



WHY THE ARTS MATTER IN NORTH CAROLINA



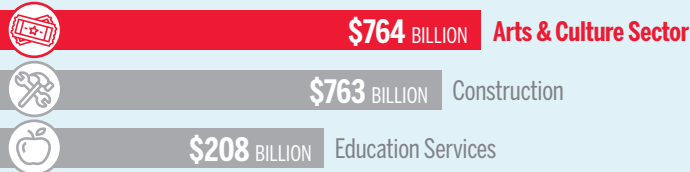
NATIONAL ARTS FACTS

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.



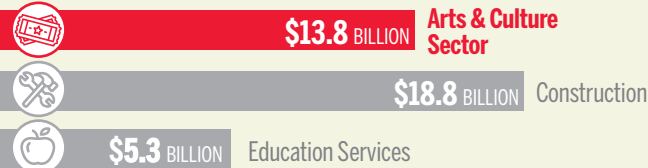
BONUS: U.S. exports generate a \$24.1 billion arts trade SURPLUS.

NORTH CAROLINA ARTS FACTS

THE NORTH CAROLINA ARTS & CULTURE SECTOR REPRESENTS 2.7% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$13.8 billion** to North Carolina's economy, representing 2.7% 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, NC arts and culture jobs grew by 4.2% while the national average was 2.1%.

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 North Carolina, **11,561 creative establishments** employ **196,548 people**.

- 3% of the NC workforce has jobs in creative industries.
- North Carolina's Creative Industry includes **37,616 artist entrepreneurs**.
- Jobs in creative occupations increased 27% since 2006 to **161,105** direct jobs in all industries.

Source: Economic Modeling Specialists International (EMSI) CVSuite 2016



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 **\$2.1 billion in economic activity annually** that supported **71,977 jobs** and generated **\$201.5 million** in state and local government revenue.

- Arts audiences spend **\$1.18 Billion** annually in addition to admission cost.

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



PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

Q 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.

PUBLIC INVESTMENT IN THE ARTS IN NC

- The NEA awarded 37 grants amounting to **\$1,991,500** to cultural nonprofit groups in North Carolina in 2017.
- State funds appropriated to the NC Arts Council total **\$8,257,787** in FY18 or **80¢** per state citizen.
- NC Arts Council grants are matched by more than **\$6 million** in local and private matching funds.

Source: NEA and NASAA, 2017.

Read: "Art as a \$2 Billion Force in North Carolina," Allison Williams, *Business North Carolina*, 2017.

GDP

JOBS

ECONOMICS

FUNDING



“For 50 years, the North Carolina Arts Council has invested in artists and arts organizations to create a strong arts infrastructure that reaches every corner of our state. We know that you believe, as we do, that the arts make North Carolina a great state to live and work.”

—North Carolina Arts Council



NORTH CAROLINA ARTS FACTS

IN NORTH CAROLINA, THE ARTS UNITE US

Research shows that students’ overall school performance increases in A+ Schools. With their arts-integrated curricula, A+ schools report improved attendance, fewer disciplinary problems, stronger teacher satisfaction and higher levels of community and parental involvement.

THE NORTH CAROLINA ARTS COUNCIL launched its work in 1967 as awareness of the importance of arts to all citizens was becoming a national movement. Our state’s arts infrastructure reaches into all 100 counties through one of the most highly developed and effective networks of local arts councils in our nation. An abundance of outstanding artists and arts organizations continues to enrich our communities. Artists and institutions improve quality of life, educate and inspire our youth, and stimulate an extraordinary amount of economic activity.

> Learn more [here](#).

MEET SOME NORTH CAROLINA ARTS ADVOCATES

- **Stephen Hill** is Founder of Mother Earth Brewing, Discovery Insurance Company and smART Kinston. Chair of the NC Arts Council Board, he also led the Community Council for the Arts Board in Kinston. > [More](#)
- **Robin Branstrom** has led the boards of the Charlotte Symphony, Charlotte Ballet, Children’s Theatre of Charlotte and the NC Arts Council. > [More](#)
- **Michael Tiemann** is an open source software pioneer and entrepreneur, owner of Manifold Recording, and was the Chair of the UNC School of the Arts Board of Trustees. > [More](#)
- **John Brown** is an accomplished jazz bassist and composer as well as a prolific educator and actor who has a history of partnerships to promote and execute arts advocacy. > [More](#)
- **Tamara Holmes-Brothers** is a member of the NC African-American Heritage Commission, Secretary

of the NC Arts Council Foundation, member of the NC National Register Advisory Council as well as the Director of Development & Major Gifts at the Nasher Museum of Art. > [More](#)

ART IN NORTH CAROLINA

- The North Carolina Arts Council lists the best art museums and galleries [here](#).
- Guides to music and literary exploration along Arts Trails are [here](#).
- Renowned artists with North Carolina roots share their stories [here](#).

NORTH CAROLINA ART ORGANIZATIONS

Arts North Carolina
[artsnc.org](#)
North Carolina Arts Council
[NCArts.org](#)
North Carolina Arts Council Foundation
[artsfoundationnc.info](#)

THE ARTS ARE EVERYWHERE!

- The North Carolina Department of Natural and Cultural Resources offers a [guide to Cultural Trails](#)—to wonderful crafts, performing arts, African-American music, and Blue Ridge music. The examples below are only a small sample of the state’s countless cultural offerings.
- From **Asheville**, where the River Arts District features artist studios, explore crafts and traditional music venues in the surrounding mountains.

- Head southeast to **Charlotte** for world-class museums, music and theater and the Romare Bearden Park.
- Move north to **Winston-Salem**, home of the nation’s first Arts Council and UNC School of the Arts, then to **Greensboro** for a downtown rich in arts and civil rights history.
- Go east to **Raleigh** and **Durham** to find public art installations, nationally recognized museums and performing arts.

- Further East is **Kinston** where the downtown offers artist spaces and a music park and nearby in **Wilson** visit the Vollis Simpson Whirligig Park and renovated gallery spaces.
- Drive southeast to **Wilmington** to enjoy historic arts spaces and contemporary exhibitions.

To View the Top 10 Reasons to Support the Arts, Click Here.

NORTH CAROLINA ARTS

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org

VISIT US: ArtsActionFund.org/join

CALL US: 202.371.2830 x2067

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To download this fact sheet, “Why the Arts Matter in North Carolina,” with corresponding resource links visit www.ArtsActionFund.org/NC.