Advocacy in the Age of Covid

Some Facts & Background

AMS Arts Intelligence Webinar April 13, 2021
Industry Landscape: Pandemic Challenges

- **Joblessness:** 20% of workers in the arts, entertainment, and recreation industries out of work since January – this is 3x the overall unemployment rate, according to Department of Labor data.

- **Permanent closure:** Arts and entertainment nonprofits at highest risk of closure due to dependency on ticket sales.

- **Repercussions:** Artists switching careers, arts programs cut at school, loss of future audience, cultural consequences
Shuttered Venues & Performing Arts Centers

Facility-based cultural activities heavily impacted

Revenue from tax-exempt performing arts companies
Quarter 3 (July - September): 2014-2020
Not seasonally adjusted

Source: Quarterly Services Survey
U.S. Census Bureau
PAC sub-set alone sees massive revenue loss
Individuals coping through activism believe strongly in its benefits to the field.

Coping strategies respondents believe are beneficial to the Performing Arts

- Activist (n=345) 57%
- Learning (n=762) 42%
- Creative (n=887) 40%
- Career (n=533) 25%
- Organizing (n=548) 22%
- Social (n=1,079) 14%
- Physical (n=1,048) 13%
- Mental (n=848) 11%
New Year’s resolutions draw attention to an optimistic and deeply engaged workforce.

Read more about the New Year’s resolution themes at [Stage Directions](www.returntothestage.com).
State & Local Support

State legislative support for the arts increased to $490M in 2020
Local government support for the arts roughly $860M
(source: AFTA)

San Francisco:
Guaranteeing $1k a month to 130 local artists

Sacramento
$19.8M of CARES Act funding directed to Arts, Creative Economy & Tourism due to local advocacy efforts

State of California
$50 million in immediate relief for cultural institutions approved in Feb. 2021
No cuts to State arts agency budget; advocated for reopening guidelines specific to sector
Arts as ‘second responders’ effort throughout the State
Federal Support

- $16B billion SVOG relief funding allocated to struggling arts and culture sector (part of the $900B stimulus package signed on Dec. 27)

- **American Rescue Plan:** $135M allocated for the National Endowment for the Arts (40% directed to regional arts orgs/state arts agencies, 60% awarded directly)
  - Will support ~234,000 jobs and reach an estimated 107M people across 1,000 distinct communities

- **Unemployment benefits:** Extra $400 through Biden’s $1.9T relief plan
Thank you for Joining Us!

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