

The Arts and Culture Sector's Contributions to Economic Recovery and Resiliency in the United States

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Key findings

Using data from 2001-2017 on all 51 'states' ...

1. States' arts sectors grow robustly, **independently** of their state's overall economy
 - *Not just a follower* of state's growth
2. Arts sector recovered **faster** post-Great Recession
3. Some arts subsectors have *driven growth* in overall statewide employment
4. State arts sectors are diverse – lots of variety *within* **and** *between* states
 - Broadcasting, IT and info services, design, motion pictures, performing arts, etc.
5. Helps diversify state economies
 - Intersects with many sectors, not dependent on them

The Arts & Culture Economy is ...

.... **Important**

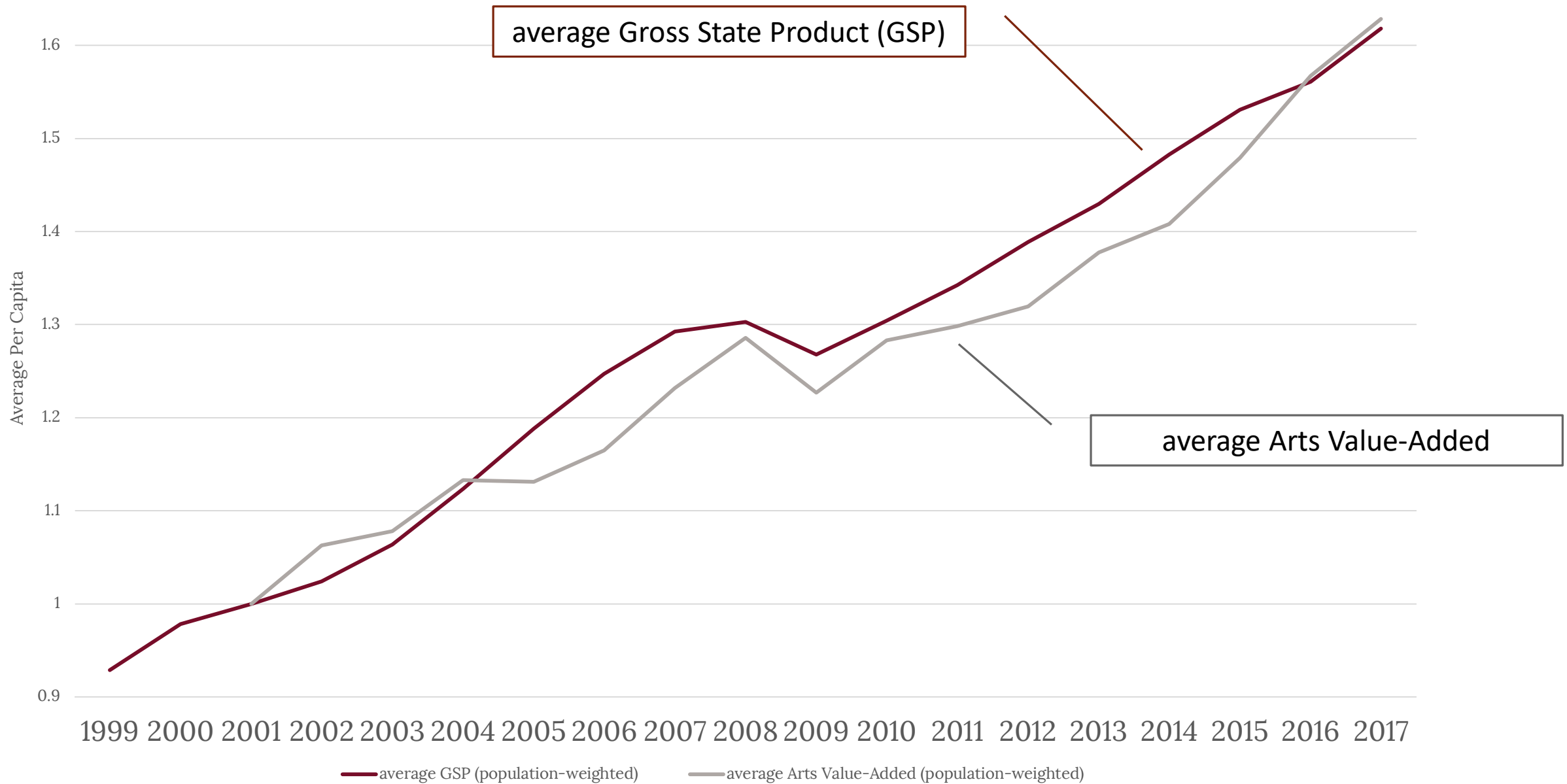
- 4.5% of the GDP, adding \$878 billion/yr. to US economy
 - more than construction, transportation, mining and agriculture...
- *not* just urban, coastal states {see NV, UT, ND, NC, MT...}

