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%).


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<tr>
<th>GDP</th>
<th>Arts &amp; Culture Sector</th>
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<tr>
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<td>$764 BILLION</td>
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<table>
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<th>Construction</th>
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<td>$763 BILLION</td>
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<th>Education Services</th>
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<td>$208 BILLION</td>
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**BONUS:** U.S. exports generate a $24.1 billion arts trade SURPLUS.

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.

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**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.


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

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.


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.


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<td>$5.3 BILLION</td>
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**BONUS:** In 2015, NC arts and culture jobs grew by 4.2% while the national average was 2.1%.

**ECONOMICS**

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

**ART IS A $2.1 BILLION GDP DRIVER OF OUR STATE ECONOMY.**

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

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.


**ART IS A $2.1 BILLION GDP DRIVER OF OUR STATE ECONOMY.**
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.

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.

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

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CALL US: 202.371.2830 x2067
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NORTH CAROLINA ARTS FACTS

IN NORTH CAROLINA, THE ARTS UNITE US

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

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

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

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