Restart the Arts Grants are needed

- Most arts nonprofits have been shuttered since March 2020 and have expended vast resources to survive. Funding is needed for a variety of expenses (contracts, marketing, performance rights, etc.) to jump start the economic engine of the arts and to reopen public arts programs to help communities thrive.
- Reopening the arts will be crucial to the economic and social recovery of our cities and towns as North Carolina emerges from the pandemic.
- Audiences will need to be encouraged and re-established when the arts sector reopens, so promotional partnerships will need to be supported.
- Arts nonprofits will take 2.5 years to recover, more than double other nonprofits.\(^1\)
- North Carolina is reopening the arts slower than other states in the southeast.
- Each attendee in North Carolina spends $30.66 per each arts event 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 the locals.
- Rural counties with performing arts organizations have 3 times more population growth, attract more workers and jobs, and provide higher incomes.\(^3\)
- The presence of creative and arts related jobs in North Carolina counties is proven to be associated with increased visitor spending, retention and attraction of residents, and rising household incomes.\(^4\)

NC Arts Council

- NC Arts Council has a 50-year legacy of strategic, accountable, and equitable investment of taxpayer dollars in arts, culture and economic development through statewide grants to all 100 counties.
- The North Carolina Arts Council requires a 1:1 cash match for grant awards, except for organizations that serve rural and low-wealth Tier I counties. Overall, every grant dollar invested by the North Carolina Arts Council is matched at a rate of 1:17.\(^5\)
- Impact is even greater in small communities and rural counties where each dollar can deliver more results, especially in Tier I and Tier II Counties which have the greatest need.
- Includes grants for arts education, veteran’s programs, and touring to and investments in rural areas.

What the Nonprofit Arts Do for NC (2015):

- Creates $2.12 Billion in Spending (Organizations: $940 Million, Audiences: $1.18 Billion)\(^2\)
- Supports 71,977 FTE Jobs (Organization Spending: 37,194, Audience Spending 34,783)\(^2\)
- Produces $107 Million in NC State Taxes AND Generates $95 Million in Local Taxes\(^2\)

Severe Impact of the Pandemic on the Arts

- $300 million in lost sales estimated from shuttered arts nonprofits.\(^2\)\(^6\)
- $1 billion total economic impact estimated from shuttered arts nonprofits.\(^2\)\(^6\)
- $3.4 billion in lost revenue from the larger NC creative economy.\(^6\)
- 36% of nonprofit arts jobs lost\(^6\) (est. over 10,000 in NC)
- 50% of fine arts and culture industry jobs gone\(^6\) (est. over 40,000 in NC)
- 63% of artists and creative workers with no income\(^7\) (est. over 80,000 in NC)

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