



Working to raise awareness of the value of the arts to New Jersey's economy, education and quality of life. www.artpridenj.com

Profile of NJ's Arts Community

- **61,000+** artists
- **800** nonprofit arts organizations
- **34,000** annual public events
- **18,000,000+** annual audience

The Arts Fuel the Economy by:

- Cultural tourism
- Downtown revitalization and urban renewal
- Creating vibrant public spaces
- Attracting and expanding business

—National Governors Association

Spotlight on New Brunswick

In New Brunswick, arts audience members spend \$29 on average over the cost of admission in the local economy. In FY '05, attendance at arts events was more than half a million!

Economic Impact of Nonprofit Arts

- **\$1.2 Billion+**
- State tax revenue: **\$41 million**
- Jobs: **77,000**
- Earnings: **\$400 million**
- Every dollar spent by an arts organization generates **\$8** in the economy

Spotlight on Millville



“The arts-based economic revitalization has brought about a virtual renaissance in our historic downtown. Since the establishment of the Glasstown Arts District 8 years ago, 143 new businesses have opened and the property values have almost tripled.”

—James Quinn, Mayor