

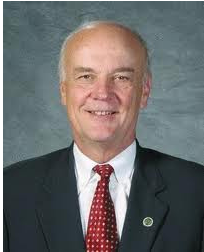


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## **What is STATE OF THE ARTS AND CULTURE in Wake County?**

[Raleigh, NC] -- The United Arts Council of Raleigh and Wake County is pleased to announce that the first-ever "State of Arts and Culture in Wake County" meeting will be held on Thursday, January 6, 2011, at the NC Museum of Art from 7:30-9:00 am. The meeting will be preceded by a breakfast reception honoring the Wake County delegation to the North Carolina Legislature, followed by the meeting at 8:00 am.



Featured speaker will be J. Keith Crisco, North Carolina Secretary of Commerce (left). This meeting is free and open to the public, but members of the business community are especially encouraged to come and learn more about the link between culture and commerce.

The Creative Industry in North Carolina accounts for nearly 300,000 jobs, more than five and half percent of the state's workforce, with a market value of \$41.4 billion. Creative workers, creative enterprises, and creative communities bring the entrepreneurial strengths of the private sector to economic development. Specifically, a Cultural Vitality Index study measuring the health of the creative economy showed that Wake County remained strong in 2008 by exceeding the national baseline by 28% during a time of economic recession, and exceeded the North Carolina statewide average of creative occupations per capita by 46%. (Contact [lhmcintosh@unitedarts.org](mailto:lhmcintosh@unitedarts.org) for a complete copy of the Cultural Vitality Index.)

In Wake County, the arts mean business. "Quality of Life" is listed by The North Carolina Department of Commerce as one of its reasons that a business should choose North Carolina. In addition to good climate, world-class sports, and quality healthcare, a vital arts scene helps create a highly desirable place for businesses to attract and keep educated, skilled workers.

In addition to Secretary Crisco, updates from the North Carolina Art Museum, City of Raleigh Arts Commission and United Arts will be presented. United Arts and the Greater Raleigh Chamber of Commerce will jointly present their annual "Business Support of the Arts" Awards as part of the morning's program. Lastly the winner of the 2011 Piedmont Laureate will be treat the audience with a reading.

To register for the event or for more information go to <http://uacstateofthearts.eventbrite.com> (The Media is invited to attend. Press Kits will be available by request.)

### **About the United Arts Council of Raleigh & Wake County**

The United Arts Council of Raleigh and Wake County, based in Raleigh, NC, was incorporated in 1990. Our mission is to build better communities through support and advocacy of the arts. The United Arts Council offers grants to schools, organizations, communities and individual artists. United Arts also provides services to the community such as advocacy, resource development, professional/leadership development and special projects. The grants, programs and services of United Arts reach over 1.2 million people annually in Wake County. This year's funding will support over 690 public music, dance and theatre performances, festivals and art exhibitions; over 3,700 classes/workshops in the arts for youth outside of school; and 147,000 hours of programming in 137 Wake County schools.

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