

The State Arts of the OF ORANGE COUNTY



North Carolina
Arts Council
*Fifty years
of leadership*



ORANGE COUNTY
ARTS COMMISSION





**ORANGE COUNTY
ARTS COMMISSION**

Our Mission

**To promote and strengthen the artistic
and cultural development of
Orange County, North Carolina.**

Our Roles

GRANTOR

**Designated County Partner with
NC Arts Council (Arts Grants)**

PROMOTER

www.artsorange.org

artist directory + arts map + stories & news



@OCNCarts

ADVOCATE

County Partner with ArtsNC



Our Roles

PROGRAM PROVIDER

Arts in Education Partner with ArtsCenter

**Regional Partner: Piedmont Laureate Program,
Emerging Artists Grant Program, 4th Congressional
District High School Contest**

Professional/Organizational Development

Orange County Creatives Networking Events

Special Events & Festivals

Arts Space Provider – Eno River Mill

How are we funded?

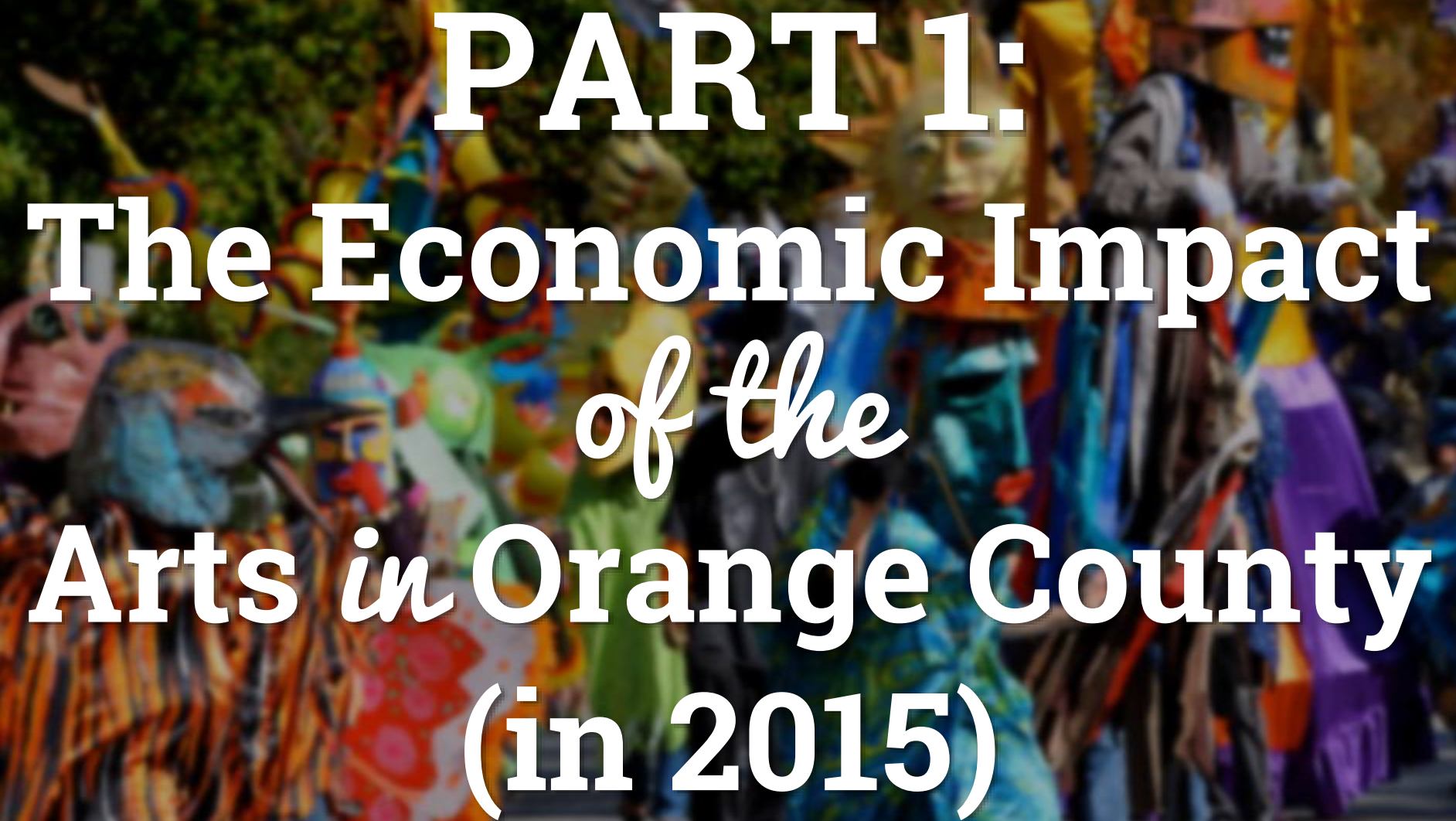
Hotel Occupancy Tax = 6%



**3% of that 6% = Chapel Hill/Orange
County Visitors Bureau**



Approximately 10% of that 3% = OCAC



PART 1: **The Economic Impact** *of the* **Arts *in* Orange County** **(in 2015)**

