**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%).


- **$764 BILLION** Arts & Culture Sector
- **$763 BILLION** Construction
- **$208 BILLION** Education Services

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

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

- **673,656** BUSINESSES
- **3.48M** JOBS

A 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.

### ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

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

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.


### 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)?**

Congress has proposed allocating $155 million to the NEA in FY 2019, which has been relatively level for the last several years. This amount tops 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.


## 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.


- **$22.1 BILLION** Arts & Culture Sector
- **$22.4 BILLION** Construction
- **$6.0 BILLION** Education Services

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

### ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

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.


- **19,264** BUSINESSES
- **80,233** JOBS

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.


**ART IS A $519.8 MILLION GDP DRIVER OF OUR STATE ECONOMY.**

### PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

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

The state allocated $16,405,000 to the New Jersey State Council on the Arts. In FY 2017, the Council also received $365,400 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.


Read the report *The Arts in New Jersey Are a Multi Million-Dollar Business.*
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.

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 JerseyArts 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

NEW JERSEY ARTS FACTS

IN THE GARDEN STATE, THE ARTS UNITE US

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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
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 New Jersey,” with corresponding resource links visit www.ArtsActionFund.org/NJ.

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