### How Do Arts Nonprofits Impact the North Carolina Economy?

<table>
<thead>
<tr>
<th>Total Expenditures in 2015</th>
<th>DIRECT</th>
<th>$937.5 Million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs Supported (FTE) in 2015</td>
<td>37.194</td>
<td>3.7194</td>
</tr>
<tr>
<td>Taxes from Arts Nonprofits in 2015</td>
<td>STATE</td>
<td>$94,544,000</td>
</tr>
<tr>
<td></td>
<td>LOCAL</td>
<td>$106,909,000</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>$201,453,000</td>
</tr>
</tbody>
</table>

**ARTS ATTRACT VISITOR DOLLARS**

Event Related Spending

- Resident: $27.95
- Non-Resident: $61.86

### 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

### 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.**

- **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.***

- **Youth programs provide access to the arts for all communities**, including children from low-income families who are 5 times more likely to graduate from high school and twice as likely to graduate from college 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.

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**Arts and Economic Prosperity 5, Americans for the Arts**
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Veterans and active service members are served by arts programs across North Carolina which promote community, health and healing, and overall well-being.

The Economic Impact of Coronavirus (COVID-19) on the Arts and Cultural Sector

Reported as of December 10, 2020

<table>
<thead>
<tr>
<th>Total Financial Impact to Date</th>
<th>Median Financial Impact per Organization</th>
<th>Total Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>-$88,792,274</td>
<td>-$22,700</td>
<td>1,220</td>
</tr>
</tbody>
</table>

Financial

How severe do you expect the overall financial impact of the coronavirus to be on your organization?

Event Cancelations & Attendance Decrease

Percent of Organizations That Have Canceled Events: 96%

Total Number of Lost Attendance: 6,057,182
(Median of 1,383 per Organization)

Staffing

What is the likelihood that your organization will need to make either temporary or permanent reductions in staff?

Total Laid Off: 1,888
Total Furloughed: 1,006
Total Number of Vacant Positions Due to Hiring Freeze: 354