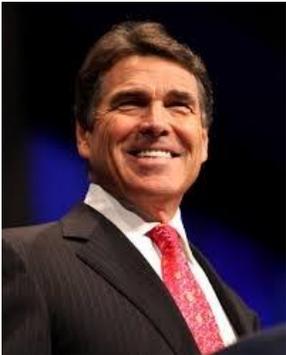




**To:** Arts Action Fund Members  
**From:** Americans for the Arts Action Fund  
**Date:** 11 August 2015  
**Re:** Rick Perry and the Arts\*

\*Note: Rick Perry suspended his Presidential campaign on 9/11/15



**Name:** Rick Perry  
**Party:** Republican  
**Born:** 4 March 1950; Haskell, Texas  
**Previous Public Offices Held:** Governor of Texas: 2000-2015; Lieutenant Governor of Texas: 1999-2000; Commissioner of Agriculture of Texas: 1991-1999; Texas House of Representatives, 64th District: 1985-1991  
**Other Jobs Held:** Pilot with the U.S. Air Force; Cotton Farmer  
**Educational Background:** B.A. in Animal Science, Texas A&M University



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#### 2016 Presidential Campaign Information:

**Declaration Location:** Addison Airport near Dallas, Texas; June 4, 2015  
**Campaign Website:** <https://rickperry.org/>  
**Campaign Email:** [info@rickperry.org](mailto:info@rickperry.org)  
**Headquarters Address:** Unlisted  
  
**Headquarters Phone:** Unlisted  
**Campaign Facebook:** <https://www.facebook.com/GovernorPerry?fref=ts>  
**Campaign Twitter:** [@GovernorPerry](https://twitter.com/GovernorPerry) 299,000 Followers

## **Positions on the Arts**

### **Personal Arts Background**

- Perry, while attending Texas A&M was one of 5 students elected to be an Aggie “Yell Leader”, the leader directs the crowd at sporting events in cheers for the athletic teams. It is an honor at Texas A&M to be elected to that position. (Sources: [Business Insider](#), [CNN](#))
- Perry has taken an interest in the economic impact side of the arts. During a business roundtable in Des Moines Monday, the governor highlighted an article that appeared in that day’s Register, describing efforts by state officials to promote cultural centers throughout Iowa. (Source: [MSNBC](#))

### **Notable Quotes**

- *"This creative and cultural boom is not the product of a government grant program, but a result of your policies that have created a decade of economic expansion. As Governor, I have made economic growth my signature initiative. But I recognize that job creation is not the answer to every ill. In fact, in some respects, it has brought challenges to our state."* (Source: [Rick Perry 2015 Farewell Speech](#))
- *"The cultural arts, by and large, that’s not what people think about the Republican Party,"* said Perry. *"It doesn’t need to be the first thing, but it needs to be something where people think, you know what, because of their policies, they make the quality of life better."* (Source: [MSNBC](#))
- *"Such efforts to encourage development of creative industries are essential to making Texas the best place in the nation to live. It is in our state’s best interests to foster and support this thriving industry because of its capability to enrich our communities and stimulate economic development. The availability of cultural resources and opportunities helps attract jobs and companies to Texas, and bolsters the continued growth and prosperity of our state."* (Source: [Texas Cultural Trust](#))
- *"Support for arts development is becoming increasingly important as jobs and revenue from creative industries continue to rise on a national scale, and it is in Texas’ best economic interests to be as competitive as possible to keep up with this growth"*. (Source: [Texas Cultural Trust](#))

### **Policy Views on the Arts and Education**

- Perry does not support Common Core and believes K-12 standards should be left up to individual states to decide. Perry is also a supporter of school choice. (Source: [Forbes](#))
- Texas has education standards of the Fine Arts including: Dance, Art, Music, Theatre, Technical Theatre, and Musical Theater. (Source: [Texas Department of Education](#))
- Legislative appropriations for the Texas state arts agency, the Texas Commission on the Arts, nearly doubled between FY 15 and FY 16. While this funding increase was spearheaded by the state legislature, Governor Perry signed it into law. (Source: [Americans for the Arts](#))

## Examples of Actions on the Arts

- Perry has supported tax incentives to filmmakers to lure movie production companies to Texas. (Source: [The Caller Times](#))
- *"To further encourage the growth of the arts industry, last year I signed a \$22 million film incentive bill to help reverse the export of Texas filmmaking talent. This brings jobs and economic activity to our cities and makes the diverse and beautiful images of Texas more prominent in motion pictures."* (Source: [Texas Cultural Trust](#))
- Perry has also supported incentives for the video game industry to move to Texas which has led to added revenue to the state's economy and the jobs. (Source: [The Texas Tribune](#))
- Perry signed a law to protect the display of large mezuzahs in Texas. (Source: [Tablet](#))
- *"With major investments in jobs come major investments in the cultural arts...The largest cultural arts district in the country, at 68 acres, is in Dallas, Texas. Fort Worth, home to a new museum of modern art, a revitalized Kimbell Art Museum, and the Bass Performing Hall, all a part of the nation's third largest cultural district...And tonight, in Houston, Texas, there are more theater seats available [than] anywhere this side of Broadway."* (Source: [Rick Perry 2015 Farewell Speech](#))

## Arts and the Economy in Texas

- As of 2012 the economic impact of the arts in Texas is \$4.6 billion in taxable sales that generate \$290.1 million in state revenue. (Source: [Texas Cultural Trust](#))
- Since 2002, the arts impact on the state economy has grown steadily by 12.6 percent. (Source: [Texas Cultural Trust](#))
- The arts industry has roughly 10,000 businesses that employ over 110,000 individuals. (Source: [Texas Cultural Trust](#))
- The average salary for someone in the arts industry was \$70,000 annually. (Source: [Texas Cultural Trust](#))
- The film industry contributes \$525 million to the economy. (Source: [The Caller Times](#))
- The video game industry contributes \$177 million to the economy. (Source: [The Caller Times](#))

## Americans for the Arts Facts & Figures for Texas:

- Creative Industries: There are 190,364 people employed by 56,645 Arts-Related businesses. This represents 3.8% of all businesses and 1.6% of all employees in Texas (Source: [Americans for the Arts](#))
- Economic Impact: In the Greater Houston Area alone, for only non profit arts organizations and their audiences, \$977 million was spent in Fiscal Year 2010, and contributed over \$130 million of revenue to state and local governments (Source: [Americans for the Arts](#))
- In Fiscal Year 2016 the Texas Commission on the Arts received \$10,605,714 in legislative appropriations (Source: [Americans for the Arts](#))

## **Sample Advocacy Questions on the Arts**

- Governor, you have said in the past, that the states should make their own decisions as it comes to education curriculum. As President, what would your administration's position be for arts education in the classroom, and what specific ways would you encourage states to add arts education to be a part of the daily curriculum?
- Governor, being a graduate of Texas A&M and home to the famous Fightn' Texas Aggie Band, how do you think music influences our children, and do you feel that music education in the schools creates more successful students?
- The arts industry in your state has around a \$4.6 billion dollar impact. How crucial for the economy is it to have a strong and robust arts industry, and what could you do as President to increase its impact?