



# WHY THE ARTS MATTER IN NEW MEXICO



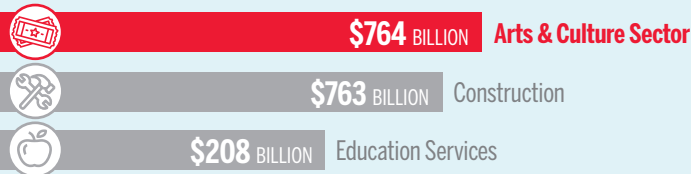
## NATIONAL ARTS FACTS

**ARTS SECTOR'S PERCENTAGE OF GROSS DOMESTIC PRODUCT** (Commercial & Nonprofit Arts Organizations Combined)

### ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$764 billion industry**, representing 4.2% of the nation's GDP—a larger share of the economy than construction (4.1%) or education services (1.1%).

Source: U.S. Bureau of Economic Analysis, 2015.



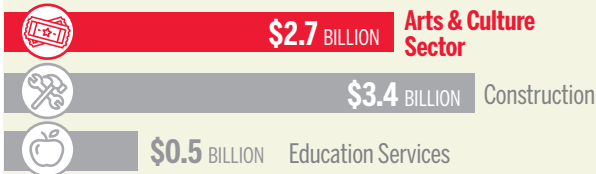
**BONUS:** U.S. exports generate a \$24.1 billion arts trade SURPLUS.

## NEW MEXICO ARTS FACTS

### THE NEW MEXICO ARTS & CULTURE SECTOR REPRESENTS 2.6% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$2.7 billion** to New Mexico's economy, representing 2.6% of the state's GDP—a larger share than some other industries in the state.

Source: U.S. Bureau of Economic Analysis, 2015.



**BONUS:** In 2015, NM arts and culture jobs generated \$1.4 billion in total compensation.

**NUMBER OF ARTS-RELATED BUSINESSES AND JOBS** (Commercial & Nonprofit Arts Organizations Combined)

Nationally **673,656 businesses** employ **3.48 million people** who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Source: Americans for the Arts, *Creative Industries*, 2017.



In New Mexico, **4,362 Arts-Related Businesses** employ **15,678 people**.

- In Bernalillo County, **1,973 Arts-Related Businesses** employ **7,742 people**.
- In Doña Ana County, **236 Arts-Related Businesses** employ **900 people**.
- In Santa Fe County, **985 Arts-Related Businesses** employ **3,184 people**.

Source: Americans for the Arts, *Creative Industries*, *New Mexico* report, 2017.



**ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES**

Nationally, the nonprofit arts industry alone generates **\$166.3 billion in economic activity** annually that supports **4.6 million jobs** and generates **\$27.5 billion** in federal, state, and local government revenue.

- Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, 2017.

ART IS A **\$166.3 BILLION** DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.

In 2015, New Mexico's arts and culture sector employed thousands of FTE jobs and generated millions of dollars in economic activity. Nonprofit arts groups helped cultivate that activity.

- In Doña Ana County, for example, nonprofit arts groups generated **\$12.9 million** in economic activity. Audiences of 661,846 people added another **\$20.2 million** in related spending for a total of **\$33.1 million** for the county in 2015, and this generated **\$3.4 million** in local and state government revenues and **743 FTE jobs**.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, *Doña Ana County* report, 2017.

ART IS A **\$2.9 BILLION** GDP DRIVER OF OUR STATE ECONOMY.

**PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS**

**Q** So how much is the federal government investing in the National Endowment for the Arts (NEA)?

**A** Congress has proposed allocating **\$155 million to the NEA in FY 2019**, which has been relatively level for the last several years. This amounts to just **47¢ per capita**, yet the nonprofit arts industry generates over **\$13 billion** in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with **\$1 per capita!**

Source: Americans for the Arts Action Fund, 2019.

Read: "Funding The Arts Is Good For The Nation," *The Hill*, 2015.

**Q** What about New Mexico—how much does state government budget to the New Mexico Arts each year?

**A** The state allocated **\$1,315,300** to New Mexico Arts. In FY 2017, New Mexico Arts also received **\$691,900** in federal NEA funds, which it re-granted to dozens of cultural organizations throughout the state. Another 32 nonprofit arts organizations received direct grants from the NEA totaling **\$1,668,900**.

Source: NEA and NASAA, 2017.

Read: "Building on the Past, Facing the Future: Renewing the Creative Economy," Jeffrey Mitchell and Gillian Joyce, 2014.

