



WHY THE ARTS MATTER IN NEW HAMPSHIRE



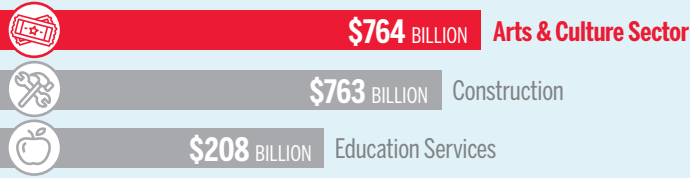
NATIONAL ARTS FACTS

ARTS SECTOR'S PERCENTAGE OF GROSS DOMESTIC PRODUCT (Commercial & Nonprofit Arts Organizations Combined)

ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$764 billion industry**, representing 4.2% of the nation's GDP—a larger share of the economy than construction (4.1%) or education services (1.1%).

Source: U.S. Bureau of Economic Analysis, 2015.



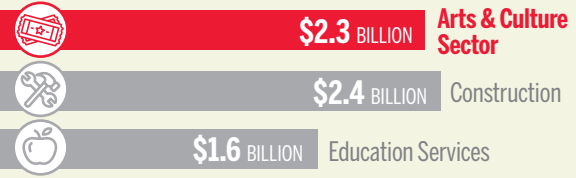
BONUS: U.S. exports generate a \$24.1 billion arts trade SURPLUS.

NEW HAMPSHIRE ARTS FACTS

THE NEW HAMPSHIRE ARTS & CULTURE SECTOR REPRESENTS 3.4% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$2.3 billion** to New Hampshire's economy, representing 3.4% of the state's GDP—a larger share than some other industries in the state.

Source: U.S. Bureau of Economic Analysis, 2015.



BONUS: In 2015, NH arts and culture jobs grew by 3.2% while the national average was 2.1%.

NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally **673,656 businesses** employ **3.48 million people** who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Source: Americans for the Arts, *Creative Industries*, 2017.



In New Hampshire, **3,170 Arts-Related Businesses** employ **16,587 people**.

- In Hillsborough County, **951 Arts-Related Businesses** employ **9,288 people**.
- In Rockingham County, **901 Arts-Related Businesses** employ **3,039 people**.
- In Merrimack County, **370 Arts-Related Businesses** employ **1,280 people**.

Source: Americans for the Arts, *Creative Industries*, *New Hampshire* report, 2017.



ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

Nationally, the nonprofit arts industry alone generates **\$166.3 billion in economic activity** annually that supports **4.6 million jobs** and generates **\$27.5 billion** in federal, state, and local government revenue.

- Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, 2017.

ART IS A **\$166.3 BILLION** DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.

In 2015, New Hampshire's arts and culture sector employed thousands of FTE jobs and generated millions of dollars in economic activity. Nonprofit arts groups helped cultivate that activity.

- In Greater Portsmouth, for example, nonprofit arts groups generated **\$21.5 million** in economic activity. Audiences of 1.2 million people added another **\$36.6 million** in related spending for a total of **\$58.0 million** for the city in 2015, and this generated **\$6.8 million** in local and state government revenues and **1,825 FTE jobs**.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, *Greater Portsmouth Area* report, 2017.

ART IS A **\$2.3 BILLION** GDP DRIVER OF OUR STATE ECONOMY.

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

Q So how much is the federal government investing in the National Endowment for the Arts (NEA)?

A Congress has proposed allocating **\$155 million to the NEA in FY 2019**, which has been relatively level for the last several years. This amounts to just **47¢ per capita**, yet the nonprofit arts industry generates over **\$13 billion** in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with **\$1 per capita!**

Source: Americans for the Arts Action Fund, 2019.
Read: "Funding The Arts Is Good For The Nation," *The Hill*, 2015.

Q What about New Hampshire—how much does state government budget to the New Hampshire State Council on the Arts each year?

A The state allocated **\$310,174** to the New Hampshire State Council on the Arts. In FY 2017, the Council also received **\$696,900** in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. An additional nine nonprofit arts organizations received direct grants from the NEA totaling **\$190,000**.

