North Carolina’s Arts & Culture sector contributed $17.2 billion of economic impact in 2019 (2.8% of State GDP) which dropped 4% in 2020 to $16.5 billion. 1

North Carolina’s Arts & Culture sector employment was 127,546 in 2019 (2.6% of Total State Employment) which dropped 9% in 2020 to 115,891. 1

- Each arts event attendee in NC spends $30.66 in addition to the cost of admission at local businesses, such as hotels, retail stores, and restaurants. 2
- 1 in 3 arts patrons are from other counties or out-of-state and spend twice as much as locals. 2
- Rural counties with performing arts organizations have 3 times more population growth, attract more workers and jobs, and provide higher incomes. 3
- NC Arts Council has a 50-year legacy of accountable, strategic, and equitable investment of taxpayer dollars through statewide grants for arts, culture, and economic development. Overall, every grant dollar invested by the NC Arts Council is matched at a rate of 1:17. 4


**THANK YOU** for recent NCGA investments in the ARTS!

- CARES Act funding in 2020 was vital to saving arts jobs and cultural institutions statewide.
- ARPA funding will provide significant one-time investment for sustainable growth and resiliency.
- The NC General Assembly has sustained local communities and economies through the arts.

**1. MAKE RECURRING** the $1 Million FY23 allocation to Grassroots Arts Program Grants.

- Grassroots Grants are equitable population-based allocations that go to all 100 counties.
- Local control of funding distribution insures that state investment meets community needs.
- Grassroots network infrastructure is crucial to distributing state and federal funding from NCGA.
- Recurring funds are needed for reliable and sustainable rural and urban economic growth.

**2. RESTORE $500k for NC Arts Council General Grants to reach 2008 funding levels.**

- General Grants are crucial for targeted distribution of funding from NCGA.
- Operating and project support is provided to urban and rural nonprofit arts organizations statewide.
- Grants through locally led partnerships keep hundreds of independent artists working in local communities.