ECONOMIC IMPACT *of the arts*



**Arts&Economic
Prosperity®5**

A Project of **Americans for the Arts**

341 study
regions

All 50
states



NATIONAL CONFERENCE
of STATE LEGISLATURES
The Forum for America's Ideas



ECONOMIC IMPACT *of the arts*

LOCAL STUDY PARTNERS:



DATA COLLECTED IN 2016
FOR FISCAL YEAR 2015

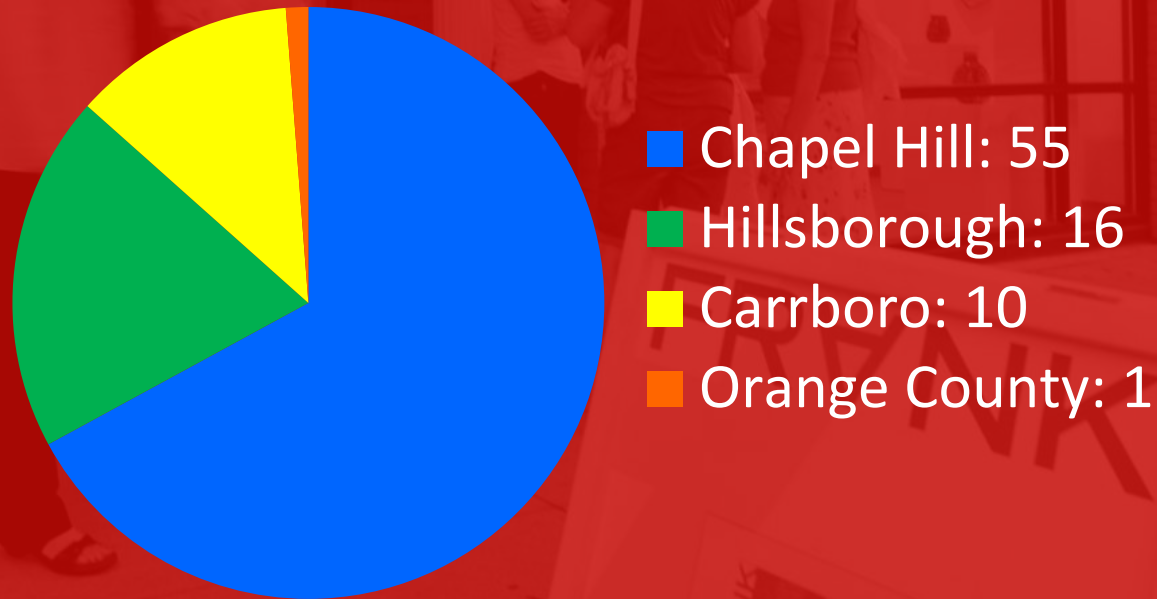
TWO SETS OF DATA:

1: 82 **NONPROFIT** Organization Surveys

2: 1,000 Audience Surveys

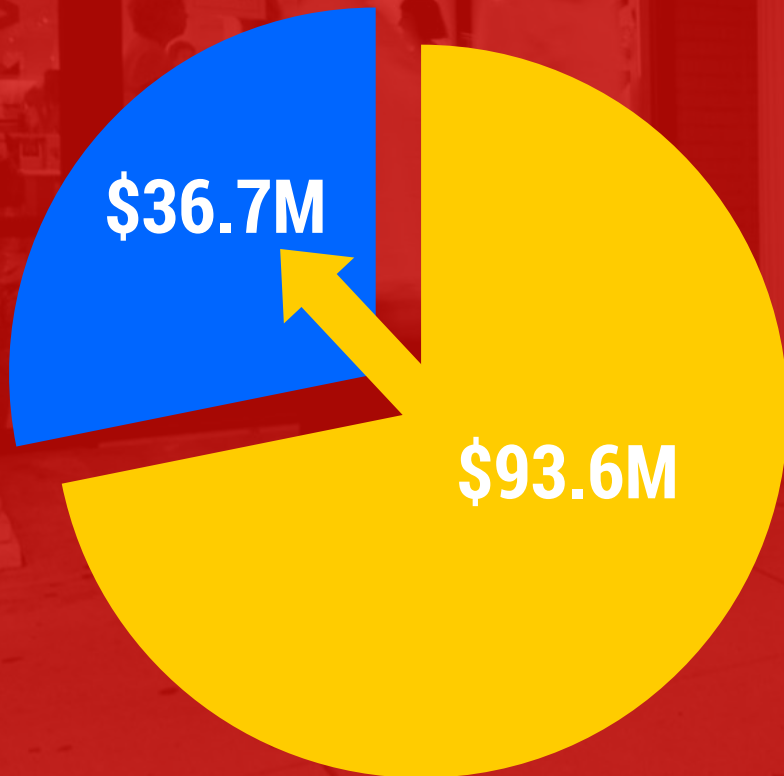
ECONOMIC IMPACT *of the arts*

49.4% Organization Participation
Rate (82 Organizations)



