ARTS & ECONOMIC PROSPERITY 5
THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES

CREATING JOBS. GENERATING COMMERCE. DRIVING TOURISM.
DURHAM COUNTY, NC

#AEP5
Most Comprehensive Study Ever!
341 Study Regions in all 50 States—Including Durham County, NC
National Economic Impact of Nonprofit Arts & Culture Industry

Organizations: $63.8 Billion
Audiences: $102.5 Billion
Total: $166.3 Billion

- Supports 4.1 million FTE jobs
- Generates $22.3 billion in government revenue
Arts & Economic Prosperity IV

Key Take-Aways – National Data

1. $166.3 billion industry
2. Supports 4.6 million jobs
3. Generates $27.5 billion in revenue for local, state, and federal governments - a yield well beyond their collective $5 billion in arts allocations
4. Attendees spend $31.47 per person (beyond admission)
The Arts Mean Business!

www.AmericansForTheArts.org/EconomicImpact
The Arts Mean Business!
In the State of North Carolina

NORTH CAROLINA ARTS COUNCIL IS THE NATIONAL PARTNER THAT FUNDED THIS IMPORTANT STUDY FOR NC STATE-WIDE DATA
Wayne Martin, Executive Director  wayne.martin@ncdcr.gov

www.ncarts.org
Economic Impact of Nonprofit Arts & Culture Industry
STATE OF NORTH CAROLINA

Direct Economic Activity $2.12 Billion

Full-Time Equivalent Jobs 72,000
Economic Impact of Nonprofit Arts & Culture Industry
STATE OF NORTH CAROLINA

Generates Revenues for Local & State Government

$ 201.5 Million
THE ARTS IN NORTH CAROLINA

Total Attendance to Arts & Cultural Events
Statewide: 25,766,218

NC Audience Spending $1.18 billion

Avg. Spending Per Person $27.95
not including admission
Arts Volunteerism in North Carolina

- 109,525 volunteers
- 4.6 million hours
- $108,772,044 million value

(2015 volunteer hour = $23.56)
The Arts Mean Business!

In DURHAM COUNTY, NC

DURHAM ARTS COUNCIL IS THE LOCAL PARTNER THAT FUNDED THE LOCAL STUDY AND COORDINATED DATA GATHERING FROM 69 ARTS & CULTURAL NON-PROFITS IN OUR COMMUNITY THAT PARTICIPATED
DURHAM COUNTY, NC

$154.2 million in total economic activity

- Organizations: $104.6 Million
- Audiences: $49.6 Million
Economic Impact of Nonprofit Arts & Culture Industry
DURHAM COUNTY, NC

Organizations $104,619,126
Audiences $49,550,897
Total $154,170,023 Million
DURHAM COUNTY, NC
Jobs Supported (FTE)

5,722 Jobs in Durham
DURHAM COUNTY, NC
Spending by Nonprofit Arts & Culture Organizations & Their Audiences Supports Jobs

✓ Supports 5,722 FTE jobs in Durham

✓ $132,528,000 Household Income Paid to Durham Residents
DURHAM COUNTY, NC

Non-profit Arts & Culture Generate

13.4 million

In Revenue for State & Local Government
DURHAM COUNTY, NC
Spending by Nonprofit Arts & Culture Organizations Generates $13.4 Million In Government Revenue

✓ $6,960,000  Revenue Generated to Local Durham Government

✓ $6,397,000  Revenue Generated to State Government
**DURHAM OUTPERFORMS NATIONAL & SIMILAR STUDY REGION MEDIANS**

**TABLE 1:**
Total Economic Impact of the Nonprofit Arts and Culture Industry in Durham County
(Combined Spending by Nonprofit Arts and Cultural Organizations and Their Audiences)

