



National Lieutenant Governors Association

1 **Resolution in Support of the Creative Economy as a Vehicle for Economic Recovery**

2 **WHEREAS**, arts and culture represent an \$878 billion industry in the U.S., comprising a larger share of
3 the nation's economy (4.5%) than transportation, tourism, and agriculture, and

4 **WHEREAS**, the nonprofit arts industry alone generates \$166.3 billion in annual economic activity,
5 supporting 4.6 million jobs and generating \$27.5 billion in government revenue, and

6 **WHEREAS**, 72% of Americans attend arts or cultural events, spending an average of \$31.47 per
7 person, per event, beyond the cost of admission, thereby resulting in vital commercial activity for local
8 businesses and increased tourism, and

9 **WHEREAS**, in addition to their economic benefits, the arts raise community spirits and morale, with
10 67% of the nation's 4,500 local arts agencies (LAAs) delivering artistic content to strengthen community
11 cohesion during the COVID-19 pandemic, and

12 **WHEREAS**, the COVID-19 pandemic has caused an estimated \$4.98 billion in economic losses to
13 nonprofit arts organizations throughout the nation, resulting in a \$6.6 billion loss in event-relating
14 spending by audiences and a \$1.9 billion loss in government revenue, and

15 **WHEREAS**, the COVID-19 pandemic has likewise caused over 328,000 job losses in arts organizations
16 around the country, as 24% of arts organizations have had to reduce their staff (and 42% are "likely" to
17 reduce staff).

18 **NOW, THEREFORE, BE IT RESOLVED** that the National Lieutenant Governors Association
19 continues to provide lieutenant governors and seconds-in-command with data and research
20 demonstrating how artists and cultural organizations can be utilized during the COVID-19 pandemic as
21 tools for economic revival.

22 **BE IT FURTHER RESOLVED** that the National Lieutenant Governors Association and its
23 membership remain aware of the value of the arts and the creative economy to revitalize consumer
24 spending, support a robust jobs sector, promote tourism, improve civic pride, and build social cohesion
25 by unifying communities in a time of crisis.



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26 **BE IT FURTHER RESOLVED** that the National Lieutenant Governors Association provides best
27 practices and research to lieutenant governors and seconds-in-command as to why including members of
28 the creative economy on any statewide COVID-19 task force, supporting local and statewide funding for
29 the arts and culture sector, and incorporate the arts as a long-term part of core strategic and economic
30 planning, will generate consumer spending across multiple sectors and greatly accelerate economic
31 recovery.

ADOPTED, this day, the _____ of July, 2020.

Sponsors: Lt. Governor Garlin Gilchrist (D – Michigan), Lt. Governor Bethany Hall-Long (D – Delaware), Lt. Governor Kate Marshall (D – Nevada), Lt. Governor Kevin Meyer (R – Alaska), Lt. Governor Billy Nungesser (R – Louisiana)