ECONOMIC IMPACT *of the arts*

\$130.3 Million in Spending

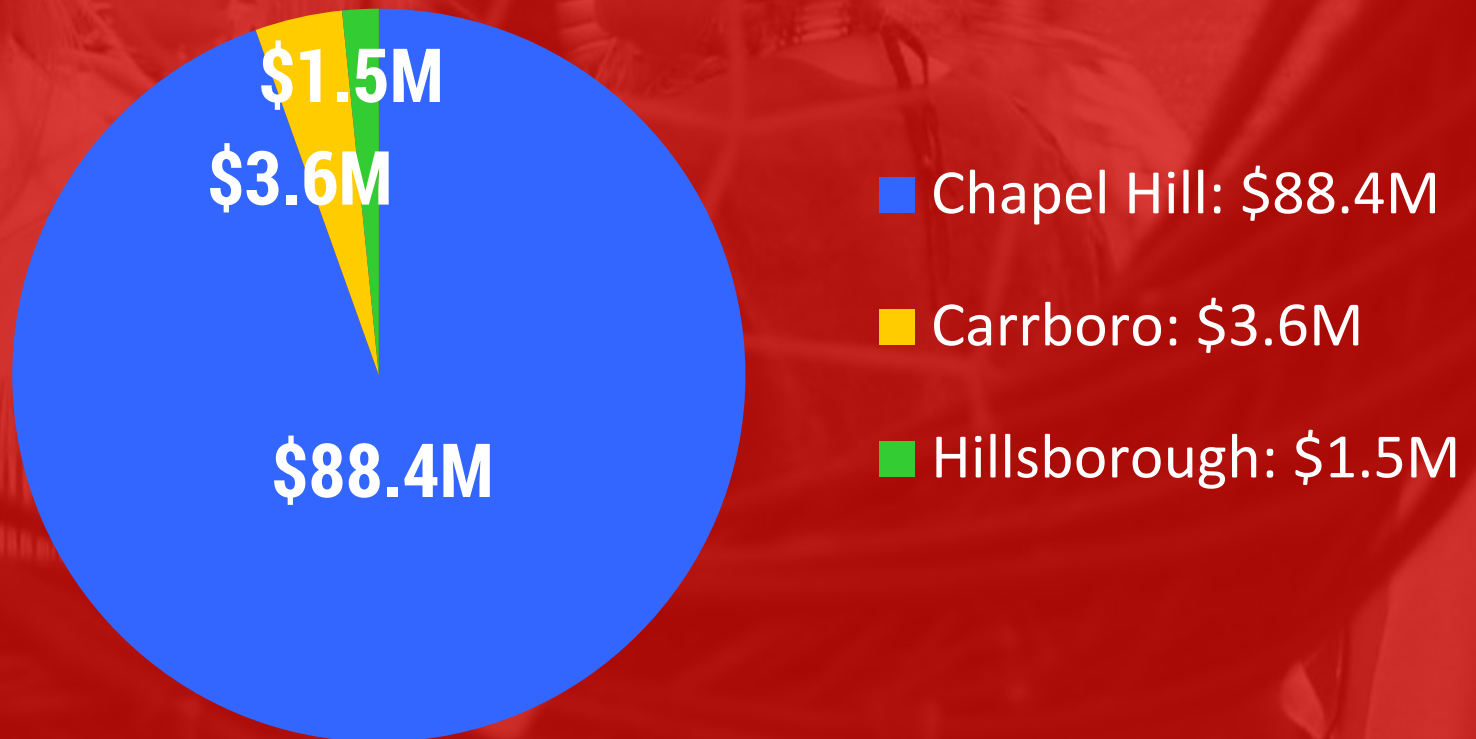


■ Organizational Spending: \$93.6M

■ Audience Spending: \$36.7M

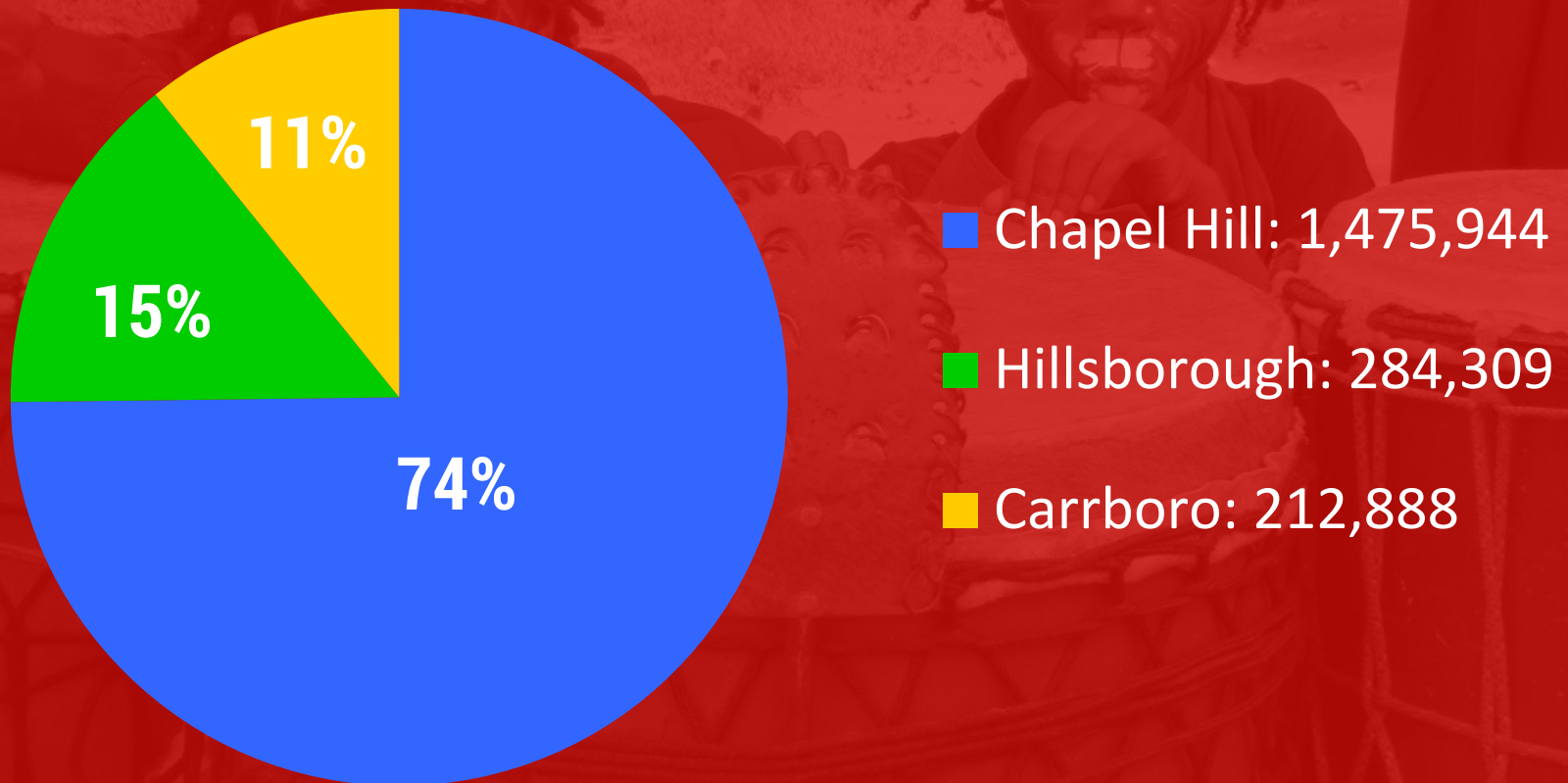
ECONOMIC IMPACT *of the arts*

Nonprofit Arts Organizations:
