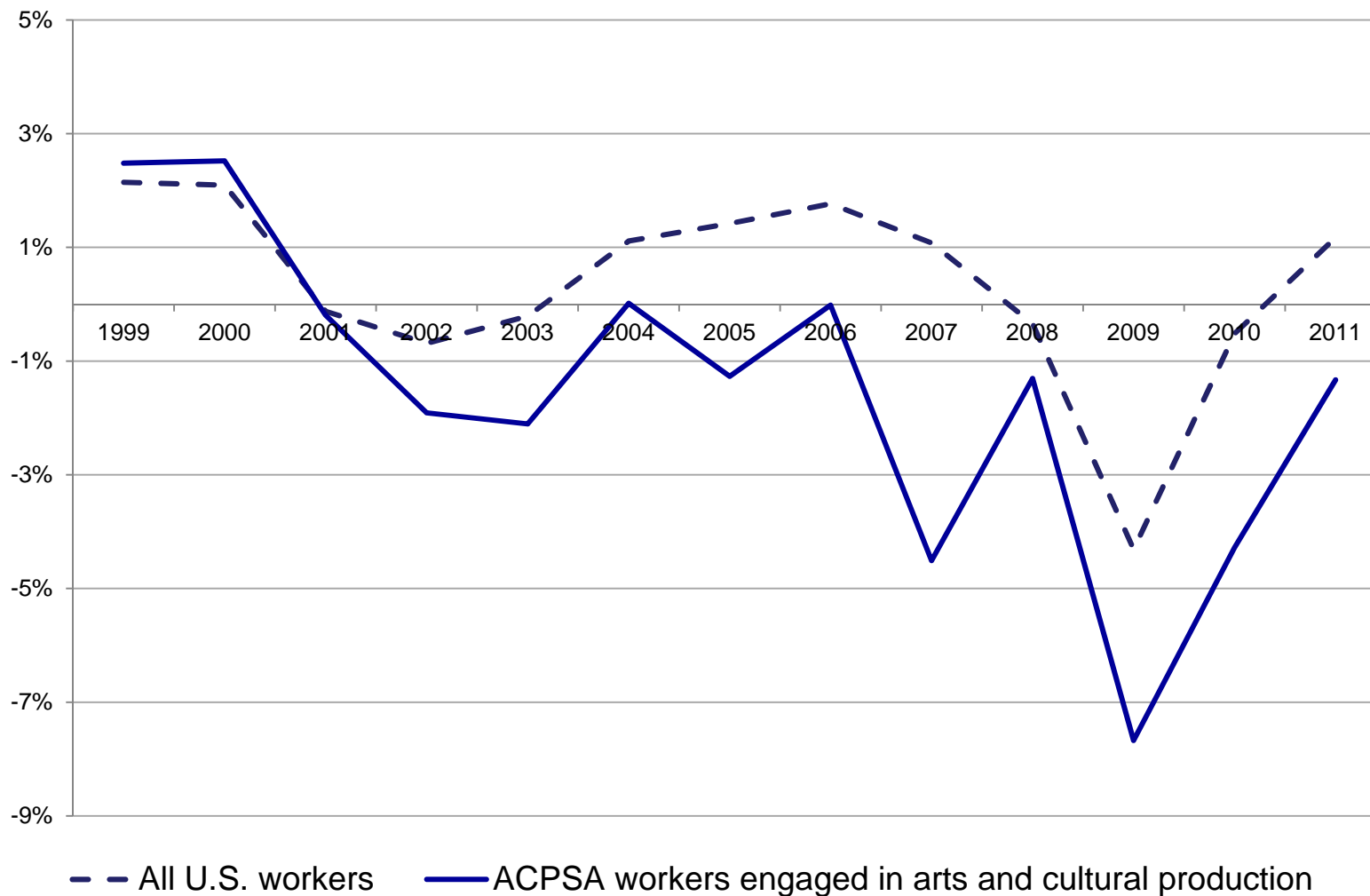
Data source: Arts and Cultural Production Satellite Account (ACPSA), U.S. Bureau of Economic Analysis.

