



Fund for the Arts and Arts & Culture Alliance Statement:

Community by community, the impact of COVID-19 is variable and rapidly changing. As our federal, state and local elected leaders and officials consider new forms of economic assistance that may be targeted or widespread, artists and performing arts groups can join with others in the arts and nonprofit sectors to speak up to ensure that relief will meet all community needs.

In the interest of public health and in compliance with local health advisories, arts organizations are canceling or postponing performances, exhibitions, educational offerings, and other public events. This combined with efforts to limit human interaction is the only way we will slow the spread of this virus.

We support our medical community as we deal with the fallout of this pandemic. But we are also thinking of the future when this is over...

IMPACT BECAUSE OF COVID-19 ON YOUR ARTS AND CULTURE COMMUNITY

The unexpected loss of revenue, income for artists, and declines in charitable contributions is beginning to come into focus and will grow over time.

Most nonprofits are small businesses:

- Most nonprofits are relatively small: 97 percent of nonprofits have budgets of less than \$5 million annually, 92 percent operate with less than \$1 million a year, and 88 percent spend less than \$500,000 annually for their work. Thus, the “typical” nonprofit is community-based, serving our local needs.

Nonprofits Are in Every Community Ready to Serve:

- Any economic stimulus proposals in response to COVID-19 from our elected officials should include the financial support of individual artists and our vital nonprofit arts and culture organizations.
- Everywhere in America, charitable nonprofits are already in place serving the needs of residents. Every dollar granted, donated, or earned goes back into the community immediately to address clear and present problems. Dollars devoted to nonprofits culture sector – whether through new appropriations or expanded charitable giving incentives – will be spent immediately on solutions and recirculated in local communities.

Message to elected officials:

As COVID-19 continues to spread, nonprofit arts organizations and individual artists are anticipating profound financial loss due to cancellation of events, education programs, and due to the effect stock market volatility is having on donors. Nonprofit organizations, rooted in my community and across the U.S. cannot afford this hit both to earned and contributed revenue, and the long-term effects it could have on programs and services offered to the public.

I ask you to please keep the arts and all those who work in the nonprofit sector in mind in the event the federal government will provide economic relief. Nonprofit organizations are vital to the well-being of all communities and serve the public in many ways. It is essential that any federal relief be accessible to the many vulnerable people and organizations.



ACA
Arts & Culture Alliance

What's at Stake? COVID19 & Nonprofit Arts & Culture

The Arts and Culture sector is centered around bringing people together. Nonprofit arts and culture organizations rely on earned revenue from ticket sales and contributions. When doors close and performances or events are postponed due to the coronavirus, income is lost. The impact of that is severe. The information below is based upon the most recent economic impact study. A sector-wide survey, in partnership with Metro United Way and Center for Nonprofit Excellence will be completed by Friday, March 20. *This is the best information as of 3.15.2020 and will continue to be updated.*

Total Economic Activity

Annually, the nonprofit arts and culture industry in Jefferson County generates **\$462.5 million in total economic activity**. This activity comes from nonprofit arts and culture organization spending and spending by nonprofit arts and culture audiences.

\$462.5 million
Annual Impact



\$76 million
60-Day Loss

\$38 million
30-Day Loss

\$1.3 million
Daily Loss

Household Income

Spending by nonprofit arts organizations and their audiences generates more than **\$353.8 million in household income** for Jefferson County families annually.

\$353.8 million
Annual Impact

\$58.2 million
60-Day Loss

\$29 million
30-Day Loss

\$969,315
Daily Loss

Jobs

Spending by nonprofit arts organizations and their audiences generates more than **17,000 jobs** for Jefferson County families annually.

17,529
Annual Impact

2,881
60-Day Loss

1,441
30-Day Loss

48
Daily Loss

Educational Experiences

We conservatively estimate that Greater Louisville nonprofit arts and culture organizations provide more than **1 million in-school educational experiences** each year.

1 million
Annual Impact

200,000
60-Day Loss

100,000
30-Day Loss

5,000
Daily Loss

Event Attendance

Annually, **9.3 million people attend** nonprofit arts and culture performances and exhibitions. 20% of those audience members are from out-of-town, who spend dollars on accommodations, food, and entertainment.

9.3 million
Annual Attendees

1.5 million
60-Day Loss

764,384
30-Day Loss

25,479
Daily Loss

\$25.51
Spent on top of ticket cost by each attendee

This report provides aggregated data from Jefferson County nonprofit arts and culture organizations which includes performing and visual arts, science, history, heritage, libraries and zoos. This information is developed in partnership between Fund for the Arts and Arts & Culture Alliance and will be updated as more information is available.