The State of the Arts of Orange County
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
facebook, instagram, twitter @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
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)

- Chapel Hill: 55
- Hillsborough: 16
- Carrboro: 10
- Orange County: 1
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

- Chapel Hill: $88.4M
- Carrboro: $3.6M
- Hillsborough: $1.5M
ECONOMIC IMPACT of the arts

Arts Attendees: 1.9 Million in 2015

- Chapel Hill: 1,475,944
- Hillsborough: 284,309
- Carrboro: 212,888
ECONOMIC IMPACT of the arts

The UNC Factor

Organizational Expenditures

- Non-UNC: $21.6M
- UNC: $71.9M

Audience Attendance

- Non-UNC: 1,103,556
- UNC: 869,610
ECONOMIC IMPACT of the arts

Arts Audiences Spending:
$36.6 Million

- Chapel Hill: $28.6M
- Carrboro: $4M
- Hillsborough: $3.9M
ECONOMIC IMPACT of the arts

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

Local Patrons: $15.75 per person
Non-local Patrons: $20.83 per person
National Average: $31.47 per person
ECONOMIC IMPACT of the arts

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

- Meals and Snacks: $10.74
- Child Care and Other: $2.08
- Overnight Lodging: $1.57
- Souvenirs and Gifts: $2.12
- 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

ECONOMIC IMPACT of the arts

Carrboro

Organizational Expenditures
$3,640,757

Audiences Expenditures
$4,070,927

Total Impact:
$7,711,684
ECONOMIC IMPACT of the arts

Hillsborough

Organizational Expenditures
$1,594,300

Audiences Expenditures
$3,982,167

Total impact
$5,576,467
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
- 54% Non-residents
- 46% Residents

Chapel Hill
- 56.5% Residents
- 43.5% Non-residents

Carrboro
- 58% Residents
- 42% Non-residents

Hillsborough
- 39% Residents
- 61% Non-residents

Orange County
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
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
• Suggest me as a presenter
• Share our posts on social media @OCNCarts
• Subscribe to our enews: artsorange.org