

The Arts Mean Business in New Brunswick

Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the City of New Brunswick, NJ

- Total arts related economic activity is 36.5 million dollars
- This spending generates over 16 million dollars in household income
- This spending includes nearly 7 million dollars at local restaurants
- This spending includes 3.3 million dollars in lodging and hotels
- Arts related spending generates 2.6 million dollars in tax revenue at the local and State level.
- Over 870 jobs are supported by arts spending
- Nearly 550,000 people attend cultural events in New Brunswick, a city of only 50,000 residents
- The average patron spends \$29.29 above the cost of admission when they attend an event in New Brunswick.

The Arts & Economic Prosperity III study was conducted by Americans for the Arts to document the economic impact of the nonprofit arts and culture industry in 156 communities and regions (116 cities and counties, 35 multi-county regions, and five states)—representing all 50 states and the District of Columbia.

[Download the Full Report](#)

[Download a 1-Page Summary](#)

This study could not have been completed without the cooperation of the nonprofit arts and culture organizations in the City of New Brunswick, listed below, that provided detailed financial and event attendance information about their organization.

American Repertory Ballet

Crossroads Theatre Company

George Street Playhouse

Institute for Arts and Humanities Education

Jane Voorhees Zimmerli Art Museum

Middlesex County Cultural and Heritage Commission

New Brunswick Chamber Orchestra

New Brunswick Cultural Center

New Brunswick Free Public Library

State Theatre Regional Arts Center