

# WHY THE ARTS MATTER IN NEW JERSEY



## NATIONAL ARTS FACTS

### ARTS & CULTURE FOR-PROFIT & NON-PROFIT SECTORS REPRESENT

**4.4%** Nation's GDP    **4.85M** Jobs

**\$1.016 TRILLION** Arts & Culture

**\$945.3 B** Construction

**\$378.4 B** Utilities

The national arts and culture sector was a **\$1.016 trillion industry** in **2021** (4.4% of the nation's GDP), representing **4.85 million jobs** (3.2% of nation's workforce), and total compensation of **\$504.2 billion**.

Source: [U.S. Bureau of Economic Analysis](#) & [National Endowment for the Arts](#), 2023 (2021 data collected during the pandemic)

## NEW JERSEY ARTS FACTS

### ARTS & CULTURE FOR-PROFIT & NON-PROFIT SECTORS REPRESENT

**3.5%** State's GDP    **126,767** Jobs

**\$24 BILLION** Arts & Culture

**\$23 B** Transportation

**\$11.7 B** Utilities

The New Jersey arts and culture sector was a **\$24 billion industry** in **2021** (3.5% of the state's GDP), representing **126,767 jobs** (3.1% of New Jersey's workforce), and total compensation of **\$12.9 billion**.

Source: [U.S. Bureau of Economic Analysis](#) & [National Assembly of State Arts Agencies](#), 2023 (2021 data collected during the pandemic)

## ECONOMIC IMPACT OF NON-PROFIT ARTS INDUSTRY ONLY & THEIR AUDIENCES

National

**\$166.3 B** Economic activity annually

**\$27.5 B** Federal, state, and local government revenue generated

Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, [Arts & Economic Prosperity 5](#), 2017 (New data coming Oct 2023)

## ECONOMIC IMPACT OF NON-PROFIT ARTS INDUSTRY ONLY & THEIR AUDIENCES

Statewide

**\$662.3 M** Economic activity annually

**\$66.9 M** State and local government revenue generated

Source: [ArtPride New Jersey Foundation](#), 2019

## FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation FY23    **\$207 Million**

SBA SVO Grants FY21-22    **\$13 Billion**

Congress allocated **\$207 million** to the National Endowment for the Arts (NEA) in **FY23**. This amounts to just **62 cents per capita**. Ideally, Congress should index \$1 per capita funding to the NEA.

Source: [Americans for the Arts Action Fund](#), 2023.

**View the Top 10 Reasons to Support the Arts [HERE](#)**

## PUBLIC FUNDING RECEIVED FOR NEW JERSEY ARTS & CULTURE SECTOR

State Appropriation FY21    **\$20,263,000**

NEA Grant FY21 (includes ARPA)    **\$1,821,300**

NJ CARES Act FY21    **\$12,500,000**

State Appropriation FY22    **\$32,305,000**

NEA Grant FY22    **\$976,100**

State Appropriation FY23    **\$32,305,000**

NEA Grant FY23    **\$1,052,40**

Source: [NEA](#), [NASAA](#), and [New Jersey State Council on the Arts](#) 2023

# NEW JERSEY ARTS HIGHLIGHTS

IN THE GARDEN STATE, THE ARTS UNITE US



The Creating Change Network is a program hosted by New Jersey Theatre Alliance and ArtPride New Jersey that aims to build a more equitable, just, and anti-racist arts community in New Jersey. The Network is committed to the goal of shifting culture, empowering leaders, sharing strategies, ensuring accountability, and sustaining hope so that individuals and organizations can progress in this work.

**THE NEW JERSEY STATE COUNCIL ON THE ARTS**— In 1966, the legislature passed and the governor signed a law creating the NJ State Council on the Arts and directing us to do all that is necessary and appropriate to: support, encourage, and foster public interest in the arts; enlarge public and private resources devoted to the arts; promote freedom of expression in the arts; and facilitate the inclusion of art in every public building in New Jersey.

