

# Profile of New Jersey's Arts Industry

*"Prudential and The Prudential Foundation recognize the vital role the arts play in enhancing the quality of life in Newark and throughout the state of New Jersey. We support Arts Plan NJ because we believe that promoting cultural excellence, education and diversity is good for the people and the economy of our state and its local communities."*

— Arthur F. Ryan, President, CEO, Prudential Financial

*"New Jersey takes arts education seriously. That's why our state's academic standards include components on the fine, practical and performing arts as goals that our students should achieve by graduation. It's critical for local officials—both school and municipal—to work together and find ways to build and maintain programs that involve our children in the arts."*

— Edwina Lee, former Executive Director, New Jersey School Board Association.

*"Very few things actually move people. Architecture can; music, literature, art can. Making fine art a priority for the Heldrich hotel and conference center is an opportunity to make a moving, memorable experience. This is not a philanthropic effort—it's an economic initiative."*

— Christopher Paladino, President, The New Brunswick Development Corporation (DEVCO)

*"The habits of mind that one acquires through the arts spill over into every other occupation. Just as our distribution requirements reflect the belief that competence in scientific and mathematical reasoning should be required of a Princeton graduate, so too should our curricular choices affirm that exposure to the creative arts prepares students to become more effective citizens and future patrons of the arts in their communities."*

— Shirley M. Tilghman, President, Princeton University

*"As one of your most grateful former students, it is no exaggeration to say the experience changed my life. The Summer Arts Institute (SAI) meant a lot to me at a time in my life when I, like many teenagers, felt like I did not belong anywhere outside of the arts. Now, as a high school English teacher, I see students gain from the same lessons that I had learned and joy that I had felt at SAI. This experience has been the most fulfilling of my life."*

— Andrew Gerber, High school English teacher and former student of the SAI, Institute for Arts and Humanities Education

*"The arts community has a critical impact on the economic vitality of New Jersey's communities. A night at the theater can mean that local restaurants fill tables and their employees earn their wages, babysitters earn spending money, parking lot attendants remain employed, and ultimately, all these wage-earners plow their money back into the retail economy. That's an amazing ripple effect when you think about it. It's immensely clear to us at Bank of America that the arts bring great value to this state. It's why arts and culture are a permanent focus of our philanthropic goals in New Jersey."*

— Ann Limberg, President of Bank of America, New Jersey

## Profile of New Jersey's Arts Industry

Economic Activity of Nonprofit Arts Industry  
**\$1.5 Billion+**

State Tax Revenue:  
**\$36,000,000**

Arts-related Businesses:  
**17,000**

Arts-related Employment:  
**80,000**

NJ ranks 8<sup>th</sup> in the nation for arts-related businesses and arts-related employment

Professional Artists:  
**50,000+**

Annual Arts Events:  
**34,000+**

Annual Audience Attendance:  
**18,000,000**