

THE CREATIVE ECONOMY IN NEW HAMPSHIRE

NH PLAN CONFERENCE - SEPTEMBER 17, 2024



NH STATE COUNCIL ON THE ARTS (NHSCA) SINCE 1965

NH RSA 19-A:1 Declaration of Policy. – It is hereby found that many of our citizens lack the opportunity to view, enjoy or participate in living theatrical performances, musical concerts, operas, dance and ballet recitals, art exhibits, examples of fine architecture, and the performing and fine arts generally. It is hereby further found that, with increasing leisure time, the practice and enjoyment of the arts are of increasing importance and that the general welfare of the people of the state will be promoted by giving further recognition to the arts as a vital aspect of our culture and heritage and as a valued means of expanding the scope of our educational programs. **It is hereby further found that arts organizations and businesses are important entertainment hubs and economic multipliers for New Hampshire's local economies.** They serve as critical tax bases as employers and tourism destinations and as revenue generators for neighboring businesses such as restaurants, hotels, and retail. The cultural impact of New Hampshire's creative sector is difficult to calculate and serves as an important draw for young people to the state. It is hereby declared to be the policy of the state to join with private patrons and with institutions and professional organizations concerned with the arts to insure that the role of the arts in the life of our communities will continue to grow and will play an ever more significant part in the welfare and educational experience of our citizens. It is further declared that all activities undertaken by the state in carrying out this policy shall be directed toward encouraging and assisting rather than in any ways limiting the freedom of artistic expression that is essential for the well-being of the arts.

ARTS BUILDS STRONGER COMMUNITIES

- Community Arts holds the potential to be transformative in **building stronger & more cohesive** societies.
- Through the power of creative expression, the Arts:
 - Unites people
 - Fosters educational growth
 - Empowers local economies, &
 - Entrepreneurship



CREATIVE PLACEMAKING

- Creative Placemaking has come to describe **projects in which art plays an intentional and integrated role** in place-based community planning and development.
- This approach aims to:
 - increase vibrancy across our communities,
 - improve economic conditions; and,
 - build capacity among residents to take ownership of their communities.





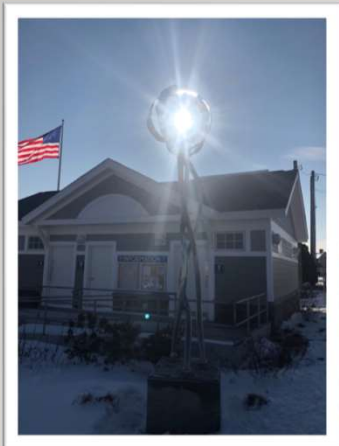
PERCENT FOR ART PROGRAM

- The Percent for Art Program was enacted by the State Legislature in 1979 through RSA 19-A:9 & RSA 19-A:10 and **authorizes ½ of 1% of the Capital Budget appropriation for new state buildings (or significant renovations) to be set aside in a non-lapsing account for the acquisition or commissioning of artwork.**
- The program takes a unique approach to the acquisition of artwork by creating a **Site Selection Committee** that engages in a process where:
 - planners,
 - architects,
 - state employees,
 - art professionals and
 - private citizens

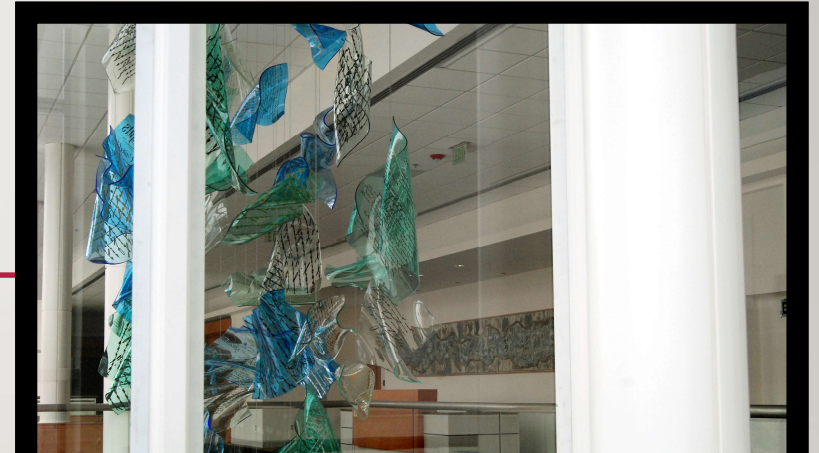
collaborate in the selection, commissioning or purchasing of works of art by artists and craftspeople for state buildings.

