



**ORANGE COUNTY
ARTS COMMISSION**

THE ARTS & ORANGE COUNTY

A summary of the state of the arts in Orange County, NC
Data provided by Americans for the Arts' 2014 Arts & Economic Prosperity Report IV
November, 2016

PART 1: HOW DOES ORANGE COUNTY COMPARE?

ARTS INDICATORS

- ❶ **ARTS ACTIVITY** Levels of participation and production
- ❷ **RESOURCES** Flows of arts revenue and organization resources used in the arts
- ❸ **COMPETITIVENESS** The arts relative to other community markers
- ❹ **LOCAL CULTURAL CHARACTER** Attributes that differentiate our community

INDICATOR 1 ARTS ACTIVITY Levels of participation and production

CONSIDERATIONS:

- **Arts promote true prosperity.** The arts are fundamental to our humanity. They enable and inspire us. They help us express our values, build bridges between cultures, and bring us together regardless of ethnicity, religion, or age.
- **Arts are good for local merchants.** Attendees at nonprofit arts events spend \$24.60 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters. Attendees who live outside the county in which the arts event takes place spend twice as much.
- **Arts drive tourism.** Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences.

MARKER	ORANGE	DURHAM	WAKE	BUNCOMBE	NATIONAL AVERAGE
CULTURAL PARTICIPATION					
Adult population playing musical instrument, 2012-2014	14.4%	18.5%	13.9%	14.7%	11.8%
Adult population attending live performing arts, 2012-2014	34.5%	27.1%	29.1%	22.9%	23.87%
Adult population attending popular entertainment, 2012-2014	23.8%	26.8%	27%	24.5%	22.1%
Adult population visiting art museums, 2012-2014	25.6%	26.5%	28.8%	13.8%	12.39%

MARKER	ORANGE	DURHAM	WAKE	BUNCOMBE	NATIONAL AVERAGE
Adult population visiting a zoo, 2012-2014	20.5%	15.8%	15.1%	13.1%	25.84%
Adult population purchasing music or video online, 2012-2014	19.4%	20.1%	21.3%	16.5%	14.84%
Adult population attending movies, 2012-2014	57.4%	59.2%	59.4%	43.7%	48.56%
Overall participation in arts & culture activities: 100 = 1 activity per year per person, 2012-14	195.6	193.9	194.4	149.3	144.6
CULTURAL PROGRAMMING					
Total nonprofit arts expenditures on cultural programming per capita, 2012	\$110.04	\$101.82	\$84.81	\$70.92	\$59.18

INDICATOR 2 RESOURCES & CAPACITY Flows of arts revenue and organization resources used in the arts

CONSIDERATIONS:

- **Arts improve academic performance.** Students with an education rich in the arts have higher GPAs and standardized test scores, and lower drop-out rates, regardless of socio-economic status. Students with 4 years of arts or music in high school average 100 points higher on the verbal and math portions of their SATs than students with just one-half year of arts or music.
- **Arts have social impact.** University of Pennsylvania researchers have demonstrated that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower crime and poverty rates.
- **Arts mean business.** A 2015 analysis of Dun & Bradstreet data counts 702,771 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.9 million people.

MARKER	ORANGE	DURHAM	WAKE	BUNCOMBE	NATIONAL AVERAGE
CONSUMER EXPENDITURES					
Est. expenditure on admission fees per capita, 2015	\$35.48	\$31.22	\$33.71	\$21.14	\$23.14
Est. expenditure on recorded media per capita, 2015	\$73.27	\$67.04	\$68.69	\$63.53	\$58.33
Est. expenditure on musical instruments per capita, 2015	\$19.21	\$15.57	\$16.83	\$11.50	\$10.01
Est. expenditure on photo equipment per capita, 2015	\$63.93	\$58.97	\$63.70	\$51.99	\$49.96
Est. expenditure on reading material per capita, 2015	\$273.57	\$214.49	\$237.36	\$230.06	\$204.49
Total est. selected expenditures per capita, 2015	\$465.47	\$387.29	\$420.29	\$378.22	\$345.93
NONPROFIT ARTS REVENUES					
Nonprofit arts program revenue per capita, 2012	\$42	\$33.38	\$31.53	\$25.59	\$24.08
Nonprofit arts contributions revenue per capita, 2012	\$86.63	\$65.48	\$49.66	\$33.55	\$37.77
Total nonprofit arts revenue per capita, 2012	\$161.95	\$114.19	\$85.08	\$73.58	\$68.20

