



BUY A LICENSE PLATE AND IMPROVE YOUR STATE.

The arts are a crucial part of our communities. When you purchase an Arts NC license plate today, you join Arts NC in funding arts initiatives and expanding access to the arts in North Carolina.



WHERE CAN YOU FIND AN ARTS NC LICENSE PLATE?

Buying an Arts NC license plate is simple and can be done in several different ways. The plates are available at the DMV office or on the DMV website. Gift cards are available online, making an Arts NC license plate the perfect gift for any arts supporter. Visit www.thecreativestate.org to learn more.



LEARN MORE ABOUT HOW THE ARTS IMPROVE ALL AREAS OF LIFE IN NORTH CAROLINA.

The funds from license plate sales will touch all aspects of life in your state. From education to health to the economy, arts initiatives will create positive change.

WHAT IS ARTS NC?

Arts NC is a 501(c)(3) organization that advocates for the arts statewide. Because we envision a vibrant North Carolina where the arts are embraced by all as indispensable, we speak for the arts wherever there is need. Our goal is to connect North Carolina arts communities, foster arts leadership, and strengthen and celebrate the creative state.

WHAT DOES ARTS NC DO?

Arts NC helps the many arts communities of our state speak with a unified voice. We offer training and networking opportunities to foster arts leadership statewide, develop strong relationships with legislators, and organize strategic political action in order to champion critical issues for the arts and arts education. While we advocate for policies and public funding to support the arts, Arts NC receives no funds from the state.

WHAT DO THE ARTS ENCOMPASS?

Arts NC believes the arts encompass a wide range of fields. From creative professions to beloved pastimes, from traditional crafts to fine arts—the arts take shape as many essential forms in our communities.

DRIVE RECOGNITION FOR THE ARTS

Show your support for North Carolina's arts everywhere you go with the Arts NC license plate.



www.thecreativestate.org
www.artsnc.org
919-834-1411



WHY ARE THE ARTS CRITICAL TO NORTH CAROLINA?

The arts do more than simply provide a creative outlet for our residents. The creative industry plays a role in stimulating a vibrant economy and successful workplace, revitalizing our communities, and improving our health and education.

THE ARTS MEAN BUSINESS.

From large cities to small towns, the nonprofit arts and culture industry is an economically sound investment as the cornerstone of tourism.

\$135.2 BILLION is generated in economic activity nationwide every year by nonprofit arts industries:



\$61.1 BILLION

average spending by arts organizations

THE ARTS WORK HARD.

Creative industries are responsible for **334,000 JOBS** in NC and contribute to successful and productive employees.

Creativity is one of the top three personality traits most important to career success, according to US employers:



THE ARTS KEEP THE DOCTOR AWAY.

The arts have been shown to improve health and quality of life for our citizens from elementary school students to retirees.

Older adults benefit from participatory creative and performing arts programs:



THE ARTS SPELL STUDENT SUCCESS.

Arts instruction boosts literacy, advances math achievement, develops critical thinking, and engages students in school, which improves school culture.



WHAT STILL NEEDS TO BE DONE?

More can be done for arts in all of these areas to ensure we all live in vibrant communities. For example, access to the arts, and all of their benefits, is not equal. The decline of arts education is most drastic in underserved populations where students who could benefit the most from arts education are getting it the least. In 2008, African-American and Hispanic students had less than half the access to arts education than their White peers. Arts NC initiatives work to change this.

