



ARTS &
ECONOMIC PROSPERITY 6

The Economic & Social Impact of Nonprofit Arts & Culture Industry

State of North Carolina!

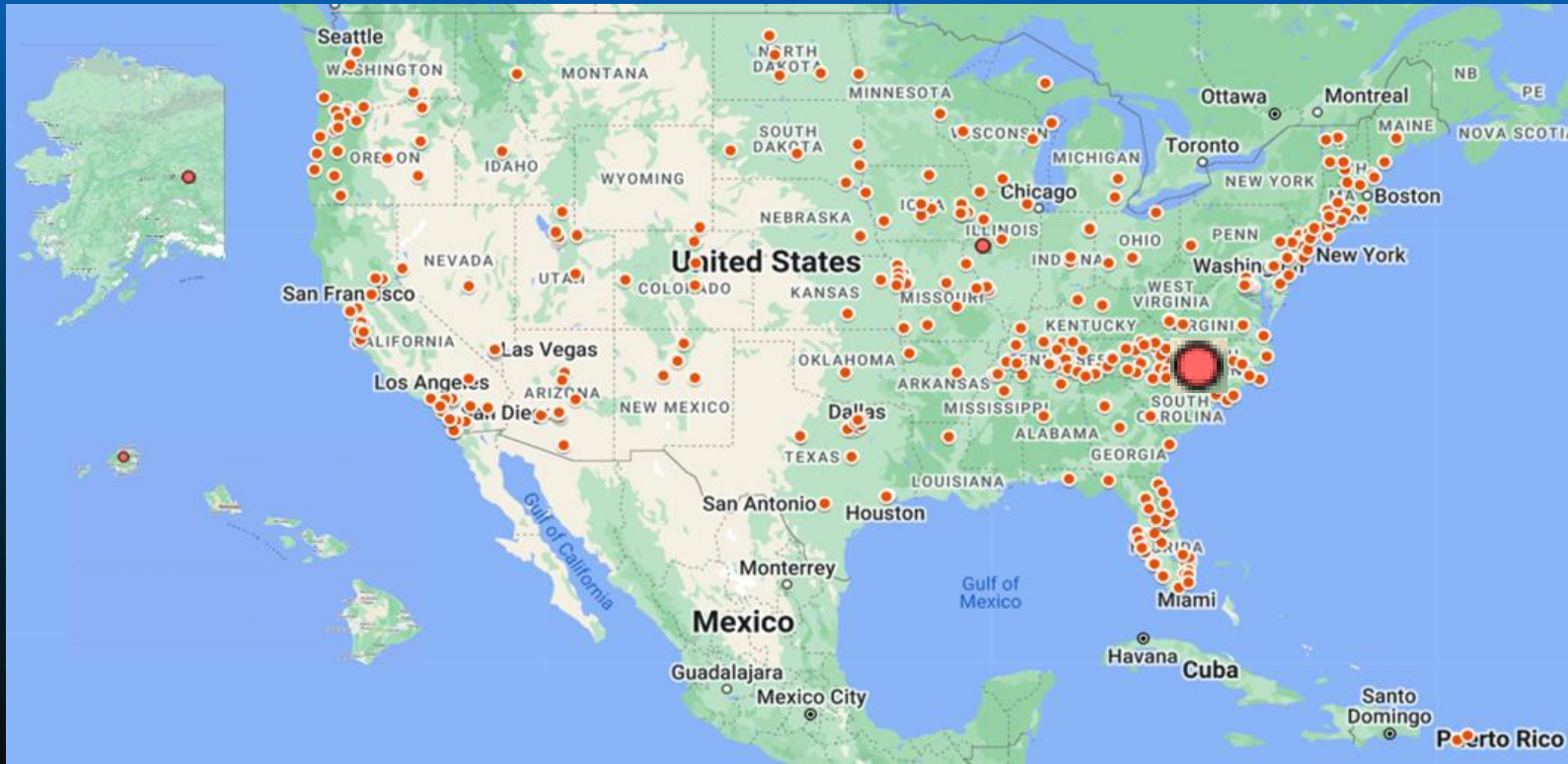
May 21, 2024

Randy Cohen
Americans for the Arts

@ArtsInfoGuy

Most Comprehensive Study Ever!

