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DISCOVER JERSEY ARTS MONTH 2025 CELEBRATES 25 YEARS OF CHAMPIONING THE ARTS IN NEW JERSEY

Milestone Anniversary Marks Record-Breaking Public Value and Growing Participation

BURLINGTON, N.J. – October 2025 — October marks the return of *Discover Jersey Arts Month*, a statewide celebration of the vibrant, diverse, and dynamic nonprofit arts community across the Garden State. This year is especially meaningful as Discover Jersey Arts commemorates its **25th anniversary** of promoting and celebrating the arts in New Jersey.

Since its founding in 2000, Discover Jersey Arts — a program of the ArtPride New Jersey Foundation — has worked to increase awareness of and participation in the arts through its digital hub, JerseyArts.com, where residents and visitors alike explore the state's creative community.

This year's celebration shines a spotlight not only on artistic achievement, but also on the arts sector's **profound public value** — economic, social, and civic — throughout the state.

"For 25 years, Discover Jersey Arts has helped tell the story of how the arts bring us together and build stronger communities," said Adam Perle, President & CEO of ArtPride New Jersey. "In 2025, the numbers are louder than ever: the arts mean business in New Jersey."

New Public Value Data Underscores the Arts as an Economic Engine

Recent figures released by the New Jersey State Council on the Arts, in collaboration with Americans for the Arts, demonstrate the far-reaching impact of the nonprofit arts industry in the state:

- **\$692.1 million** in annual economic activity — up significantly from prior years
- **Nearly 6.6 million** annual attendees at nonprofit arts events, a 1 million increase over two years

- **\$156.6 million** in federal, state, and local tax revenue
- A return of **\$22.66** to the state's economy for every \$1 invested in public arts funding
- Nearly **13,000 jobs** supported statewide

These new numbers show the arts are not only enriching our lives — they're fueling local economies, creating jobs, and helping communities thrive.

To explore the full breakdown of the public value report, visit ArtPrideNJ.org/PublicValue.

A Legacy of Connection and Creativity

For a quarter century, Discover Jersey Arts has been the go-to destination for discovering performances, exhibitions, festivals, and creative stories across the state. The initiative continues to amplify the voices and vision of artists and arts organizations from every corner of New Jersey.

Whether you're an art lover, a first-time attendee, or an industry supporter, *Discover Jersey Arts Month* is a time to celebrate, participate, and advocate for the creative forces that help make New Jersey a vibrant place to live, work, and visit.

Join the conversation on social media with **#JerseyArtsMonth** and **#ArtMattersNJ**.

About Discover Jersey Arts

Discover Jersey Arts is a program of the ArtPride New Jersey Foundation dedicated to increasing awareness of and participation in the arts statewide. The JerseyArts.com website showcases New Jersey's creative community with feature stories, videos, and podcasts; highlighted events; details on Jersey Arts Membership; and other content. Discover Jersey Arts was co-founded and is supported by funds from the New Jersey State Council on the Arts, a partner agency of the National Endowment for the Arts.

About the ArtPride New Jersey Foundation

The ArtPride New Jersey Foundation is a 501(c)(3) organization that promotes the value of the arts to New Jersey's quality of life, education, and economic vitality through research and a variety of programs and services. For more information about ArtPride New Jersey, visit ArtPrideNJ.org.

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