

*City of New Braunfels*



# Proclamation

THE STATE OF TEXAS §  
COUNTY OF COMAL §  
CITY OF NEW BRAUNFELS §

**WHEREAS**, the COVID-19 pandemic has had a devastating impact on America’s arts sector, with 99% of producing and presenting organizations having canceled events and artists being among the most severely affected segment of the nation’s workforce; yet notwithstanding this fact, the arts have helped collectively lead us throughout the darkest times of the pandemic—lifting our spirits, unifying communities, and jump-starting the economy;

**WHEREAS**, The Brauntex Performing Arts Theatre Association alongside the nation’s 120,000 nonprofit arts organizations, the National Endowment for the Arts, the National Endowment for the Humanities, and the nation’s 4,500 local arts agencies, have designated October as National Arts and Humanities Awareness Month;

**WHEREAS**, the arts and humanities embody much of the accumulated wisdom, intellect, and imagination of humankind;

**WHEREAS**, the arts and humanities enhance and enrich the lives of every American;

**WHEREAS**, the arts and humanities play a unique role in the lives of our families, our communities, and our country;

**WHEREAS**, The Brauntex Performing Arts Theatre Association celebrates the value and importance of culture in the lives of its community members and the health of a thriving community during National Arts and Humanities Awareness Month;

**WHEREAS**, the nation’s arts and culture sector—nonprofit, commercial, education—is a \$919.7 billion industry that supports 5.2 million jobs—4.3% of the nation’s economy—and boasts a \$33 billion international trade surplus;

**WHEREAS**, the nonprofit arts industry alone generates \$166.3 billion in economic activity annually—spending by organizations and their audiences—which supports 4.6 million jobs and generates \$27.5 billion in government revenue;

**WHEREAS**, every attendee to an arts event spends \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and lodging—a vital income source for local businesses and economies;

**NOW, THEREFORE** I, Rusty Brockman, Mayor of the City of New Braunfels, Texas, do hereby proclaim October 2021 as

**National Arts and Humanities Awareness Month**

**IN WITNESS WHEREOF**, I have hereunto set my hand and caused the Seal of the City of New Braunfels to be affixed this the October 11, 2021.

**CITY OF NEW BRAUNFELS**

**RUSTY BROCKMAN, Mayor**