



FOR IMMEDIATE RELEASE

Contact: Tanesha Ford
ArtPride New Jersey
tford@artpridenj.org
609.479.3377 ext. 303

Governor Murphy Declares October as Discover Jersey Arts Month, Celebrating the \$532 Million Economic Impact of the Arts in New Jersey



BURLINGTON, N.J. (October 2024) – The ArtPride New Jersey Foundation, in collaboration with the New Jersey State Council on the Arts, is thrilled to announce that Governor Phil Murphy has officially declared October as "Discover Jersey Arts Month." This proclamation comes at a pivotal time as New Jersey continues to be recognized as a national leader in supporting the arts fueling more than \$532 million in annual statewide economic impact.

New Jersey's vibrant arts scene not only enriches the cultural fabric of the state but also drives substantial economic growth.

The Arts & Economic Prosperity 6 (AEP6) study, recently released by Americans for the Arts, highlights that New Jersey's nonprofit arts and culture sector generated \$532.2 million in economic activity in fiscal year 2022 alone. This includes \$338.4 million in spending by nonprofit arts and culture organizations and \$193.8 million in event-related spending by audiences, supporting nearly 10,000 jobs and generating an additional \$116.9 million in revenue for local, state, and federal governments.

Discover Jersey Arts Month, now in its 17th year, aligns with National Arts and Humanities Month and serves as a call to action for New Jerseyans to celebrate and support the arts. Throughout October, residents and visitors alike are encouraged to visit [JerseyArts.com](https://www.JerseyArts.com) for ways to explore the diverse array of cultural events, performances, and exhibitions that New Jersey has to offer.



"The arts are more than entertaining and inspirational; they are a cornerstone of our economy and community life," remarked **Adam Perle**, President & CEO of ArtPride New Jersey. "With over 900 grants awarded by the New Jersey State Council on the Arts each year, the arts generate significant fiscal returns and contribute to the state's quality of life. This month offers a unique opportunity to shine a light on the impact of the arts and encourage more people to participate in and support our cultural ecosystem."

In addition to boosting the economy, the arts have been shown to foster social cohesion and community pride. The AEP6 study revealed that 87.2% of survey respondents believe the arts are a source of neighborhood pride, and 84.8% would feel a sense of loss if their local arts venues were no longer available. For details on the results of the study, visit ArtPrideNJ.org/publicvalue.

"New Jersey's leadership in supporting the arts is something we can all be proud of," said **Jim Atkinson**, ArtPride New Jersey Director of Program & Services. "The arts bring us together, enrich our lives and continue to be a sound investment. As we celebrate Discover Jersey Arts Month, let's recognize the critical role the arts play in making our communities more vibrant and our economy stronger."

For more information about Discover Jersey Arts Month, including a calendar of events and ways to get involved, visit JerseyArts.com. To view the official gubernatorial proclamation, please visit ArtPrideNJ.org.

###

About the ArtPride New Jersey Foundation

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

About the New Jersey State Council on the Arts

The New Jersey State Council on the Arts, established in 1966, is a division of the N.J. Department of State. The Council's mission is to encourage and foster public interest in the arts, enlarge public and private resources devoted to the arts, promote freedom of expression, and facilitate the inclusion of art in every public building in New Jersey. Learn more at artsCouncil.nj.gov.