

# WHY THE ARTS MATTER

## In New Hampshire

### ARTS SECTOR'S PERCENTAGE OF GROSS DOMESTIC PRODUCT *(Commercial and nonprofit arts combined)*

#### FACT:

Arts & Culture Sector represent 4.3% of nation's GDP

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$699 BILLION INDUSTRY**, representing **4.3% OF THE NATION'S GDP** – a larger share of the economy than construction (\$586.7 billion) or transportation and warehousing (\$464.1 billion).

Read the U.S. Bureau of Economic Analysis news release [here](#)

4.3% / \$699 BILLION

Arts & Culture Sector

3.6% / \$586.7 BILLION

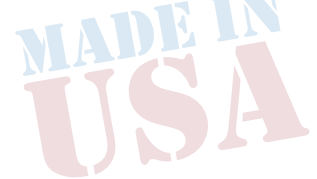
Construction

2.99% / \$464.1 BILLION

Transportation & Warehousing



U.S. EXPORTS GENERATE A  
**\$47 BILLION**  
ARTS TRADE SURPLUS



Internationally, U.S. exports of arts goods (e.g. movies, paintings, jewelry) grew to \$75 billion in 2012 while imports were just \$27 billion, according to the U.S. Bureau of Economic Analysis. That's a **\$47 BILLION** arts trade surplus!



**Let's not forget tourism:** Cultural tourism accounts for 78% of U.S. travelers – that's 118 million tourists! – contributing more than \$192 billion annually to the U.S. economy.

Source: U.S. Department of Commerce, Cultural and Heritage Traveler Research, 2009

### NUMBER OF ARTS-RELATED BUSINESSES & JOBS *(Commercial and nonprofit arts combined)*

Nationally **702,711 BUSINESSES** employ **2.9 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.

Read Creative Industries: Business & Employment in the Arts 2015 [here](#)

**702,711** & **2.9M** are involved in the creation or distribution of the arts  
BUSINESSES JOBS

#### Let's Look at New Hampshire

In New Hampshire there are **3,505 ARTS-RELATED BUSINESSES** employing **10,346 PEOPLE**. That's more than the 3,100 postal workers and 2,936 police officers combined in NH!

Read Creative Industries: Business & Employment in the Arts statewide report [here](#)

- In Manchester 272 Arts-Related Businesses employ 1,010 people
- In Concord 128 Arts-Related Businesses employ 481 people
- In Nashua 187 Arts-Related Businesses employ 975 people
- In Portsmouth 173 Arts-Related Businesses employ 776 people

Source: Americans for the Arts

### ECONOMIC IMPACT OF THE ARTS *(Nonprofit arts only and their audiences)*

#### FACT:

Art is a \$135 billion driver of our national, state & local economy.

Nationally, the nonprofit arts industry alone generates **\$135 BILLION** in economic activity annually that supports 4.1 million jobs and generates \$22.3 billion in government revenue.

Read Americans for the Arts, *Arts & Economic Prosperity IV* full report [here](#)

#### In New Hampshire

The economic impact numbers in the **Granite State** are also impressive with nonprofit arts organizations in the state generating **\$115 MILLION** in economic activity annually that supports 3,493 jobs and generates \$11.6 million in state and local government revenue.

- In Concord, nonprofit arts group generate \$17.7 million in economic activity
- In Greater Portsmouth, nonprofit arts group generate \$41.4 million in economic activity

Read Americans for the Arts, *Arts & Economic Prosperity IV for NH* [here](#)



#### So how much is the Federal Government investing in this booming industry?

The National Endowment for the Arts appropriation has been held at **\$146 MILLION** for the past four years – which amounts to just **45 CENTS PER CAPITA**. Imagine what this industry could generate with 1 dollar per capita!

Source: Americans for the Arts

Read *Funding the Arts is good for the nation* by Reps. Leonard Lance (R-N.J.) & Louise Slaughter (D-N.Y.) [here](#)



#### What about New Hampshire – how much does state government allocate to the arts each year?

This year's state allocation to the New Hampshire State Council on the Arts (NHSCA) is set to be **\$291,480** NHSCA receives an additional **\$693,900** in federal funds from the NEA to re-grant to approximately 94 nonprofit groups providing arts and arts education programs to the communities throughout the state.

Source: Americans for the Arts

Read *The Arts: A Critical piece of economy* by Roger Brooks, Chairman of NH State Council on the Arts, in the *Concord Monitor* [here](#)

# NH the Arts!

“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

## In New Hampshire the Arts Unite Us As Granite Staters

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 agency — and is a division of the Department of 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, electronic and print publications, statewide research, and more.

> Learn more [here](#)

## Meet Some New Hampshire Arts Advocates

- Nashua Mayor **Donnalee Lozeau** is the 2015 National Public Leadership in the Arts Award recipient for Local Arts Leadership > [More](#)
- Manchester Mayor **Ted Gatsas** and Former Mayor **Bob Baines** agree: STEAM Ahead will transform students’ lives in Manchester > [More](#)
- Concord Chamber of Commerce President **Tim Sink** is the 2015 Citizens for the Arts Advocate of the Year > [More](#)

## Art in New Hampshire

- NH Magazine lists the Best of NH 2015 Arts, Culture and People [here](#)
- See a comprehensive list of New Hampshire Arts and Artists [here](#)
- Learn more about Art in New Hampshire [here](#)

New Hampshire Citizens for the Arts:

[www.nhcf.org](http://www.nhcf.org)

New Hampshire Institute for Art:

[www.nhia.edu](http://www.nhia.edu)

New Hampshire Art Association:

[www.nhartassociation.org](http://www.nhartassociation.org)

## FACT:

Great community-based arts events are happening all over our state.

## The Arts Are Everywhere!

- From **BERLIN**, where the Women’s Rural Entrepreneurial Network (WREN) just opened an artist work center, go up to the **GREAT NORTH WOODS** to check out the 15th Annual Lumberjack Festival.
- Head south to **LACONIA** where the Lakes Region Chamber of Commerce is tweeting about #urbanrenewal now that the Belknap EDC has purchased the Colonial Theatre!
- Did you attend The Thing in Spring this year? Over 100 musicians and artists were featured, attracting over 1,000 visitors to downtown **PETERBOROUGH**.
- Keep driving west to witness how Dartmouth Hitchcock Medical Center in **HANOVER** incorporates art with healing.
- Betcha didn’t know that NH’s professional orchestra, the NH Symphony based in **NASHUA**, is led by the world’s busiest conductor!
- Visit our state capitol city of **CONCORD** where the Capitol Center for the Arts works with local and state educators to successfully link their school series to statewide curricula goals.
- If you are in **PORTSMOUTH** run, don’t walk to 3S Art Space a nonprofit organization that “endeavors to ignite and change the way we experience art, music and food.”



## Inspired to become a New Hampshire grassroots arts leader?

**E-MAIL US:** For more information and to help get all the presidential candidates talking about the arts, e-mail us at [NH@ArtsActionFund.org](mailto:NH@ArtsActionFund.org).

**CALL US:** 202.371.2830 x2067

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To download this “**WHY THE ARTS MATTER IN NEW HAMPSHIRE**” fact sheet with corresponding resource links and to stay updated on the ArtsVote2016 campaign, visit [www.ArtsActionFund.org/pages/ArtsVote2016](http://www.ArtsActionFund.org/pages/ArtsVote2016)