



# WHY THE ARTS MATTER IN NEW MEXICO



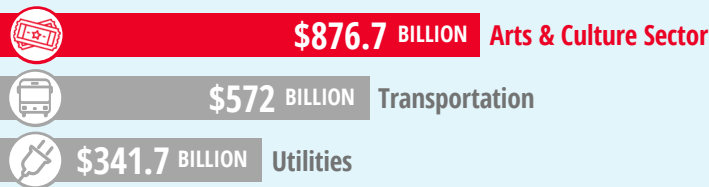
## NATIONAL ARTS FACTS

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

**ARTS & CULTURE SECTOR REPRESENTS  
4.2% OF NATION'S GDP & 4.6 MILLION JOBS**

U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector was a **\$876.7 billion industry** in 2020, representing **4.2%** of the nation's GDP, **4.6 million jobs**, and total compensation of **\$446 billion**.

Source: **U.S. Bureau of Economic Analysis & National Endowment for the Arts, 2022** (2020 data collected during the pandemic)



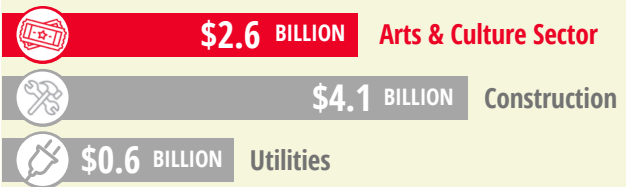
**BONUS:** In 2020, the arts & culture sector ranked 3rd among comparison sectors.

## NEW MEXICO ARTS FACTS

**NM ARTS & CULTURE SECTOR REPRESENTS  
2.6% OF STATE'S GDP & 21,523 JOBS**

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed **\$2.5 billion** to NM's economy in 2020, representing **2.6%** of the state's GDP, **21,523 jobs**, and total compensation of **\$1.4 billion**.

Source: **U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2022** (2020 data collected during the pandemic)



**BONUS:** In 2020, NM arts and culture was also larger than the Agriculture industry.

GDP & JOBS

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

Between **2019** and **2020**, the U.S. **arts economy** shrank at **nearly twice the rate** of the economy as a whole. Arts and cultural production fell by **6.4%** when adjusted for inflation, compared with a **3.4%** decline overall.

Source: **U.S. Bureau of Economic Analysis, 2022** (Data collected during the pandemic)  
See Americans for the Arts regularly updated **COVID-19 Impact on the Arts Research Update**.



NM arts and culture value added decreased by **14%** between 2019 and 2020. In addition, arts & culture employment decreased by **18%**, dropping from **26,373** to **21,523**.

Source: **U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2022** (2020 data collected during the pandemic)



COVID-19 IMPACT

**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.

Source: Americans for the Arts, **Arts & Economic Prosperity 5, 2017** (Prior to COVID-19 pandemic)



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**.

Source: Americans for the Arts, Arts & Economic Prosperity 5, **Doña Ana County** report, 2017



ECONOMICS

**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 **\$180 million** to the NEA in **FY22**. This amounts to just **54 cents** per capita. Ideally, Congress should index \$1 per capita funding to the NEA. For COVID economic relief, Congress also allocated **\$75 million** in CARES Act and **\$135 million** in ARPA funding for distribution by the NEA. Additionally, Congress allocated **\$16 billion** to the SBA for shuttered arts venues plus billions more for PPP and EIDL.

Source: **Americans for the Arts Action Fund, 2022**.

**Q** How much did New Mexico receive in public funding for the arts and culture?

**A** In **FY22** the state allocated **\$1,418,000** to New Mexico Arts. We also received **\$771,200** in federal NEA funds, we regranted to dozens of cultural organizations throughout the state. In addition, NM Arts received an additional **\$770,000** in federal NEA funds as part of the American Rescue Plan which will be distributed to non-profit arts and cultural organizations across the state to support pandemic recovery efforts. Another **35** non-profit arts organizations received direct grants from the NEA totaling **\$1,730,000**.

Source: **NEA** and **NASAA, 2022**

FUNDING



"I grew up with musicos and poetas coming in and out of our family home. Through art, I gained pride in my identity and an understanding and appreciation for other cultures," said **Leger Fernández**. "In a time when our nation is so divided, we desperately need to be reminded of what makes our communities beautiful and diverse. This bill will provide grants to help fund projects that bring communities back together and remind us of what binds us together as Americans."



