

# 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:

- \$1.05B Spending by Nonprofit Arts and Cultural Organizations
- \$1.18B Event-related Spending by Audiences
- \$439M Local, State, and Federal Government Revenue
- 38,000 Full-time Jobs

### Arts Attract Visitor Dollars

NC Attendees on Average Spend \$39.10 per each Arts & Culture Event in addition to the Cost of Admission:

- Meals & Snacks \$13.12
- Local Transportation \$4.22
- Souvenir / Gifts \$7.94
- Lodging \$4.47
- Clothing & Accessories \$3.57
- Groceries \$3.46
- Childcare \$0.69
- Other \$1.63

Event Related Spending Local, Non-Local, & Out-of-State:

- Local - \$34.33
- Non-local - \$61.32
- Out of State - \$96.45

From Arts and Economic Prosperity 6, Americans for the Arts:

- 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?

Total Expenditures in 2022:

- Direct - \$1,046,664,821
- Indirect - \$1,182,463,681
- **Total - \$2,229,128,502**

Jobs Supported (FTE) in 2022:

- Direct - 20,662
- Indirect - 17,315
- **Total - 37,977**

Taxes from Arts Nonprofits in 2022:

- State - \$78,649,021
- Local - \$48,634,977
- Federal - \$48,634,977
- Total - \$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. (from Rural Establishment Innovation Survey, U.S. Department of Agriculture Economic Research Service (2018))

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. (from Economic Contribution of the Creative Industry in North Carolina, NC Department of Cultural Resources (2009))

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 (The Arts and Achievement in At-Risk Youth, Catterall, J.S, Dumais, S.A. & Hampden-Thompson, G. (2012)) and twice as likely to graduate from college (Doing Well and Doing Good by Doing Arts, Catterall, J.S. (2009)) if they have high participation in the arts.

Veterans and active service members are served by arts programs across North Carolina which promote community, health and healing, and overall well-being (North Carolina Arts Council).

Arts North Carolina

<https://artsnc.org/>