

# ARTS & CULTURE BUILDS

JOBS AND  
THE ECONOMY



**ARTS &**  
ECONOMIC PROSPERITY 6



**\$7.6**

**MILLION IN ECONOMIC ACTIVITY IN 2022  
IN CABARRUS COUNTY**

**\$2.1**

**MILLION SPENT BY NONPROFIT ARTS  
AND CULTURE ORGANIZATIONS  
SUPPORTING 36 JOBS**

**ATTENDEES SPENT ON AVERAGE**

**\$27.18**

**PER PERSON PER EVENT  
BEYOND COST OF ADMISSION**

**35.2%**

**OF ATTENDEES ARE NONLOCAL VISITORS  
TRAVELLING FROM OUTSIDE THE COUNTY**

**60.4%**

**OF LOCAL ATTENDEES SAY THEY WOULD HAVE  
“TRAVELED TO A DIFFERENT COMMUNITY TO  
ATTEND A SIMILAR ARTS OR CULTURAL ACTIVITY”**

# 87%

**OF ARTS AND CULTURE ATTENDEES AGREE THAT  
THE ACTIVITY OR VENUE "IS INSPIRING A SENSE OF  
PRIDE IN THIS NEIGHBORHOOD OR COMMUNITY"**

**80.6%**

**OF ARTS AND CULTURE ATTENDEES AGREE THAT "I  
WOULD FEEL A GREAT SENSE OF LOSS IF THIS  
ACTIVITY OR VENUE WERE NO LONGER AVAILABLE"**



**80.1%**

**OF ARTS AND CULTURE ATTENDEES AGREE THAT  
THE VENUE OR FACILITY IS “AN IMPORTANT  
PILLAR FOR ME WITHIN MY COMMUNITY”**

Get the facts.

Share the insights.

Support the arts.