MARKER	ORANGE	DURHAM	WAKE	BUNCOMBE	NATIONAL AVERAGE
ARTISTS & ART BUSINESSES					
Solo artists per 100k population, '13	522.26	334.22	265.32	586.50	156.91
"Creative Industries" businesses per 100k population, 2014	283.57	233.57	263.78	376.75	157.22
Arts and culture establishments per 100k population, 2013	84.79	63.51	74.72	116.57	41.8
ARTS NONPROFITS					
Total nonprofit arts orgs per 100k population, 2012	28.94	17.02	14.18	23.32	18.07
Arts education nonprofit arts orgs per 100k population, 2012	1.45	1.42	.84	1.23	3
Collections-based nonprofits arts orgs per 100k population, 2012	2.89	2.13	1.68	3.68	6.34
Humanities and heritage nonprofit orgs per 100k population, 2012	5.06	2.84	2.10	2.05	7.02
Media arts nonprofit orgs per 100k population, 2012	5.06	2.48	1.16	3.27	3
Performing arts nonprofit orgs per 100k population, 2012	7.96	6.38	3.57	8.59	6.01
Field service arts nonprofit orgs per 100k population, 2012	3.62	1.06	2.42	3.27	4.43
Visual arts nonprofit orgs per 100k population, 2012	.72	.35	.42	.82	3.1
Other arts nonprofit orgs per 100k population, 2012	2.17	.35	2	.41	2.68
Public libraries per 100k population, 2012	3.56	3.12	2.05	5.24	18.7
Museums per 100k population, '15	19.24	9.37	8.21	12.10	26.3

INDICATOR 3 **COMPETITIVENESS** The arts relative to other community markers

CONSIDERATIONS:

- **Arts strengthen the economy.** The U.S. Bureau of Economic Analysis reports that the arts and culture sector is a \$699 billion industry, which represents 4.3 percent of the nation's GDP—a larger share of the economy than transportation and agriculture. The nonprofit arts industry alone generates \$135 billion in economic activity annually (spending by organizations and their audiences) that supports 4.1 million jobs and generates \$22.3 billion in government revenue.
- **Arts are an export industry.** U.S. exports of arts goods (e.g., movies, paintings, jewelry) grew to \$75 billion in 2012, while imports were just \$27 billion—a \$47 billion arts trade surplus.

MARKER	ORANGE	DURHAM	WAKE	BUNCOMBE	NATIONAL AVERAGE
ESTABLISHMENTS, EMPLOYEES & PAYROLL					
"Creative Industries" share of all businesses, 2014	4.79%	4.22%	4.32%	5.12%	2.3%
"Creative Industries" share of all employees, 2014	1.56%	1.67%	1.78%	2.38%	1.06%
Arts and culture share of all establishments, 2013	4.01%	2.68%	2.84%	3.81%	1.67%
Arts and culture share of all employees, 2013	1%	.5%	1.2%	.8%	.67%

MARKER	ORANGE	DURHAM	WAKE	BUNCOMBE	NATIONAL AVERAGE
Arts and culture share of all payroll, 2013	1.22%	.58%	1.07%	.88%	.41%
Individual artists average receipts (\$000), 2013	\$24.33	\$17.91	\$14.21	\$17.05	\$13.92
SUPPORT OF THE ARTS					
Household share donating to public broadcasting or the arts, 2012-14	33%	22.8%	24.8%	23.3%	20.19%

INDICATOR 4 LOCAL CHARACTER

Attributes that differentiate our community

CONSIDERATIONS:

- Arts spark creativity and innovation.** The Conference Board reports that creativity is among the top 5 applied skills sought by business leaders—with 72 percent saying creativity is of high importance when hiring. The biggest creativity indicator? A college arts degree. Nobel laureates in the sciences are 17 times more likely to be actively engaged in the arts than average scientists.

