



# PITTSBURGH ARTS ACCORDS

**NOVEMBER 16, 2000**

**WHEREAS** private support for the arts from individuals, businesses and foundations has been critical in enhancing an American civilization—united through the arts and strengthened by diverse cultural expressions—to the point that we, as a nation, are now engaged in unprecedented and growing numbers as creators, performers and audience members;

**WHEREAS** each year the private sector generously contributes 45 percent of the revenue supporting the not-for-profit arts industry in America, partnering with the public sector's direct appropriations, which account for 5 percent, and the revenues generated from cultural organizations' programs and services, which constitute the remaining 50 percent;

**WHEREAS** the private sector contribution to the total revenue for arts and culture amounts to more than \$11 billion annually with business support exceeding \$1.16 billion, foundation support approaching \$2 billion, and individual donations—including workplace giving and through united arts funds—topping more than \$8 billion;

**WHEREAS** individuals, businesses and foundations all generously respond to and sustain the tax structure that provides incentive for charitable giving to not-for-profit arts organizations that provide a public benefit;

**WHEREAS** in the United States 11.4 percent of households donate money to the arts and 17 million volunteers donate their time to the arts;

**WHEREAS** the many businesses that comprise the for-profit arts sector of the economy—including film, television and video; music; electronic and digital communication media; visual art; design, dance, literature, architecture, and fashion—combined with the not-for-profit arts sector to account for roughly \$180 billion, or 2.5 percent of the Gross Domestic Product, making it one of the nation's top export industries;

**WHEREAS** private and public support for the arts at the local, state and national levels have generated a healthy, vibrant, and growing economy for the not-for-profit art industry, employing 1.3 million people in full-time jobs with an overall annual economic impact of \$37 billion;

**WHEREAS** the institutions that foster and make accessible the work of artists enhance the ability of our citizens and employees to participate in a more civil society, uniting us in understanding and appreciating our diverse cultural heritage, and empowering us to imagine and create a shared vision for the future;

**THEREFORE** be it resolved by the signatories of these Pittsburgh Arts Accords and by all who witness these proceedings that:

We extend great appreciation to the millions of individuals who contribute to the arts through their donations and their service as well as in their leadership as members of boards of directors and trustees in every community;

We acknowledge with sincere gratitude the leadership and investment on the part of businesses and foundations that provide the arts with financial, human, and in-kind material resources;

We applaud the essential public sector role in support of the arts and the commitment expressed in the Atlanta Arts Accords on behalf of elected and appointed officials at the local, state and federal levels and we encourage more public and private sector partnerships to help build strong cultural communities;

We encourage our colleagues to serve as strong advocates for the arts and education in and through the arts at the local, state and national levels;

We encourage employers to give their employees opportunities and incentives to volunteer their assistance to artists and arts organizations and we encourage employees to take full advantage of these opportunities to make a contribution, to lead, and to learn;

We commend to our colleagues the value of supporting the arts in the workplace, the business environment, and the larger community as tools for visioning, problem-solving, communicating effectively, and functioning competitively in the new economy; and

We commit ourselves and encourage all individuals, businesses, foundations and the organized groups that represent the private sector to strengthen leadership and increase support for a sustainable, cultural economy that unselfishly provides a measure of public service defining our ultimate legacy as a nation.

The Pittsburgh Arts Accords are hereby signed and witnessed by:

  
National Assembly of State Arts  
Agencies

  
The Council on Foundations

  
National Alliance of Business

  
Americans for the Arts

  
Grantmakers in the Arts

  
National Council of United Arts  
Funds

  
Arts & Business Council Inc.

  
Independent Sector

  
National Endowment for the Arts



We recognize that the goal of public support for the arts at the local, state and national levels is to enable every individual to participate in the arts as a creator, performer, or attendee.

We further recognize that private sector support for the arts helps:

- enable more people to participate in and experience art of higher quality;
- expand access to the arts for people whose opportunities to participate are otherwise restricted by geographic, socio-economic, educational or other barriers;
- empower people to participate effectively in a democratic society by developing skills of perception, reflection, interpretation and communication, which promote understanding of diverse and cross-cultural values;
- enhance the unique contributions of artists to the well-being of the nation's social, political, cultural and economic life;
- build a sense of national, state and community identity by preserving and nurturing our common cultural heritage;
- enrich the quality of individual, family and community life;
- empower people of all ages to develop their creativity in school, at home, and in the workplace throughout their lives;
- school systems provide a comprehensive arts education that develops the necessary skills and knowledge critical to a competitive 21st-century work force;
- sustain prevention and intervention programs centered on the arts, which have proven successful at reducing juvenile crime and enhancing academic performance among youth at risk;
- enhance community development, promote cultural planning, stimulate business development, spur urban renewal, attract new businesses, and improve the overall quality of life in our cities and towns; and
- promote cultural tourism's increasingly critical role in the economic surge of the travel and tourism industry as well as in community revitalization.