WHY THE ARTS MATTER IN NORTH DAKOTA

NATIONAL ARTS FACTS

ARMS & 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)

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 BUSINESSES & 3.48M JOBS ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS

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.


$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%

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.


1,267 BUSINESSES & 6,000 JOBS ARE INVOLVED IN THE 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.


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 billion in local and state government revenues.


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

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 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.


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

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.


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!
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 know for its Dakota Prairie Quilt Guild and it 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: Facebook Arts Action Fund | Twitter @ArtsActionFund | #ArtsVote

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

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