\$93.6M



ECONOMIC IMPACT *of the arts*

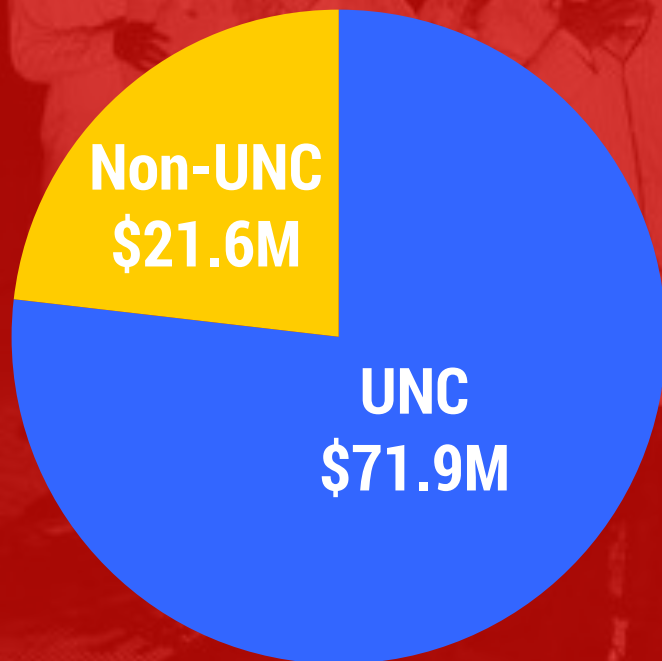
Arts Attendees: 1.9 Million in 2015



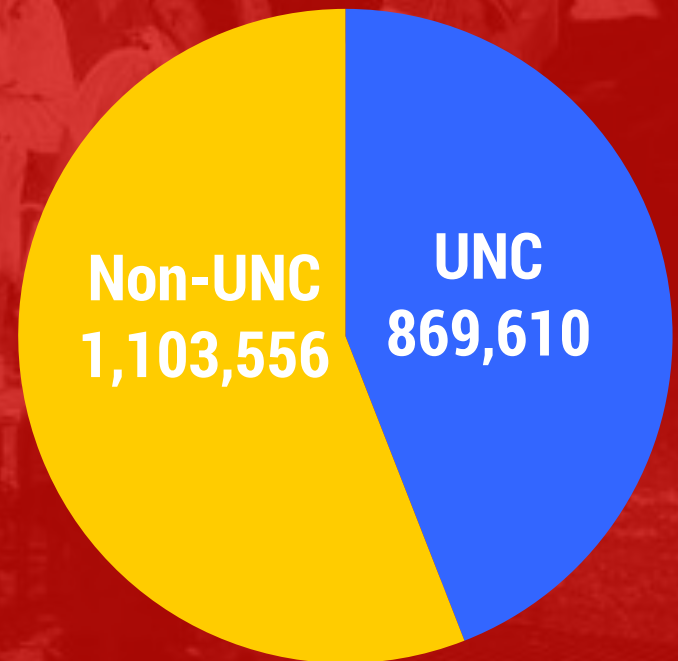
ECONOMIC IMPACT *of the arts*

The UNC Factor

Organizational Expenditures