373 Study Regions in all 50 States and Puerto Rico.



\$2.2 Billion in Spending (2022)

Organizations
\$1.0 Billion



Audiences
\$1.2 Billion



Jobs Supported

37,977



Government Revenue (Local, State, Federal)

\$439 Million

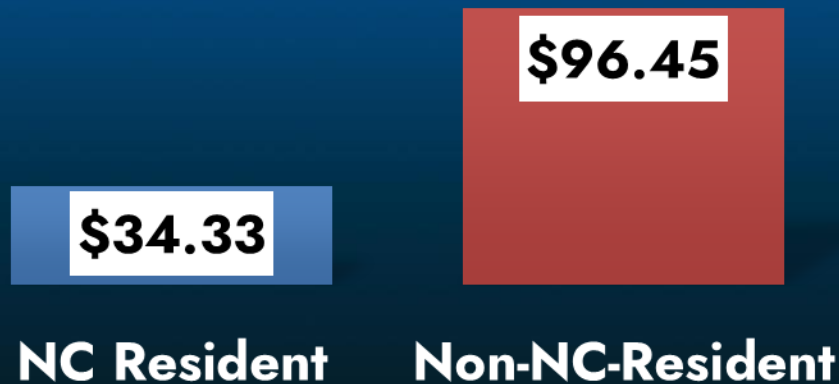
Attendees Spent \$39.10 Per Person, Per Event



Audiences: NC Resident vs. Non-NC-Resident



Event-Related Spending NC Resident vs. Non-NC-Resident



67% of nonlocal attendees said, "This arts event is the primary purpose for my trip."



Arts Volunteerism

- 76,399 volunteers
- 2.4 million hours
- \$71 million value

(Value of 2022 volunteer hour in North Carolina = \$29.86)



Social Impact Responses By Arts & Culture Attendees

80% “. . . Pillar for me within my community.”

88% “. . . Inspires a sense of pride.”

86% “. . . Preserved for future generations.”

AEP6 National Partners



Arts & Culture is Valued by the Public



86%

say arts and culture is "important to their community's quality of life and livability."



79%

believe arts and culture is "important to their community's businesses, economy, and local jobs."

