

Report to Councils

June 2020

Staying connected is especially important these days. As you and your agency navigate the current health crisis, NASAA wants you to know that we are here to help. Be sure you are on [NASAA's e-mail list](#), follow us on [Facebook](#) and [Twitter](#), and please [stay in touch](#).

COVID-19 Resources for State Arts Agencies

The COVID-19 pandemic has shifted many operational and programmatic realities for the arts field. State arts agencies are working overtime to meet constituents' needs, and we must advocate in legislative environments that look nothing like they did two months ago.

Fortunately, your professional association is staying on top of these vicissitudes. Because NASAA understands how vital state arts agencies are to the well-being of your communities and economies, we are curating [COVID-19 Resources for State Arts Agencies](#). This regularly updated listing offers:

- sample state arts agency programs
- guidance for reopening cultural venues
- policy considerations that ensure equity and combat bias
- and more



COVID-19 coronavirus illustration by David S. Goodsell

Be sure to bookmark this page and return to it often for the latest. Just as we all must depend on each other in this time of crisis, you can depend on NASAA. [Contact us anytime](#) to share your challenges and success stories.

Advocacy Goes Virtual

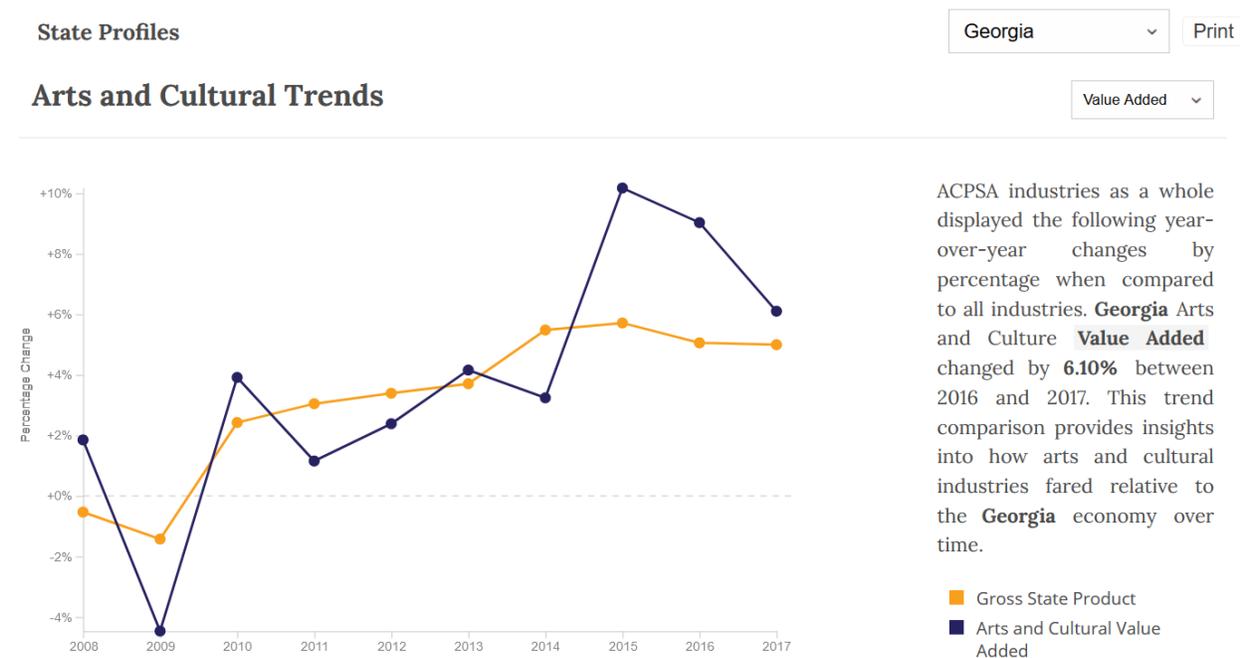
NASAA's new two-pager, [Virtual Advocacy](#), helps you advocate for public arts funding in an altered legislative ecosystem. Recommendations include ways to represent the arts at virtual town halls, how to host a virtual arts advocacy day and tips on personalizing your communications with legislators.

Find new data to make your case with NASAA's [Facts & Figures on the Creative Economy](#). Drawn from respected national sources, this just-updated compilation covers investment and participation, the creative workforce, creative places, and cultural tourism. Sample points useful for advocates include:

- America's nonprofit arts industry generates **\$166.3 billion in economic activity** every year, resulting in **\$27.5 billion** in federal, state and local tax revenues.
- There were **5.1 million arts and cultural sector jobs** in America in 2017—accounting for **3.4%** of all U.S. jobs—which collectively paid workers a total of **\$404.9 billion**.

The Value of Your State's Creative Economy

There's no time like the present to tout the value of arts and culture to your state's economy! NASAA's [Creative Economy State Profiles](#), based on data from the U.S. Bureau of Economic Analysis and the National Endowment for the Arts, let you drill into employment, compensation and value-added figures. Here's an example illustrating how the value added by Georgia arts and culture industries has grown faster than the state's economy overall for the past three years:



Updated in March with newly released data, this dynamic, visual depiction gives policymakers solid information about what's at stake for the arts—as well as for related economic sectors that rely on creative input—in the current environment. New this year: data on the [Creative Economy in the U.S. Territories](#), as well as a print function.

NASAA Calls for Increased Federal Funding

While it's challenging to get the attention of Congress in the current environment, NASAA and our advocacy partners are standing firm in our request for \$170 million for the National Endowment for the Arts in fiscal year 2021. In addition, we are working with this coalition to ensure that arts-supportive language is included in future rounds of COVID-19 relief legislation. Recognizing that healthy state budgets will be key to America's economic recovery, NASAA is joining with the National Governors Association, the National Conference of State Legislators and other policy leaders to call on Congress for [additional relief for states and jurisdictions](#). See our [federal advocacy updates](#) to learn how you can help.

New to NASAA? Web Seminar

Are you new to your agency or to the public arts funding field, or just want a refresher on what NASAA can do for you? Mark **July 15 at 3:30 p.m. Eastern** on your calendar for a new web seminar that we hope will answer many of your questions. The web seminar is free for NASAA members—that means you! Keep an eye on your inbox for more info.