

VIBRANT COMMUNITIES

- ▶ Many rural areas are developing their rich cultural traditions in craft and music as sustainable place-based economic development strategies to replace the loss of jobs in agriculture and manufacturing.
- ▶ Counties with higher proportions of workers in arts-related occupations are more likely to retain current residents and attract new ones.
- ▶ The arts provide new approaches to societal problems.
- ▶ The arts are helping to revitalize North Carolina's downtowns.
- ▶ The arts create opportunities for citizens to be more creative and productive and help build civic capital.
- ▶ The arts make us proud of where we live.

"I believe that people, who appreciate the arts, at the end of the day, make better citizens. They are more thoughtful, and they think about other people a great deal. And we need that if this state is going to continue to be a great state."

—Hugh McColl (retired CEO, Bank of America)

THE ARTS ADVANCE NORTH CAROLINA'S ECONOMY, CREATE VIBRANT COMMUNITIES, AND SUPPORT EXCELLENCE IN EDUCATION

When governments increase their support for the arts, they generate tax revenues, jobs, and a creativity based economy.

Governments that support the arts on average see a return on investment of \$7 for every \$1 that the government appropriates.

ECONOMY

MONEY

- The creative sector in North Carolina employed nearly 159,000 people in 2006 – 4% of the employment base, with total wages of more than \$3.9 billion.
- For every \$100 spent by a nonprofit arts organization, another \$90 is generated in spending elsewhere.
- Nonprofit arts attendees spend an average of \$22.87 per person per event, not including the price of admission.
- North Carolina communities with high concentrations of artists and creative professionals have higher household incomes.

TOURISM

- The US Conference of Mayors has listed Arts and Tourism as one of the ten top priorities for the development of federal policy and support.
- Cultural tourists stay longer and spend more money – \$102 per day versus the national average of \$70 per day.
- The presence of creative professionals in a given county is the single most important factor associated with the amount that visitors will spend.

THINK ABOUT THIS

In 2005–06, 867 North Carolina organizations were awarded state funding of \$5,654,633 through the North Carolina Arts Council. Twenty-five percent of these organizations reported combined expenses of \$280,232,341. The grant funds represented barely 2% of the reported income with the remaining 98% of the income from private and foundation contributions, business investment, federal and local grants, and earned revenue.

The arts are a strong business model for North Carolina.

NATIONAL STATISTICS

America's nonprofit arts and culture industry generates \$166.2 billion in economic activity each year:

Full-Time Equivalent Jobs	\$5.7 million
Resident Household Income	\$104.2 billion
Local Government Revenue	\$7.9 billion
State Government Revenue	\$9.1 billion
Federal Income Tax Revenue	\$12.6 billion

EXCELLENCE IN EDUCATION

Students who participate in rigorous arts programs are:

- ▶ 4 times more likely to have been recognized for academic achievement
- ▶ 3 times more likely to be elected to class office
- ▶ 4 times more likely to participate in a math and science fair
- ▶ 3 times more likely to win an award for school attendance
- ▶ Score 85–100 points higher on SAT tests

The arts cultivate innovation and creativity and require collaboration and critical thinking skills – business leaders have named these skills as essential for workforce preparedness.

The Gates Foundation research named boredom as the number one reason students drop out of school. The arts keep students engaged and active in school life.



"We need to be thinking not just about how do we reach the basic level in reading and in math and science, but how do we make our people the most creative in the world, here in North Carolina. I want this to be the most creative state in the country. And if we can do that, we will have the good jobs. You don't need to worry about that. They will come to North Carolina, they will discover and invent in North Carolina, they will come up with the new products and services, and we will lead the world. The arts are absolutely essential to that kind of future."

—Governor Jim Hunt