

The arts and culture sector has increasingly contributed to Texas' economic, educational, and cultural strength. It creates jobs, generates significant revenue for the state economy, increases sales tax revenue, boosts tourism, attracts business, revitalizes communities, and improves the quality of life for all Texans.

Amid the spread of COVID-19 the creative sector was the first to shut down due to the dangers of close assembly and will be the last to fully open for the same reason. Yet the arts were also the first to employ technology to share their art - providing comfort, connection and community, reflection on current events, a universal language, and a symbol of hope. Texas and the world are turning to the arts to find escape and relief from our uncertain circumstances. The arts will continue to be essential to rebuilding and recovery.

### **DEVASTATING EFFECTS OF COVID-19**

- **Business Closures:** Performing arts venues, theaters, museums, and galleries were some of the first businesses forced to close their doors due to close assembly and face devastating costs to reopen.
- **Cancelled Programming:** All events, programs, and fundraisers have been cancelled and many are not being scheduled until 2021.
- **Layoffs and Furloughs:** 1000's of staff, vendors, and contractors have been laid off, furloughed, or received salary reductions. Nationally, 2/3rds of creative workers are now unemployed.\*
- **Disproportionate Impact:** As Texas reopens, large gatherings will be limited, resulting in the arts and culture industry to be among the last to "get back to work".
- **Permanent Closures:** Certain entities are being forced to close permanently, creating a negative ripple effect on nearby restaurants, bars, retail, and parking.

### **NEGATIVE ECONOMIC IMPACT OF COVID-19**

Data collection is ongoing. As shutdowns continue and reopening is slowed due to cost and health concerns, we anticipate the number of arts organizations and individual artists reporting and the negative economic impact to increase exponentially.\*

As of 6/20/2020 with 1,085 nonprofit arts organizations reporting:

▪ <b>Total Financial Impact for Texas:</b>	<b>- \$73,000,000</b>
▪ <b>Median Financial Impact Per Organization:</b>	<b>\$30,000</b>
▪ <b>Total Unanticipated Expenses:</b>	<b>over \$2,000,000</b>
▪ <b>Audience Members Lost:</b>	<b>more than 6.4 million</b>
▪ <b>Layoffs/Furloughs:</b>	<b>more than half of organizations</b>
▪ <b>Cancelled events:</b>	<b>96% of organizations</b>
▪ <b>Confidence in surviving COVID-19:</b>	<b>61% of organizations</b>

### **ARTS AND CULTURE ARE CRITICAL TO ECONOMIC RECOVERY FOR TEXAS\*\***

- **800,000** Texans are employed in the creative sector.
- Arts and culture generate more than **\$5.59 billion in taxable sales** for the Texas economy.
- Arts and culture contribute **\$350 million in state sales tax**.
- Arts and culture increase tourism.
- Arts and culture help attract, develop, and retain business.

**Access to arts and culture will be essential to healing and rebuilding our local and global communities. We look forward to working with you, our Texas leadership, to ensure the arts continue to thrive and power the state of Texas.**

\*[AMERICANS FOR THE ARTS ECONOMIC IMPACT OF COVID-19 DASHBOARD](#)

\*\*[TEXAS CULTURAL TRUST 2019 STATE OF THE ARTS REPORT](#)