



Talking Points *September 2020*

In response to COVID-19 and ongoing closures.

- **Ohio's Arts and Culture Industry suffers from the highest unemployment rate** with one-third of our sector out of work. That is more than 80,000 jobs and an estimated \$3.3B in accumulative economic loss. (April-July 2020) *
- According to the June 2020 Ohio Labor Market Information, **Ohio's highest unemployment rates:**
 - **Arts and Entertainment 46.76%**
 - Leisure, Hospitality 30.04%
 - Accommodation and Food at 27.24%
- Before COVID-19, **we were a \$41B industry in Ohio, employing nearly 300,000.**
- We are in the middle of a crisis. **Not an Arts crisis, but a business crisis.** Our business happens to be in the arts and creative sector.
- Artists and the individuals who work for arts organizations are **real people with real jobs** supporting themselves and their families and provide essential services to their community.
- **This is a business crisis and will soon be a civic and economic development crisis** if our iconic institutions don't receive relief funding soon.
- Unlike our friends in the restaurant business, **there is no 'carryout' in the arts.**
- **No business can be expected to survive without relief aide who have been forced to close to the public for six months**, with all indications they will not be able to reopen until well into 2021.
- **If our industry doesn't get financial help, this crisis will become an education and human service crisis** as our programs and services support and uplift schools, hospitals, health care, elderly care, early childhood development, and the underserved.
- Arts and culture are not looking for a handout. **Our institutions have made challenging and prudent business decisions to survive.** Relief funding for arts and culture is a critical investment.
- **Our industry is critical for economic development.** We provide communities with a quality of life that attracts employers and retains employees.
- **Without arts and culture**, without theaters, museums, symphonies, or ballet, communities will suffer, **employers will leave, and jobs will disappear.**
- **Our industry is an economic driver for restaurants, bars, lodging, parking, and retail.** According to the American for the Arts, for every admission ticket an art patron purchases, they will spend on average \$31 each out to eat, at a bar, to park or stay overnight.
- This is a catastrophe unlike anything we've faced before. And it's not an urban disaster, it's an **ALL Ohio disaster.**



Ohio Citizens for the Arts

- **Arts-education experiences improve school engagement and college aspirations.** [Rice University's Kinder Institute for Urban Research](#) found arts-learning experiences benefit students in terms of reductions in disciplinary infractions, increases in compassion for others and improvements in writing achievement.
- **Life expectancy increases the more you visit an art venue.** A study conducted by the [British Medical Journal](#) showed that people who went to a museum or the theater once a month or even every few months had a 31 percent reduced risk of dying.

*https://www.brookings.edu/wpcontent/uploads/2020/08/20200810_Brookingsmetro_Covid19-and-creative-economy_Final.pdf

Economic Impact of the Arts

Statewide

We know the financial impact the creative economy has provided to our state before this pandemic, so it is vital to preserve and position so it can once again be an economic driver across Ohio. A few facts pre-COVID-19:

- Art is a fundamentally entrepreneurial sector of the economy in Ohio supporting nearly 300,000 jobs and generating \$41B in economic activity.
- Though 70% of the creative industries' impact is located in Ohio's six metropolitan areas (Cleveland, Columbus, Cincinnati, Toledo, Akron, Youngstown) the economic impact is not just found in urban areas. Additional Ohio municipalities make up nearly thirty percent of the creative economy with more than \$12 billion in annual activity.
- In addition to the tangible economic impact we can measure, a vibrant arts sector elevates Ohio as a hub of creativity, attracting both employees and firms; draws tourists from all over; and helps tackle significant social challenges such as substance abuse and addiction, veterans' health, educate the young, and aid the elderly.

Nationally

- According to the Bureau of Economic Analysis and the National Endowment for the Arts, arts and culture contributed \$877.8 billion, or 4.5 percent, to the nation's gross domestic product in 2017. Arts and culture also employed over 5 million wage-and-salary workers.
- Research also shows the value added by arts and culture to the U.S. economy is five times greater than the value from the agricultural sector.
- In 2017 alone, the U.S. exported nearly \$30 billion more in arts and cultural goods and services than it imported.
- According to the Americans for the Arts [Arts & Economic Prosperity 5 \(AEP5\)](#), research showed that the typical arts attendee spends \$31.47 per person, per event, beyond the cost of admission.

(Source: [Ohio Citizens for the Arts Foundation 2018 Creative Economy Study](#) in conjunction with the Center for Regional Development and Bowling Green State University. Americans for the Arts)



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