

Advocacy in the Age of Covid

Some Facts & Background

AMS Arts Intelligence Webinar April 13, 2021

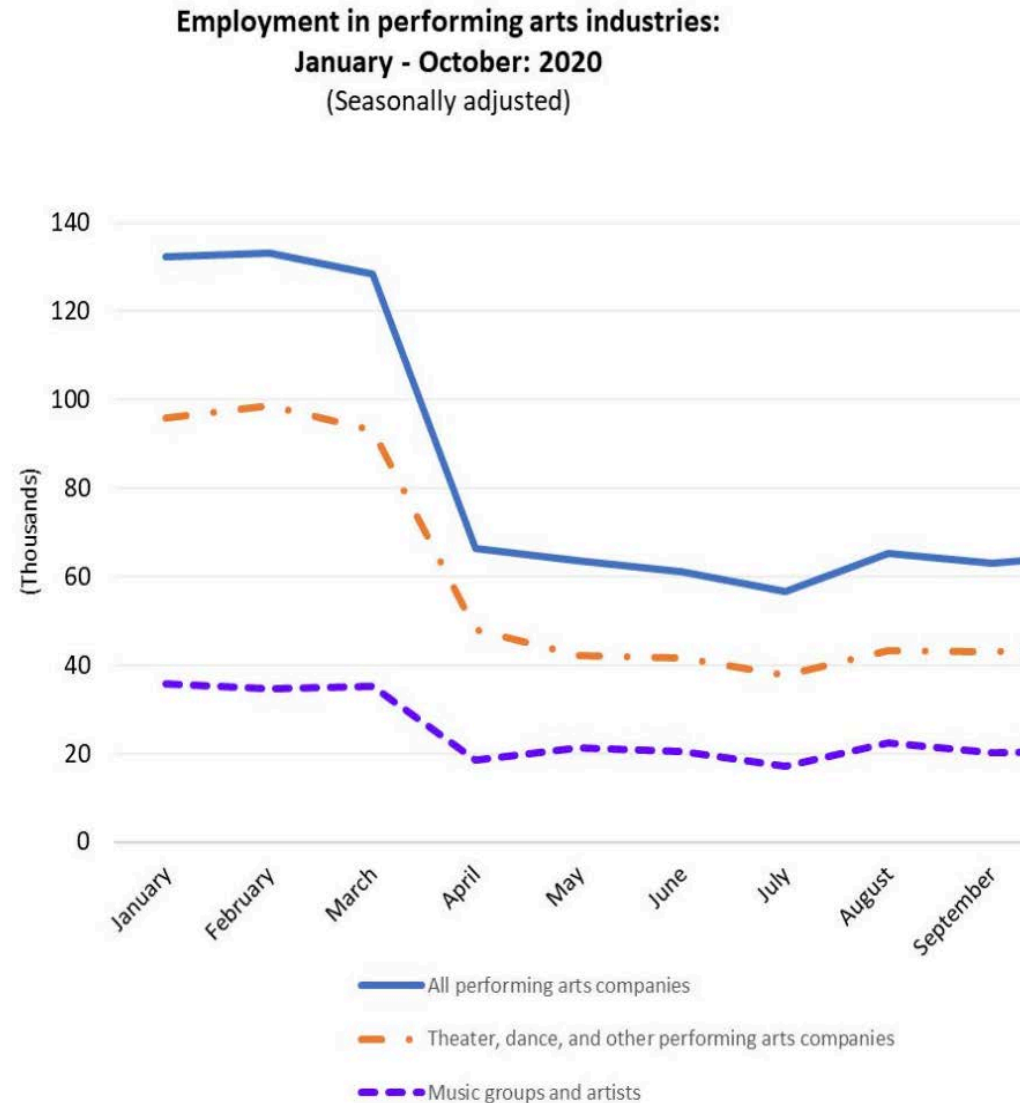


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Industry Landscape: Pandemic Challenges

- Joblessness: 20% of workers in the arts, entertainment, and recreation industries out of work since January – this is 3x the overall unemployment rate, according to Department of Labor data.
- Permanent closure: Arts and entertainment nonprofits at highest risk of closure due to dependency on ticket sales.
- Repercussions: Artists switching careers, arts programs cut at school, loss of future audience, cultural consequences

