

Return on Investment

New Hampshire State Council on the Arts / DCR Arts Division

The State Arts Council's programs and services are crucial to New Hampshire's economy, communities and education. Modest investment in grants and services provide a significant return by:

Promoting Economic Growth

Activities funded by the State Arts Council create economic opportunities for New Hampshire by employing citizens, creating a climate attractive to businesses and residents, and generating revenue for the state. The State Arts Council is a vital link for the state's creative industries, which include arts businesses ranging from not-for-profit museums, local arts organizations and theaters to for-profit film, architecture and advertising companies.

- New Hampshire is home to 4,008 arts-related businesses (4.29% of all NH businesses).
- Arts-related businesses in New Hampshire employ 12,022 people. ⁱ

Stimulating Small Business Development

As small businesses and individual entrepreneurs, cultural organizations and artists are an essential part of New Hampshire's economy. The State Arts Council plays an important role in training creative workers, incubating artistic enterprises, as well as fostering economic self-reliance.

- The State Arts Council provides direct funding to arts and cultural organizations and artists, attracting thousands of people into downtown areas and communities, which boosts revenues for the State.
- State Arts Council sponsored business development workshops have served hundreds of artists and cultural organizations across the state.

Generating Tourism Revenue

The arts contribute significantly to tourism development. Cultural tourists – a potential market of more than 118 million people – seek out destinations where they can visit arts, culture and heritage events. Cultural activities attract tourists to stay longer, shop more and eat in more restaurants, which results in higher rooms and meals taxes and business enterprise tax revenues.

- 40% of visitors to New Hampshire participated in activities provided by museums, galleries and historic sites. 24% of visitors attended a concert, fair or festival. ⁱⁱⁱ
- Cultural tourists stay longer and spend 36% more money at their destinations than other kinds of travelers. ^{iv}



Prescott Park, Portsmouth, State Arts Council
General Operating Grantee.

**Nonprofit arts organizations in Portsmouth
provide 1,161 FTE jobs and generate \$4.6
million in state and local government tax**



Francestown Oral History "after school" project.



Havenwood Heritage Heights Arts in Health project.



Traditional Arts Apprenticeship to preserve the art of cooperage.

Improving Education

Arts education helps to improve academic performance and strengthens New Hampshire's workforce by building creative problem solving, media and thinking skills critical for 21st century economy. State Arts Council funded projects have been especially effective in reaching at-risk youth by keeping them focused on positive creative activities. This in turn helps to reduce delinquency and truancy rates, increase graduation rates and reduces the risks and costs associated with incarceration.

- From FY 2006 to FY 2010, the State Arts Council awarded more than 500 grants to support arts education activities in school or community settings.
- Nearly 10,000 high school students participated in the State Arts Council's 2011 Poetry Out Loud competitions.

Preserving New Hampshire Traditions

The State Arts Council preserves New Hampshire heritage by helping master artists pass along the state's treasured crafts, music and dance traditions to future generations through Apprenticeship grants. Council funded projects enable farm and history museums and other organizations to educate the public about NH traditions and attract visitors. The State Arts Council also provides unique educational resources on heritage arts for teachers and students.

- From FY 2006 to FY 2010, the State Arts Council awarded 165 grants to support the preservation and presentation of folk and traditional arts.
- State Arts Council provided research and curatorial oversight for NH's presentation at the Smithsonian Folklife Festival and development of the NH folklife website.

Fostering Community Vitality

State Arts Council grantees and service recipients create a welcoming sense of place, a desirable quality of life and vibrant communities both small and large. Many areas of New Hampshire would not have access to the arts without the State Arts Council. Public funding ensures that all New Hampshire citizens - regardless of age, geographic isolation, economic status or disability - benefit from the arts. The State Arts Council is a leader in bringing arts into health care facilities such as Concord Hospital and Crotonch Mountain Rehabilitation Center.

- State Arts Council grant activities reached more than 1.5 million audience members and project participants in FY 2010.
- 55% of State Arts Council grants were awarded to rural communities outside of metropolitan statistical areas (MSAs). 41% of NH's population resides outside of MSAs.

For more information about New Hampshire State Council on the Arts grants, services and benefits to NH citizens visit: www.nh.gov/nharts/index.html.

Programs & Services

New Hampshire State Council on the Arts / DCR Arts Division

The State Arts Council's strategic "arts plan" is developed through public meetings and surveys that help define core community needs and emerging community trends.

Programs and services carried out by the staff reflect these state determined priorities. Areas of focus include:

Arts In Education

- Grants to schools and after school programs to support high-quality arts learning experiences.
- Annual professional development conference and workshops for educators and teaching artists.
- Annual participation in the national Poetry Out Loud competition.

Arts in Communities

- Grants that invest in general operating support for not-for-profit cultural organizations that in turn stimulates economic growth in cities and towns statewide, as well as bolstering the creative work force.
- Partnerships to build networks with local arts agencies, main streets programs, economic development offices and city planners with the goal of utilizing the arts for economic growth and community vitality.

Arts in Health

Grants and services that brings artists and arts activities into:

- Hospitals to assist in easing trauma for intensive care patients.
- NH Veterans' Home, nursing homes & dementia facilities to assist with resident engagement.
- Rehabilitation centers & nursing homes to help with engaged recovery.
- Hospice centers to help with comfort and grace at the end of life.

Traditional Arts

- Grants to preserve important NH heritage & culture by providing inter-generational opportunities through apprenticeships.
- Development of unique educational resources about New Hampshire heritage and culture, especially the NH Folklife website: www.nh.gov/folklife.

Percent for Art RSA 19-A:9

- Trained staff administers the selection of public art for state buildings through a fair and inclusive process that ensures the artwork helps the state agency better meet the needs of constituents being served.
- Trained staff provides museum quality stewardship for over 600 works of art located in state owned buildings throughout New Hampshire.

Services

- Business development workshops for organizations & self-employed artists.
- Juried online rosters to connect artists with presenters and markets.
- Special events (e.g. "Arts, Culture and the Law Day," UNH Law Center, June, 2011)
- Additionally, the State Arts Council partners with state, regional and national partners to provide policy research on issues such as arts education and the creative economy.



NHSCA 2011 Poetry Out Loud: Nearly 10,000 high school students participated.



NHSCA project at Concord Hospital with therapeutic musician Beverly Rush in the Intensive Care Unit.



NHSCA Roster artists & National Heritage Fellows Bob McQuillen & Dudley Laufman.



Community Mural project, Littleton.

In 2011, the New Hampshire State Council on Arts is embarking upon [Arts & Economic Prosperity Survey IV](#), a statewide survey conducted in a partnership with [Americans for the Arts](#) and funded by Tom Putnam & the Putnam Foundation. This research will provide valuable data on state revenues, arts employment and the economic impact of the arts. (4/15/11)