



Durham Arts Council News Release

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FOR IMMEDIATE RELEASE

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Durham's Nonprofit Arts and Culture Industry Generates \$125,534,858 in Economic Activity and Supports 4,550 Jobs Annually According to Americans for the Arts

Arts Industry Returns \$11,434,000 in Revenue to Local and State Coffers

The nonprofit arts and culture industry generates \$125,534,858 in annual economic activity in Durham County, North Carolina, according to the *Arts & Economic Prosperity IV* national economic impact study. The total spending of nonprofit arts organizations and their audiences in Durham supports 4,550 full-time equivalent jobs, provides \$105.2 million in household income paid to local residents, and generates \$11,434,000 in local and state government revenues. Durham outperformed the national medians and similar study region medians in every study category. The most comprehensive economic impact study of the nonprofit arts and culture industry ever produced in the United States, *Arts & Economic Prosperity IV* was conducted by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts and arts education. Durham County is one of 182 study regions that participated, representing all 50 states and the District of Columbia.

A total of 56 nonprofit arts and culture organizations in Durham participated in the study that was conducted in 2011 using 2010 fiscal year organizational budgetary data and 893 arts and cultural event surveys in 2011. A total of 1,825,011 people attended nonprofit arts and cultural events in Durham in fiscal year 2010. Of that total, 45.1% were resident attendees, and 54.9% were non-resident attendees. In addition to the price of admission, they averaged spending \$28.16 per person, all dollars that went into the local economy. Non-residents (\$39.33) spent nearly 2.7 times more than a resident attendee (\$14.59).

Durham Arts Council provided the local leadership, study support and fees for Durham's participation in this milestone national study. This is the fourth national study of nonprofit arts economic impact conducted by Americans for the Arts; the first time that Durham has been able to participate; and the first time that a state-wide study was conducted for North Carolina.

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“We were eager to participate since this particular study has strong credibility based on the reputations of internationally recognized economists and statistical models that were utilized. This study also has the endorsement of 10 top public and private sector national associations concerned with economic and community development,” said Sherry DeVries, Executive Director of the Durham Arts Council. *“Not only do the arts enhance our lives by fostering beauty, originality, and creativity and help us celebrate and connect as a community, they also create jobs, generate tax revenues, and make a major contribution to our economy. Key business leaders in Durham cite the importance of the arts in helping to attract and retain the kind of employees they must have to compete in our creative economy.”*

Stephen Jordan, Executive Director of the Business Civic Leadership Center, U.S. Chamber of Commerce, is quoted in the report. *“Many businesses support the arts across the country because they intuitively understand that the arts matter, so it is great to get the facts and a clearer understanding of the links between the arts and economic prosperity.”*

Nationally, the *Arts & Economic Prosperity IV* study reveals that the nonprofit arts industry produced \$135.2 billion in economic activity during 2010. This spending—\$61.1 billion by nonprofit arts and culture organizations plus an additional \$74.1 billion by their audiences—supported 4.1 million full-time equivalent jobs and generated \$22.3 billion in federal, state and local tax revenues.

Statewide in North Carolina, the nonprofit arts and culture industry generates \$1.2 billion in direct economic activity, supporting more than 43,600 full-time equivalent jobs and generating \$119 million in revenue for local governments and the State of North Carolina. Statewide, 17 communities, including Durham, contracted with AFTA for local reports on their nonprofit arts and cultural industry.

Arts Industry Boon for Local Businesses in Durham

In addition to spending by organizations, the nonprofit arts and culture industry leverages \$51,414,683 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 Durham, these dollars support 1,532 full-time equivalent jobs and generate \$6,485,000 in local and state government revenues.

The *Arts & Economic Prosperity IV* 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. The full text of the national statistical report is available at www.AmericansForTheArts.org/EconomicImpact

Durham Arts Council, Inc. (DAC) is a private, 501(c) (3) not-for-profit organization that “promotes excellence in and access to the creation, experience, and active support of the arts for all the people of our community.” Each year DAC provides programs, services, and support for more than 60 arts organizations and 900+ individual artists in our region, plus more than 311,000 program participants and visitors to DAC that it serves through classes, artist residencies, exhibits, festivals, grant programs, technical support, arts advocacy and information services.

As one of the oldest arts councils in the United States, and historically one of the strongest in North Carolina, Durham Arts Council fills four major roles in the region through which it carries out its mission:

- DAC manages, programs and operates the Durham Arts Council building at 120 Morris St. in historic downtown Durham – this City-owned facility is an extraordinary community resource for Durham and the Triangle Region.*
- DAC develops and delivers year-round, high quality, accessible arts programs, services and information for the public and arts community.*
- DAC is the major service provider to the arts and cultural community as the local arts agency for this region.*
- DAC conducts advocacy for the arts and builds resources for the arts in Durham. DAC operates the Durham Arts Council Annual Arts Fund which raises funds to support its programs and services for the community and funds its grants programs that support arts organizations and artists. DAC is a United Arts Fund and Business Committee for the Arts affiliate of Americans for the Arts.*

More information about Durham Arts Council programs and giving opportunities are available by calling (919) 560-2787 or online at www.durhamarts.org.

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