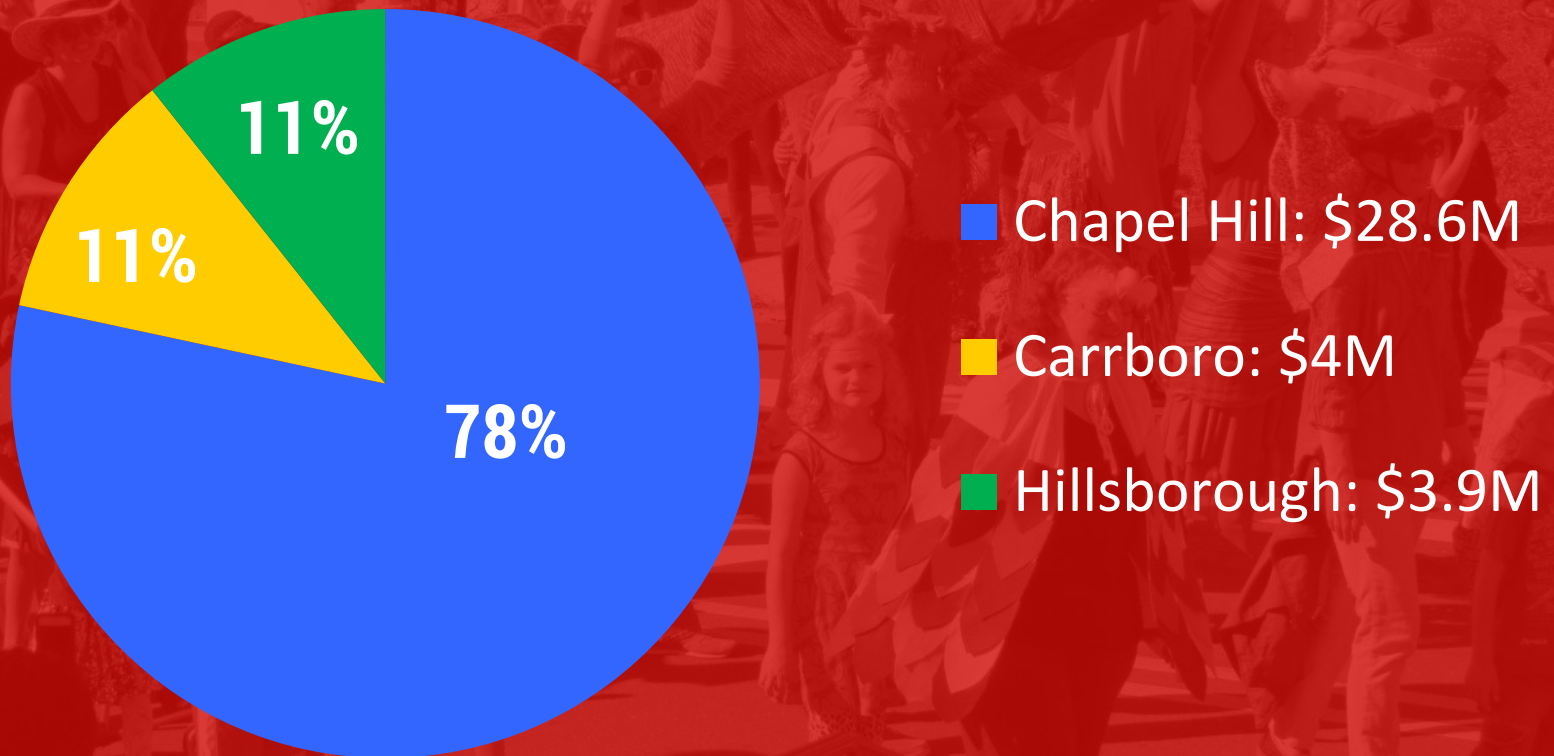


Audience Attendance



ECONOMIC IMPACT *of the arts*

Arts Audiences Spending:
\$36.6 Million



ECONOMIC IMPACT *of the arts*

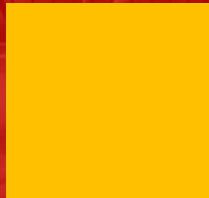
Arts Audiences Spending:
\$18.29 per person
(excluding cost of admission)

