10 Reasons to Support the Arts in New Hampshire

1. **True prosperity** . . . The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, goodness, and beauty. The arts help us express our values, build bridges between cultures, and bring us together regardless of ethnicity, religion, or age. When times are tough, art is salve for the ache.

2. **Improved academic performance** . . . Students with an education rich in the arts have higher GPAs and standardized test scores, lower drop-out rates, and even better attitudes about community service—benefits reaped by students regardless of socio-economic status. Students with four years of arts or music in high school average 100 points better on their SAT scores than students with one-half year or less.

3. **Arts are an Industry** . . . Arts organizations are responsible businesses, employers, and consumers. New Hampshire's nonprofit arts organizations generate $115 million in economic activity annually, supporting 3,493 million jobs and generating $11.6 million in government revenue. Investment in the arts supports jobs, generates tax revenues, promotes tourism, and advances our creativity-based economy.

4. **Arts are good for local merchants** . . . New Hampshire arts attendees spend $22.31 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters. Attendees who live outside the state spend twice as much as their local counterparts ($34,70 vs. $19.25)—valuable revenue for local businesses and the community.

5. **Arts are the cornerstone of tourism** . . . Arts travelers are ideal tourists—they stay longer and spend more. The U.S. Department of Commerce reports that the percentage of international travelers including museum visits on their trip has increased from 17 to 23 percent since 2003, while the share attending concerts and theater performances increased from 13 to 16 percent (only 7 percent include a sports event).

6. **Arts are an export industry** . . . U.S. exports of arts goods (e.g., movies, paintings, jewelry) grew to $64 billion in 2010, while imports were just $23 billion—a $41 billion arts trade surplus in 2010.

7. **Building the 21st Century workforce** . . . Reports by the Conference Board show creativity is among the top 5 applied skills sought by business leaders—with 72 percent saying creativity is of high importance when hiring. The biggest creativity indicator? A college arts degree. Their *Ready to Innovate* report concludes, "...the arts—music, creative writing, drawing, dance—provide skills sought by employers of the 3rd millennium."

8. **Healthcare** . . . Nearly one-half of the nation's healthcare institutions provide arts programming for patients, families, and even staff. 78 percent deliver these programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication.

9. **Stronger communities** . . . University of Pennsylvania researchers have demonstrated that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower poverty rates. A vibrant arts community ensures that young people are not left to be raised solely in a pop culture and tabloid marketplace.

10. **Creative Industries** . . . The Creative Industries are arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. An analysis of Dun & Bradstreet data counts 4,618 businesses in New Hampshire involved in the creation or distribution of the arts that employ 13,111people—representing 4.3 percent of all businesses and 1.7 percent of all employees, respectively.

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www.AmericansfortheArts.org