



## The Creative State

The arts are the cornerstone of effective and efficient programs and services that generate tax revenue, a creativity-based economy, improved public education, tourism, and revitalized communities.



### The arts create jobs.

- The Creative Industry creates and sustains almost 300,000 jobs in North Carolina, or 5.4% of total state employment.
- The Creative Industry creates and sustains more than \$10 billion of employee compensation, greater than 4.9% of the state's total wages and benefits.

### The arts make money for North Carolina.

- The market value of goods and services produced and sustained by North Carolina's Creative Industry is more than \$41.4 billion, or 5.86% of North Carolina's total production.
- Nonprofit arts attendees spend an average of \$27.79 per person beyond the price of the event on gifts, lodging, meals, child care, and transportation.
- Cultural tourists stay longer and spend 36% more money at their destination than other travelers.

Sources: The Creative Industry in North Carolina

[http://www.ncarts.org/elements/docs/NCCreativeIndustryContribution\\_Overview.pdf](http://www.ncarts.org/elements/docs/NCCreativeIndustryContribution_Overview.pdf)

Americans for the Arts

[http://www.artsusa.org/get\\_involved/advocacy/advoaccy\\_004.asp](http://www.artsusa.org/get_involved/advocacy/advoaccy_004.asp)

Mandala Research, Travel Industry of America

### The arts improve public education.

- Involvement in the arts is linked to higher academic performance, increased standardized test scores, more community service, and lower dropout rates.

Source: Dr. James S. Catterall, Graduate School of Education and Information Studies, UCLA

- Students heavily involved in the arts for at least one full year demonstrate the following:

- 4 times more likely to have been recognized for academic performances
- Elected to class office 3 times as often
- 4 times more likely to participate in a math and science fair
- 3 times more likely to win an award for school attendance

Source: Dr. Shirley Brice Heath, Stanford University

- Children motivated in the arts develop attention skills and memory retrieval that also apply to other subject areas.

Source: The Dana Foundation: *Learning, Arts, and the Brain*

- Participation in arts programs decreases young people's involvement in delinquent behavior, increases academic outcomes for disadvantaged children, and improves students' attitudes about themselves and their future.

Source: U.S. Department of Justice

- Students with three years or more of arts training scored an average of 93 points higher on their 2009 SAT. Source: The College Board

*“Arts are the fabric of economic development,  
the fabric of life in North Carolina.”*

Secretary Keith Crisco, N.C. Department of Commerce

**Arts Education is a “ready-now” strategy for 21<sup>st</sup> Century skills.**

- 85% of business leaders say they can't find enough job applicants with creativity and innovation skills.

Source: The Conference Board

- In a global economy that is driven by knowledge and ideas, arts education is a necessity.
- The best paying jobs require workers with creativity and higher order thinking and communication skills.

Source: Education Commission of the States

**The North Carolina Arts Council is an effective steward of public dollars.**

**2010-2011 Grassroots Arts**

\$2,710,245 Distributed to all 100 counties

**2010-2011 Basic Grants**

\$3,873,320 Competitive grants programs

**Total State funding of \$6,583,565 is .0003% of North Carolina's 2010 \$19,559,765,576 General Fund Budget.**

- Grants funding is distributed to 515 arts organizations and 340 school, community and civic groups in all 100 counties.
- Arts Council funds support 4% of the \$199,426,083 income of funded arts groups.
- Arts Council awards leverage additional funds, generating almost \$17 for every \$1 invested.
- Arts Council funded projects attract more than 8.7 million participants.



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