



North Carolina: The Creative State Jobs Talking Points

1. Every 100 jobs in the arts in North Carolina can be expected to support an additional 29 jobs in other industries.

Source: UNC-G School of Business Economic Impact Study

This study calculates the economic impact of 263 selected non-profit arts organizations directly connected to the N. C. Arts Council in 2006. In FY 2006, the aggregate statewide economic impact of these arts organizations was \$367.4 million of final demand (revenue), \$184.9 million in value added (product), and 8,559 full and part-time jobs.

The implicit final-demand multiplier was 1.90, which implies that every \$100 spent by a non-profit arts organization generated another \$90 in spending elsewhere in the North Carolina economy. The implicit employment multiplier is smaller than the final-demand multiplier. Dividing the 6,656.3 direct jobs into the impact figure of 8,559.1 yields an implicit jobs multiplier of 1.29. Every 100 jobs in the arts can be expected to support an additional 29 jobs in other industries.

2. The cultural traveler spends \$102.28 per person per day and makes up 40% of the leisure tourism sector.

Source: ASU Cultural Tourism Study

This 2004 study found that heritage/cultural tourism may be as large as 40% of the leisure tourism sector and competes with sports and outdoor recreation as the state's main tourism product. The cultural traveler spends \$102.28 per person per day. The study quotes Phil Kirk, then President of North Carolina Citizens for Business and Industry:

“Failure to recognize the need to invest public and private dollars in expanding cultural opportunities will ultimately have a negative impact on economic development.”

3. The core creative enterprise cluster employs more people than biotechnology, computers and electronics, machinery, or transportation equipment.

Source: Regional Technology Strategies (RTS) Clusters of Creativity Study

This 2005 study found that the presence of creative professionals in a given county is the single most important factor associated with the amount that visitors will spend. The presence of creative workers is also strongly associated with rising household incomes. Counties with higher proportions of workers in arts-related occupations are more likely to retain current residents and attract new ones. Original creative content in products is a major competitive edge for manufacturers. Many rural areas are developing their rich cultural traditions in craft and music as sustainable place-based economic development strategies to replace the loss of jobs in agriculture and manufacturing.

In 2006, this creative sector employment was analyzed to include nonprofit and public sector as well as the private sector and was estimated at more than four percent of total employment in North Carolina. Nearly 159,000 people were employed in creative industries, with total wages of more than \$3.9 billion.

Creative enterprises include a wide range of industries, including the arts, entertainment and new media, and design. The core creative enterprise cluster employs more people than biotechnology, computers and electronics, machinery, or transportation equipment.



North Carolina: The Creative State Jobs Talking Points

4. Volunteers invest over \$13 million in time spent supporting cultural organizations.

Source: NCSU Arts Organizations Study

Nonprofit and public sector arts organizations working directly with the North Carolina Arts Council in 2005 provided more than 1,200 full-time jobs earning more than \$47 million in total salaries and involved nearly 43,000 volunteers whose time is valued at \$13 million.

5. Cultural offerings create a quality of life that recruits new talent and keeps skilled workers.

Source: N.C. Department of Commerce Business Development Asset

The Business Services Site Selectors Toolkit touts cultural amenities:

“North Carolina offers an exceptional quality of life that contributes to a highly desirable place for businesses to attract and keep skilled workers with a culture rich in history and the arts. The state’s cultural offerings, rich history and variety of arts, and intense collegiate and professional sports rivalries create a quality of life that recruits new talent.”

6. The nonprofit arts industry generates \$1 billion in revenue that generates \$900,000,000 in spending elsewhere in the North Carolina economy.

Source: Non-profit Arts and Economic Prosperity Study

Building on the 2005 Americans for the Arts analysis of the non-profit arts and cultural organizations in five metropolitan counties, it can be projected that the statewide nonprofit arts revenue for 2006–07 is between \$990,000,000 (a 5% increase) and \$1,018,000,000 (an 8% increase).

7. Every dollar invested in arts grants generates nearly \$16 in matching funds.

Source: North Carolina Arts Council FY07–08 Grants Data

8. A culture rich in history and the arts makes North Carolina a highly desirable place for businesses to attract and keep skilled workers.

Source: North Carolina Department of Commerce (www.nccommerce.com/en/BusinessServices/LocateYourBusiness/WhyNC/QualityofLife), 2009