



Creativity Means Business

- The creative industry sustains 300,000 jobs or 5.54 percent of total North Carolina employment.
- Creative individuals and businesses in the state contribute \$41 billion worth of products and services through nearly 50,000 establishments in more than 100 creative industries.
- 180,468 North Carolina workers in creative occupations paid \$274 million in state income tax in 2009.
- Half of the \$6.6 million annual state grant appropriation to the North Carolina Arts Council is returned to the state in the \$3.3 million in income tax paid by the 2,266 employees of arts organizations directly funded by the Arts Council.

Creativity Sparks Innovation

- The creative workforce provides a competitive edge to North Carolina products and services through unique design.
- Creative workers are found not only in cultural industries but also contribute to the success of other businesses.
- Non-profit and for-profit businesses in the creative industry thrive through a symbiotic relationship, fostering and distributing original creative content.
- The arts teach our children the skills needed to be successful in the 21st century workforce - innovation, imagination, critical thinking and collaboration.

Creativity Builds Community

- The presence of creative professionals in a given county is the single most important factor associated with the amount that visitors will spend.
- Counties with higher proportions of creative workers are more likely to retain current residents and attract new ones.
- More than 3,000 non-profit arts organizations provide opportunities for citizens to experience the arts in their own communities.
- Arts Council funded projects attract more than 9.2 million participants, nearly 2.6 of these children and youth.

Creativity Provides Value

- North Carolina Arts Council grants are the catalyst that makes it possible for organizations to raise other funds, providing only 4 percent seed money of the \$223 million total income of funded arts organizations.
- For every \$1 invested in Arts Council grants, almost \$17 in matching funds is generated from foundations, individual donors, businesses and local government.