

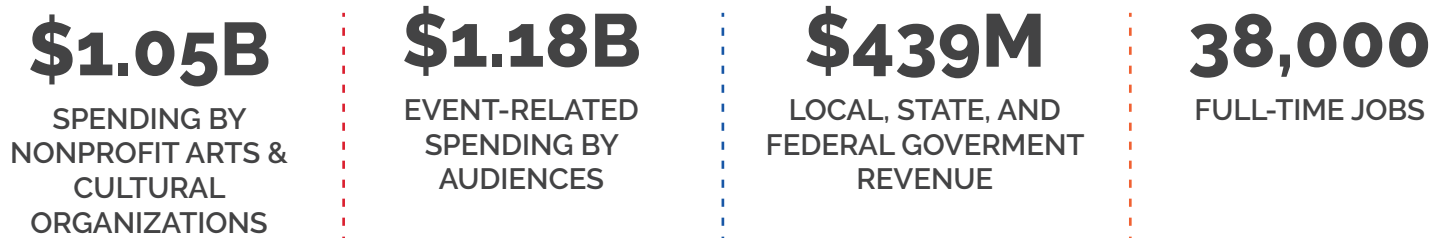
# THE ARTS WORK

## Arts & Economic Prosperity 6 (AEP6) The North Carolina Story

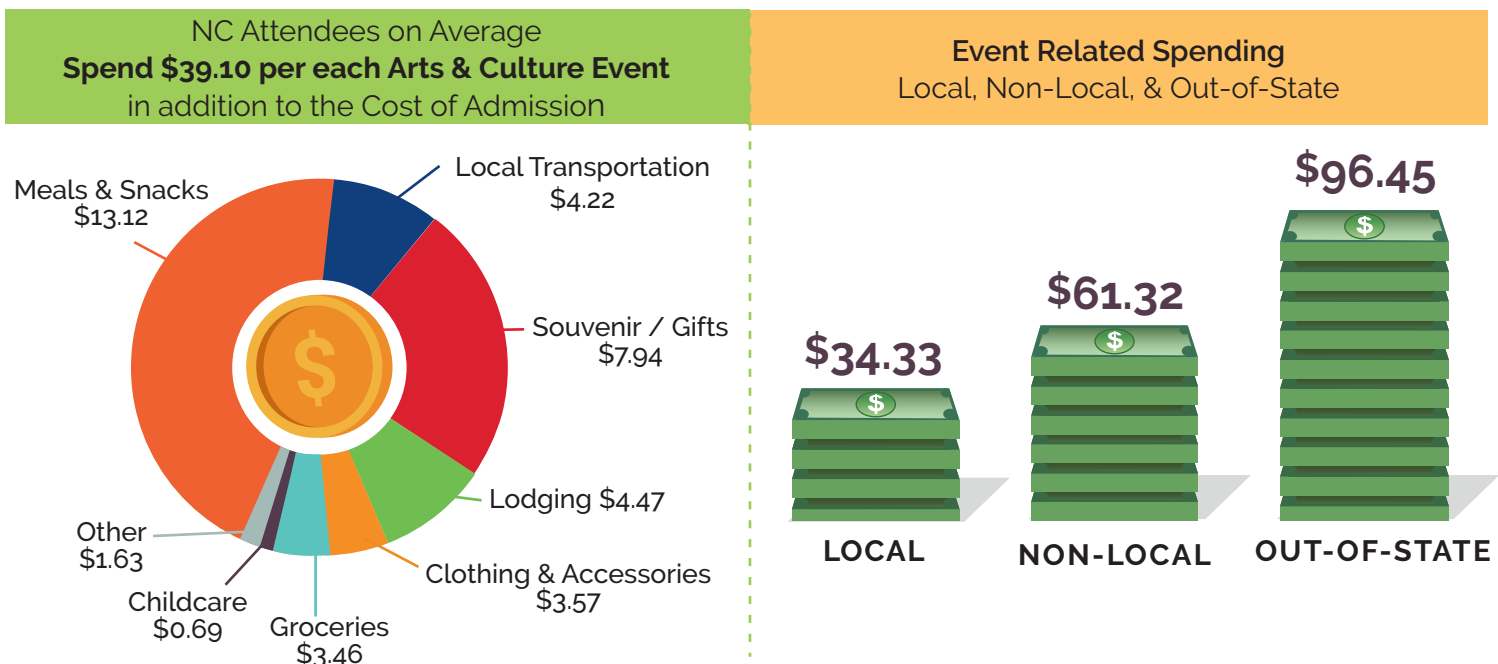
### NC Nonprofit Arts Make a Big Impact on the Economy

North Carolina's nonprofit arts and culture industry generated **\$2.23 billion in economic activity in 2022**. Investments by arts organizations and arts agencies were a key driver of the arts sector's resurgence after several challenging years.

That **\$2.23 billion** in statewide economic activity includes:



### ARTS ATTRACT VISITOR DOLLARS



- **1 in 3 arts patrons** said they were **not from the area** hosting the cultural event/attraction.
- **Non-local patrons** spent **over twice as much** in local economies than local patrons.
- **66.7% of non-local attendees** said the event was the **primary purpose** for coming to the area
- **63.9%** said they would have **traveled to a different community** for a similar cultural event

# How Do Arts Nonprofits Impact the North Carolina Economy?

	DIRECT	INDIRECT	TOTAL
Total Expenditures in 2022	\$1,046,664,821	\$1,182,463,681	\$2,229,128,502
Jobs Supported (FTE) in 2022	20,662	17,315	37,977

	STATE	LOCAL	FEDERAL	TOTAL
Taxes from Arts Nonprofits in 2022	\$78,649,021	\$48,634,977	\$48,634,977	\$439,048,049

## How do the Arts Build & Strengthen Resilient Communities?

Rural counties with performing arts organizations have 3 times more population growth, attract more workers and jobs, and provide higher incomes. Those with design-driven business recover quicker from recessions<sup>1</sup>.

Creative and arts related jobs in NC counties is proven to be associated with increased visitor spending, retention and attraction of residents, and rising household incomes<sup>2</sup>.

Youth programs provide access to the arts for all communities, including children from low-income families who are 5 times more like to graduate from high school<sup>3</sup> and twice as likely to graduate from college<sup>4</sup> if they have high participation in the arts.

Veterans and active service members are served by arts programs<sup>5</sup> across North Carolina which promote community, health and healing, and overall well-being.



Learn more about how arts strengthen local economies and communities:

<https://www.ncarts.org/arts-economic-prosperity-6-aep6>



1. Rural Establishment Innovation Survey, U.S. Department of Agriculture Economic Research Service (2018) 2. Economic Contribution of the Creative Industry in North Carolina, NC Department of Cultural Resources (2009) 3. The Arts and Achievement in At-Risk Youth, Catterall, J.S, Dumais, S.A. & Hampden-Thompson, G. (2012). 4. Doing Well and Doing Good by Doing Arts, Catterall, J.S. (2009) 5. North Carolina Arts Council



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