



# WHY THE ARTS MATTER IN NEW JERSEY



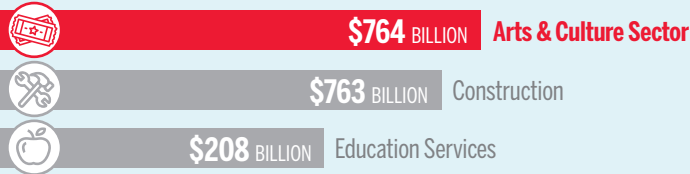
## NATIONAL ARTS FACTS

ARTS SECTOR'S PERCENTAGE OF GROSS DOMESTIC PRODUCT (Commercial & Nonprofit Arts Organizations Combined)

### ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$764 billion industry**, representing 4.2% of the nation's GDP—a larger share of the economy than construction (4.1%) or education services (1.1%).

Source: U.S. Bureau of Economic Analysis, 2015.



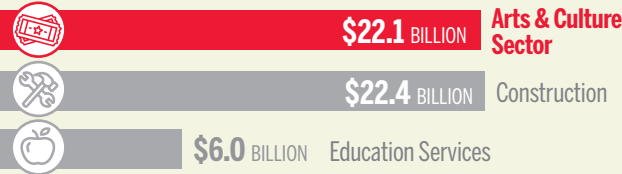
**BONUS:** U.S. exports generate a \$24.1 billion arts trade SURPLUS.

## NEW JERSEY ARTS FACTS

### THE NEW JERSEY ARTS & CULTURE SECTOR REPRESENTS 3.8% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$22.1 billion** to New Jersey's economy, representing 3.8% of the state's GDP—a larger share than some other industries in the state.

Source: U.S. Bureau of Economic Analysis, 2015.



**BONUS:** In 2015, NJ arts and culture jobs \$11.0 billion in total compensation.

NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally **673,656 businesses** employ **3.48 million people** who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Source: Americans for the Arts, *Creative Industries*, 2017.



In New Jersey, **19,264** Arts-Related Businesses employ **80,233 people**.

- In Atlantic County, **520** Arts-Related Businesses employ **2,113 people**.
- In Middlesex County, **1,269** Arts-Related Businesses employ **6,424 people**.
- In Bergen County, **2,785** Arts-Related Businesses employ **14,140 people**.

Source: Americans for the Arts, *Creative Industries, New Jersey* report, 2017.



ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

Nationally, the nonprofit arts industry alone generates **\$166.3 billion in economic activity** annually that supports **4.6 million jobs** and generates **\$27.5 billion** in federal, state, and local government revenue.

- Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, 2017.



In 2015, nonprofit arts organizations in the state generated **\$519.8 million in economic activity** annually that supported **14,342 jobs** and generated **\$41.0 million** in state and local government revenue.

- In Newark specifically, nonprofit arts groups generated **\$109.3 million** in economic activity. Audiences of 2.5 million people added another **\$69.0 million** in related spending for a total of **\$178.3 billion** for the city in 2015, and this generated **\$15.6 million** in local and state government revenues.

Source: Americans for the Arts, *Arts & Economic Prosperity 5, Newark* report, 2017.



PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

So how much is the federal government investing in the National Endowment for the Arts (NEA)?

**A** Congress has proposed allocating **\$155 million to the NEA in FY 2019**, which has been relatively level for the last several years. This amounts to just **47¢** per capita, yet the nonprofit arts industry generates over **\$13 billion** in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with **\$1 per capita!**

Source: Americans for the Arts Action Fund, 2019.  
Read: "Funding The Arts Is Good For The Nation," *The Hill*, 2015.

**Q** What about New Jersey—how much does state government budget to the New Jersey State Council on the Arts each year?

**A** The state allocated **\$16,405,000** to the New Jersey State Council on the Arts. In FY 2017, the Council also received **\$865,400** in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. An additional 31 nonprofit arts organizations received direct grants from the NEA totaling **\$1,690,400**.

Source: NEA and NASAA, 2017.  
Read the report *The Arts in New Jersey Are a MultiMillion-Dollar Business*.