The themes developed by the committee and the artwork selected often help the agencies housed within the building to better meet their mission.

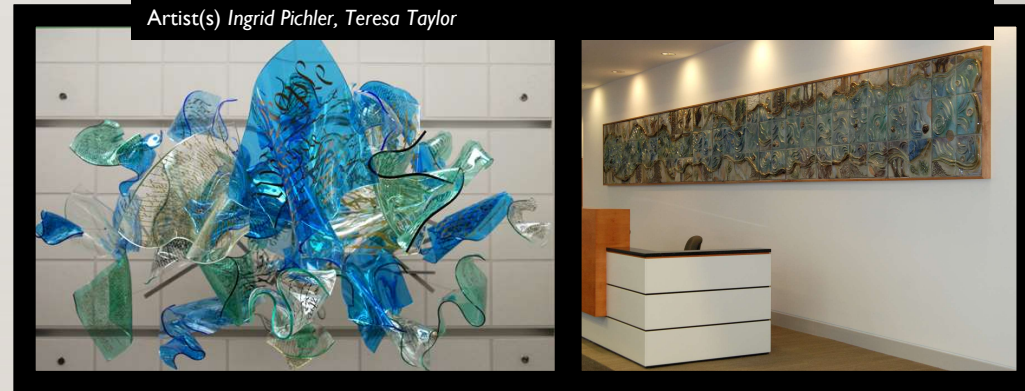
PERCENT FOR ART EXAMPLES



JENNESS STATE BEACH
Rye, NH
Artist Terrence Parker



HILLSBOROUGH COUNTY SUPERIOR COURT
Manchester, NH
Artist(s) Ingrid Pichler, Teresa Taylor



ART AS ECONOMIC DRIVER OF CREATIVE ECONOMY

- Growth in the arts sector positively impacts growth in the overall economy
- Growth in the overall economy does not necessarily lead to growth in the arts economy
- The share of the economy derived from the arts sector has been consistently within the range of 4.2% to 4.7% of GDP since 2001, a time span that includes three national recessions
- Even in times of financial turmoil, the creative industries are a consequential economic force.
- The arts tend to grow independently from other sectors, which provides a diversification strength

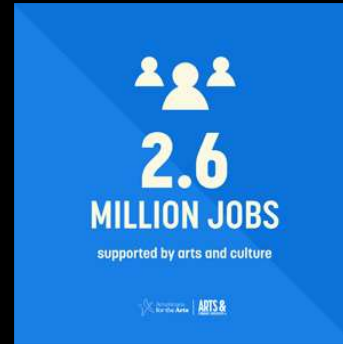
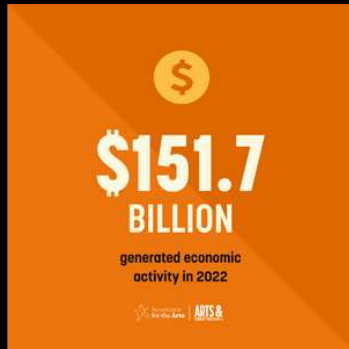


ARTS & ECONOMIC PROSPERITY (AEP6)

