

ARTS

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from someone from Virginia who was coming to the tour and was bringing a bunch of friends and staying at Laurel Ridge Hotel. They will spend money on the art they are traveling to see and they will likely eat at several of the restaurants that are advertised in the tour's brochure. "We have a very viable and very strong market," Zwilling said.

"We get about 10 inquiries a week from people wanting to know how they can get involved in the arts here.

People move here because of the creative community," said Molly Matlock, Executive Director for the Chatham

Arts Council (www.chathamarts.org).

Matlock said the way the council focuses on economic development is by supporting its artists through the ChathamArts Gallery, through monthly cultural events including films, music, and things like Bynum's ClydeFest.

"There are art events happening constantly in Chatham. It is not just the three primary art groups sponsoring them. The Abundance Foundation puts on art related events also and of course there is the Bynum Front Porch. The list goes on forever," Matlock said.

She said that Shakori Hills brings in 7,000-10,000 people each fall and spring during its musical festivals from all over the southeast and said that

people from Durham and Wake County attended the Mardi Gras Masquerade Ball last year.

Matlock cites several statistics, provided by the North Carolina State Arts Council and Americans for the Arts:

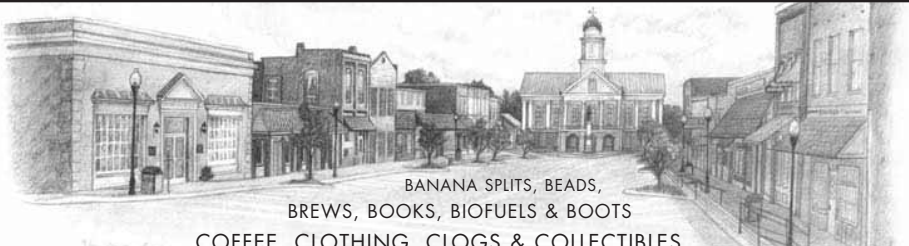
■ In North Carolina, attendees at non-profit hosted arts events spend an average of \$22.87 per person per arts event, not including the price of admission. In 2007, 11,250 people attended Chatham Arts Council events. This figure does not include visits to other galleries and studios, music series and other concert attendees, Shakori Hill attendees, NC Incubator visits, Fiesta Latina attendees, etc.

■ Governments that support arts on average see a return on investment of over \$7 for every \$1 invested.

■ The creative sector in North Carolina employed nearly 159,000 people in 2006 – 4 percent of the employment base, with total wages of more than \$3.9 billion.


In 2002, Richard Florida wrote *The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community, and Everyday Life*. In a subsequent article, he said, "The distinguishing characteristic of the creative class is that its members engage in work whose function is to "create meaningful new forms." The super-creative core of this new class includes scientists and engineers, university professors, poets and novelists, artists, entertainers, actors, designers, and architects as well as the

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