

# WHY THE ARTS MATTER IN NEW HAMPSHIRE



## NATIONAL ARTS FACTS

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

**4.31%** Nation's GDP      **5.2 M** Jobs

**\$1.016 TRILLION** Arts & Culture

**\$945.3 B** Construction

**\$378.4 B** Agriculture & Forestry

The national arts and culture sector was a **\$1.102 trillion industry** in 2022 (4.31% of the nation's GDP), representing **5.2 million jobs** (3.28% of nation's workforce), and total compensation of **\$540.9 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts (2024). Data collected for 2022.

## NEW HAMPSHIRE ARTS FACTS

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

**3.2%** State's GDP      **21,021** Jobs

**\$3.4 BILLION** Arts & Culture

**\$3.4 B** Construction

**\$0.2 B** Agriculture & Forestry

The New Hampshire arts and culture sector was a **\$3.4 billion industry** in 2022 (3.2% of the state's GDP), representing **21,021 jobs** (3% of New Hampshire workforce), and total compensation of **\$1.9 billion**.

Source: U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies (2024). Data collected for 2022.

## ECONOMIC IMPACT OF NON-PROFIT ARTS & CULTURE INDUSTRY AND AUDIENCES

National

**\$151.7 B** Economic activity annually

**2.6 M** Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$29.1 billion** in total tax revenue to federal, state, and local governments.

**89.9%** of audiences agreed with the statement "I would feel a great sense of loss if this activity or venue were no longer available."

**87.2%** of audiences agreed with the statement "My attendance is my way of ensuring that this activity or venue is preserved for future generations"

Source: Americans for the Arts, 2023. Arts & Economic Prosperity 6.

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

Greater Portsmouth, NH

**\$70.2 M** Economic activity annually

**1,250** Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$13.1 million** in total tax revenue to federal, state, and local governments.

**89.9%** of audiences agreed with the statement "I would feel a great sense of loss if this activity or venue were no longer available."

**87.2%** of audiences agreed with the statement "My attendance is my way of ensuring that this activity or venue is preserved for future generations"

Source: Americans for the Arts, 2023. Arts & Economic Prosperity 6, Greater Portsmouth, NH.

## FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation FY24      **\$207 Million**

Congress allocated **\$207 million** to the National Endowment for the Arts (NEA) in **FY24**. 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, 2024.

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

State Appropriation FY24      **\$1,406,566**  
(Includes one-time pandemic emergency funds)

State NEA Grant FY24      **\$939,200**

Direct NEA Grants FY23      **\$959,200**

Source: NEA and New Hampshire State Council on the Arts, 2024

# NEW HAMPSHIRE ARTS HIGHLIGHTS

IN THE GRANITE STATE, THE ARTS UNITE US



New Hampshire is home to more than 300 arts, cultural, and creative businesses that serve every community!

## THE NEW HAMPSHIRE STATE COUNCIL ON THE ARTS –

established in 1965 as the official state arts agency, the State Arts Council promotes and supports the efforts of New Hampshire artists, arts organizations, communities, and schools through grants, professional development opportunities, juried artists rosters, Traditional Arts, electronic publications, statewide research, and more.

Learn more here.



New Hampshire  
State Council on the Arts

## THE ARTS ARE EVERYWHERE!

### SEE

professional and community actors take the stage in theatres throughout the state



### HEAR

music year-round from the state's professional and community orchestras, national touring artists, opera companies, local musicians, at indoor and outdoor venues, and festivals



### EXPERIENCE

our growing dance community including ballet, modern, jazz, hip-hop and contemporary



### PARTICIPATE

in cultural activities that celebrate the history and diversity of New Hampshire For a comprehensive list of artists, arts organizations and creative businesses, [click here](#)



### VIEW

great art in museums, independent cinemas, galleries, outdoor spaces and festivals.

## THE ARTS ARE EVERYWHERE

### Upper Valley

Park on the Common in Lebanon and walk to several venues; you can visit AVA Gallery and Art Center, Lebanon Opera House, and Upper Valley Music Center. Then get on your bicycle and check out the public art on the Mascoma River Greenway! In the summer, hear world class opera with Opera North.

### North Country

Head north to get your inner poet inspiration at the Frost Place in Franconia, then tour the Art Walk. From there, it's just a short trip to see a performance at the Colonial Theater and contemporary art exhibits at WREN in Bethlehem. In August, visit the annual League of NH Craftsmen Fair at Mount Sunapee in Newbury. In September, put on your kilt and get out the bagpipes for the annual NH Highland Games and Festival at Loon Mountain in Lincoln.

### Lakes Region

In Meredith, tour the Sculpture Walk, take in a show at the Winnepesaukee Playhouse, and expand your art collection at the Lakes Region Art Association gallery in Tilton.

### Seacoast

See shows in Portsmouth at The Music Hall and Prescott Park Arts Festival, and the Hampton Beach Casino Ballroom in Hampton. Take music or art classes at the Portsmouth Music and Arts Center. Check out offerings at 3S ArtSpace and Market Square Day from Pro Portsmouth. Public art is plentiful in downtown Dover, and if you're looking for something to do with the kids, visit the Children's Museum of New Hampshire.

### Monadnock

Keene has a walkable downtown with an opportunity to see dance at MoCo teaching facility, visual arts at the Thorne-Sagendorph Gallery and performances at the Redfern Arts

Center, Colonial Theater and The Showroom. Stop in Peterborough to take in a play from the Peterborough Players and Raylynmor Opera. Arts Alive! has a terrific events calendar here.

### Merrimack Valley

Check out Main Street and public art in the capitol city of Concord and take in shows at the Capitol Center for the Arts and Bank of New Hampshire Stage. Tour Nashua's public sculpture collection, commissioned by the Nashua International Sculpture Symposium, and murals throughout the city from Positive Street Art. Visit the Currier Museum, and enjoy shows at The Palace Theatre and The Rex Theatre in Manchester.

To find out more information on artists and arts organizations, [click here.](#)



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