3) Arts/cultural industries employ

1.9 M workers

o Half a million fewer than in 2000

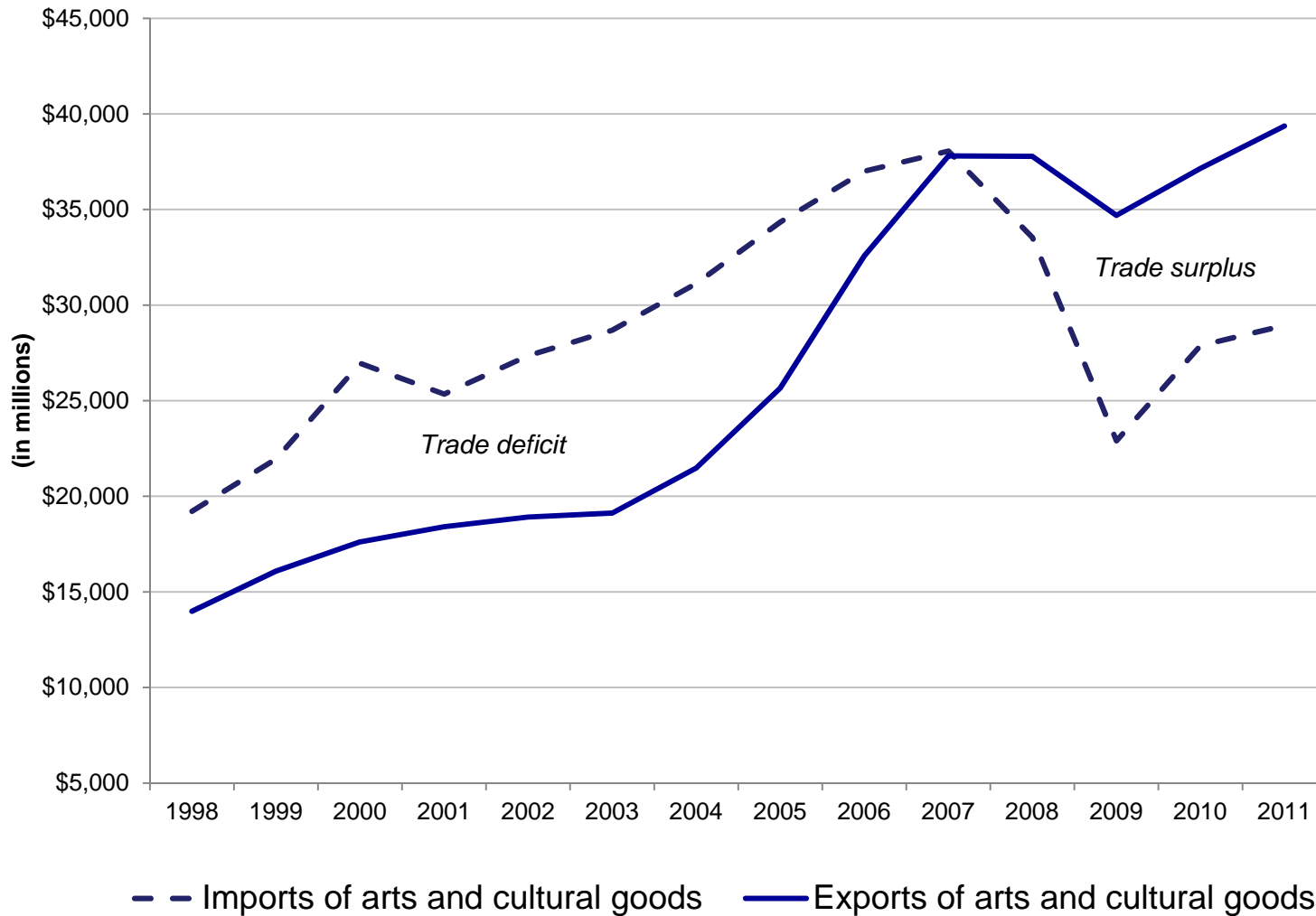
Percentage Change in Employment: 1999-2011



Data source: Arts and Cultural Production Satellite Account (ACPSA), U.S. Bureau of Economic Analysis.

4) Trade surplus exists for arts/cultural industries: **exporting \$10.4 B more than importing**

Imports and Exports of Arts and Cultural Goods and Services: 1998-2011



Data source: Arts and Cultural Production Satellite Account (ACPSA), U.S. Bureau of Economic Analysis.

What's Next?

- Revised estimates (1998-2012) will appear in late 2014
 - Will include capitalization of artistic originals (\$74 B in 2012)
 - Will reflect new definitions in keeping with BEA benchmarks
- Article in *Survey of Current Business*

Questions?

Email:

artsandculture@bea.gov

or

research@arts.gov

Audience Questions

Use the Chat box.

Thanks for participating!

Questions or comments about this session?
Contact NASAA Learning Services Manager Eric Giles:
eric.giles@nasaa-arts.org

Many thanks to NASAA's member states and today's guests for making this session possible. The work of NASAA and of state arts agencies is supported and strengthened in many ways through funding and programming partnerships with the National Endowment for the Arts.