GDP

JOBS

ECONOMICS

FUNDING

“With more artists per capita than any other state, New Mexico is home to one of the most vibrant artistic communities in the nation, and our artists play a vital role in shaping our culture, attracting tourists, and creating jobs.”

—US Senator Tom Udall



## NEW MEXICO ARTS FACTS

### IN THE LAND OF ENCHANTMENT, THE ARTS UNITE US

In 2015, New Mexico Arts began to explore the relationships between veterans, military families, government agencies, and non-profit arts organizations that believe in the healing power of art and creativity. This work has brought together veterans, state agencies, and arts organizations around the state in conversation and joint projects.

**NEW MEXICO ARTS**—New Mexico Arts (a division of the Department of Cultural Affairs) works in conjunction with the New Mexico Arts Commission to stimulate opportunities for artists, arts organizations, and other groups for activities or projects. New Mexico Arts maintains and encourages artistic excellence, and promotes awareness of and access to the arts for all of the people of New Mexico.

> Learn more [here](#).



### MEET SOME NEW MEXICO ARTS ADVOCATES

- **Jenice E. Gharib** is Acting Director/Grants Program & Policy Director of New Mexico Arts. > [More](#)
- **Lucy R. Lippard** is a Major Contributor to the Arts, 2018 Governor’s Awards for Excellence in the Arts. > [More](#)
- **Elsa Menéndez** is Director of Education at the National Hispanic Cultural Center. > [More](#)
- **Kyle Gray** is Community Engagement Liaison at the Santa Fe Opera. > [More](#)
- **Mi’Jan Celie Tho-Biaz** is an artist, educator, and oral historian. > [More](#)

### ART IN NEW MEXICO

- Matador Network can direct you to the 10 best places for the visual arts [here](#).
- Best Things New Mexico can direct you to the best venues of live theater and dance performances [here](#).

- New Mexico True can direct you to arts venues and events around the state [here](#).
- New Mexico Cultural Atlas App can guide you to arts and cultural resources as you travel around New Mexico [here](#).

### NEW MEXICO ART ORGANIZATIONS

New Mexico Association of Museums  
[www.nmmuseums.org](http://www.nmmuseums.org)

New Mexico Arts Education Association  
[www.newmexicoarteducators.org](http://www.newmexicoarteducators.org)

Creative New Mexico  
[www.creativenewmexico.org/](http://www.creativenewmexico.org/)

### THE ARTS ARE EVERYWHERE!

- Most people start their New Mexico adventure in **Albuquerque** in the center of the state. While there they visit the National Hispanic Cultural Center Museum, attend a performance in one of their performance spaces, and eat in their excellent restaurant.
- Go west from Albuquerque and you arrive in **Gallup** the center of Native American jewelry making. Browse the pawn shops or attend the Gallup Inter-Tribal Indian Ceremonial in August. Experience art exhibits, nightly performances, queen and tiny tot pageants, a rodeo, and song and dance.

- Don’t want to go west from Albuquerque? Then head north to **Santa Fe**, where the oldest state capitol in the country is home to one of the hottest contemporary arts venues, the art collective Meow Wolf. Enter an alternate reality, see a performance by a contemporary band, or hang out in their maker space. This popular venue has attracted hundreds of thousands of visitors since its opening.
- Keep on north from Santa Fe and you pass through **Española** and the Española Valley Fiber Arts Center. Fiber art reigns supreme in New Mexico. Take home a scarf, a

shawl, a weaving. Get information about the many fiber artists working in New Mexico and visit their studios.

- From Española, continue north on your New Mexico adventure to **Taos**. Experience the Paseo Project an annual outdoor experimental arts festival featuring local and international artists who have created immersive and participatory arts installations around the plaza in historic downtown Taos. It’s thought provoking and playful.

**To View the Top 10 Reasons to Support the Arts in New Mexico, Click Here.**

## NEW MEXICO ARTS NEED YOU!

### JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: [ArtsActionFund@artsusa.org](mailto:ArtsActionFund@artsusa.org)

VISIT US: [ArtsActionFund.org/join](http://ArtsActionFund.org/join)

CALL US: 202.371.2830 x2067

FOLLOW US: [f](#) Arts Action Fund | [t](#) @ArtsActionFund | #ArtsVote



To download this fact sheet, “Why the Arts Matter in New Mexico,” with corresponding resource links visit [www.ArtsActionFund.org/NM](http://www.ArtsActionFund.org/NM).