



Arts in Southwest NH

America's future economic growth and international competitiveness depend on our capacity to innovate. We can create the jobs and industries of the future by doing what America does best - investing in the creativity and imagination of our people.

- Barack Obama, 2011

- **Jobs** - The arts employ people. Dun & Bradstreet data counts 580 businesses in the Monadnock region involved in creation and distribution of art. These businesses employ 1,322 people, representing 4.6% of all businesses and 1.4% of all employees in the region. **Data from ESMI & OEC reports 2,000 residents of the Monadnock region note income from creative industry activities on their taxes.**
- **Tourism** - Arts events bring tourists to town. Over the last 10 years the number of international travellers visiting US museums and galleries increased 11%, and the number attending US performances increased 5%. In the Monadnock Region, out-of-town audience members each spent on average \$32 beyond the cost of admission when they attend an arts event.
- **Local Economy** - According to the Arts & Economic Prosperity (AEP) Survey V, nonprofit arts organizations and events produced by organizations in The Monadnock Region contributed a total of \$18.6 million to the local economy, this study only counted 30% of arts & culture organizations. Local for-profit independent creative businesses spur an additional \$55 million in local economic activity.
- **Creative Industry** - The AEP survey, referred to above, showed that the surveyed arts organizations themselves reported \$13.2 million in spending, mostly locally. That spending fuels local businesses, increases tax income for local and state governments, and pays numerous salaries to New Hampshire residents.
- **National Economy** - American Art is an internationally sought commodity. In 2012 the US exported \$75 billion in creative goods to foreign markets, giving the economy a \$48 billion trade surplus in this category.
- **Education** - Arts education gives kids a leg up: Former arts students were 55% more likely to have attended any postsecondary school by adulthood than were former non-arts students. Former arts students were 29% more likely than non-arts students to have earned a 4-year college degree by age 32. Former arts students were significantly less likely to be involved with the criminal justice system than were former non-arts students - 26% less likely to ever be arrested.
- **Health care** - A rich body of research defines benefits, including: • shorter hospital stays • reduced need for medications • increased employee retention • more effective communication of health information Findings demonstrate that integration of the arts into health care: • helps to cultivate a healing environment • supports the physical, mental, and emotional recovery of patients • fosters a positive environment for caregivers.