MARKER	ORANGE	DURHAM	WAKE	BUNCOMBE	NATIONAL AVERAGE
INSTITUTIONAL & ENTREPRENEURIAL ARTS					
Millennial share of all arts nonprofits, 2012	40	37.5	37.78	38.60	37.61
Revenue share of millennial arts nonprofits, 2012	13.55	10.97	9.85	25.30	21.70
Revenue concentration in the nonprofit arts, 2012	65.66	73.17	52.21	35.38	58.32
Nonprofit share of arts establishments, 2012	10.05	7.13	5.25	6.10	13.14
Cultural and ethnic awareness nonprofits per 100k population, '12	2.17	.35	2	.41	2.68
National Register of Historic Places sites per 100,000 population, 2012	34.38	26.16	22.20	45.32	78.41
Visual and performing arts degrees awarded per 100k population, '12	500.17	183.60	120.70	142.39	248.15

PART 2: MAXIMIZING THE POTENTIAL OF OUR ARTS COMMUNITY

CURRENT AREAS OF GREATEST NEED

1 PROMOTION/MARKETING

Most of the 177 arts-related organizations within the county are nonprofit organizations with limited marketing budgets, working to promote only their own programs and projects. The OCAC can help to further promote arts happenings for the entire county through an enhanced social media presence, an improved e-newsletter, a more engaging website, new printed materials and new media campaigns.

SOLUTIONS:

- Expanded OCAC social media presence to include twitter and Instagram, helping to share information from local arts organizations
- Improved monthly e-newsletter highlighting the arts community
- Production of an Orange County Arts Map (2017)
- More useful and informative website
- Better utilization of media contacts to promote the arts in Orange County

② UNIFICATION & COMMUNICATION

One common complaint among arts stakeholders has been a lack of communication within the arts community, both within similar groups (i.e. theater groups, galleries), organizations within the same community, and communication among the three primary communities of Chapel Hill, Carrboro and Hillsborough.

SOLUTIONS:

- Formation of Orange County Creatives group on Facebook to “start the conversation” and encourage communication within the arts community
- Hosting Orange County Creative social events and Town Hall style meetings to encourage collaboration and sharing of concerns and ideas (2017)

③ COORDINATION OF COUNTY-WIDE INITIATIVES

Again resulting from the fact that most county arts entities are working within the confines of the nonprofit world (limited resources and time), most organizations are strictly focused on their own mission. There is a lack of projects that benefit the greater arts community and promote, on a larger scale, the arts of Orange County.

SOLUTIONS:

- Researching grant opportunities to allow for county-wide programs and projects including research projects, public art and placemaking and events.

CURRENT CHALLENGES

① FUNDING

Currently all external OCAC funding (from NC Arts Council) is spent on local arts grants. In order to do more for the arts community, we need to have more available funds. Increased funding would allow the OCAC to take on more programs and promotional campaigns and serve as a greater resource for the arts community. The OCAC will be exploring fundraising options to support our goals.

② FRAGMENTED RESOURCES

There are many arts resources spread throughout the county. How do we make sure each resource is being fully utilized by those who need it? How do we make sure we're not duplicating efforts? How do we work in collaboration to accomplish more?

③ GETTING THE ARTS IN THE CONVERSATION

Almost every municipal project, tourism campaign, or economic development initiative is an opportunity to incorporate the arts and promote Orange County as an arts destination. Everything from new sidewalk trash receptacles to the solicitation of new businesses can and should utilize our thriving arts community.

GOALS & OBJECTIVES

To be continued...