.... **Diverse**

- top subsectors are diverse
(other info svcs, broadcasting, gov't, motion pictures, publishing)
- most (49 of 51) states are very diversified
- diversifying more over time

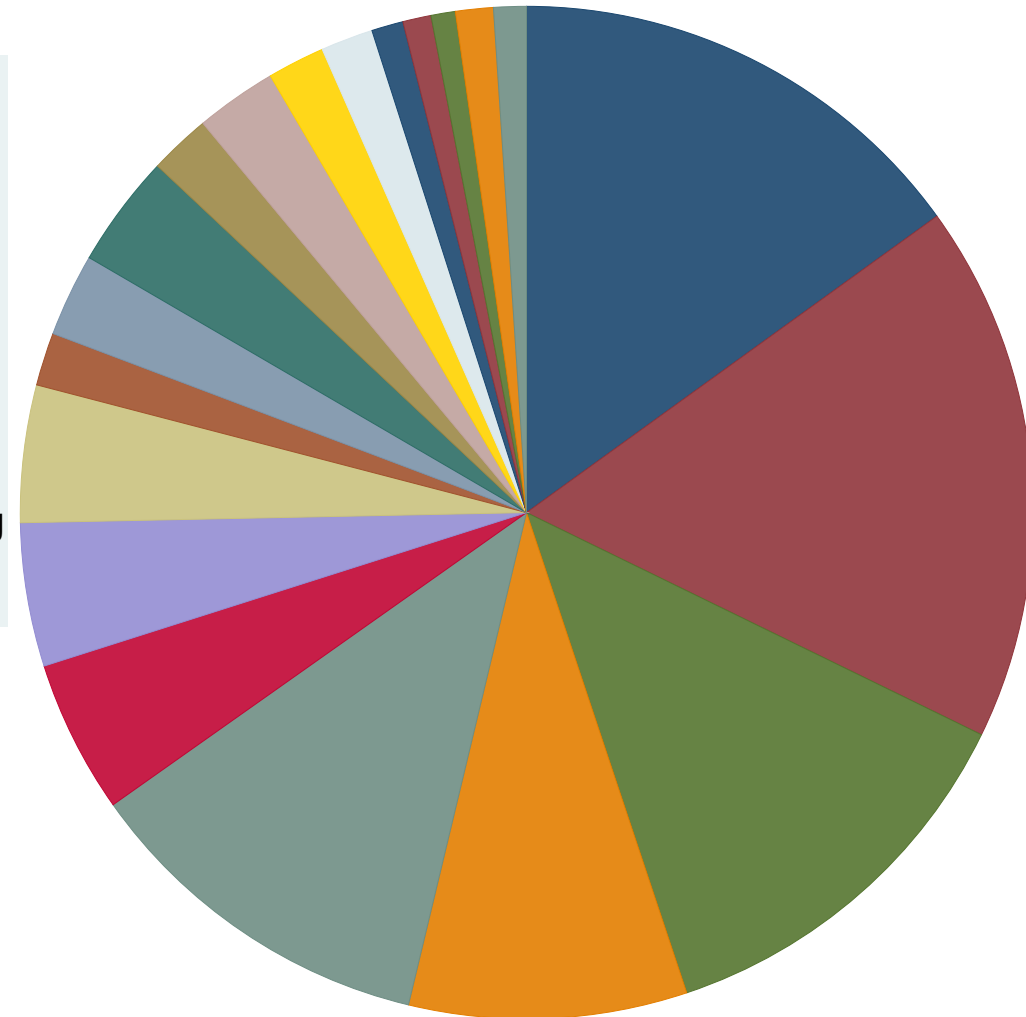
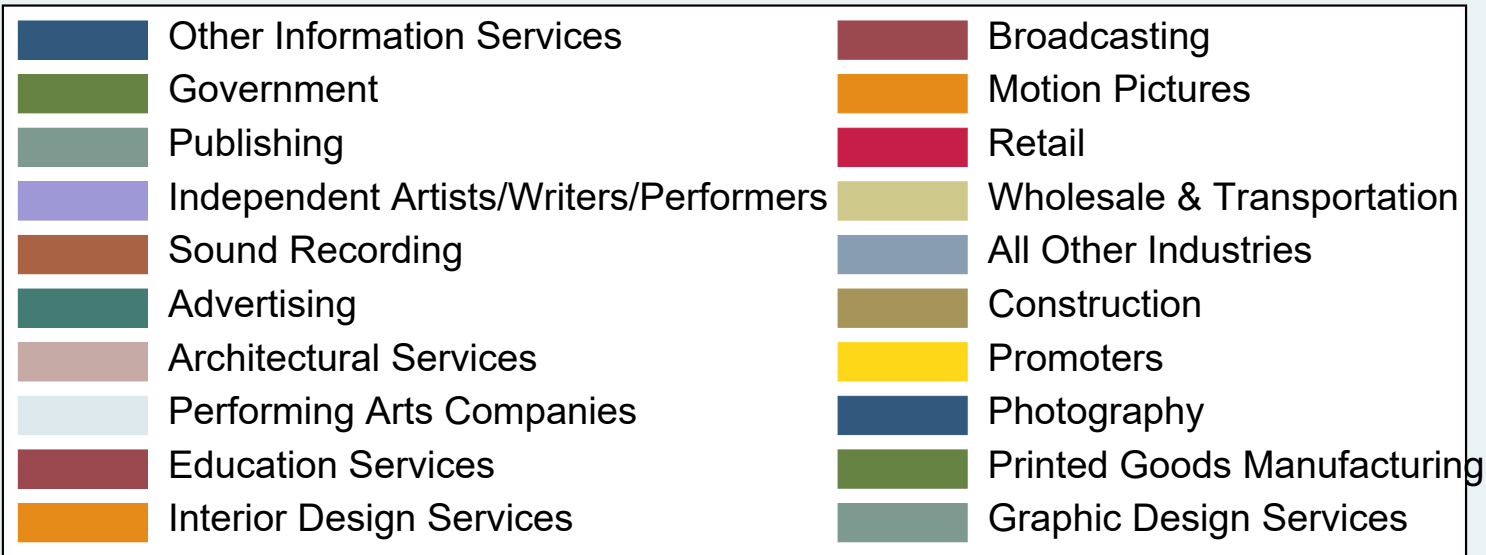
.... **Stable**