GDP

JOBS

ECONOMICS

FUNDING

“Art, in all its varied forms, is important to New Jerseyans. It enhances our daily lives, and shines a light on all aspects of society lifting our spirits, beautifying our communities, and attracting visitors.”

—New Jersey Secretary of State Tahesha Way



## NEW JERSEY ARTS FACTS

### IN THE GARDEN STATE, THE ARTS UNITE US

The [National Consortium for Creative Placemaking](#), headquartered in New Jersey, activates community members and leaders to leverage public, private and individual talent and resources to help build creative, sustainable, livable, prosperous, vibrant, and just communities.

#### THE NEW JERSEY STATE COUNCIL ON THE ARTS

In 1966, the legislature passed and the governor signed a law creating the NJ State Council on the Arts and directing us to do all that is necessary and appropriate to: support, encourage, and foster public interest in the arts; enlarge public and private resources devoted to the arts; promote freedom of expression in the arts; and facilitate the inclusion of art in every public building in New Jersey.

> [Learn more here.](#)



#### MEET SOME NEW JERSEY ARTS ADVOCATES

- **Adam Perle** is President & CEO of ArtPride NJ and President of the Executive Board of the NJ Tourism Industry Association. > [More](#)
- **Allison Tratner** is the Executive Director of the New Jersey State Arts Council. > [More](#)
- **Robert B. Morrison** is Founder and CEO of Quadrant Research, the nation's leading arts education research organization and Executive Director of ArtsEd NJ. > [More](#)
- **Ann Marie Miller** is Director of Advocacy & Public Policy for ArtPride NJ and recipient of the 2015 Alene Valkanas State Arts Advocacy Award from Americans for the Arts. > [More](#)
- **Sharnita C. Johnson** is Program Director, Arts, for the Geraldine R. Dodge Foundation. > [More](#)

#### ART IN NEW JERSEY

- JerseyArts.com is the hub for what's going on in NJ's arts scene. Browse the site's [event calendar](#), search its [directory of cultural organizations](#), discover works by local artists in its virtual gallery, or catch up on what's new this season in the [Culture Vultures Arts Weekly](#) and [Jersey Arts Podcast](#).
- New Jersey Stage can direct you to the best venues of live theater and dance performances [here](#).
- NJArts.net lists news, show listings, and new shows going on sale [here](#).

#### NEW JERSEY ART ORGANIZATIONS

- ArtPride New Jersey [www.artpridenj.com](#)
- Arts Ed NJ [www.artsednj.org](#)
- New Jersey Theatre Alliance [www.njtheatrealliance.org](#)
- Dance NJ [www.dancenj.org](#)
- South Jersey Cultural Alliance [www.sjca.net](#)

### THE ARTS ARE EVERYWHERE!

- The **Jersey Cape** has what you are looking for in a vacation destination, and Mid-Atlantic Center for the Arts & Humanities offers a year-round calendar of tours and special events, including the annual Cape May Music Festival.
- **Trenton** is the capital of New Jersey arts and culture, and Artworks presents Art All Night, an annual art extravaganza that builds community. Artworks also hosts gallery exhibitions, workshops, and classes.
- **Red Bank** is located along the magnificent Navesink River and just minutes away from beaches. Each year, more than 55,000 patrons and guests come through Two River Theater's doors to see exceptional productions in intimate performance spaces.
- Something is always going on in Newark and it is all just eight short miles from **New York City**. NJPAC is a world-class cultural venue, showcasing national and international touring artists while serving as a catalyst in returning nightlife and economic activity to its hometown.
- Peters Valley School of Craft is located within the picturesque **Delaware Water Gap** National Recreation Area. Nestled in the midst of the beauty are state of the art studios with workshops run by professional artists from around the globe.

**To View the Top 10 Reasons to Support the Arts in New Jersey, [Click Here.](#)**

## NEW JERSEY ARTS NEED YOU!

### JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: [ArtsActionFund@artsusa.org](mailto:ArtsActionFund@artsusa.org)

VISIT US: [ArtsActionFund.org/join](http://ArtsActionFund.org/join)

CALL US: 202.371.2830 x2067

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To download this fact sheet, "Why the Arts Matter in New Jersey," with corresponding resource links visit [www.ArtsActionFund.org/NJ](http://www.ArtsActionFund.org/NJ).