



For Immediate Release

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New Hanover County's Nonprofit Arts and Culture Industry Generates \$55,805,425 in Economic Activity and Supports 2076 Jobs Annually According to Americans for the Arts

Arts Industry Returns \$5,642,000 in Revenue to Local and State Coffers

WASHINGTON, D.C. — The nonprofit arts and culture industry generates \$55,805,425 in annual economic activity in New Hanover County—supporting 2076 full-time equivalent jobs and generating \$5,642,000 in local and state government revenues, according to the *Arts & Economic Prosperity 5* national economic impact study. The most comprehensive economic impact study of the nonprofit arts and culture industry ever conducted in the United States, *Arts & Economic Prosperity 5* was conducted by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts and arts education.

Results show that nonprofit arts and culture organizations spent \$14,841,737 during fiscal year 2015. This spending is far-reaching: organizations pay employees, purchase supplies, contract for services and acquire assets within their community. Those dollars, in turn, generated \$44,122,000 in household income for local residents and \$5,642,000 in local and state government revenues.

"These findings confirm that the arts are a major economic driver in New Hanover County. In addition to providing a wonderful mix of arts experiences for our residents, the arts attract cultural tourists who stay longer and spend more money in our community," said Rhonda Bellamy, executive director of the Arts Council of Wilmington/NHC and coordinator of the local study.

Nationwide, the *Arts & Economic Prosperity 5* reveals that the nonprofit arts industry produces \$166.3 billion in economic activity every year, resulting in \$27.5 billion in federal, state and local tax revenues. In addition, it supports 4.6 million full-time equivalent jobs and generates \$96 billion in household income.

"This study demonstrates that the arts are an economic and employment powerhouse both locally and across the nation," said **Robert L. Lynch**, president and CEO of Americans for the Arts. "A vibrant arts and culture industry helps local businesses thrive and helps local communities become stronger and healthier places to live. Leaders who care about community and economic vitality can feel good about choosing to invest in the arts. Nationally as well as locally, the arts mean business."

Arts Industry Boon for Local Businesses

In addition to spending by organizations, the nonprofit arts and culture industry leverages \$41 million in event-related spending by its audiences. As a result of attending a cultural event, attendees often eat dinner in local restaurants, pay for parking, buy gifts and souvenirs, and pay a babysitter. What's more, attendees from out of town often stay overnight in a local hotel. In New Hanover County, these dollars support 2076 full-time equivalent jobs and generate \$5.6 million in local and state government revenues.

The *Arts & Economic Prosperity 5* study was conducted by Americans for the Arts and supported by The Ruth Lilly Fund of Americans for the Arts. Americans for the Arts' local, regional, and statewide project partners contributed both time and financial support to the study. Financial information from organizations was collected in partnership with DataArts™, using a new online survey interface. For a full list of the communities who participated in the *Arts & Economic Prosperity 5* study, visit www.AmericansForTheArts.org/AEP5Partners.

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