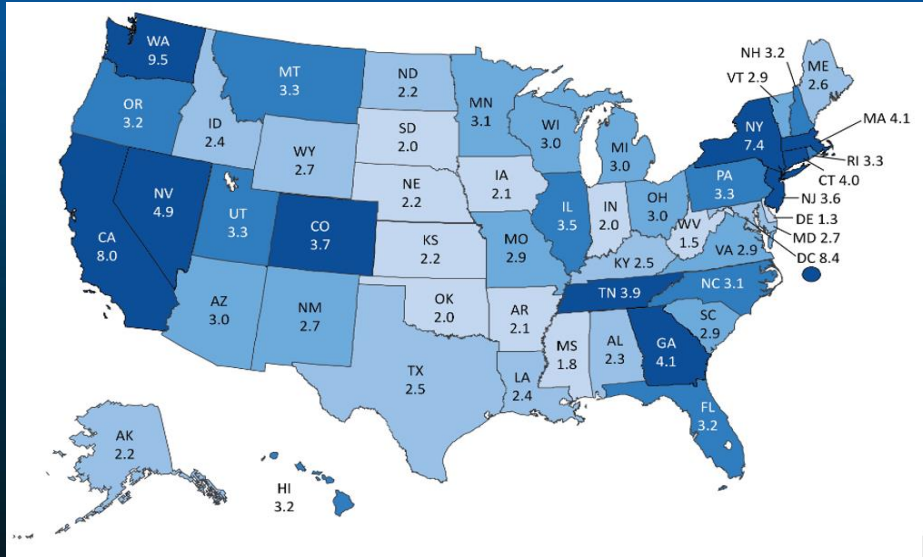
Selected North Carolina Study Regions

	Total Economic Activity	Jobs Supported	Local Attendee Spending	Non-Local Attendee Spending	Average Attendee Spending
City of Greensboro	\$235.3	3,629	\$31.42	\$57.14	\$41.64
City of Asheville	\$49.4	1,212	\$24.58	\$60.32	\$32.53
Durham County	\$233.1	3,246	\$29.27	\$44.65	\$35.88
Forsyth County	\$196.3	2,472	\$36.98	\$83.16	\$52.17
Guildford County	\$240.3	4,335	\$29.02	\$53.43	\$38.88
Mecklenburg County	\$453.8	6,815	\$34.51	\$61.27	\$43.36
New Hanover County	\$75.6	1,285	\$35.10	\$60.55	\$44.94
Town of Cary	\$31.6 Million	588	\$18.35	\$33.77	\$21.21
Wake County	\$543.3	8,858	\$26.71	\$73.90	\$37.90



Arts & Creative Economy in North Carolina

\$22.0 Billion — 3.1% of GSP — 134,245 Jobs



Bigger than Transportation,
Education, and Agriculture!

Accelerates economic recovery

Diversifies economy

Stimulates statewide job growth


U.S.: \$1.1 Trillion — 4.3% of GDP — 5.2 Million Jobs (2022)

Source: U.S. Bureau of Economic Analysis



Ready to Innovate

RESEARCH REPORT
R-1424-05-RR

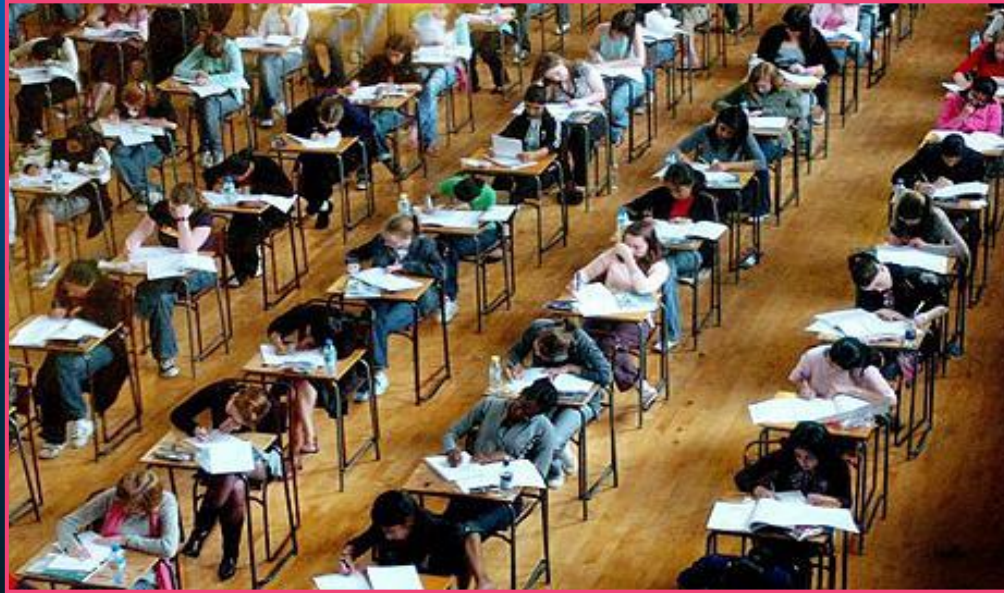


Are educators and executives aligned on the creative readiness of the U.S. workforce?