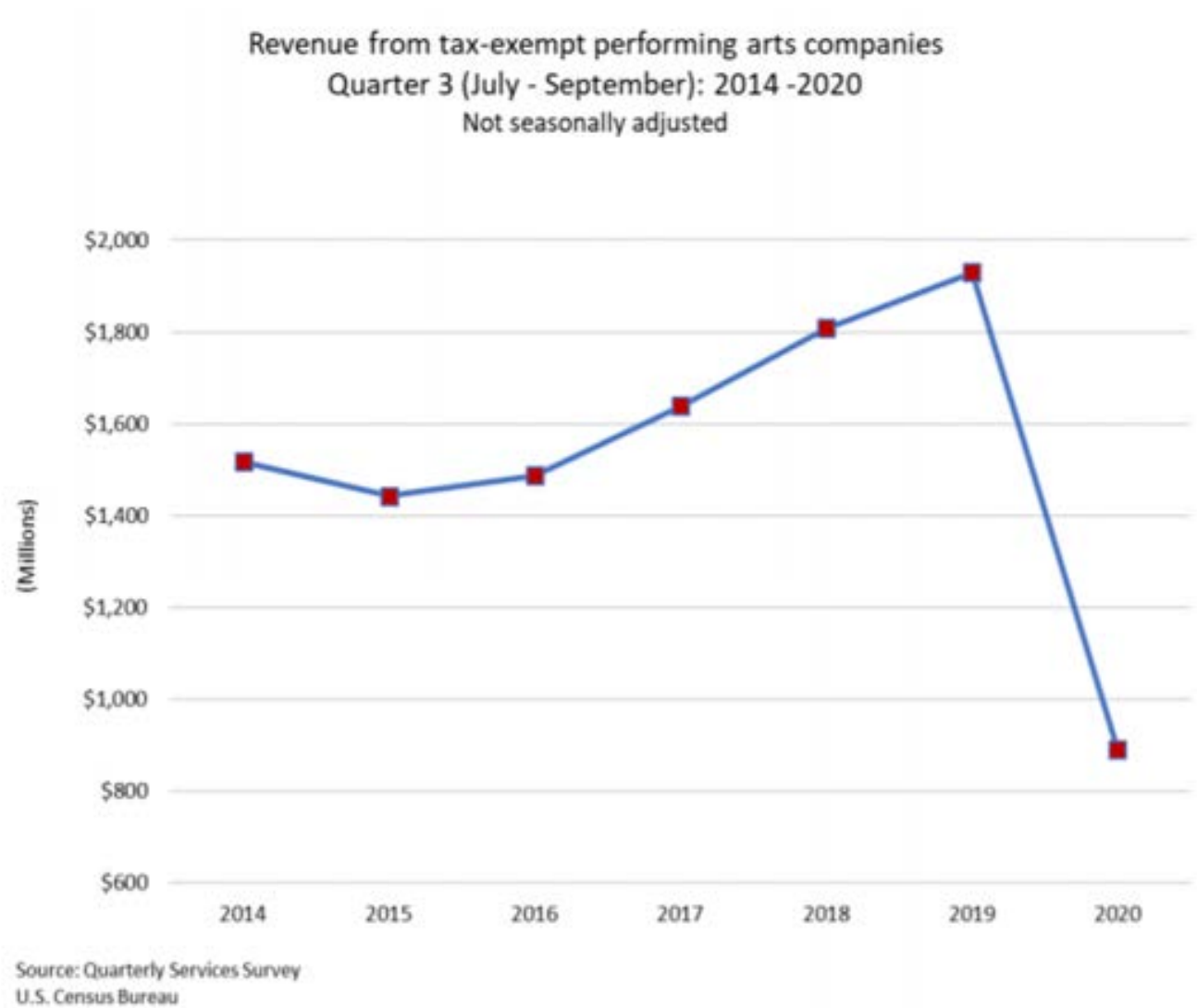


Source: Current Employment Statistics, U.S. Bureau of Labor Statistics

Office of Research & Analysis
National Endowment for the Arts
December 2020

Shuttered Venues & Performing Arts Centers

Facility-based cultural activities heavily impacted



PAC sub-set alone sees massive revenue loss

WHY IT MATTERS

Current Impact¹ of Non-Operation in the
Performing Arts Center Sector
since February 2020



