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
   ◦ Intersect 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:
- Other Information Services
- Government
- Publishing
- Independent Artists/Writers/Performers
- Sound Recording
- Advertising
- Architectural Services
- Performing Arts Companies
- Education Services
- Interior Design Services
- Broadcasting
- Motion Pictures
- Retail
- Wholesale & Transportation
- All Other Industries
- Construction
- Promoters
- Photography
- Printed Goods Manufacturing
- Graphic Design Services
### Subsectors that grew fastest post-Great Recession:

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

Overall growth rate = 24%
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