Trusted
Insights for
Business
Worldwide



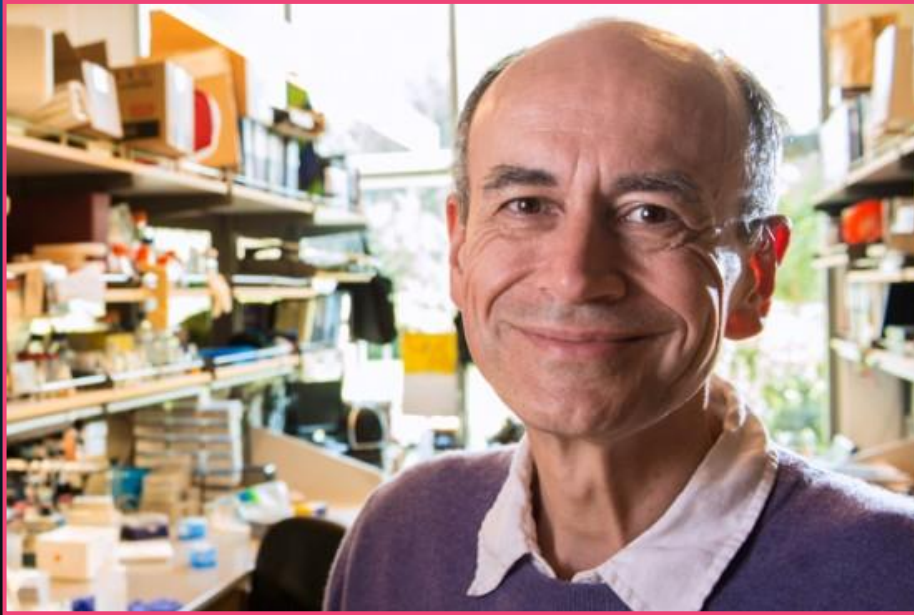
Improved Academic Performance



Thomas Südhof

Nobel Prize for medicine:

“I owe it all to my bassoon teacher”



- Drive for excellence
- Visual thinking
- Pattern recognition
- Problem solving
- Perseverance





Arts Build Empathy & Understanding

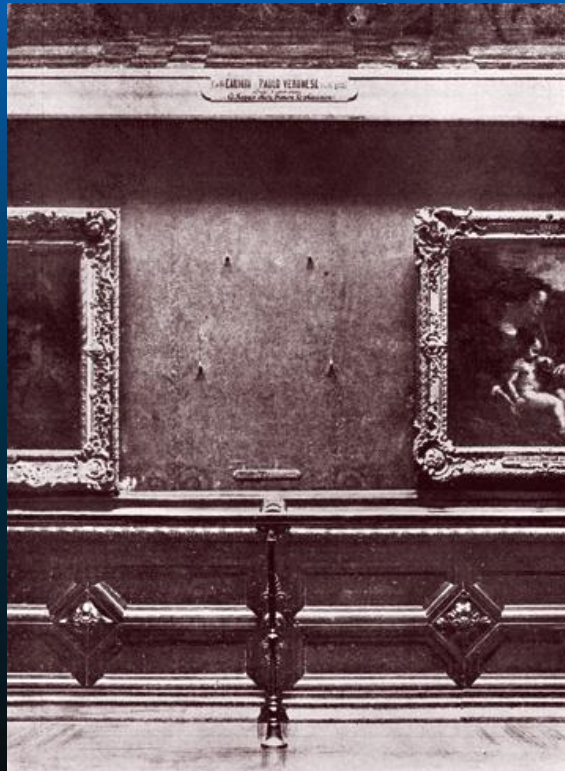
72%

agree that the arts and culture provide shared experiences with people of different races, ethnicities, ages, beliefs, etc.

63%

say that the arts and culture helps them better understand other cultures in their community.

Appreciating Arts and Culture





Claim Your Impact

1. What is the message?
2. Who gets the message?
3. Who delivers the message?

***Golden Rule: No story without a number,
and no number without a story!***



ARTS & CULTURE BUILDS

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