How Do Arts Nonprofits Impact the North Carolina Economy?
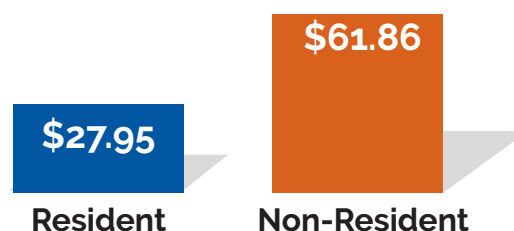
	DIRECT	INDIRECT	TOTAL
Total Expenditures in 2015	$937.5 Million	$1.18 Billion	**$2.12 Billion**
Jobs Supported (FTE) in 2015	37,194	34,783	**71,977**

	STATE	LOCAL	TOTAL
Taxes from Arts Nonprofits in 2015	$94,544,000	$106,909,000	**$201,453,000**

NC Attendees on Average
Spend $30.66 per each Arts & Culture Event in addition to the Cost of Admission

- Meals & Snacks $15.04
- Local Transportation $2.88
- Souvenir / Gifts $7.26
- Lodging $2.98
- Clothing & Accessories $1.86
- Other $0.20
- Childcare $0.42
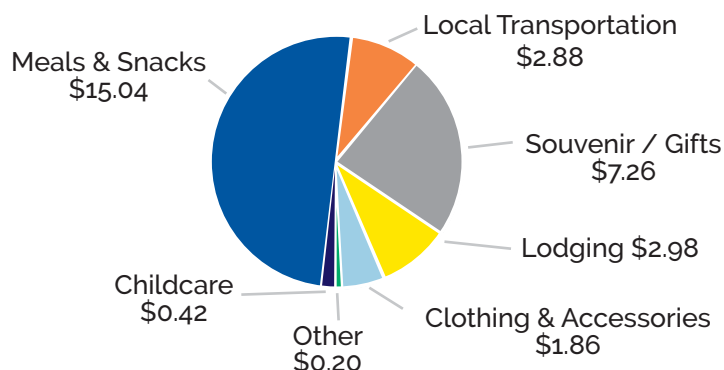
ARTS ATTRACT VISITOR DOLLARS

Event Related Spending
Resident vs. Non-Resident

$27.95 Resident

$61.86 Non-Resident

- **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.
- **64.6% of non-local attendees** said the event was the **primary purpose** for coming to the area
- **48% said they would have traveled to a different community** for a similar cultural event

*Arts and Economic Prosperity 5, Americans for the Arts

How do the Arts Build and 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**[1].

- **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**[2].

- **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**[3] **and twice as likely to graduate from college**[4] if they have high participation in the arts.

- **Veterans and active service members are served by arts programs**[5] across North Carolina which promote community, health and healing, and overall well-being.

(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

Arts North Carolina