



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 29th 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)