**COVID-19 IMPACT**

**FUNDING**

**ECONOMICS**

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.


NONPROFIT ART IS A $166.3 BILLION DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.

**NEW MEXICO ARTS FACTS**

NM ARTS & CULTURE SECTOR REPRESENTS 2.8% OF STATE’S GDP & 26,373 JOBS

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed $2.9 billion to NM’s economy in 2019, representing 2.8% of the state’s GDP, 26,373 jobs, and total compensation of $1.6 billion.

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

$493M LOSS REVENUE & 57% OF UNEMPLOYMENT

- In NM, COVID-19 has devastated creative economy businesses with a loss of $493 million in revenue. In addition, 57% of all creative workers in NM became unemployed (15,086 people) as of July 2020.


NONPROFIT ART IS A $2.7 BILLION DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.

**PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS**

Q So 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 51¢ 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.

Source: Americans for the Arts Action Fund, 2021.

Read: "Funding The Arts is Good for the Nation," The Hill, 2015.

Q What about New Mexico—how much does state government budget to the New Mexico Arts each year?

A In FY 20-21, the state allocated $1,482,600 to New Mexico Arts. New Mexico Arts also received $747,000 in federal NEA funds, which it regranted to dozens of cultural organizations throughout the state. Another 55 nonprofit arts organizations received direct grants from the NEA totaling $1,587,500.

Source: NEA and NASAA, 2021


**NATIONAL ARTS FACTS**

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

<table>
<thead>
<tr>
<th>Arts &amp; Culture Sector</th>
<th>Construction</th>
<th>Education Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>$919.7 BILLION</td>
<td>$892.7 BILLION</td>
<td>$269.9 BILLION</td>
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</tbody>
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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 LOSS REVENUE & 52% OF UNEMPLOYMENT

- In NM, COVID-19 has devastated creative economy businesses with a loss of $493 million in revenue. In addition, 57% of all creative workers in NM became unemployed (15,086 people) as of July 2020.


$493M LOSS REVENUE & 57% OF UNEMPLOYMENT

**ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES**

- In 2015, New Mexico’s 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 Doña Ana County, for example, nonprofit arts groups generated $12.9 million in economic activity. Audiences of 661,846 people added another $20.2 million in related spending for a total of $33.1 million for the county in 2015, and this generated $3.4 million in local and state government revenues and 743 FTE jobs.

NEW MEXICO ARTS FACTS

IN THE LAND OF ENCHANTMENT, THE ARTS UNITE US

In 2015, New Mexico Arts began to explore the relationships between veterans, military families, government agencies, and non-profit arts organizations that believe in the healing power of art and creativity. This work has brought together veterans, state agencies, and arts organizations around the state in conversation and joint projects.

NEW MEXICO ARTS — New Mexico Arts (a division of the Department of Cultural Affairs) works in conjunction with the New Mexico Arts Commission to stimulate opportunities for artists, arts organizations, and other groups for activities or projects. New Mexico Arts maintains and encourages artistic excellence, and promotes awareness of and access to the arts for all of the people of New Mexico.

Executive Director: Michelle Laflamme-Childs
Chair: John Rohovec

> Learn more here.

ART IN NEW MEXICO
- Matador Network can direct you to the 10 best places for the visual arts here.
- Best Things New Mexico can direct you to the best venues of live theater and dance performances here.
- New Mexico True can direct you to arts venues and events around the state here.
- New Mexico Cultural Atlas App can guide you to arts and cultural resources as you travel around New Mexico here.

NEW MEXICO ART ORGANIZATIONS
New Mexico Association of Museums
www.nmmuseums.org
New Mexico Arts Education Association
www.newmexicoarteducators.org

> Learn more here.

THE ARTS ARE EVERYWHERE!
- Most people start their New Mexico adventure in Albuquerque in the center of the state. While there they visit the National Hispanic Cultural Center Museum, attend a performance in one of their performance spaces, and eat in their excellent restaurant.
- Don’t want to go west from Albuquerque? Then head north to Santa Fe, where the oldest state capital in the country is home to one of the hottest contemporary arts venues, the art collective Meow Wolf. Enter an alternate reality, see a performance by a contemporary band, or hang out in their maker space. This popular venue has attracted hundreds of thousands of visitors since its opening.
- Keep on north from Santa Fe and you pass through Española and the Española Valley Fiber Arts Center. Fiber art reigns supreme in New Mexico. Take home a scarf, a shawl, a weaving. Get information about the many fiber artists working in New Mexico and visit their studios.
- From Española, continue north on your New Mexico adventure to Taos. Experience the Paseo Project an annual outdoor experimental arts festival featuring local and international artists who have created immersive and participatory art installations around the plaza in historic downtown Taos. It’s thought provoking and playful.
- Go west from Albuquerque and you arrive in Gallup the center of Native American jewelry making. Browse the pawn shops or attend the Gallup Inter-Tribal Indian Ceremonial in August. Experience art exhibits, nightly performances, queen and tiny tot pageants, a rodeo, and song and dance.

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

NEW MEXICO 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
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“With more artists per capita than any other state, New Mexico is home to one of the most vibrant artistic communities in the nation, and our artists play a vital role in shaping our culture, attracting tourists, and creating jobs.”
—US Senator Tom Udall

4/2/2021