\$15.75
per person



Local Patrons

\$20.83
per person



Non-local Patrons

\$31.47
per person



National Average

ECONOMIC IMPACT *of the arts*

Arts Audiences Spending:
\$18.29 per person
(excluding cost of admission)★

Souvenirs
and
Gifts
\$2.12

Meals
and
Snacks
\$10.74

Overnight
Lodging
\$1.57

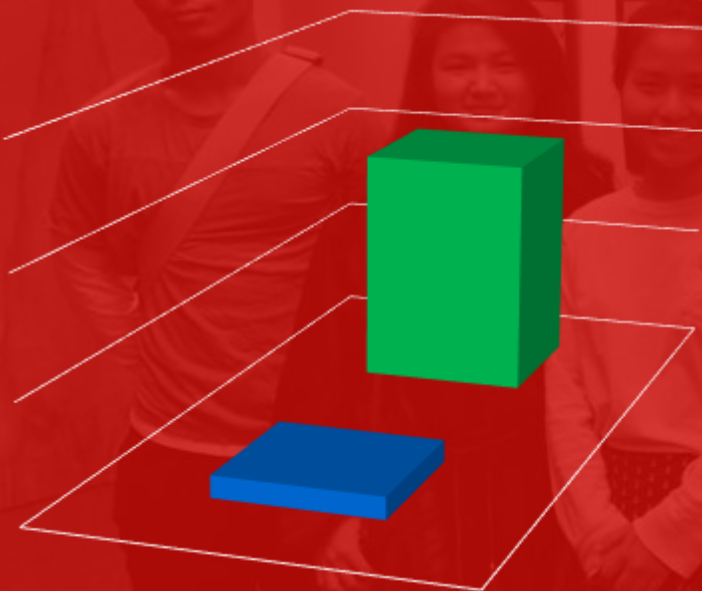
Child Care
and
Other
\$2.08

Ground
Transportation
\$1.98

ECONOMIC IMPACT *of the arts*

2015

Arts vs. Sports Patron Spending



Arts Patrons **\$102.5B**

Sports Patrons **\$9.45B**

Arts Patrons
spend 10x more

■ Sports*

■ Arts

**Source: National Association of Sports Commissions 2015 Annual Report*

ECONOMIC IMPACT *of the arts*

Chapel Hill



Audiences

\$28,613,313

Organizations

\$88,407,897

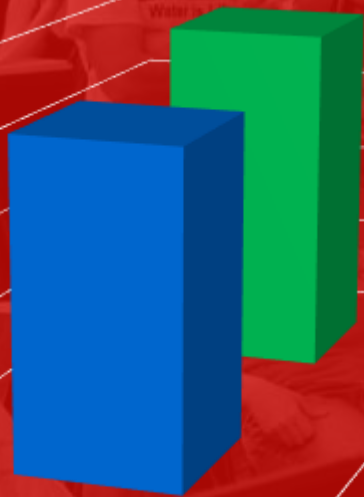
\$117,021,210
total impact

■ Organizational Expenditures

■ Audiences Expenditures

ECONOMIC IMPACT *of the arts*

Carrboro



Audiences

\$4,070,927

Organizations

\$3,640,757

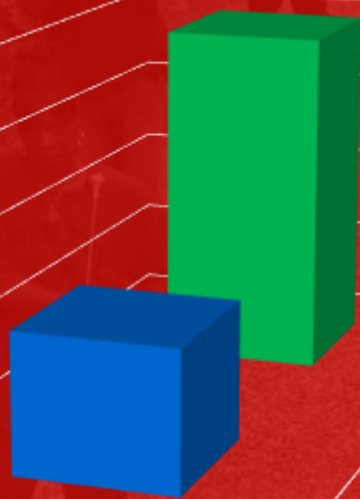
\$7,711,684
total impact

■ Organizational Expenditures

■ Audiences Expenditures

ECONOMIC IMPACT *of the arts*

Hillsborough



Audiences

\$3,982,167

Organizations

\$1,594,300

\$5,576,467
total impact

■ Organizational Expenditures

■ Audiences Expenditures

ARTS *and* GOVERNMENT

Total revenue generated for
local government:

\$5.3 Million

Total revenue generated for
state government:

\$7.1 Million

ARTS *and* TOURISM

