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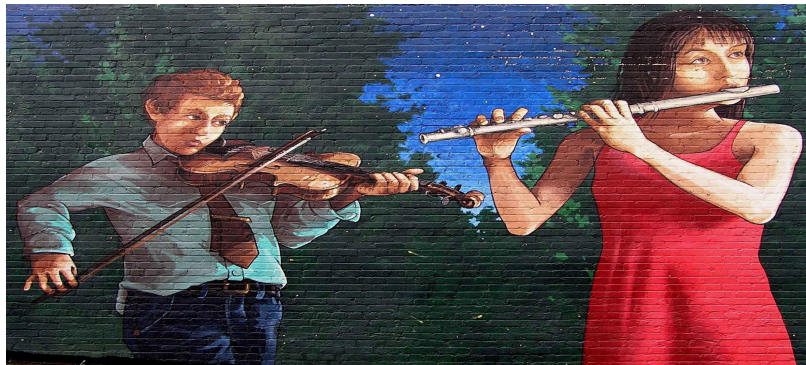


April

ORANGE COUNTY ARTS
COMMISSION

2011

Orange County Arts Commission *Orange Arts* E-Newsletter



Creative Economy Measures: Methodology - Direct and Indirect Economic Impact

Measure what matters.

In 2011, for the first time, the entire state of North Carolina is included in the national *Arts & Economic Prosperity IV* economic impact research study. In every quarter of 2011, people who attend, participate in, visit or view cultural programs sponsored by non-profit organizations can complete a short survey.



The surveys will be analyzed by **Americans for the Arts**, a national service organization with a 50-year history of advancing the arts. This data is what officials look to when deciding what programs to fund. The 2011 N.C. study will produce a report for each of the state's seven economic development regions. A final report will be delivered in May, 2012.

"Participating in the *Arts & Economic Prosperity IV* study will provide another way for us to demonstrate that the arts create jobs and stimulate economies across North Carolina," said Linda A. Carlisle, Secretary, North Carolina Department of Cultural Resources. "A vibrant arts and culture industry helps local businesses thrive."

Direct Economic Impact is a measure of the economic effect of the initial expenditure within a community. For example, when the symphony pays its players, each musician's salary, the associated government taxes, and full-time equivalent employment status represent the direct economic impact.

Each time a dollar changes hands, there is a measurable economic impact. When people and businesses receive money, they spend much of that money locally. **Indirect Economic Impact** measures the effect of this



Arts & Economic Prosperity IV

A Project of **Americans for the Arts**

responding on jobs, household income, and revenue to local and state government. It is often referred to as secondary spending or the dollars "rippling" through a community. When funds are eventually spent nonlocally, they are considered to have "leaked out" of the community and therefore cease to have a local economic impact. Indirect impact is the sum of the impact of all rounds of spending.

[AMERICANS FOR THE ARTS: ARTS ECONOMIC PROSPERITY »](#)

http://www.artsusa.org/information_services/research/services/economic_impact/default.asp

Spring 2011 Grant Information Session: April 7, 2011

Our Spring Arts Grant applications and guidelines are now available. Spring grant categories are:

Arts Program Grant - up to \$1,500
General Arts Support Grant - up to \$5,000
Arts in Education Grant - up to \$1,000
Arts in Education Coalition - up to \$5,000
Artist Project Grant - up to \$1,000

Spring Grants Project Period: July 1, 2011 - June 30, 2012

Supportable Projects: a variety of programs in the visual, performing, literary arts

ATTENTION: DUNS number required for all applicants

Deadline: 5 pm on Tuesday, May 31, 2011

Information Session: free OCAC grant-writing workshop from **7 - 8:30 pm on Thursday, April 7, 2011** in the large conference room downstairs at the Chapel Hill Public Library (100 Library Drive) in Chapel Hill. To register for this workshop, just email arts@co.orange.nc.us or call 919/968-2011.

Questions?: just email arts@co.orange.nc.us or call 919/968-2011. Arts Commission staff will be happy to answer any questions about your application.

Applications: Applications and guidelines can be downloaded from the link below or from the "Grants" section of our website at www.artsorange.org. Hard-copies are available at the Arts Commission office, at all Orange County Public Libraries, and at the Chapel Hill Public Library.

