WHY THE ARTS MATTER IN NEW HAMPSHIRE

**NATIONAL ARTS FACTS**

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

<table>
<thead>
<tr>
<th>GDP &amp; JOBS</th>
<th>Construction</th>
<th>Education Services</th>
<th>Arts &amp; Culture Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>$919.7 BILLION</td>
<td>$892.7 BILLION</td>
<td>$269.9 BILLION</td>
<td>$166.3 BILLION</td>
</tr>
</tbody>
</table>

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

**NEW HAMPSHIRE ARTS FACTS**

**NH ARTS & CULTURE SECTOR REPRESENTS 3.5% OF STATE’S GDP & 22,597 JOBS**

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed $3 billion to NH’s economy in 2019, representing 3.5% of the state’s GDP, 22,665 jobs, and total compensation of $1.6 billion.

**GDP & JOBS**

**ARTS & CULTURE SECTOR REPRESENTS 3.5% OF STATE'S GDP & 22,597 JOBS**

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<tr>
<td>$3 BILLION</td>
<td>$2.8 BILLION</td>
<td>$2.1 BILLION</td>
<td>$3 billion</td>
</tr>
</tbody>
</table>

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

**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.

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<td>$150B LOST REVENUE &amp; 52% OF UNEMPLOYMENT</td>
<td>$534M LOST REVENUE &amp; 58% OF UNEMPLOYMENT</td>
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<td></td>
</tr>
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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.


**ECONOMICS**

**NONPROFIT ART IS A DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.**

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

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

**A** In FY 20-21, the state allocated $816,615 to the New Hampshire State Council on the Arts. The Council also received $765,800 in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. An additional 10 nonprofit arts organizations received direct grants from the NEA totaling $285,000.

**FUNDING**

Source: NEA and NASAA, 2021


Source: Americans for the Arts Action Fund, 2021

Read: “Funding The Arts is Good for the Nation,” The Hill, 2015.
NEW HAMPSHIRE ARTS FACTS

IN THE GRANITE STATE, THE ARTS UNITE US

The League of NH Craftsmen boasts a membership of over 750 Juried Craftspeople making fine craft, by hand, right here in our state!

THE NEW HAMPSHIRE STATE COUNCIL ON THE ARTS — established in 1965 as the official state arts agency, the State Arts Council promotes and supports the efforts of New Hampshire artists, arts organizations, communities and schools through grants, professional development opportunities, juried artists rosters, Traditional Arts, electronic publications, statewide research, and more.

Director: Ginnie Lupi
Chair: Roger Brooks

ART IN NEW HAMPSHIRE

- NH Magazine lists the Best of NH 2020 Arts & Culture here.
- See a comprehensive list of NHArts and Artists here.
- The state’s newspaper of record, the New Hampshire Union Leader, has a terrific arts calendar, here.

NEW HAMPSHIRE ART ORGANIZATIONS

New Hampshire Business Committee for the Arts: www.nhbca.com

THE ARTS ARE EVERYWHERE!

- After holding the 87th Annual NH Craftsmen’s Fair virtually in 2020, the League of NH Craftsmen will return to Mount Sunapee in Newbury this summer. The 2019 in-person fair welcomed nearly 25,000 visitors from across the U.S. and internationally.

- Park on the Common in Lebanon and walk to several venues; you can visit AWA Gallery and Art Center, Lebanon Opera House and Upper Valley Music. Then get on your bicycle and check out the public art on the Mascoma River Greenway!

- Keene also has a walkable downtown with an opportunity to see dance at MoCo Arts’ new facility, visual arts at the Thorne-Sagendorph Gallery and performances at both the Redfern Arts Center and the Colonial Theater.

- Head north to get your inner poet inspiration at the Frost Place in Franconia and take a short trip to see a performance at the other Colonial Theater and contemporary art exhibits at 42 Maple, in Bethlehem.

- Check out the new Main Street and public art in the capital city of Concord and the renovations of Capitol Center for the Arts’ new venue.

- Dover also has several new public artworks, and if you’re looking for something to do with the kids, visit the Children’s Museum of New Hampshire.

- Sculpture is big in New Hampshire! Tour Nashua’s public sculpture collection, commissioned by the Nashua International Sculpture Symposium. Nearby is the Andres Institute of Art, where sculptures are installed on wilderness hiking trails. Then, drive up to Lake Winnipesaukee and tour the Meredith Sculpture Walk!

To View the Top 10 Reasons to Support the Arts, Click Here.

NEW HAMPSHIRE 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
FOLLOW US: Facebook | @ArtsActionFund | Instagram @ArtsActionFund

To download this factsheet, "Why the Arts Matter in NH," with corresponding resource links visit www.ArtsActionFund/StateFactsheets

4/2/2021