



Ohio Citizens for the Arts

Talking Points

December 21, 2020

- We are grateful for Ohio's congressional delegation's work to ensure the passing of the new \$900B Coronavirus Economic Relief package. **This package includes \$15 billion to support live entertainment venues & cultural institutions** across the nation. This funding is vital for the survival of Ohio's most vulnerable industry.
- The \$15B allocated for live performing venues signals how critical these entities are for our communities' vibrancy. **The live performance industry is essential to ensuring a robust economic recovery.**
- While the \$15B federal funding allocated through the Save Our Stages Act won't fix the crisis, it is much needed to help these businesses survive. We are thankful for Congress' support for our industry.
- Ohio Citizens for the Arts surveyed members during the weekend of November 14, 2020, to assess current reopening efforts among arts and culture organizations. **64% of respondents remain either closed or partially closed to the public.**
- We appreciate state leaders recognizing the importance of arts and culture in Ohio. **With the state's \$20M CARES relief dedicated to the arts, it is a start in helping our industry survive.** While the aid doesn't solve our crisis, we view it as the first phase in funding. Many more organizations that didn't qualify for this round still need critical help, or they will close permanently.
- According to a Brookings Institute Study (August 2020), an estimated one-third of the jobs in Ohio's creative economy in gone.
- According to the November 2020 Ohio Labor Market Information, Ohio's highest unemployment rates, **Arts, Entertainment and Recreation unemployment rates are the highest** along with Accommodation and Food Services, and Leisure and Hospitality. Arts and Entertainment had been the highest unemployed sector since May 2020.
- **Before COVID-19**, we were a \$41B industry in Ohio, employing nearly 300,000.
- Unlike our friends in the restaurant business, **there is no 'carryout' in the arts.**
- A September statewide survey of Ohio arts and culture organizations revealed:
 - An anticipated 72% drop in earned revenue from FY2019 to FY2021. Total revenue is projected to decline 44% from FY2019 to FY2021.
 - Organizations surveyed anticipate a 15% reduction in personnel expenditures from FY2019 to FY2021, suggesting job losses in the sector will continue.
 - When asked how long their organizations would be able to survive at this point without additional support, over 60% of survey respondents said they would close within 12 months.



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- We are not having an arts crisis, but a business crisis. Our business happens to be in the arts and creative sector.
- Arts and culture are not looking for a handout. Our institutions have made challenging and prudent business decisions to survive. Additional relief funding for arts and culture is a critical investment.
- 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.
- Without live performing venues, museums, symphonies, or ballet, communities will suffer, employers will leave, and jobs will disappear. These are highly skilled jobs we risk losing forever.
- 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.
- No business can be expected to survive without relief aide who have been forced to close to the public for eight months, with all indications they will not be able to reopen until well into 2021.
- Our industry is critical for economic development. We provide communities with a quality of life that attracts employers and retains employees.
- **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](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:

- 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.

(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)