

Starring Role: Creative Industries Are Reclaiming the Spotlight



To highlight the economic and societal impact made by the arts and entertainment sectors, and the challenges and opportunities they face in the pandemic era, this week the U.S. Chamber's Global Innovation Policy Center joined Americans for the Arts, the National Assembly of State Arts Agencies, and the National Endowment for the Arts to host an event titled "*Starring Role: Arts & Entertainment in the Pandemic Era.*"

Impact: [Research shows](#) that in the United States, 673,656 businesses are involved in the creation and distribution of the arts, and these businesses employ nearly 3.5 million people. That's 4% of all U.S. businesses and 2% percent of all U.S. employees.

Yes, but: These businesses and people [have been devastated](#) by the COVID-19 crisis.

- **They're out of work:** 99% of producing and presenting organizations have been forced to cancel events, often the lifeblood of their success. 59% of them remain closed for business, and 39% of those have no target date for re-opening.
- **They're losing money:** Financial losses within the industries total an estimated \$14.8 billion to date. The total economic impact of organizational and audience-spending losses is \$5.1 billion. At the individual creator level, 95% of individual creators have reported loss of income.

- **They're cutting jobs:** At least 879,000 creative industry jobs have been lost to the pandemic. According to recent survey data, 35% of nonprofit arts and cultural organizations have been forced to lay off or furlough staff, and 63% of individual creators have become fully unemployed.
- **They fear for the future:** More than 12,000 arts and entertainment organizations don't think their businesses will survive the pandemic.

Watch