Did you travel to Orange County specifically for the arts event you're attending?

93%
YES

Respondents:

Would you travel to a different community to attend a similar event, if the event you are attending wasn't taking place?

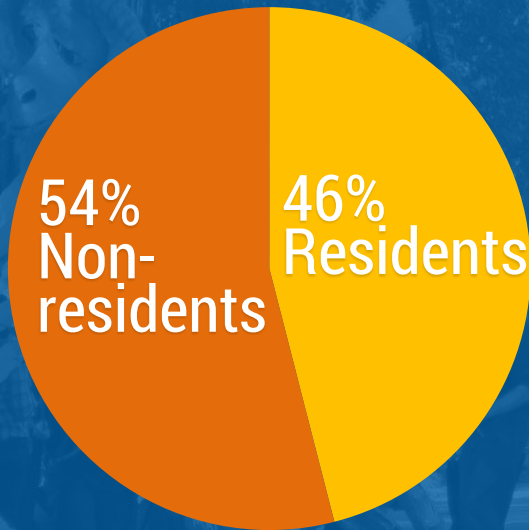
53%
YES

Residents:
37.4%
YES

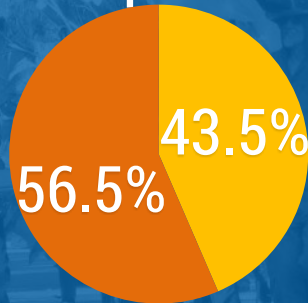
ARTS *and* TOURISM

Audiences: Local vs. Non-local

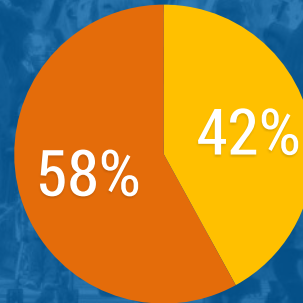
Orange County



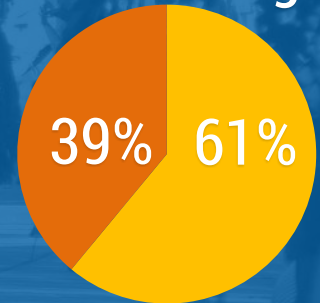
Chapel Hill



Carrboro



Hillsborough



ARTS *and* EMPLOYMENT

AEP5:

The nonprofit arts industry
generates an estimated

5,001

full-time equivalent jobs and

\$105,151,000

in resident household income

ARTS *and* EMPLOYMENT

A performance at Memorial Hall...



ARTS JOBS

Performer + crew
CPA Staff
Usher
Box office staff

Sound Tech
Lighting Tech
Set builder

NON-ARTS JOBS

Restaurant server
Parking attendant
Babysitter
Traffic control officers
Transportation providers

ARTS *and* EMPLOYMENT

Creative Vitality Suite

Federal Agency Data

- Bureau of Economic Analysis
- Economic Modeling Specialist International
- National Assembly of State Arts Agencies
- National Center for Charitable Statistics
- North American Industry Classification System (NAICS)
- Standard Occupational Classification System (SOC)

ARTS *and* EMPLOYMENT

Creative Vitality Suite

Creative Industry: for-profit creative service businesses, nonprofit arts groups, and independent creative businesses

