

The arts and culture sector has increasingly contributed to Texas' economic, educational, and cultural strength. It creates jobs, generates significant sales tax revenue for the state economy, 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. This same community was also the first to employ technology to share their art and creativity - providing comfort, engagement, reflection on current events, and hope. Texas and the world are turning to the arts to find connection, escape, and relief from our uncertain circumstances. The arts will continue to be essential as we rebuild and recover.

### **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, more than 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 for Texas**

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. National impact on the art and culture sector is \$10.2 billion.\*

As of 8/11/2020 with 1,275 Texas nonprofit arts organizations reporting:

- |  |                                       |
|--|---------------------------------------|
| ▪ <b>Total Financial Impact:</b>                   | <b>-\$101,105,995</b>                 |
| ▪ <b>Median Financial Impact Per Organization:</b> | <b>-\$33,750</b>                      |
| ▪ <b>Total Unanticipated Expenses:</b>             | <b>over \$3,000,000</b>               |
| ▪ <b>Audience Members Lost:</b>                    | <b>more than 9 million</b>            |
| ▪ <b>Layoffs/Furloughs:</b>                        | <b>more than 60% 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](#)