



ARTS NC 2021 LEGISLATIVE REQUESTS

The arts community is grateful to members of the NC General Assembly for their **leadership and service** during the COVID-19 pandemic in 2020, including the allocation of **\$9.4 million of federal CARES Act relief funds** for nonprofit arts organizations statewide and the creation of the **NC Arts High School Graduation Requirement**, ensuring a well-rounded education for every student. Arts are **crucial for healing our communities and local economies** and fundamental to the **success of NC students** in school and life.

1. RESTART THE ARTS GRANTS: \$8 million NR over two years, \$4 million each year, to restart public arts programs, crucial to rebuilding communities and local economies as North Carolina reopens – with at least 30% for underserved and struggling rural communities.

- ✓ Each arts event attendee in NC spends **\$30.66** in addition to the cost of admission at local businesses, such as **hotels, retail stores, and restaurants**.¹
- ✓ **1 in 3 arts patrons** are from other counties or out-of-state and **spend twice as much** as locals.¹ Participation will need to be encouraged/re-established as NC reopens.
- ✓ Arts nonprofits will take **2.5 years to recover**, more than double other nonprofits.³
- ✓ Rural counties with performing arts organizations have **3 times more population growth**, attract more workers and jobs, and provide higher incomes.⁵



2. ARTS ARE EDUCATION: Arts education is essential to a well-rounded education and successful students. Ensure that arts education is fully and fairly funded and not set aside for the remediation of other subjects, while also providing PPE and other resources so that arts instruction can happen safely during the pandemic.

- ✓ Socio-economically challenged students with high arts participation are **5 times more likely to graduate high school**⁶ and **twice as likely to achieve a college degree**.⁷
- ✓ **Students involved in the arts** are four times more likely to be recognized for **academic achievement**⁸, and on average achieve **100 more points on their SAT score**.⁹
- ✓ 72% of business leaders say that **creativity is the number one skill** they are seeking.¹⁰



SEVERE IMPACT OF PANDEMIC ON THE ARTS SECTOR



FINANCIAL LOSSES are staggering in North Carolina

- ➔ **\$300 million in lost sales** estimated from shuttered arts nonprofits.^{1,2}
- ➔ **\$1 billion total economic impact** estimated from shuttered arts nonprofits.^{1,2}
- ➔ **\$3.4 billion in lost revenue** from the larger NC creative economy.²

JOB LOSSES are massive in North Carolina

- ➔ **36% of nonprofit arts jobs lost**³ (est. over 10,000 in NC)
- ➔ **50% fine arts and culture industry unemployment**² (est. over 40,000 in NC)
- ➔ **63% of artists and creative workers with no income**⁴ (est. over 80,000 in NC)

(1) [Arts and Economic Prosperity 5](#), Americans for the Arts, 2015. (2) [Lost Art](#), Brookings Institution, 2020. (3) [Center for Civil Society Studies](#), Johns Hopkins University, 2021. (4) [Pandemic Impact Artist and Creative Worker Survey](#), Americans for the Arts and US Bureau of Labor Statistics, 2021. (5) [Rural Establishment Innovation Survey](#), U.S. Department of Agriculture Economic Research Service, 2018. (6) [The Arts and Achievement in At-Risk Youth](#), Catterall, J.S., Dumais, S.A. & Hampden-Thompson, G., 2012. (7) [Doing Well and Doing Good by Doing Arts](#), Catterall, J.S., 2009. (8) [Living the Arts through Language + Learning](#), Brice Heath, S., 1998. (9) [College-Bound Seniors Report](#), The College Board, 2011. (10) [Arts Education Navigator Facts & Figures](#), Americans for the Arts.

