

## **Arts Data Profile: State-Level Estimates of the Arts' Economic Value and Employment**

### *Research Summary Brief (2019-2020)*

Between 2019 and 2020, as COVID-19 spread across the nation, nearly all U.S. states experienced declines in the economic value added by arts and culture.<sup>1</sup> The states whose arts economies withstood the sharpest declines included Nevada, Tennessee, New Mexico, and Georgia. (See [2020 ACPSA State Summary Table](#).)

Washington was the only state to witness growth in its arts economy in 2020, the first year of the COVID-19 pandemic.

State patterns in arts and cultural value-added tend to mirror the national experience. Performing arts industries, as well as motion picture and video production, dropped precipitously in 2020. States where these industries account for relatively large shares of the arts economy tended to face the steepest declines.

Nationally, web publishing and streaming was the only arts and cultural industry to grow robustly between 2019 and 2020.<sup>2</sup> In Washington, web publishing/streaming accounts for an above-average share of its overall arts economy.

The narrative below highlights the most recent state-level data from the Arts and Cultural Production Satellite Account (ACPSA), which is produced jointly by the U.S. Bureau of Economic Analysis and the National Endowment for the Arts.

## States with Severe Losses to Arts and Cultural “Value-Added”

In current dollars, U.S. arts and cultural value-added fell by 5.8 percent between 2019 and 2020.<sup>3</sup>

But in nine states, the arts economy declined by roughly 10 percent or more.

The arts economies in Nevada and Tennessee were among the hardest hit in 2020. In Nevada, the value-added from arts and cultural industries fell by 22.1 percent; in Tennessee, the decline was 17.6 percent.

In both states, value added by performing arts organizations, as a share of total gross state product (GSP), is roughly three times greater than performing arts’ value added to national GDP. (This ratio is referred to as a [location quotient](#).)

Because the performing arts play an outsized role in each state’s arts economy, Nevada and Tennessee were particularly affected by 2020 contractions in these industries. In Nevada, the value added by performing arts organizations and performing arts presenters fell by 68.1 percent and 62.2 percent, respectively. In Tennessee, the corresponding declines were 57.3 percent and 72.0 percent.

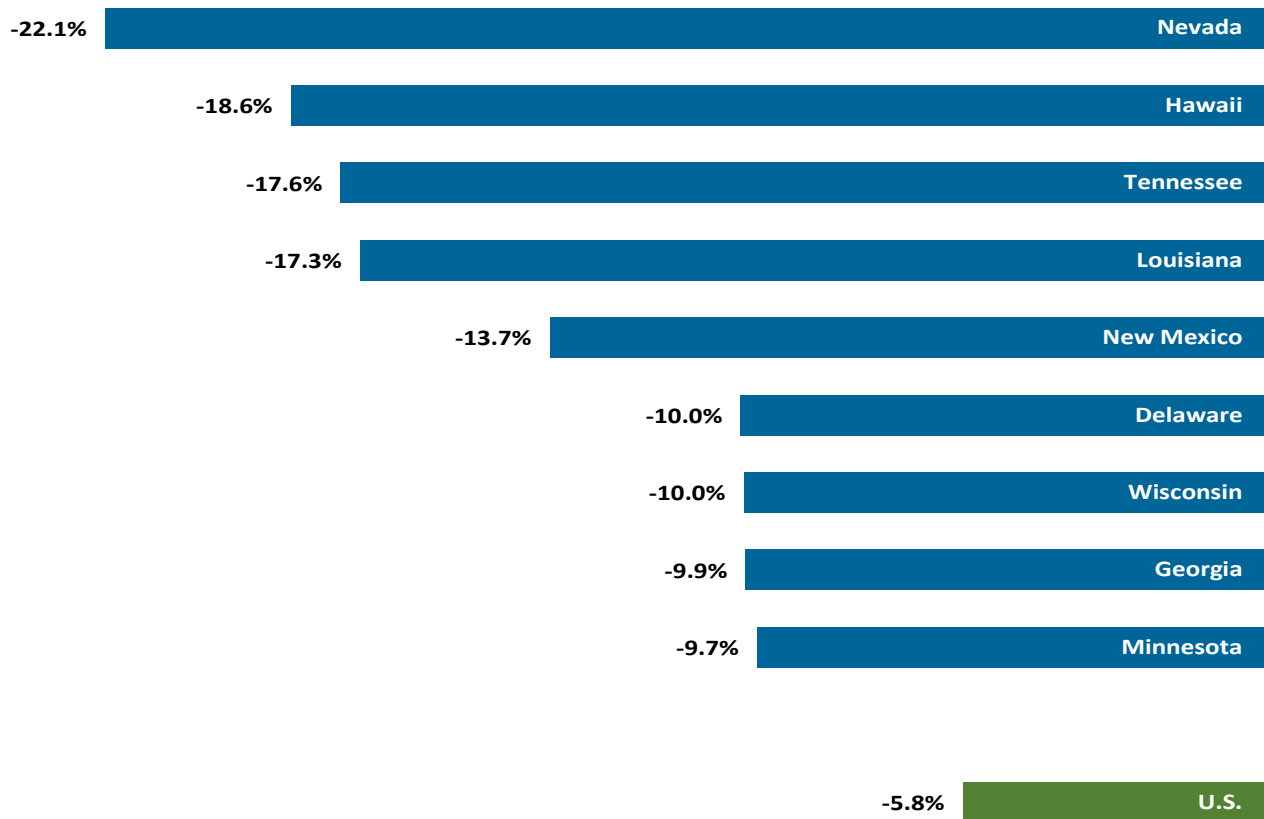
In addition to the performing arts, sharp declines in value added by motion picture and video industries were also evident in the U.S. arts economy in 2020. Between 2019 and 2020, value added by this industry fell by 19.6 percent (in current dollars).<sup>4</sup>

