

COVID-19 AND THE CREATIVE ECONOMY IN KENTUCKY

Creativity, arts and culture are big business in Kentucky, but the unique nature of the COVID-19 pandemic and the ongoing economic crisis has made the **nonprofit** creative sector the hardest hit sector in the country.¹ Research shows that Investment in the arts directly improves the health of the broader economy. [1] Without investment and incentives from federal and state governments the creative engine driving our local and national economies will continue to struggle.²

THE CREATIVE ECONOMY IS BIG BUSINESS IN KENTUCKY

KENTUCKY'S CREATIVE ECONOMY	
\$5 billion	Generated annually in Kentucky by the creative economy [2]
2.5%	of GSP generated annually in Kentucky by the creative economy [2]
5,991	creative businesses in Kentucky [3]
52,547	creative workers in Kentucky [2]

COVID-19 HAS DEVASTATED KENTUCKY'S CREATIVE ECONOMY

RIGHT NOW, IN KENTUCKY...	
\$742 million	lost revenue for creative economy businesses in 2020 in Kentucky (est.) [4]
68%	Kentucky creative businesses severely impacted by COVID-19 [5]
22,722 (43% unemployed)	creative workers made unemployed by COVID-19 in Kentucky [4]
61%	of creative workers have experienced a drastic increase in work [6]
\$530 million	total loss of revenue for creative workers Kentucky in 2020 (est.) [4]
\$10,086 (28% loss/person)	average loss of creative revenue per creative worker in Kentucky in 2020 [4]
53%	creative workers in Kentucky now have no savings [6]

¹ According to [analysis](#) from Johns Hopkins University, the Arts, Culture, and Recreation sector experienced job losses at three times the rate of the next-most-impacted sector from January to August 2020.

² **What is the creative economy?** An \$878 billion economic ecosystem of for-profit and nonprofit creative industries, artists, educators, entrepreneurs, vendors, policymakers and funders that produce and distribute creativity- and arts-based goods and services. They use their creativity to create jobs, revenue, community resources, and cultural engagement.

[1] Source: [U.S. Bureau of Economic Analysis](#), 2020

[2] Source: [U.S. Bureau of Economic Analysis - State Profiles](#), 2017

[3] Source: Americans for the Arts, [Creative Industries](#), 2017

[4] Source: Brookings Institution, [Lost Art](#), 2020

[5] Source: Americans for the Arts, [COVID-19 Impact on the Nonprofit Arts Sector](#), 2020, as of December 20, 2020

[6] Source: Americans for the Arts, [COVID-19 Impact on Creative Workers](#), 2020, as of December 20, 2020

