

WHY THE ARTS MATTER IN NORTH CAROLINA



NATIONAL ARTS FACTS

FOR-PROFIT & NON-PROFIT ARTS & CULTURE SECTORS REPRESENT

4.31% Nation's GDP **5.2 M** Jobs

\$1.102 TRILLION Arts & Culture

\$920.5 B Transportation

\$438.2 B Utilities

The national arts and culture sector was a **\$1.102 trillion industry** in **2022** (4.31% of the nation's GDP), representing **5.2 million jobs** (3.28% of nation's workforce), and total compensation of **\$540.9 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts (2024). Data collected for 2022.

NORTH CAROLINA ARTS FACTS

FOR-PROFIT & NON-PROFIT ARTS & CULTURE SECTORS REPRESENT

3.08% State's GDP **134,245** Jobs

\$22 BILLION Arts & Culture

\$20.4 B Transportation

\$13.6 B Utilities

The North Carolina arts and culture sector was a **\$22 billion industry** in **2022** (3.08% of the state's GDP), representing **134,245 jobs** (2.68% of North Carolina's workforce), and total compensation of **\$11.3 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts (2024). Data collected for 2022.

ECONOMIC IMPACT OF NON-PROFIT ARTS & CULTURE INDUSTRY AND AUDIENCES

National

\$151.7 B Economic activity annually

2.6 M Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$29.1 billion** in total tax revenue to federal, state, and local governments.

88.5% of audiences agreed with the statement "This arts activity/venue is inspiring a sense of pride in this neighborhood or community"

87% of audiences agreed with the statement "My attendance is my way of ensuring that this activity/venue is preserved for future generations"

Source: Americans for the Arts, 2023. Arts & Economic Prosperity 6.

ECONOMIC IMPACT OF NON-PROFIT ARTS INDUSTRY ONLY & THEIR AUDIENCES

Statewide

\$2.2 B Economic activity annually

37,977 Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$439 million** in total tax revenue to federal, state, and local governments.

88.1% of audiences agreed with the statement "This arts activity/venue is inspiring a sense of pride in this neighborhood or community"

85.6% of audiences agreed with the statement "My attendance is my way of ensuring that this activity/venue is preserved for future generations"

Source: Americans for the Arts, 2023. Arts & Economic Prosperity 6, State of North Carolina.

FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation FY24 **\$207 Million**

Congress allocated **\$207 million** to the National Endowment for the Arts (NEA) in **FY24**. This amounts to just **62 cents per capita**. Ideally, Congress should index \$1 per capita funding to the NEA.

Source: Americans for the Arts Action Fund, 2024.

PUBLIC FUNDING RECEIVED FOR NORTH CAROLINA ARTS & CULTURE SECTOR

State Appropriation FY23-24 **\$12,396,169**

State NEA Grant FY23-24 **\$1,274,400**

47 Direct NEA Grants FY23 **\$2,337,400**

Source: NEA and North Carolina, 2024

NORTH CAROLINA ARTS HIGHLIGHTS



IN NORTH CAROLINA, THE ARTS UNITE US

Did you know? North Carolina is home to one of the nation's first arts councils, the Arts Council of Winston-Salem and Forsyth County, founded in 1949. The North Carolina Arts Council was created in 1964 by Governor Terry Sanford and became a state agency in 1967.

NORTH CAROLINA ARTS COUNCIL

launched its work in 1967 as awareness of the importance of arts to all citizens was becoming a national movement. An abundance of outstanding artists and arts organizations continues to enrich our communities. Artists and institutions improve quality of life, educate and inspire our youth, and stimulate an extraordinary amount of economic activity.

Chair: Stephen Hill

Executive Director: Jeff Bell

Facebook: @NCArts

Instagram & Twitter: @NCArtsCouncil



[Learn more here.](#)

ARTS NORTH CAROLINA

states that their mission is uniting people and communities to strengthen and celebrate a creative North Carolina. The advocacy organization was reorganized as Arts NC in 1993.

Executive Director: Nate McGaha

Chair: Katie Cornell

Facebook: @ARTSNC

Instagram: @artsnorthcarolina

Twitter: @artsnc



[Learn more here.](#)

[Join here.](#)

THE ARTS ARE EVERYWHERE

North Carolina is an artistically vibrant state thanks to deeply rooted traditions and extensive investment in supporting the arts in every corner of the state. In 1977, the North Carolina General Assembly established the Grassroots Arts Program to ensure that all people in North Carolina have access to quality arts experiences. The program provides funding for the arts in all 100 counties. The investments made through the Grassroots Arts Program have resulted in the development and deepening of the work of local arts agencies throughout the state. Today, North Carolina boasts one of the largest and most developed networks of local arts agencies in the nation. Grassroots funds support hundreds of arts activities across the state each year. The Arts Council also supports a large and diverse network of arts organizations throughout the state.

[See a full list of FY22-23 grants here.](#)

3/3/2023



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