In 2019, prior to the COVID-19 pandemic, motion picture and video industries composed above-average shares of the arts economies in Louisiana, New Mexico, and Georgia. In New Mexico, for example, the location quotient for the state’s motion picture and video industries was 1.32, meaning that as a share of New Mexico’s economy, motion picture/video production was 32 percent greater than the national average.

In 2020, value added by motion picture and video industries fell by 35 percent or more in each of these states. In Louisiana, value added by motion picture and video industries fell by 61.4 percent, and more than 2,500 industry jobs were lost.

In New Mexico, the industry group was cut in half, and employment fell by 1,720 wage and salary workers.

**States with the steepest declines in arts and cultural value-added: 2019-2020**  
(Current-dollar estimates)



Data source: Arts and Cultural Production Satellite Account (ACPSA), U.S. Bureau of Economic Analysis and National Endowment for the Arts

**Decline in value-added and employment in motion picture and video industries, Louisiana, New Mexico, and Georgia**

	Value added (millions)			Employment		
	2019	2020	Percentage decline between 2019 and 2020	2019	2020	Percentage decline between 2019 and 2020
U.S.	\$68,510	\$55,062	-19.6%	394,000	258,000	-34.5%
Georgia	\$2,628,285	\$1,702,457	-35.2%	20,083	12,290	-38.8%
Louisiana	\$932,947	\$360,571	-61.4%	5,756	3,247	-43.6%
New Mexico	\$432,903	\$206,737	-52.2%	3,289	1,569	-52.3%

Notes: Value added is reported in current dollars (i.e., not adjusted for inflation).

The BEA reports national-level ACPSA employment in thousands.

Data source: Arts and Cultural Production Satellite Account (ACPSA),

U.S. Bureau of Economic Analysis and National Endowment for the Arts

### Growth in the State of Washington

As was the case in the rest of the country, value added by performing arts industries contracted in Washington between 2019 and 2020—by 40.8 percent for performing arts organizations and by 73.0 percent for performing arts presenters.

Yet, over this time period, total arts and cultural value-added in Washington grew by 9.4 percent.

Two large industries—web publishing/streaming and arts-related retail trade (including electronic retail)— helped prop up the state’s arts economy in 2020.

The location quotient for Washington’s web publishing and streaming industry was 3.9 in 2020; for retail trade, the quotient was 10.0. As a share of the state’s economy, web publishing/streaming was nearly four times greater than the national share, while Washington’s arts-related retail trade was 10 times greater.

From 2019 to 2020, value added by Washington’s web publishing/streaming industry grew from \$12.2 billion to \$15.9 billion (up 30.6 percent). Arts-related retail trade increased from \$11.8 billion to \$13.6 billion (up by 15.2 percent).<sup>5</sup>

Although arts and cultural value added by Washington’s arts economy grew between 2019 and 2020, employment dropped by 5.3 percent. Contractions in the state’s performing arts industries were partly responsible. In 2020, Washington’s performing arts organizations and performing arts presenters lost 2,500 wage and salary workers.

## Endnotes

<sup>1</sup> The U.S. Bureau of Economic Analysis defines value-added as the gross output of an industry or a sector less its intermediate inputs; the contribution of an industry or sector to gross domestic product (GDP).

<sup>2</sup> At the U.S. level, after adjusting for inflation, web publishing and streaming grew by 14.3 percent between 2019 and 2020.

<sup>3</sup> State-level value-added from the ACPSA are available only in current (non-inflation-adjusted) dollars.

<sup>4</sup> In inflation-adjusted dollars, value added by motion picture and video industries contracted 17.9 percent between 2019 and 2020.

<sup>5</sup> At the U.S. level, web publishing and streaming was the only arts and cultural industry to grow significantly between 2019 and 2020—by 14.3 percent, after adjusting for inflation.