- each year, over two recessions, always between 4.2-4.7% of GDP
- tracks closely with overall state economy growth



A diverse sector

By subsector



Subsectors that
grew fastest post-
Great Recession:

Overall
growth rate = 24%

Industry	2001-17	2001-08	2009-17
Musical Instruments Manufacturing	167%	2%	604%
Agents/Managers	256%	63%	326%
Other Information Services	1283%	378%	180%
Other Design Services	210%	66%	166%
Computer Systems Design	248%	81%	89%
Other Goods Manufacturing	57%	30%	88%
Promoters	354%	124%	72%
Wholesale and Transportation	70%	35%	54%
Independent Artists/Writers/Performers	149%	56%	51%
Museums	157%	68%	41%
Graphic Design Services	35%	11%	40%
Custom Woodwork and Metalwork Manufacturing	68%	45%	40%
Industrial Design Services	54%	28%	39%
Sound Recording	102%	812%	38%
Interior Design Services	162%	146%	33%

Storylines

Statewide averages show how much the arts economy is:

- **integrated with** the rest of the economy
- **tied to** larger (national) markets

Statewide averages show diversity, but miss key local contributors

Local and regional economies may yet be an engine for broader economy

What does this mean for 2021, 2022, ...?

A few observations:

- the arts and culture sector goes way *beyond* performing arts and 'main street'
- the pandemic has *accelerated* many **prior** trends (e.g., gig economy, online activity)
- ❖ expect rapid resurgence post-COVID
- ❖ even faster recovery than post-Great Recession
- ❖ permanent tilt to online, digital, remote, etc.
- Heightened appreciation for place, connectedness, community
- ❖ arts take center stage here
- ❖ a **boom time**: revitalizing communities – economically and otherwise