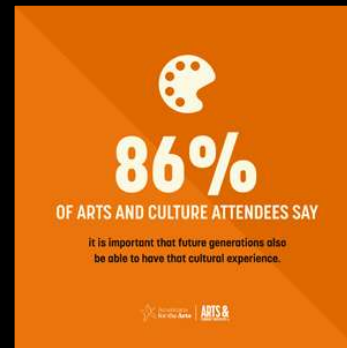
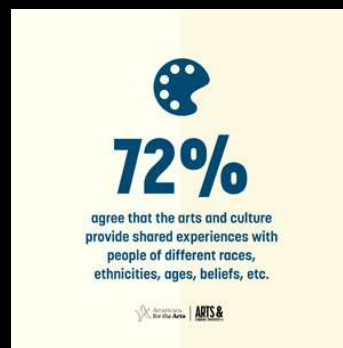
The most recently released AEP6 is **an economic and social impact study** of the nation's nonprofit arts and culture industry. Building on its 30-year legacy as the largest and most inclusive study of its kind, AEP6 provides detailed finding on 373 regions from across a;; 50 states and Puerto Rico – ranging in population from 4,000 to 4 million – and representing rural, suburban and large urban communities.

The AEP Series continues to demonstrate that an investment in the arts provides both cultural and economic benefits.





Findings on a National Level from AEP6



CLAREMONT NH



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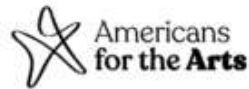
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■ ECONOMIC DRIVER\$ FOR THE CITY



SULLIVAN COUNTY AEP6



The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Sullivan County, NH

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$5,820,084	\$4,399,581	\$10,219,665

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	97	42	139
Personal Income Paid to Residents	\$3,419,565	\$1,551,443	\$4,971,008
Local Tax Revenue (city and county)	\$96,959	\$98,399	\$195,358
State Tax Revenue	\$52,788	\$45,163	\$97,951
Federal Tax Revenue	\$742,371	\$327,583	\$1,069,954

Event-Related Spending by Arts and Culture Audiences Totaled \$4.4 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	78,249	56,431	134,680
Percentage of Total Attendance	58.1%	41.9%	100.0%
Average Per Person, Per Event Expenditure	\$29.03	\$37.71	\$32.67
Total Event-Related Expenditures	\$2,271,568	\$2,128,013	\$4,399,581

SULLIVAN COUNTY AEP6

Nonprofit Arts and Culture Audiences Spend an Average of \$32.67 Per Person, Per Event

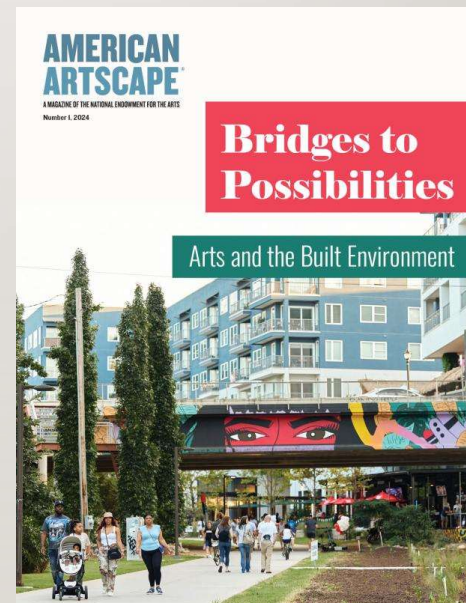
Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$8.20	\$9.49	\$8.74
Retail Shopping	\$11.38	\$13.81	\$12.40
Overnight Lodging (one night only)	\$0.90	\$2.40	\$1.53
Local Transportation	\$1.88	\$3.88	\$2.72
Clothing and Accessories	\$1.09	\$2.18	\$1.54
Groceries and Supplies	\$2.90	\$4.73	\$3.67
Childcare	\$0.80	\$0.15	\$0.53
Other/Miscellaneous	\$1.88	\$1.07	\$1.54
Overall Average Per Person, Per Event	\$29.03	\$37.71	\$32.67

Source: *Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in Sullivan County*. For more information about this study or about other cultural initiatives in Sullivan County, contact the Sullivan County Office of the County Manager.

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ADDITIONAL RESOURCE

[Bridges to Possibilities: Arts and the Built Environment | National Endowment for the Arts](#)



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