

# THE U.S. ARTS ECONOMY IN 2021: A STATE-LEVEL SUMMARY BRIEF

This research brief reports data from the state-level Arts and Cultural Production Satellite Account (ACPSA), a product of the National Endowment for the Arts and the Bureau of Economic Analysis.

The new state-level dataset includes data on the arts and cultural economy for 2021. Between 2020 and 2021, every state and the District of Columbia saw growth in value added to their economies from arts and cultural industries, with 31 states and D.C. showing at least a 10 percent increase in the arts and cultural industries value added to gross state product (GSP). In the case of 47 states and D.C., the economic value from arts and culture surpassed 2019 levels.

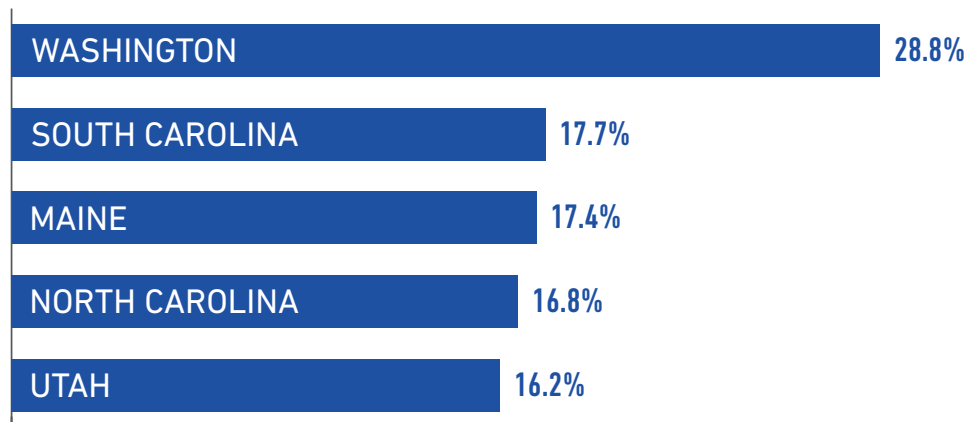
Employment trends for the same industries tell a different story. Although 49 states have seen increases in arts and cultural employment from 2020 to 2021, no state has reached its 2019 level.

## Arts and Cultural Industries' Value Added to State Economies

- Among states, Washington experienced the greatest percent increase in value added from arts and culture between 2019 and 2021 (totaling \$72.9 billion in 2021). Back in 2020, it was one of only nine states that saw growth in the arts as a share of GSP. Washington's top industries include *traditional and software publishing, web publishing and streaming, and arts retail*.
  - In Washington, the percent of value added from publishing and web streaming industries exceeded four times the share contributed by those industries nationwide.
  - Together, arts and cultural industries make up 10.8 percent of Washington's total economy.
- From 2019 through 2021, South Carolina, Maine, North Carolina, and Utah also posted strong increases in arts and cultural value added to GSP. Some of the largest industries in those states include: *radio, television, and cable broadcasting, arts retail, traditional and software publishing, and government services* (such as K-12 arts education, museums, and libraries).

## States with the highest increases in arts and cultural value-added: 2019-2021

(current-dollar estimates)



- From 2020 to 2021, all states saw increases in value added from arts and culture. In Hawai'i, Louisiana, and Nevada, however, the sector's value added to GSP in 2021 still lagged behind 2019 levels. In all three states, the arts economy is driven by industries such as the *motion picture*, *performing arts*, *broadcasting*, and *construction* industries.
- Although, in Nevada, the overall value added from arts and cultural industries declined between 2019 and 2021, the state experienced growth in the economic contributions of *performing arts presenters*—from \$284.7 million in 2020 to \$752.9 million in 2021 (surpassing the 2019 level). Indeed, the relative concentration of performing arts presenters in Nevada was over five times greater than the national share in 2021 (up from three times greater in 2019).
- Nevada's arts and cultural *construction*, on the other hand, fell precipitously—from \$1.5 billion in 2019 to \$190.3 million in 2021—in terms of value added to the state economy.

## States with declines in arts and cultural value-added: 2019-2021

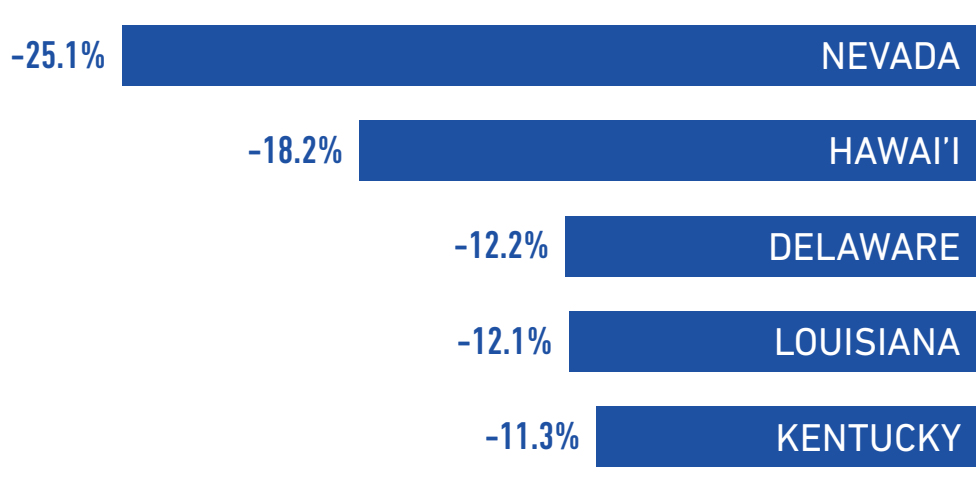
(current-dollar estimates)



## Arts and Cultural Industry Employment

- All except one state and D.C. saw increases in arts and cultural employment from 2020 to 2021. Yet no state has reached pre-pandemic (2019) employment levels in the arts and cultural sector. Industries such as *performing arts organizations*, *motion pictures*, and *independent artists, writers, and performers* mostly experienced growth in employment from 2020 to 2021—even though total employment, for those industries, has not caught up with 2019 levels across all states.
- Nebraska, North Dakota, Wyoming, Utah, Montana, Washington, and North Carolina experienced only slight decreases in employment (down by less than 2 percent) from 2019 to 2021.
- Over the past two years, Nevada has lost roughly a quarter of its arts and cultural jobs. This magnitude reflects the fact that because arts-related *construction*, and *performing arts organizations*—two industries especially hard hit by the pandemic—account for a large share of the state’s economy.
- Hawai’i, Delaware, Louisiana, and Kentucky also experienced serious job losses within arts and cultural industries between 2019 and 2021.

### States with the steepest declines in arts and cultural employment: 2019–2021



Questions?

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