

WHY THE ARTS MATTER IN NORTH CAROLINA



NATIONAL ARTS FACTS

ARTS & CULTURE FOR-PROFIT & NON-PROFIT SECTORS REPRESENT

4.4% Nation's GDP **4.85M** Jobs



\$1.016 TRILLION Arts & Culture



\$688.2 B Transportation



\$378.4 B Utilities

The national arts and culture sector was a **\$1.016 trillion industry** in **2021** (4.4% of the nation's GDP), representing **4.85 million jobs** (3.2% of nation's workforce), and total compensation of **\$504.2 billion**.

Source: [U.S. Bureau of Economic Analysis](#) & [National Endowment for the Arts](#), 2023 (2021 data collected during the pandemic)

NORTH CAROLINA ARTS FACTS

ARTS & CULTURE FOR-PROFIT & NON-PROFIT SECTORS REPRESENT

3.1% State's GDP **125,636** Jobs



\$20.2 BILLION Arts & Culture



\$15.4 B Transportation



\$11.1 B Utilities

The North Carolina arts and culture sector was a **\$20.2 billion industry** in **2021** (3.1% of the state's GDP), representing **125,636 jobs** (2.6% of North Carolina's workforce), and total compensation of **\$10.5 billion**.

Source: [U.S. Bureau of Economic Analysis](#) & [National Assembly of State Arts Agencies](#), 2023 (2021 data collected during the pandemic)

ECONOMIC IMPACT OF NON-PROFIT ARTS INDUSTRY ONLY & THEIR AUDIENCES

National

\$166.3 B Economic activity annually

\$27.5 B Federal, state, and local government revenue generated

Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, [Arts & Economic Prosperity 5](#), 2017 (New data coming in late 2023)

ECONOMIC IMPACT OF NON-PROFIT ARTS INDUSTRY ONLY & THEIR AUDIENCES

Statewide

\$2.1 B Economic activity annually

\$201.5 M State and local government revenue generated

Arts audiences spend **\$1.18 billion** annually in addition to admission cost.

Source: Americans for the Arts, [Arts & Economic Prosperity 5](#), [North Carolina report](#), 2017. (New data coming in late 2023)

FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation FY23 **\$207 Million**

SBA SVO Grants FY21-22 **\$13 Billion**

Congress allocated **\$207 million** to the National Endowment for the Arts (NEA) in **FY23**. This amounts to just **62 cents per capita**. Ideally, Congress should index \$1 per capita funding to the NEA.

Source: [Americans for the Arts Action Fund](#), 2023.

View the Top 10 Reasons to Support the Arts [HERE](#)

PUBLIC FUNDING RECEIVED FOR NORTH CAROLINA ARTS & CULTURE SECTOR

State Appropriation FY22-23 **\$9,146,169**

State NEA Grant FY22-23 **\$1,124,300**

State South Arts FY22-23 **\$36,000**

State CARES Act FY20-21 **\$9,400,000**

State ARPA FY21-22 **\$15,000,000**

SBA SVO Grants FY21-22 **\$287,275,309**

Source: [NEA](#) and [North Carolina](#), 2023

NORTH CAROLINA ARTS HIGHLIGHTS

IN NORTH CAROLINA, THE ARTS UNITE US

Did you know? North Carolina is home to one of the nation's first arts councils, the Arts Council of Winston-Salem and Forsyth County, founded in 1949. The North Carolina Arts Council was created in 1964 by Governor Terry Sanford and became a state agency in 1967.

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.

Chair: Stephen Hill
Executive Director: Jeff Bell

Facebook: @NCArts
Instagram & Twitter: @NCArtsCouncil



[Learn more here.](#)

ARTS NORTH CAROLINA

states that their mission is uniting people and communities to strengthen and celebrate a creative North Carolina. The advocacy organization was reorganized as Arts NC in 1993.

Executive Director: Nate McGaha
Chair: Rhonda Bellamy

Facebook: @ARTSNC
Instagram: @artsnorthcarolina
Twitter: @artsnc



[Learn more here.](#)
[Join here.](#)

THE ARTS ARE EVERYWHERE

North Carolina is an artistically vibrant state thanks to deeply rooted traditions and extensive investment in supporting the arts in every corner of the state. In 1977, the North Carolina General Assembly established the Grassroots Arts Program to ensure that all people in North Carolina have access to quality arts experiences. The program provides funding for the arts in all 100 counties. The investments made through the Grassroots Arts Program have resulted in the development and deepening of the work of local arts agencies throughout the state. Today, North Carolina boasts one of the largest and most developed networks of local arts agencies in the nation. Grassroots funds support hundreds of arts activities across the state each year. The Arts Council also supports a large and diverse network of arts organizations throughout the state.

[See a full list of FY22-23 grants here.](#)

3/3/2023



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