<table>
<thead>
<tr>
<th></th>
<th>Durham County</th>
<th>Median of Similar Study Regions Pop. = 250,000 to 499,999</th>
<th>National Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Industry Expenditures</td>
<td>$154,170,023</td>
<td>$88,273,065</td>
<td>$35,750,645</td>
</tr>
<tr>
<td>Full-Time Equivalent Jobs</td>
<td>5,722</td>
<td>2,844</td>
<td>1,131</td>
</tr>
<tr>
<td>Resident Household Income</td>
<td>$132,528,000</td>
<td>$54,946,500</td>
<td>$23,154,000</td>
</tr>
<tr>
<td>Local Government Revenue</td>
<td>$6,960,000</td>
<td>$3,649,500</td>
<td>$1,407,000</td>
</tr>
<tr>
<td>State Government Revenue</td>
<td>$6,397,000</td>
<td>$4,168,500</td>
<td>$1,961,000</td>
</tr>
</tbody>
</table>
DURHAM COUNTY, NC

Event-Related Attendance by Nonprofit Arts & Culture Audiences

<table>
<thead>
<tr>
<th>Resident</th>
<th>Non-Resident</th>
<th>Total Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,585,969</td>
<td>1,216,097</td>
<td>2,802,066</td>
</tr>
</tbody>
</table>

$14.19  $22.24  $17.69

(Per person spending excluding the cost of admission)
DURHAM COUNTY, NC

Arts & Cultural Audiences:
Local Resident vs. Non-Local

Local 57%

Non-Local 43%
DURHAM COUNTY, NC
Total Arts & Cultural Event Spending by Nonprofit Arts & Culture Audiences in Durham
(excluding the cost of admission)

<table>
<thead>
<tr>
<th>Type</th>
<th>Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>$22,504,900</td>
</tr>
<tr>
<td>Non-Resident</td>
<td>$27,045,997</td>
</tr>
<tr>
<td>Total</td>
<td>$49,550,897</td>
</tr>
</tbody>
</table>
89.1 percent of non-local attendees said, “This arts event is the primary purpose for my trip.”
DURHAM COUNTY, NC

Arts & Cultural Event Attendees Spent $17.69 Per Person, Per Event

- Meals & Snacks: $12.94
- Local Transportation: $1.90
- Souvenirs and Gifts: $1.11
- Lodging: $1.09
- Clothing and Accessories: $0.44
- Other: $0.02
- Childcare: $0.20
- Other: $0.02

#AEP5
AEP5 National Partners
Americans Value The Arts

82% of Americans believe arts & culture are important to local businesses and the economy

87% of Americans believe arts & culture are important to quality of life

Source: Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs
Arts Volunteerism in Durham, NC

- 6,421 volunteers
- 256,840 hours
- $6,051,150 million value

(2015 volunteer hour = $23.56)
You Make the Difference!

Fox Family Foundation, Inc.

Fletcher Performing Arts Fund of Triangle Community Foundation
Durham Arts Council Endowment Fund of Triangle Community Foundation
The Arts Mean Business!

AmericansForTheArts.org/AEP5

rcohen@artsusa.org

DURHAM COUNTY, NC

Local Study Partner – Durham Arts Council

Contact: Sherry DeVries, Executive Director

sldevries@durhamarts.org
Americans Value The Arts

- **63%** believe the arts “lift me up beyond everyday experiences”
- **73%** say the arts are a “positive experience in a troubled world”
- **64%** feel “pure pleasure to experience and participate in [the arts]”

**Source:** Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs
### All U.S. Arts Industries (2014)

$730 Billion = 4.2 Percent of GDP

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percent Contributed to GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Trade</td>
<td>5.8%</td>
</tr>
<tr>
<td>Arts &amp; Culture</td>
<td>4.2%</td>
</tr>
<tr>
<td>Construction</td>
<td>3.9%</td>
</tr>
<tr>
<td>Transportation</td>
<td>2.9%</td>
</tr>
<tr>
<td>Mining</td>
<td>2.8%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>2.6%</td>
</tr>
<tr>
<td>Utilities</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

Source: U.S. Bureau of Economic Analysis
The Arts Mean Business!

✓ Join the ArtsActionFund.org. It’s free!