[DOWNLOAD APPLICATIONS HERE »](#)



2011 Congressional High School Art Competition

Each spring, Members of the U.S. House of Representatives, committed to the importance of our cultural heritage, join together to recognize the creative spirit of American high school students in a nationwide visual art competition.

The Congressional High School Art Competition is implemented by the Members in the Congressional Districts and features **paintings, drawings, collage, prints, mixed media, computer-generated art, and photography**. Each Member brings a winning entry back to Washington, D.C. to be displayed in the corridor of the U.S. Capitol. Launched in 1982, this nationwide event has produced thousands of local competitions, yielding more than 500,000 high school winners.

This competition is coordinated locally through the office of Fourth District U.S. Representative David Price. High school visual art students in the counties of **Orange, Durham and Wake** are eligible to participate.

If you are a current high school visual art student in Orange County and would like to participate in the 2011 Congressional High School Art Competition, contact your high school **visual art teacher** or the **Orange County Arts Commission (OCAC)** for an application form and guidelines.

Orange County high school visual art students should deliver their entries to the OCAC office (501 W. Franklin Street, Chapel Hill, NC 27516) during regular business hours (8 am - 5 pm) between Wednesday, April 13 - Friday, April 15, 2011.

Visit the "Grants" section of the OCAC's website at www.artsorange.org for more information and to download the application and guidelines or call 919/968-2011.

[APPLICATION & GUIDELINES »](#)

CREATIVE North Carolina 2011

Creativity Means Business

The creative industry sustains 300,000 jobs or 5.54 percent of total North Carolina employment.

Creative individuals and businesses in the state contribute \$41 billion worth of products and services through nearly 50,000 establishments in more than 100 creative industries.

180,468 North Carolina workers in creative occupations paid \$274 million in state income tax in 2009.

Half of the \$6.6 million annual state grant appropriation to the North Carolina Arts Council is returned to the state in the \$3.3 million in income tax paid by the 2,266 employees of arts organizations directly funded by the Arts Council.

Creativity Sparks Innovation

The creative workforce provides a competitive edge to North Carolina products and services through unique design.

Creative workers are found not only in cultural industries but also contribute to the success of other businesses.

Non-profit and for-profit businesses in the creative industry thrive through a symbiotic relationship, fostering and distributing original creative content.

The arts teach our children the skills needed to be successful in the 21st century workforce - innovation, imagination, critical thinking and collaboration.

Creativity Builds Community

The presence of creative professionals in a given county is the single most important factor associated with the amount that visitors will spend.

Counties with higher proportions of creative workers are more likely to retain current residents and attract new ones.

More than 3,000 non-profit arts organizations provide opportunities for citizens to experience the arts in their own communities.

Arts Council funded projects attract more than 9.2 million participants, nearly 2.6 of these children and youth.

Creativity Provides Value

North Carolina Arts Council grants are the catalyst that makes it possible for organizations to raise other funds, providing only 4 percent seed money of the \$223 million total income of funded arts organizations.

For every \$1 invested in Arts Council grants, almost \$17 in matching funds is generated from foundations, individual donors, businesses and local government.

- information compiled by [North Carolina Arts Council](http://www.ncarts.org)

<http://www.ncarts.org>



We Are the Orange County Arts Commission

The Orange Arts e-newsletter is an online publication of the Orange County Arts Commission (OCAC), the countywide arts agency working to promote the artistic and cultural development of Orange County.

The Board of County Commissioners appoints the fifteen members of this advisory board. The OCAC is physically located at the Chapel Hill/Orange County Visitors Bureau within the Economic Development Commission. The OCAC sponsors programs to promote the artistic and cultural growth of Orange County, advises the Board of County Commissioners on matters involving the arts, and acts as the granting panel for two annual funding programs available to artists and nonprofit groups sponsoring arts projects in Orange County. Funding comes primarily from Orange County and the North Carolina Arts Council.

If you are an artist, or a citizen interested in the arts, contact the Orange County Arts Commission office and inquire about Board positions and other Volunteer opportunities.



**For more
information**

arts@co.orange.nc.us

919/968-2011

www.artsorange.org

501 W. Franklin Street
Chapel Hill, NC 27516

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