

NEW MEXICO ARTS

A Division of the Department of Cultural Affairs

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New Mexico Arts: Nurturing the State's Economy January 2005

Do your community's arts programs make a difference after the curtain comes down? Yes, they certainly do. New Mexico Arts (NMA), your official State Arts Agency, has new data revealing the power of its arts funding in our artistically rich state. A two-year study by Western States Arts Federation (WESTAF) documents the impacts of New Mexico Arts' statewide grant funding and technical assistance on New Mexico's economy.

The findings are based on a survey of an estimated 200 nonprofit arts-specific organizations partially funded by or eligible to apply to New Mexico Arts, as well as on New Mexico Arts data and interviews. The following figures refer to direct economic impacts, without the use of multipliers. They reveal that arts funding provides economic benefits as a part of its contributions to New Mexicans' quality of life.

200 surveyed arts organizations benefiting from New Mexico Arts' funding and services:

Directly spend more than \$63 million in the New Mexico economy

Consider this - in FY2005, just under \$1 million in State arts funding returned more than \$63 million to the New Mexico economy. This is the difference that State funding of the arts makes.

Employ 852 full time and 1,484 part time staff

Contract with more than 2,500 part-time artists and arts service providers

The families of almost 5,000 citizens benefit from their arts-based employment.

Attract more than \$6 million in donated goods and services

Arts supporters offer vital goods and services, including reduced rent, rehearsal space, storage facilities, accounting and legal services, computers, lodging, printing support and theater seats.

Receive more than 670,936 contributed volunteer hours

This approximates 84 full time work weeks in a 52 week year, or 1.6 full time staff per year, working for each of the 200 organizations.

Generate nearly 800,000 paid attendees to cultural events

Provide no-cost access to arts programs and events to more than

1.1 million, especially to support youth and education

Attendance equals the entire 1.8 million population of the state, and more.

Draw out-of-state visitors and dollars representing up to 53% of paid attendance

Out of state visitors are attracted by New Mexico's year-round calendar of arts events statewide. Fairs, festivals and seasonal events are a stimulus for tour packages to New Mexico.

Support new construction and renovation projects averaging \$10 million annually

These projects provide jobs statewide, which is particularly important in rural New Mexico.

New Mexico Arts has been funding and nurturing the arts statewide for forty years. This study reveals that the agency:

- **nourishes an arts network and builds a stable base in the arts sector, through its grant making and extensive technical assistance**

Many of New Mexico's cultural organizations were initiated with New Mexico Arts' statewide financial and technical assistance. In rural New Mexico, funding serves as a form of venture capital for startups that often grow into vital forces for community economic development.

- **sustains non-funded arts groups by encouraging a favorable arts climate**

New Mexico Arts is an information resource for artists and arts organizations statewide.

- **funds programs that attract cultural tourists**

Cultural tourists extend their visits and spend more in culturally attractive communities.

- **provides support that leverages additional private and public funding, by supporting stable organizations that hold to a high artistic standard**

State arts agency funding is a sought-after endorsement leading to diversified funding bases.

In addition to the above data, the study's open-ended survey responses detail specific arts groups' needs, identify communities' cultural tourism activities, and discuss challenges.

What challenges do arts organizations anticipate over the next 3-5 years?

- **A need for improved facilities to better serve arts organizations' audiences**
- **A need for adequate funding, including long-term operational funds and a stable funding base overall**

While these needs are well-known, the study provides supportive data for statewide use.

Increased funding of New Mexico Arts will provide increased local funding and services contributing to a healthy non-profit arts sector statewide.

Support of New Mexico Arts, the State Arts Agency, promotes the creative economy - which provides jobs, revenue development and local spending.

Please visit New Mexico Arts' website at www.nmarts.org and click on 'Org Resources' for a link to the full report. This includes an Executive Summary, the survey method, findings, open-ended responses, and case studies of eight arts organizations that nurture an environment that generates community and regional economic activity.

