



WHY THE ARTS MATTER IN NORTH DAKOTA



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.

\$764 BILLION Arts & Culture Sector

\$763 BILLION Construction

\$208 BILLION Education Services

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

NORTH DAKOTA ARTS FACTS

THE NORTH DAKOTA ARTS & CULTURE SECTOR REPRESENTS 2.2% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$1.38 billion** to North Dakota's economy, representing 2.2% of the state's GDP—a larger share than some other industries in the state.

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

\$1.38 BILLION Arts & Culture Sector

\$4.32 BILLION Construction

\$0.14 BILLION Education Services

BONUS: In 2015, ND arts and culture jobs grew by 2.9% 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.

673,656 & **3.48M** ARE INVOLVED IN THE
BUSINESSES & JOBS CREATION OR DISTRIBUTION
OF THE ARTS

In North Dakota, **1,267 Arts-Related Businesses** employ **6,000 people**.

- In Burleigh County, **212 Arts-Related Businesses** employ **1,249 people**.
- In Cass County, **360 Arts-Related Businesses** employ **2,071 people**.
- In Grand Forks, **129 Arts-Related Businesses** employ **815 people**.

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

1,267 & **6,000** ARE INVOLVED IN THE
BUSINESSES & JOBS CREATION OR DISTRIBUTION
OF THE ARTS

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.

ART IS A **\$166.3 BILLION** DRIVER OF OUR NATIONAL,
STATE & LOCAL ECONOMY.

In 2015, nonprofit arts organizations in the state generated **\$110.1 million in economic activity** annually that supported **3,861 jobs** and generated **\$9.6 million** in state and local government revenue.

- In the **Bismark-Mandan Region**, nonprofit arts groups generated **\$22.1 million** in economic activity. Audiences of 783,606 people added another **\$19.1 million** in related spending for a total of **\$41.2 million** for the region in 2015, and this generated **\$3.5 b** in local and state government revenues.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, Bismark-Mandan Region and ND reports, 2017.

ART IS A **\$9 BILLION** GDP DRIVER OF OUR
STATE ECONOMY.

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.

Q What about North Dakota—how much does state government budget to the North Dakota Council on the Arts (NDCA) each year?

A The state allocated **\$798,213** to NDCA. In FY 2017, the Council also received **\$717,100** in federal NEA funds, which they re-granted funds to dozens of cultural organizations throughout the state. Another 32 nonprofit arts organizations received direct grants from the NEA totaling **\$772,100**.

Source: NEA and NASAA, 2017.

Read: "National Study Finds ND Arts a Strong Economic Driver," Kaley Schwab, *My ND Now*, 2017.

The article is based on [this economic impact study](#) that shows the arts mean business!

GDP

JOBS

ECONOMICS

FUNDING

“The arts give people hope, joy, and a sense of belonging. They teach discipline, persistence, and grit. They bring beauty to the community and make it a place worth living! We love seeing our young musicians learn from each other and believe all have the right to participate.”

—Northern Valley Youth Orchestras, Grand Forks



NORTH DAKOTA ARTS FACTS

THE ARTS UNITE US AND ENHANCE THE VITALITY OF NORTH DAKOTA, THE PEACE GARDEN STATE

The Art for Life Program seeks to improve the emotional and physical health and wellness of elders in care facilities, as well as those living independently, through intensive art and artist interaction.

THE NORTH DAKOTA COUNCIL ON THE ARTS—(NDCA) is a service and program agency of the state, established in 1967 by State Legislature. Our mission is to preserve, promote and inspire the diversity of arts within our state and beyond our borders. NDCA offers ten robust grant programs, strategic partnerships that attract new audiences, and ongoing program activities such as professional development and Poetry Out Loud. The arts, in turn, build the state’s economy and enhance public life and the success of other state agencies and businesses.

> Learn more [here](#).

MEET SOME NORTH DAKOTA ARTS ADVOCATES

- **Kim Konikow** is Executive Director of the North Dakota Council on the Arts. > [More](#)
- **Dayna Del Val** is the President & CEO of The Arts Partnership, Governor’s Awards for the Arts 2017. > [More](#)
- **Paul Noot** is the Co-Director of the Bismarck Downtown Artist Cooperative, Governor’s Awards for the Arts 2017. > [More](#)

ART IN NORTH DAKOTA

- The Department of Tourism can introduce you to North Dakota’s Vibrant Art Scene [here](#).
- Culture Trip’s Guide to ND’s best contemporary art is [here](#).
- NDCA highlights the partnership between the arts and state government in five critical areas: Sense of Place/Quality of Life; Economic Development; Education; Health and Wellness; and Heritage and Culture. See the short video [here](#).

NORTH DAKOTA ART ORGANIZATIONS

The Arts Partnership, Fargo
theartspartnership.net
North Dakota Council on the Arts
nd.gov/arts
Dakota West Arts Council
artscapital.org

THE ARTS ARE EVERYWHERE!

- Start a cultural tour of the state in **Fargo**, where the Plains Art Museum features regional contemporary artwork, American Modernism, and Native American works.
- Head west on Interstate 94 to **Jamestown** for the National Buffalo Museum and the Arts Center for its art exhibitions that change monthly.
- Continue west to the Belle Mehus Auditorium in **Bismarck** for Broadway shows, concerts, rodeos, and comedy.
- In **New Rockford**, you can go to the Dakota Prairie Regional Center for the Arts for music and theater.
- The James Memorial Preservation Society in **Williston** has art exhibits and classes. The town is also known for its Dakota Prairie Quilt Guild and its Woodworkers Club.
- Straddling the border between ND and Canada the **International Peace Garden** offers the International Music Camp Summer School of Fine Arts that attracts students of all ages for classes in Dance, Creative Writing, Painting, Drawing, Theater, and Music.

To View the Top 10 Reasons to Support the Arts in North Dakota, [Click Here](#).

NORTH DAKOTA ARTS NEED YOU!

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

FOLLOW US: [f](#) Arts Action Fund | [t](#) @ArtsActionFund | #ArtsVote



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