\$2.1B

unrealized expenditures by
organizations and audiences



71,035

jobs impacted



\$1.3B

in household income at risk



\$64.2M

in lost local
government revenue



\$94.9M

in lost state
government revenue



18.3M

absent audience members

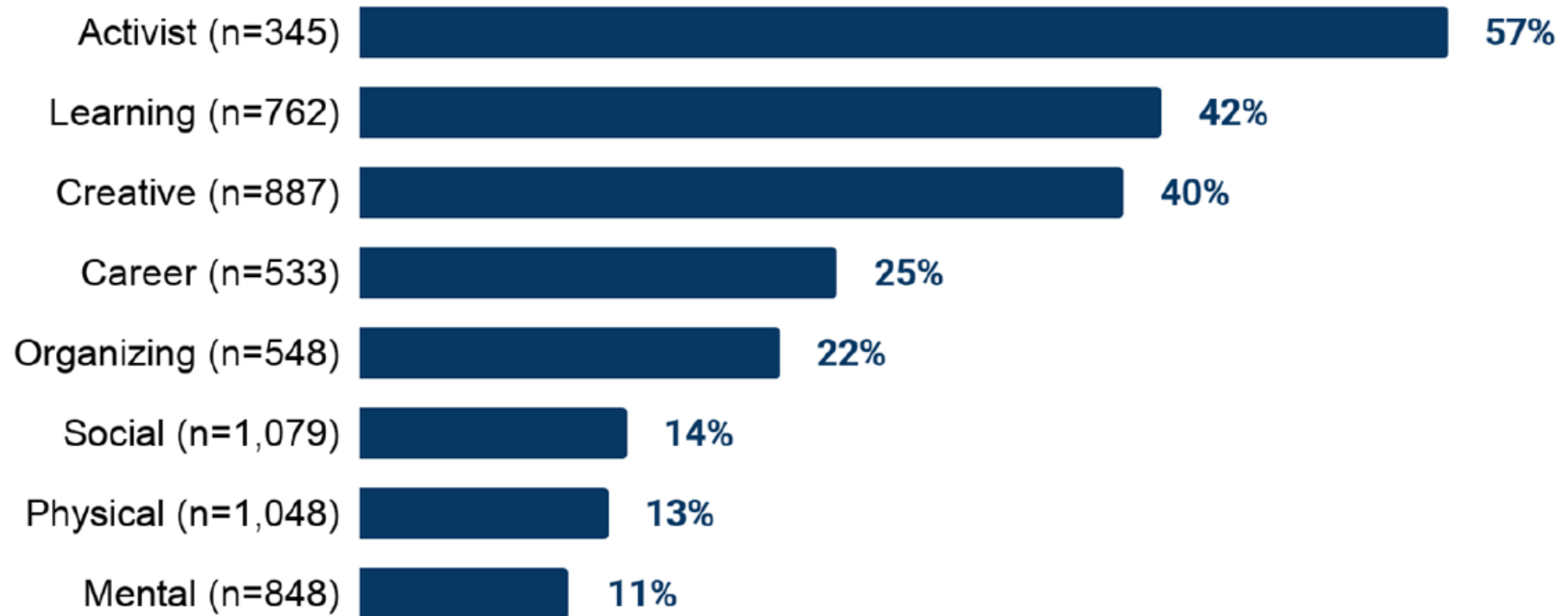


18,426

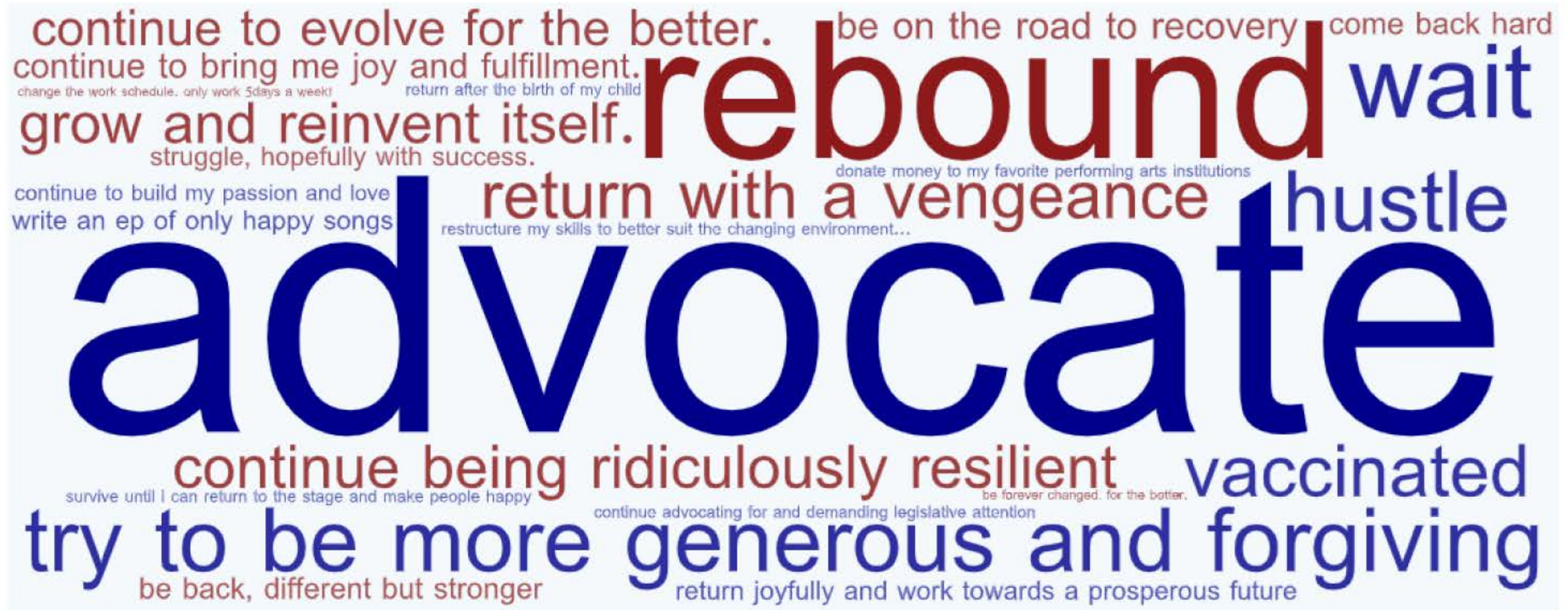
cancelled events, to-date²

Individuals coping through activism believe strongly in its benefits to the field.

Coping strategies respondents believe are beneficial to the Performing Arts



New Year's resolutions draw attention to an optimistic and deeply engaged workforce.



Read more about the New Year's resolution themes at [Stage Directions](https://www.stage-directions.com/).



State & Local Support

State legislative support for the arts increased to \$490M in 2020

Local government support for the arts roughly \$860M
(source: AFTA)

San Francisco:

Guaranteeing \$1k a month to 130 local artists

Sacramento

\$19.8M of CARES Act funding directed to Arts, Creative Economy & Tourism due to local advocacy efforts

State of California

\$50 million in immediate relief for cultural institutions approved in Feb. 2021

No cuts to State arts agency budget; advocated for reopening guidelines specific to sector

Arts as 'second responders' effort throughout the State

Federal Support

- \$16B billion SVOG relief funding allocated to struggling arts and culture sector (part of the \$900B stimulus package signed on Dec. 27)
- American Rescue Plan: \$135M allocated for the National Endowment for the Arts (40% directed to regional arts orgs/state arts agencies, 60% awarded directly)
 - Will support ~234,000 jobs and reach an estimated 107M people across 1,000 distinct communities
- Unemployment benefits: Extra \$400 through Biden's \$1.9T relief plan



Thank you for Joining Us!

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