COVID-19 IMPACT

FUNDING

Why the Arts Matter in North Carolina

NATIONAL ARTS FACTS

**ARTS & CULTURE SECTOR'S PERCENTAGE OF U.S. ECONOMY** (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

<table>
<thead>
<tr>
<th>Sector</th>
<th>GDP 2019</th>
<th>Jobs 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$919.7B</td>
<td>5.2M</td>
</tr>
<tr>
<td>Construction</td>
<td>$892.7B</td>
<td></td>
</tr>
<tr>
<td>Education Services</td>
<td>$269.9B</td>
<td></td>
</tr>
</tbody>
</table>

**BONUS:** In 2019, U.S. exports generated a $33 billion arts trade SURPLUS.

**LOSS OF REVENUE AND JOBS** (Commercial & Nonprofit Arts Organizations Combined)

Nationally, COVID-19 has devastated creative economy businesses with a loss of $150 billion in revenue. In addition, 52% of all creative workers became unemployed (2.7 million people) as of July 2020.


<table>
<thead>
<tr>
<th>Lost Revenue</th>
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<tbody>
<tr>
<td>$150B</td>
<td>52%</td>
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**LOSS OF REVENUE AND JOBS** (State of North Carolina)

In NC, COVID-19 has devastated creative economy businesses with a loss of $3.4 billion in revenue. In addition, 65% of all creative workers in NC became unemployed (81,069 people) as of July 2020.


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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.


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<td>$166.3B</td>
<td>Driver of Our National, State &amp; Local Economy</td>
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**PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS**

**Q** How much is the federal government investing in the National Endowment for the Arts (NEA)?

**A** Congress allocated $167.5 million to the NEA in FY 2021, which has been relatively level for the last several years. This amounts to just 51¢ per capita, yet the nonprofit arts industry generates over $13 billion in federal tax revenue back to the U.S. Treasury. Imagine what nonprofit arts groups could generate with $1 per capita.


**Q** What about NC—how much does state government allocate to the North Carolina Arts Council each year?

**A** In FY 20–21, the state allocated $8,277,787 to the NC Arts Council. The NC Arts Council also received $1,016,000 in federal NEA funds, which the Council re-granted to dozens cultural organizations throughout the state. Another 83 nonprofit arts organizations received direct grants from the NEA totaling $2,500,500.


**NC ARTS & CULTURE SECTOR REPRESENTS 2.7% OF STATE'S GDP & 127,893 JOBS**

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed $16 billion to NC’s economy in 2019, representing 2.7% of the state’s GDP, 127,893 jobs, and total compensation of $8.8 billion.

Source: U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)

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**BONUS:** In 2019, NC arts and culture was also larger than the Agriculture industry.

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**ECONOMICS**

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

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.


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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. 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.

Executive Director: Wayne Martin
Chair: Stephen Hill

North Carolina Arts Council
Fifty years of leadership

> Learn more here.

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
- North Carolina Arts Council NCArts.org
- North Carolina Arts Council Foundation artsfoundationnc.info

ARTS NORTH CAROLINA
states that their mission is uniting people and communities to strengthen and celebrate a creative North Carolina. The advocacy organization was founded in 1993.

Executive Director: Nate McGaha
Chair: Tim Scales

> Learn more here.
> Join 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.
- North Country: Jump right into the history of the American Revolution at Fort Ticonderoga, and admire your mountain surroundings at the Adirondack Experience.
- 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 NEEDS 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
FOLLOW US:  Facebook Arts Action Fund | Twitter @ArtsActionFund | Instagram @ArtsActionFund

“40 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

4/2/2021