State of the Arts in Greater Des Moines

Presented by: Bravo Greater Des Moines
Greater Des Moines’ vibrancy is founded in part on the breadth and depth of its arts and cultural experiences. More than 70 nonprofit organizations provide access to theatre, gardens, history, dance, music, and so much more. These organizations are **essential** to this region’s robust economy and enrichment opportunities.

But these organizations have been deeply impacted by the COVID-19 pandemic.

<table>
<thead>
<tr>
<th>Annually, in Greater Des Moines, arts and culture:</th>
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<tr>
<td><strong>Drive</strong></td>
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<tr>
<td>$185M in economic impact</td>
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<tr>
<td><strong>Employ</strong></td>
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<tr>
<td>5,600 full-time equivalent jobs</td>
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<tr>
<td><strong>Generate</strong></td>
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<td>$16.8M in government revenue</td>
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Source: Americans for the Arts, Arts & Economic Prosperity V
Since the pandemic hit the U.S. in February 2020, almost every major area of the country’s job market has been negatively impacted. But none more than the leisure and hospitably industry, which includes arts and cultural venues and experiences.

<table>
<thead>
<tr>
<th>Industry</th>
<th>% of Decrease</th>
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<tbody>
<tr>
<td>All leisure and hospitality</td>
<td>-48.3%</td>
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<tr>
<td>Arts, entertainment and reception</td>
<td>-54.5%</td>
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<tr>
<td>Performing arts and spectator sports</td>
<td>-45.4%</td>
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<tr>
<td>Museums, historical sites and similar institutions</td>
<td>-26.1%</td>
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<tr>
<td>Amusements, gambling and recreation</td>
<td>-59.9%</td>
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<tr>
<td>Accommodation with food services</td>
<td>-47.3%</td>
</tr>
<tr>
<td>Accommodation</td>
<td>-42.3%</td>
</tr>
<tr>
<td>Food services and drinking places</td>
<td>-48.1%</td>
</tr>
</tbody>
</table>

Source: Five Thirty Eight, The Industries Hit Hardest By The Unemployment Crisis
Live events have been hit especially hard.

- Live events employ 12 million people nationally.
- Live events contribute more than $1 trillion to the U.S. economy every year.
- 95% of live events scheduled in the U.S. for 2020 have been canceled.
- 15% of live events scheduled for 2021 have already been canceled.
- 77% of industry workers in the U.S. have lost 100% of their income.

Source: We Make Events
$14.1 billion loss in the U.S. to nonprofit arts and organizations.

$38.7 million loss in Iowa.

Source: Americans for the Arts, Economic Impact of the Coronavirus Pandemic
The financial impact on Iowa’s arts and culture organizations:

Total financial impact: $38.7M
Canceled events: 97%
Modified operating status: 63%
Lost attendance: 3,432,634 people

How severe do you expect the overall financial impact of the coronavirus to be on your organization?

- 57% responded extremely severe.
8% NOT confident their organization will survive the impact of COVID-19.

Which can we afford to lose?

Source: Americans for the Arts, Economic Impact of the Coronavirus Pandemic
Not every organization may come back the same way:

- Historic sites, parks, zoos, botanic gardens, etc. with outdoor spaces might come back sooner because of increased demand.

- Enclosed spaces with minimal visitor movement such as performing arts venues or tactile experiences such as science centers may struggle to regain typical visitor volume.

- Experiences that host primarily older audiences may suffer as the virus influences attendance decisions.

Source: Colleen Dilienschneider, Mask Up: Here Are The Safety Measures Visitors Want (DATA)
The arts won’t survive without us.
And we can’t thrive without the arts.

As our community creates what the other side looks like, the arts must take center stage.
LET'S HEAR IT FOR THE ARTS
“Let’s hear it for the arts” is our rallying cry to keep arts center stage so we can reconnect, reemerge, and recover.
Arts and culture are tied into every regional priority. Investing in the arts means investing in:

- Economic development
- Jobs
- Technology and innovation
- Diversity, equity, inclusion, and accessibility
- Creativity
- Community development
- Civic dialogue
- Livability
- Education
- Mental health
- Public welfare
- Tourism
- Everything!
The arts have always reinvented, reimagined, and risen to the occasion. But now we must:

Encourage patronage as a priority.
Position involvement as an investment.
Inspire hope alongside action.
Arts and culture are not just one night out or one painting.

Arts and culture are the threads woven into every aspect of our personal and professional lives.

**Everywhere.**

This is why we love what Greater Des Moines has to offer. And why arts and culture essential to our region’s return to vibrancy and strength.
We must each find a way to engage, attend, support, interact with and give ourselves to the organizations that give us so much.
“We cannot allow this piece of our social and economic infrastructure to fall apart. Our creative economy of arts, culture, design and entertainment is no mere luxury. It is one of the three key sectors that power innovation and economic growth. More than gross domestic product or economic power, the true measure of a nation’s vitality and resilience is its cultural and technological creativity. From Louis Armstrong to Beyoncé, and from Irving Berlin to Lin-Manuel Miranda, arts and culture reflect and reinforce the power of our diversity.

We need a bottom-up, all-hands-on-deck effort to save America’s artistic and creative system, and we need it now.”

- Richard Florida, professor at the University of Toronto, and Michael Seman, professor at Colorado State University
Despite the challenges, arts and culture organizations in Greater Des Moines are forging ahead.

Through creativity, resiliency and innovation, patrons, volunteers, donors and supporters are being presented with new ways to engage.
• Include arts and culture in all immediate relief and recovery policies as well as short- and long-term community planning efforts.

• Advocate for arts, culture, and heritage as priority community pillars, critical to revitalizing the region’s economy.

• Acknowledge that reopening is just the beginning and that rebuilding institutional knowledge, backfilling cash stability, and redefining accessibility will take years.

• Prioritize support for digital arts and creative programs that enhance connections between culture and the community.

• Encourage public, private, and philanthropic support for arts, culture, and heritage organizations as essential entities, required to sustain recovery.
LET'S hear IT FOR THE arts