COVID-19 IMPACT

ECONOMICS

ARTS & CULTURE SECTOR’S PERCENTAGE OF U.S. ECONOMY (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

ARTS & CULTURE SECTOR REPRESENTS 4.3% OF NATION’S GDP & 5.2 MILLION JOBS

U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector was a $919.7 billion industry in 2019, representing 4.3% of the nation’s GDP, 5.2 million jobs, and total compensation of $466 billion.

Source: U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)

<table>
<thead>
<tr>
<th>Industry</th>
<th>GDP 2019</th>
<th>Jobs 2019</th>
<th>Compensation 2019</th>
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</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$919.7 B</td>
<td>5.2 mil</td>
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<tr>
<td>Construction</td>
<td>$892.2 B</td>
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<tr>
<td>Education Services</td>
<td>$269.9 B</td>
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BONUS: In 2019, U.S. exports generated a $33 billion arts trade SURPLUS.

LOSS OF REVENUE AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally, COVID-19 has devastated creative economy businesses with a loss of $150 billion in revenue. In addition, 52% of all creative workers became unemployed (2.7 million people) as of July 2020.


$150B & 52% OF UNEMPLOYMENT

ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

Nationally, the nonprofit arts industry alone generates $166.3 billion in economic activity annually that supports 4.6 million jobs and generates $27.5 billion in federal, state, and local government revenue.

- Spending by arts audiences generated $102.5 billion to local businesses.


$166.3 BILLION DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

Q How much is the federal government investing in the National Endowment for the Arts (NEA)?

A Congress allocated $167.5 million to the NEA in FY 2021, which has been relatively level for the last several years. This amounts to just $1 per capita, yet the nonprofit arts industry generates over $13 billion in federal tax revenue back to the U.S. Treasury. Imagine what nonprofit arts groups could generate with $1 per capita.


Q What about Louisiana—how much does state government budget to the Louisiana Division of the Arts each year?

A In FY 20-21, the state allocated $2,180,683 to the Louisiana Division of the Arts. The Louisiana Division of the Arts also received $795,700 in federal NEA funds which the Division re-granted to dozens of cultural organizations throughout the state. Another 62 nonprofit arts organizations received direct grants from the NEA totaling $2,112,000.


LOUISIANA ARTS FACTS

LOUISIANA ARTS & CULTURE SECTOR REPRESENTS 2.6% OF STATE’S GDP & 54,375 JOBS

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed $6.6 billion to Louisiana’s economy in 2019, representing 2.6% of the state’s GDP, 54,375 jobs, and total compensation of $3.1 billion.

Source: U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)

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BONUS: In 2019, LA arts and culture was also larger than the Agriculture industry.

$923M & 53% OF UNEMPLOYMENT

In Louisiana, COVID-19 has devastated creative economy businesses with a loss of $923 million in revenue. In addition, 53% of all creative workers in Louisiana became unemployed (27,709 people) as of July 2020.


In 2015, the Louisiana arts and culture sector employed thousands of FTE jobs and generated millions of dollars in economic activity. Nonprofit arts groups helped cultivate that activity.

- In Lafayette specifically, nonprofit arts groups generated $6.4 million in economic activity. Audiences of 328,950 people added another $10.6 million in related spending for a total of $17.0 million for the city in 2015, and this generated $1.5 million in local and state government revenues and 580 FTE jobs.


$7.7 BILLION DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.

In FY 20-21, the state allocated $2,180,683 to the Louisiana Division of the Arts. The Louisiana Division of the Arts also received $795,700 in federal NEA funds which the Division re-granted to dozens of cultural organizations throughout the state. Another 62 nonprofit arts organizations received direct grants from the NEA totaling $2,112,000.

“We are Uniquely Louisiana, where our art is our culture and our culture is our art.”
—Mary Lee, Chair of Louisiana State Arts Council

LOUISIANA ARTS FACTS

IN THE BAYOU STATE, THE ARTS UNITE US

With some 400 different festivals each year featuring local music, arts and culture, it’s easy to see why Louisiana is often called the Festival Capital of America.

THE LOUISIANA DIVISION OF THE ARTS (LDOA)— Established by the state legislature in 1977, the LDOA serves the citizens of Louisiana by acting as a catalyst to provide funding and support the advancement of the arts field while providing public access to Louisiana’s arts and culture.

LOUISIANA OFFICE OF CULTURAL DEVELOPMENT

> Learn more here.

THE ARTS ARE EVERYWHERE!

- A visit to Louisiana is not complete without a stop in the Big Easy for one of New Orleans’ many music and arts festivals such as the New Orleans Jazz and Heritage Festival, Essence Festival, or to hear the shouts of “STELLA!” at the Tennessee Williams Literary Festival.
- From Festivals Acadiens et Créoles, Zydeco Extravaganza to Festival International de Louisiane, in Lafayette, you can take in the local culture and cultures from around the world all en français (in French).
- Residents and visitors are crawling all over Monroe and West Monroe with the Downtown Gallery Crawl featuring art galleries, live music, and award winning local culinary delights.
- STEAM up the Mississippi to our state capitol city of Baton Rouge, where fine art and science come together at the Louisiana Arts and Science Museum.
- In Shreveport, Elvis hasn’t left the building. Meet the King of Rock ‘n’ Roll at the Shreveport Municipal Auditorium, where the world was introduced to Elvis Presley through the Louisiana Hayride.
- In Arnaudville, the world is talking about Arnaudville and NUNU Arts and Culture Collective. The rural community has gone from neglected historic buildings to a community-wide revitalization effort and has become a hub of international cultural placemaking and a destination for travelers.

To View the Top 10 Reasons to Support the Arts, Click Here.

LOUISIANA ART ORGANIZATIONS

Louisiana Partnership of the Arts https://lparts.org
Louisiana Crafts Guild www.louisianacrafts.org

LOUISIANA ART ORGANIZATIONS

LOUISIANA ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org
VISIT US: ArtsActionFund.org/join
CALL US: 202.371.2830
FOLLOW US:  Facebook  |  @ArtsActionFund  |  Instagram  @ArtsActionFund

To download this factsheet, "Why the Arts Matter in Louisiana," with corresponding resource links visit www.ArtsActionFund/StateFactsheets

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