## Why the Arts Matter in New Jersey

### National Arts Facts

#### Arts & Culture Sector’s Percentage of U.S. Economy (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

<table>
<thead>
<tr>
<th>Nonprofit Arts Organizations &amp; Artists</th>
<th>GDP &amp; Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$919.7 billion</td>
</tr>
<tr>
<td>Construction</td>
<td>$892.7 billion</td>
</tr>
<tr>
<td>Education Services</td>
<td>$269.9 billion</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.


**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 in related spending.

**Source:** Americans for the Arts, *Arts & Economic Prosperity 5*, 2017.

**Economically Impact of Nonprofit Arts Organizations & Their Audiences**

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 million for the city in 2015, and this generated $15.6 million in state and local government revenues.

**Source:** Americans for the Arts, *Arts & Economic Prosperity 5, Newark report*, 2017.

### 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 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.

**Source:** Americans for the Arts Action Fund, 2021. Read: “Funding The Arts is Good for the Nation,” The Hill, 2015.

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

**A** In FY 20—21, the state allocated $20,263,000 to the New Jersey State Council on the Arts. The Council also received $945,700 in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. An additional $55 nonprofit arts organizations received direct grants from the NEA totaling $1,806,500.

**Source:** NEA and NASAA, 2021. Read the report *The Arts in New Jersey Are a MultiMillion-Dollar Business.*
NEW JERSEY ARTS FACTS
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.

Executive Director: Allison Tratner
Chair: Elizabeth Mattson

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 Jersey Arts 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
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

ARTPRIDE NEW JERSEY advances, promotes, and advocates for the arts as essential to the quality of life of every citizen and to the economic vitality of our state. The organization was established in 1986.

Director of Advocacy & Public Policy: Ann Marie Miller
Chair: Sharon A. Harrington

NEW JERSEY ARTS NEED YOU!

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

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 NewYork 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.

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
FOLLOW US: Facebook Arts Action Fund | Twitter @ArtsActionFund | Instagram @ArtsActionFund

“Art, in all its varied forms enhances the lives of New Jerseyans. It ultimately shines a light on all aspects of society by lifting our spirits, beautifying communities, and attracting visitors.”
—New Jersey Secretary of State Tahesha Way