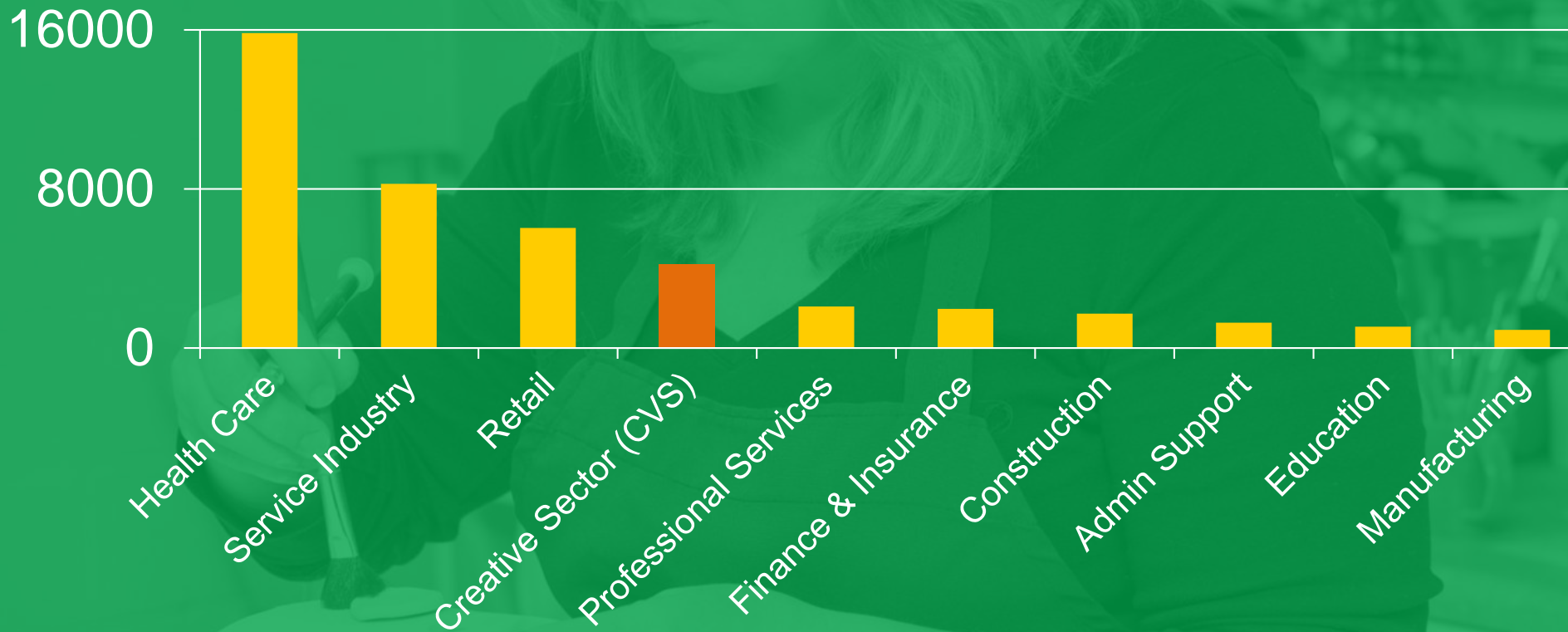
Creative Occupation: Creating, producing, supporting, promoting or distributing creative content

(Both can fit in multiple categories!)

ARTS *and* EMPLOYMENT

Total industry jobs, 2015

Source: NC Census, 2015 (NAICS codes)



CHALLENGES *of the arts community*

NEED #1:

A Strong Local Arts Agency (LAA)

NEED #2:

Space for the Arts

NEED #3:

Access to the arts for all



The **BIG** *picture*

Why arts investment matters:

For every \$100k spent by arts organizations:

\$89k Resident Household Income

\$3.3k Local Government Revenue

\$5.2 State Government Revenue

For every \$100k spent by arts audiences:

\$59k Resident Household Income

\$6k Local Government Revenue

\$6.1 State Government Revenue

WHAT TO REMEMBER

\$130M

*Nonprofit
industry*

5,001

*jobs
generated*

\$5.3M

*revenue to local
government*

The Arts Mean Business!

More investment = more tourism,
spending, jobs, and government revenue!

COVID-19

Economic Impact So Far:

(Just nonprofit sector; Americans for the Arts)

National: \$140B Loss

State: \$83M Loss

Orange County

\$2.3M Direct Loss for Nonprofits

Lost Attendance to date: **218,720**

= **\$4M loss in local spending** by patrons

How You Can Help

DONATE!

- Give to your favorite arts organization
- Give to the Orange County Arts Support Fund
artsorange.org/supportfund

SUPPORT ARTISTS

- Buy local art for holiday gifts/hire local performers

BE AN ADVOCATE

- Support nonprofit-friendly grant/loan programs
- Support public funding for the arts

SPREAD THE WORD

- Share this information
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- Subscribe to our enews: artsorange.org