**Executive Director: Allison Tratner**  
**Chair: Elizabeth Mattson**



[Learn more here.](#)

## ARTS RESOURCES IN NJ

- Stay connected to NJ's vibrant arts and entertainment scene with [JerseyArts.com](#). Check out feature stories, podcasts, and videos that cover the gamut of what's happening across the state; find great art spaces around every corner; and explore the hottest upcoming events.
- NJArts.net lists news, show listings, and new shows going on sale [here](#).

[Arts Ed NJ](#)

[New Jersey Theatre Alliance](#)

[Dance NJ](#)

[South Jersey Cultural Alliance](#)

[NJ Association of Museums](#)

[New Jersey Arts & Cultural Administrators of Color Network](#)

**ARTPRIDE NEW JERSEY** advances, promotes, and advocates for the arts as essential to the quality of life of every citizen and to the economic vitality of our state. The organization was established in 1986.

**President & CEO: Adam Perle**  
**Director of Advocacy & Public Policy: Ann Marie Miller**  
**Chair: Allison Larena**



[Learn more here.](#)  
[Join here.](#)

## THE ARTS ARE EVERYWHERE

- New Jersey is home to many firsts and to a host of celebrated artists who grew up in or choose to live in the Garden State. A hub for creativity and innovation, New Jersey offers exceptional opportunities to enjoy and participate in the arts for an extraordinarily diverse population that relishes the state's unique identity and homegrown Jersey pride.
- Located in Millville – the center of the nation's first glass industry – is Wheaton Arts and Cultural Center. The Museum of American Glass is at the heart of the Center, housing the most comprehensive collection of glass produced in America. Visitors can watch daily artist demonstrations in the Glass, Pottery, and Flameworking Studios, and discover some of the diverse cultural groups who call South Jersey home at Wheaton's Down Jersey Folklife Center.
- Crossroads Theatre Company is one of the nation's premiere African American theater companies, located in New Brunswick. Through both its main stage productions and the Theatre's community and education programs, this Tony Award-winning company provides audiences an opportunity to explore and better understand the many complexities of Black life. Crossroads continues to lead

the nation with its commitment to literary works that examine the African American experience so that it may be understood and appreciated by all people.

- Montclair Film brings the stories of filmmakers from across the globe to audiences in Montclair with their annual film festival, which strives to amplify the voices of Black, Latinx, and LGBTQIA+ individuals, while also reflecting the experiences of women, people of differing abilities, immigrants, senior citizens, and other traditionally under-represented groups. Building on the festival's success, the organization has transformed from a yearly festival into a year-round arts community center, offering education classes, community programs, and more.
- Home of the nation's first seaside resort, the Jersey Cape has what you are looking for in a vacation destination, and Cape May MAC (Museums + Arts + Culture) offers a year-round calendar of tours and special events, including the annual Cape May Music Festival.
- The Capital City's iconic slogan – "Trenton Makes, the World Takes" – reflects its early history as an East Coast industrial center. Artworks, a downtown Trenton visual arts center, continues to honor makers and artists, and displays their work by hosting exhibitions, workshops, and classes.
- The Count Basie Center for the Arts, named after Red Bank's most famous son, the Jazz legend William J. "Count" Basie, is now the arts

heart of this port town. Its campus includes the 1,568 seat Hackensack Meridian Theatre, an Academy of the Arts, The Vogel art performance and community cultural space, and Basie Center Cinema, all designed to create opportunities for participation and understanding the arts by collaborating with creators, organizations, and schools.

- Newark is New Jersey's largest metropolis and often considered the cultural center of the state. In addition to the renowned New Jersey Performing Arts Center, and Newark Museum of the Arts, Newark is home to hundreds of artists, including its Mayor Ras Baraka, an author and spoken word artist. The annual Newark Arts Festival, hosted by Newark Arts, offers artist studio tours along with music, dance, theatre, and spoken word performances.
- Peters Valley School of Craft is located within the picturesque Delaware Water Gap National Recreation Area, part of the National Park Service. Home to the first anagama ceramic kiln built for public use in the United States, Peters Valley is one of five nationally recognized craft schools offering "the craft school experience." Nestled in the midst of natural beauty are state of the art studios with workshops run by professional artists working in wood, metal, fiber, clay, and related fields from around the globe.

3/3/2023



**JOIN THE ARTS ACTION FUND FOR FREE TODAY!**

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