

The arts mean jobs and economic vitality!

The Arts community is an economic engine with measurable financial impact on all New Jersey communities.

Arts Council funded organizations:

- stimulate over \$1.2 billion in economic activity
- return \$41 million in state tax revenues
- support 17,000 businesses and 77,000 jobs
- annually produce 34,000 events and attract 18 million attendees who spend over \$400 million in the local economy

Economic Impact of NJ's Nonprofit Arts and Associated Audience Spending on the State's Economy, ArtPride NJ Found., Geraldine R. Dodge Found. and the NJ State Council on the Arts



For more information about the value of the arts visit www.njartscouncil.org or call 609.292.6130

The arts are vital to a complete, quality education

Education in and through the arts prepares students with the skills they need most to succeed in today's workplace: creativity, imagination, critical thinking, teamwork, problem solving, cross-cultural understanding, and more.

Research shows that students who participate in the arts have higher math and verbal SAT scores*, are 4 times more likely to be recognized for academic achievement, and read for pleasure twice as often as those who do not**.

**Living the Arts through Language & Learning, Stanford University and Carnegie Foundation*

***Critical Evidence: How the Arts Benefit Student Achievement, National Assembly of State Arts Agencies*



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The arts provide a positive alternative for at-risk youth

Research proves that arts education has measurable impact on at-risk youth in deterring delinquent behavior and truancy problems while also increasing overall academic performance.

YouthARTS Development Project, U.S. Department of Justice, National Endowment for the Arts, and Americans for the Arts

Students who participate in the arts are less likely to drop-out of high school and overall:

- 4 times more likely to be recognized for academic achievement
- 3 times more likely to win an award for school attendance
- 3 times more likely to be elected to class office

Critical Evidence: How the Arts Benefit Student Achievement, National Assembly of State Arts Agencies



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Facts about State Arts Council Funding

Council funding leverages private investment and is viewed by many private funders as a key factor in considering an investment in an organization.

Council grantees match Council funds 10 times over: all of it spent in the local economy. In FY08, Council awards of \$21.7 million produced over \$240 million in grantee expenditures. For every dollar spent by a grantee organization another \$6.25 was generated in the economy.

The Council supports more than 700 organizations in every county and Legislative district with the kind of crucial funding (General Operating Support) that is difficult to come by from other sources.



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Facts about State Arts Council Funding

The Council was created in 1966 by Public Law Chapter 214 and consists of 17 Gubernatorial appointees and three ex-officio members.

Council Members make funding decisions based on the evaluation of applications by independent peer panels which assures fairness, equal access and removes any perception of political influence

The Council's funding is drawn primarily from a dedicated, renewable revenue source, the Hotel/Motel Occupancy Fee (PL2583.2003).

Council programs and services support over 700 organizations and projects in all 21 counties and all 40 legislative districts in the state.



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Hotel/Motel Occupancy Fee (PL2583.2003)

In 2003 the Legislature and administration recognized that the arts are a powerful driving force feeding the state's tourism and lodging industry statewide.

Appropriately, the Hotel/Motel Occupancy Fee (PL2583.2003) law was passed establishing a tax with the revenue providing a stable, renewable source for State funding for the arts that is derived from the revenue it helps to generate.

The New Jersey taxpayer does not pay for public support of the arts, through property tax, sales tax or income tax.



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Facts about the New Jersey Cultural Trust

The New Jersey Cultural Trust was created in July 2000 as a public/private partnership to help ensure a stable and sustainable nonprofit cultural industry in New Jersey.

The Trust provides grants to support capital projects, endowments, and institutional and financial stabilization of arts, history and humanities organizations statewide. Funding for the grants comes from interest earned on the Cultural Trust Fund, which is a permanent investment fund.

The Cultural Trust has nearly reached the \$4 Million mark in grants awarded over the past 6 years from earnings.



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The arts are a vital sector of New Jersey tourism

Arts Council funded organizations annually produce 34,000 events and attract 18 Million attendees who spend over \$400 million in the local economy

The nonprofit arts industry leverages significant amounts of event-related spending by their audiences including: hotels, restaurants, retail, parking garages, and more.

Cultural tourists tend to stay longer and spend more than 25% more per trip as compared to all U.S. travelers.

New Jersey's Arts Mean Business: A Study of Economic Activity, ArtPride NJ Foundation



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Federal Stimulus Funds: Arts are part of the solution

The American Recovery and Reinvestment Act of 2009, or federal economic stimulus package, includes \$50 million for distribution by the National Endowment for the Arts for preservation of jobs in the arts sector.

40% of those funds will be allocated through State Arts Agencies and Regional Arts Organizations to ensure the broadest possible reach of public dollars and the most meaningful impact.

Through the Arts Council New Jersey received \$336,900 to help support New Jersey jobs in the arts sector that have been, or in danger of being, eliminated or reduced. These funds will be awarded at the Arts Council Annual Meeting in July.



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The arts improve healthcare

Clinical research supports the health benefits of the arts, from pain relief to faster recoveries and lower healthcare costs.

- Arts intervention shortens postoperative recovery time, increases a patient's comfort level and decreases hospital stays
- Music reduces pain thresholds and the need for postoperative pain medications
- Dancing improves circulation, coordination and alertness
- Creative writing reduces anxiety, depression and doctor's visits

The Society for Arts in Healthcare



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Arts and Aging: Creativity Matters!

Research tells us that creative engagement is increasing the quality of life for older adults, keeping their healthcare costs lower, reducing the risk factors that drive the need for long-term care and maintaining their independence as they age.

Older adults involved in the arts experience:

significantly fewer doctor's visits; diminished use of medication; improved morale; significantly better overall health; fewer falls; less hip damage; diminished vision problems; significantly better scores on the Geriatric Depression Scale and the Geriatric Loneliness Scale.

Creativity and Aging, George Washington University's Center on Aging, Health and Humanities



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