

# WHY THE ARTS MATTER IN NEW MEXICO



## NATIONAL ARTS FACTS

### ARTS & CULTURE FOR-PROFIT & NON-PROFIT SECTORS REPRESENT

**4.4%** Nation's GDP    **4.85M** Jobs

**\$1.016 TRILLION** Arts & Culture

**\$945.3 B** Construction

**\$378.4 B** Utilities

The national arts and culture sector was a **\$1.016 trillion industry** in **2021** (4.4% of the nation's GDP), representing **4.85 million jobs** (3.2% of nation's workforce), and total compensation of **\$504.2 billion**.

Source: [U.S. Bureau of Economic Analysis](#) & [National Endowment for the Arts](#), 2023 (2021 data collected during the pandemic)

## NEW MEXICO ARTS FACTS

### ARTS & CULTURE FOR-PROFIT & NON-PROFIT SECTORS REPRESENT

**2.9%** State's GDP    **23,766** Jobs

**\$3.2 BIL** Arts & Culture

**\$9.2 B** Mining

**\$1.3 B** Agriculture & Forestry

The New Mexico arts and culture sector was a **\$3.2 billion industry** in **2021** (2.9% of the state's GDP), representing **23,766 jobs** (2.8% of New Mexico's workforce), and total compensation of **\$1.7 billion**.

Source: [U.S. Bureau of Economic Analysis](#) & [National Assembly of State Arts Agencies](#), 2023 (2021 data collected during the pandemic)

## ECONOMIC IMPACT OF NON-PROFIT ARTS INDUSTRY ONLY & THEIR AUDIENCES

National

**\$166.3 B** Economic activity annually

**\$27.5 B** Federal, state, and local government revenue generated

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

Source: Americans for the Arts, [Arts & Economic Prosperity 5](#), 2017 (New data coming Oct 2023)

## ECONOMIC IMPACT OF NON-PROFIT ARTS INDUSTRY ONLY & THEIR AUDIENCES

Doña Ana County

**\$12.9 M** Economic activity annually

**\$3.4 M** State and local government revenue generated

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.

Source: Americans for the Arts, [Arts & Economic Prosperity 5](#), [Doña Ana County report](#), 2017

## FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation FY23    **\$207 Million**

SBA SVOG Grants FY21-22    **\$13 Billion**

Congress allocated **\$207 million** to the National Endowment for the Arts (NEA) in **FY23**. This amounts to just **62 cents per capita**. Ideally, Congress should index \$1 per capita funding to the NEA.

Source: [Americans for the Arts Action Fund](#), 2023.

**View the Top 10 Reasons to Support the Arts [HERE](#)**

## PUBLIC FUNDING RECEIVED FOR NEW MEXICO ARTS & CULTURE SECTOR

State Appropriation FY23    **\$1,593,000**

NEA State Grant FY22    **\$827,400**

NEA ARPA FY21-22    **\$730,000**

Direct NEA NM Grants FY22    **\$2,095,000**

SBA SVOG Grants FY22    **\$63,163,942**

Source: [NEA](#) and [New Mexico Arts](#), 2023

# NEW MEXICO ARTS LANDSCAPE

IN THE LAND OF ENCHANTMENT, THE ARTS SUSTAIN US



Arts and culture are a New Mexico tradition that continues to build local economies, promote tourism, revitalize infrastructure, and improve quality-of-life.

## NEW MEXICO ARTS

New Mexico Arts is the federally authorized state arts agency. NMA administers the state's Percent for Public Art program, awards grants to nonprofit organizations for arts and cultural programs throughout the state, and provides technical assistance and educational opportunities for organizations, artists, and arts educators throughout New Mexico.

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



Learn more here.

## Be Sure to Check Out

**New Mexico Arts and Culture Districts**  
[www.nmmainstreet.org](http://www.nmmainstreet.org)

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

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

**New Mexico Department of Cultural Affairs**  
[www.newmexicoculture.org](http://www.newmexicoculture.org)

**New Mexico Humanities Council**  
[www.nmhum.org](http://www.nmhum.org)

**New Mexico True (Tourism)**  
[www.newmexico.org](http://www.newmexico.org)

## CREATIVE NEW MEXICO

is a non-profit organization that connects, promotes, and advocates for creative individuals, organizations, industries, and communities statewide. It presents an annual "ART NM!" event in locations across the state to promote the value of arts in strengthening communities.

**President: Jim Patterson**  
**Vice President: Laurie Rufe**  
**Advocacy Chair/WAAN Liaison: Rose Eason**



Learn more here.  
Join here.

## THE ARTS ARE EVERYWHERE

### Central New Mexico

- Many people start their New Mexico adventure in **Albuquerque**. Don't miss the **Albuquerque Museum**, a leader in southwestern art and history, and the cutting-edge **516 Arts** museum. Savor New Mexico's rich traditions at the **National Hispanic Cultural Center** and **Indian Pueblo Cultural Center**.
- South of Albuquerque is **Magdalena**, a burgeoning art colony with 16 galleries including the contemporary art and music venues, **Warehouse 1-10** and **kind of a small array**. Further south is Las Cruces, punctuated by the **New Mexico State University Art Museum's** spectacular collection of Mexican retablos and the **Las Cruces Museum of Art**.

### North Central New Mexico

- North of Albuquerque is **Santa Fe**, the first UNESCO Creative City in the US. Sample innovative contemporary arts venues like **SITE Santa Fe** and the immersive **Meow Wolf**—striking

complements to an array of galleries, music, dance, and theater venues. Head to the **Museum of International Folk Art**, **Georgia O'Keeffe Museum**, and The **Santa Fe Opera**.

- Visit **Chimayo**, noted for its **Santuario** and multi-generational Hispanic weaving shops. Further north is **Taos**, one of America's first art colonies, packed with attractions like the **Millicent Rogers Museum**, galleries, and the **Taos Center for the Arts**.

### Southwest New Mexico

- Abutting the Gila Wilderness is **Silver City**, named one of the "100 Best Art Towns in America" and marked by a profusion of galleries, Mimbres pottery at the **Western New Mexico University Museum**, and the annual **CLAY** festival.

### Northwest New Mexico

- **Gallup** is a rich center of Native American arts and culture and home

to **gallupARTS**, winner of the 2021 Governor's Award for Excellence in the Arts. Gallup is positioned close to the **Navajo Nation** and **Pueblo of Zuni**, gateways to the artistic traditions of 15 more Pueblos and three Apache nations across the state.

### Northeast New Mexico

- The old Santa Fe Trail intersects the city of **Raton** where you'll find the **Shuler Theater** with its magnificent WPA murals.

### Southeast New Mexico

- **Roswell** is home to the **Anderson Museum of Contemporary Art** showcasing artworks from the famed **Roswell Artist-in-Residence Program**. Visit the **Roswell Museum** with its renowned art collections, **Bone Springs Art Space**, and the **Miniatures and Curious Collections Museum**.

3/22/2023



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

E-MAIL US: [ArtsActionFund@artsusa.org](mailto:ArtsActionFund@artsusa.org) VISIT US: [ArtsActionFund.org](http://ArtsActionFund.org) FOLLOW US:

