



## Support the Arts in New Mexico Complete the 2020 U.S. Census



**i COUNT NM**  
i count because i care

By now, many of you know that we are approaching the end of “Census Season” and that the deadline to complete the 2020 U.S. Census questionnaire is September 30<sup>th</sup>. You may have heard that New Mexico being under-counted will negatively impact our federal funding and political representation at the federal level for the next decade. What you may not realize is how important that information is to the arts and culture industry in New Mexico.

Many federal agencies, including the National Endowment for the Arts and the National Endowment for the Humanities, distribute funds on a per capita basis determined by the Census. With 40% of the National Endowment for the Arts' total budget earmarked to be distributed through state arts agencies like New Mexico Arts based on Census data, if we are under-counted, the effect is real. We lose money for critical major arts and culture organizations like museums, theater groups, symphonies, and opera companies. We lose money for arts in the schools and community art programs. We lose money for local arts councils and studio tours, for folk art apprenticeship programs, and for small non-profit arts organizations.

You may have also heard that New Mexico is home to multiple “hard-to-count” or “traditionally under-counted” populations. These include Native Americans, Hispanics, immigrants, rural communities, individuals with limited broadband access, and those experiencing poverty. In addition to these populations, New Mexico has another large community that has been traditionally under-counted. Artists are often itinerant, moving from studio to studio, or living in rural, hard-to-reach locations.

In New Mexico, the arts count. We need to make sure that our artists and the incredible diversity of arts and culture for which they stand are fully represented.

Please complete the Census today and encourage your friends, family, and communities, especially those in the arts and culture fields, to do so as well. You can find all the info at <https://www.census.gov/>.