## NEW MEXICO ARTS FACTS

### IN THE LAND OF ENCHANTMENT, THE ARTS UNITE US

Every year, New Mexico Arts financially supports between six and eight Folk Art Apprentice/Master pairs to sustain traditional folk arts practiced in New Mexico by contracting with master artists to teach their art forms to dedicated apprentices.

**NEW MEXICO ARTS**— New Mexico Arts (a division of the Department of Cultural Affairs) and the State Arts Commission work towards realizing a New Mexico with vibrant communities, meaningful quality of life, and a robust economy through public support for the arts and ensuring the arts are central to the lives of New Mexicans.

**Executive Director:** Michelle Laflamme-Childs  
**Chair:** Nancy Cooper



Learn more [here](#).

### ART IN NEW MEXICO

- The state's **Department of Cultural Affairs** is the largest in the country with 16 museums and historic sites to visit across the state.
- **New Mexico True** can direct you to arts venues and events in all corners of the state.
- New Mexico currently has 12 designated Arts and Cultural Districts with a centralized website [here](#) providing lots of information about places and events.

### NM ART ORGANIZATIONS

New Mexico Association of Museums  
[www.nmmuseums.org](http://www.nmmuseums.org)  
New Mexico Arts Education Association  
[www.newmexicoarteducators.org](http://www.newmexicoarteducators.org)

### CREATIVE NEW MEXICO

is a statewide Arts and Culture Advocacy and Education organization. We are a 501(c3) not for profit organization. Our full name is New Mexico Community Arts Network dba Creative New Mexico.

**President:** Jim Patterson



Learn more [here](#).

### THE ARTS ARE EVERYWHERE!

- Most people start their adventure in **Albuquerque** in the center of the state. Don't miss the City's **Albuquerque Museum** or **516 Arts**, a non-collecting, non-profit contemporary art museum or take in dinner and a performance at the **National Hispanic Cultural Center** or the **Indian Pueblo Cultural Center**.
- Head south from Albuquerque to sunny **Las Cruces**, and visit the New Mexico State University's **Art Museum** and incredible public art collection they have on campus with their **self-guided walking tour**. While on campus, check out the NMSU's gorgeous **performing arts center**.
- Just about two hours northwest of Las Cruces in the renowned arts town, **Silver City**. Named one of the "100 Best Art Towns in America" by arts writer John Villani, you'll find a plethora of galleries, murals, and arts & culture venues nestled at the southern foot of the Pinos Altos Range of the Mogollon Mountains.
- An hour north of Albuquerque is **Santa Fe**, the oldest state capitol in the country and a small city widely hailed as an arts mecca. From large contemporary arts venues like **Site Santa Fe** to dozens of small non-profit arts spaces to world-class museums or performance venues like the **Museum of International Folk Art** and the **Santa Fe Opera**, you will be immersed in the arts.
- From Santa Fe, all roads lead to the arts. If you head west, you'll find **Gallup**, a center of Native American arts and culture and home to **gallupARTS** serving McKinley County. If you head due north to Española, make sure to visit the **Española Fiber Arts Center** to learn about the deep history of fiber arts in New Mexico. Keep heading north and you'll come to **Taos**, an arts epicenter packed with museums and galleries. Three hours southeast of Santa Fe is Roswell, not only home to aliens, but to the **Anderson Museum** housing work from 45 years of the famed **Roswell Artist in Residence Program**.

## NEW MEXICO ARTS NEED YOU!

To View the Top 10 Reasons to Support the Arts, [Click Here](#).

### JOIN THE ARTS ACTION FUND FOR FREE TODAY!

**E-MAIL US:** [ArtsActionFund@artsusa.org](mailto:ArtsActionFund@artsusa.org)

**VISIT US:** [ArtsActionFund.org/join](http://ArtsActionFund.org/join)

**CALL US:** 202.371.2830

**FOLLOW US:** Arts Action Fund | @ArtsActionFund | @ArtsActionFund



To download this factsheet, "Why the Arts Matter in NM," with corresponding resource links visit [www.ArtsActionFund/StateFactsheets](http://www.ArtsActionFund/StateFactsheets)