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FOR IMMEDIATE RELEASE

First-Ever Local Arts Index Research Study In Wake County

[Raleigh, NC] — October 28, 2010 — The city of Raleigh and Wake County have been selected by Americans for the Arts, the nation’s leading nonprofit organization for advancing the arts, to be one of 100 communities that will participate in the inaugural Local Arts Index. Local arts agencies, led by the United Arts Council of Raleigh and Wake County and the City of Raleigh Arts Commission, will be part of an 18-month research initiative that serves as a complement to the National Arts Index. The findings from the Local Arts Index will be reported in Fall 2011.

The Local Arts Index will be the first county-level study designed to measure the health and vitality of the arts industries throughout the United States. It will use a single methodology utilizing information gathered from research produced by the federal government and private research organizations and covering multiple industries, including nonprofit groups, for-profit arts businesses, employment figures, and more. When these quantitative measures are taken together, the Local Arts Index will provide a year-by-year and community-by-community comparison of the nation’s arts sector.

“We are confident the results of this study will show that Wake County has a strong and growing arts community,” said Eleanor Oakley, President and CEO of United Arts. June Guralnick, Executive Director of the Raleigh Arts Commission, added, “The arts not only create pleasure for so many, they also create jobs. Having this data will allow community and arts leaders to energize an already important industry in Wake County.”

“The Local Arts Index is an incredible tool for local arts leaders and we are excited to work with our community partners over the coming year. The Local Arts Index will allow the arts groups to place their community in a national context and strengthen the arts in

their schools, businesses, and homes,” said Robert L. Lynch, president and CEO of Americans for the Arts.

The Kresge Foundation has awarded Americans for the Arts a \$1.2 million grant to conduct the Local Arts Index, as well as the supporting workshops and materials necessary to assist communities in the effective application of the local data. Research for the Local Arts Index is directed by Roland Kushner, PhD, through support from Muhlenberg College in Allentown, PA.

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.

About the City of Raleigh Arts Commission

Established in 1977 as the official advisory body and advocate for the arts to the Raleigh City Council, the City of Raleigh Arts Commission holds the distinction of being the first municipal arts commission created in North Carolina. Serving as the leading force to champion the arts with Raleigh citizens and their representatives, the Arts Commission's myriad activities foster, support, and promote the arts in the Capital City.

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