

Newark Mayor Ras J. Baraka will deliver an announcement about the economic impact of the arts and culture industry on the City of Newark, on Wednesday, September 13, 11 a.m., in the Press Briefing Room at City Hall, 920 Broad Street, Newark, NJ. Please RSVP at bit.ly/mayorspresevent.

Of the study, Mayor Baraka said, “Communities that embrace arts and cultural education, activities and events are far richer than those who do not. Newark is a ‘City of the Arts,’ where access to spoken word events, musical and dance performances, film, art exhibits, theatre offerings, museums and libraries add exponentially to our economic health. The impact of our commitment to the arts is felt in our communities, our businesses, our institutions, and our households and contributes to the revitalization that our City is experiencing. This report acknowledges the significance of our investment in this vital sector of Newark.”

Nationally, AEP5 reveals that the nonprofit arts industry produces \$166.3 billion in economic activity each year, resulting in \$14.6 billion in federal, state and local tax revenues. In addition, it supports 4.6 million full-time equivalent jobs and generates \$96.1 billion in household income.

“The arts are an economic and employment powerhouse in Newark,” said Shané Harris, vice president of corporate giving, Prudential Financial Inc., and Executive Director of The Prudential Foundation. “A thriving arts and culture industry helps local business and contributes to communities becoming stronger and healthier places to live. Based on this study, grant-makers and corporations like Prudential should feel optimistic about continuing to invest in the arts.”

Peter Englot, Newark Arts Board President and Senior Vice Chancellor at Rutgers University-Newark sees the new report as reflecting both the mission of higher education and reinforcing the Newark Arts mission of powering the arts to transform lives. “Whether transforming our understanding of ourselves or transforming the shape and condition of our communities, nothing unlocks our potential to innovate like the arts,” he said. “The AEP5 study puts that into stark relief, underlining why investing in the arts is not just a good thing to do, it’s the smart thing to do.”

The Arts & Economic Prosperity 5 study was conducted by Americans for the Arts and supported by The Ruth Lilly Fund of Americans for the Arts. For a full list of the communities who participated in the Arts & Economic Prosperity 5 study, visit www.AmericansForTheArts.org/AEP5Partners.

About Newark Arts (formerly Newark Arts Council): Newark Arts’ mission is powering the arts to transform the lives of those who work, live and play in the great city of Newark, New Jersey. Established in 1981, Newark Arts was created to advance and expand the resources and offerings of arts and cultural organizations in the great city of Newark, New Jersey. Newark Arts provides leadership, direction, and technical assistance through partnerships with Newark’s many artists, arts administrators, community organizations, community development corporations, planning groups, economic development agencies, and government agencies as well as the general public. For more information, visit www.newarkarts.org.

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Newark Arts

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