The Rebuilding Power of Historic Theatres

LHAT Webinar

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Americans for the Arts

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COVID-19’s Devastating Impact on the Arts

**Artist/Creative Workers**
- 62% fully unemployed
- 94% report income loss
- $21k lost income per worker, to date
- 66% unable to access the supplies, resources
- 80% have no post-pandemic plan

**Nonprofit Arts Organizations**
- $8.4 billion in losses, to date
- 96% cancelled events
- 325 million lost admissions
- 29% reduced staff
- 10% doubt ability to outlast pandemic
Americans Value The Arts

90% agree arts institutions are important to quality of life

86% agree arts institutions are important to local businesses and the economy
Mayors Rank Arts as Vital to Economic Development

State of the Cities 2018

NATIONAL LEAGUE OF CITIES

Cities Strong Together

58% of state of the city speeches included significant coverage of economic development issues.

TOP 5 ECONOMIC DEVELOPMENT SUBTOPICS

- Downtown Development: 34%
- Arts & Culture: 31%
- Neighborhood Vitalization: 26%
- Jobs: 22%
- Business Attraction & Retention: 19%

Subtopic percentages are the percent of speeches that include plans, goals and/or desired impacts related to the subtopic.

My goal is for every neighborhood in Birmingham to become ... a place that people actively choose to live [in].

Mayor Randall Woodfin
Birmingham, AL

BUSINESS RETENTION, EXPANSION & ATTRACTION

While many cities are implementing policies to attract businesses, some mayors further recognize that there is more to be done to create equitable access to economic opportunities within all of their communities. Mayor Daniel Horrigan of Akron, Ohio, says, “too often I hear that if we could just hook that one big employer and get them to come to Akron and hire thousands of people that everything would be alright again. While I understand and respect this position, it’s simply not enough.” The mayor announced the creation of an innovation hub that would support innovation, entrepreneurship, and investment in Akron’s start-up, corporate research, and academic communities.
Arts Contribution to Economy (2017) $878 Billion . . . 4.5 Percent of GDP

Your State Data: www.NASAA-Arts.org

Source: U.S. Bureau of Economic Analysis
$166.3 Billion in Spending (2015)

Organizations
$63.8 Billion

Audiences
$102.5 Billion
Jobs Supported (FTE)

4.6 Million
Government Revenue
(Federal, State, Local)

$27.5 Billion
Attendees Spent $31.47 Per Person, Per Event

- Meals & Snacks $16.82
- Local Transportation $3.09
- Souvenir/Gifts $4.49
- Lodging $4.48
- Childcare $0.38
- Clothing & Accessories $1.92
- Other $0.29
## The AEP5 Calculator

### Instructions

Provide the information below to calculate the economic impact of your organization (or a group of organizations).

- **Population** of your community: Choose one
- **Total Expenses**: $ __________
- **Total Attendance**: __________

### Total Economic Impact

<table>
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<tr>
<th>ORGANIZATION(S):</th>
<th>TOTAL EXPENDITURES</th>
<th>FTE JOBS</th>
<th>HOUSEHOLD INCOME</th>
<th>LOCAL GOVERNMENT REVENUE</th>
<th>STATE GOVERNMENT REVENUE</th>
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<td>AUDIENCES:</td>
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[www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact)
Arts are Part of the Solution
Creative Industries in Washington, D.C.
2,510 Businesses Employ 25,521 People

5.2% of all businesses
2.4% of all employees

How Many Arts Businesses in Your Community?
www.AmericansForTheArts.org/CreativeIndustries
Ready to Innovate

Are educators and executives aligned on the creative readiness of the U.S. workforce?
Our Jobs Require Creativity

55% of Americans believe that their jobs require them to be creative.

60% of Americans believe the more creative they are at their job, the more successful they will be in the workplace.
Thomas Südhof
2013 Nobel Prize for medicine:
“I owe it all to my bassoon teacher”

Drive for excellence...visual thinking...pattern recognition...problem solving...perseverance
Improved Academic Performance
Arts in Healthcare Benefits

• Reduced length of hospital stay
• Fewer medical visits
• Reduced use of pain and anxiety med’s
• Improved recovery time
• Reduced depression
The Arts Unify Communities

72% of Americans believe the arts unify us regardless of age, race or ethnicity.
Claiming Your Impact

1. What is the message?
2. Who gets the message?
3. Who delivers the message?

Golden Rule: No story without a number, and no number without a story!
Appreciating The Arts
COVID-19 Recovery Through the Arts

1. Strengthen the Economy

2. Promote Social Cohesion
Thank You!

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