Source: NEA and NASAA, 2017.
Read: "Arts Matter," Lois R. Shea, New Hampshire Charitable Foundation, 2018.

GDP

JOBS

ECONOMICS

FUNDING

“The beauty of New Hampshire’s natural resources and the ingenuity of the people who have settled here over time have combined to inspire a wide range of artistic endeavors and arts engagement.”

—NH State Council on the Arts



NEW HAMPSHIRE ARTS FACTS

IN THE GRANITE STATE, THE ARTS UNITE US

The League of NH Craftsmen boasts a membership of over 750 Juried Craftspeople making fine craft, by hand, right here in our state!

THE NEW HAMPSHIRE STATE COUNCIL ON THE ARTS—established in 1965 as the official state arts agency — and is a division of the Department of Natural and Cultural Resources. The State Arts Council promotes and supports the efforts of New Hampshire artists, arts organizations, communities and schools through grants, professional development opportunities, juried artists rosters, Traditional Arts, electronic publications, statewide research, and more.

> Learn more [here](#).

MEET SOME NEW HAMPSHIRE ARTS ADVOCATES

- Former Nashua Mayor **Donnalee Lozeau** is the 2015 National Public Leadership in the Arts Award recipient for Local Arts Leadership. > [More](#)
- Concord Chamber of Commerce President **Tim Sink** is a gubernatorially appointed member of the New Hampshire State Council on the Arts and the 2015 Arts4NH (NH Citizens for the Arts) Advocate of the Year. > [More](#)
- **State Senator Martha Fuller Clark** and **Representative David Danielson** were named 2017 Arts4NH (NH Citizens for the Arts) Advocates of the Year.

ARTS IN NEW HAMPSHIRE

- NH Magazine lists the Best of NH 2018 Arts, Culture and People [here](#).
- See a comprehensive list of NH Arts and Artists [here](#).
- The state’s newspaper of record, the *New Hampshire Union Leader*, has a terrific arts calendar, [here](#).

NEW HAMPSHIRE ARTS ORGANIZATIONS

New Hampshire State Council on the Arts:

www.nh.gov/nharts

Arts4NH:

www.arts4nh.org

New Hampshire Business Committee for the Arts:

www.nhbca.com

THE ARTS ARE EVERYWHERE!

- The League of New Hampshire Craftsmen, the nation’s first fine crafts organization, is preparing to host its 86th fine crafts fair this summer in **Newbury**. The 2018 fair welcomed nearly 25,000 visitors from across the U.S. and internationally.
- Park on the Common in **Lebanon** and walk to several venues; you can visit AVA Gallery and Art Center, Lebanon Opera House and Upper Valley Music. Then get on your bicycle and check out the public art on the Mascoma River Greenway!
- **Keene** also has a walkable downtown with an opportunity to see dance at MoCo Arts’ new facility, visual arts at the Thorne-Sagendorph Gallery and performances at both the Redfern Arts Center and the Colonial Theater.
- Head north to get your inner poet inspiration at the Frost Place in **Franconia** and take a short trip to see a performance at the other Colonial Theater and contemporary art exhibits at 42 Maple, in Bethlehem.
- Check out the new Main Street and public art in the capital city of **Concord** and the renovations of Capitol Center for the Arts’ new venue.
- **Dover** also has several new public artworks, and if you’re looking for something to do with the kids, visit the Children’s Museum of New Hampshire.
- Sculpture is big in New Hampshire! Tour **Nashua**’s public sculpture collection, commissioned by the Nashua International Sculpture Symposium. Nearby is the Andres Institute of Art, where sculptures are installed on wilderness hiking trails. Then, drive up to **Lake Winnepesaukee** and tour the Meredith Sculpture Walk!

To View the Top 10 Reasons to Support the Arts, Click Here.

NEW HAMPSHIRE ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org

VISIT US: ArtsActionFund.org/join

CALL US: 202.371.2830 x2067

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To download this fact sheet, “Why the Arts Matter in New Hampshire,” with corresponding resource links visit www.ArtsActionFund.org/NH.