



ONE PERCENT FOR CULTURE

www.OneForCulture.org

MISSION

One Percent for Culture, a partner project of the Fund for the City of New York, is a non-partisan, grassroots, five-borough campaign whose mission is to demonstrate the value of culture to New York City. The campaign will generate support for an increase in the city's financial commitment to the nonprofit cultural community, including artists of all disciplines, to a full one percent of the municipal expense budget.

IMPACT OF NEW YORK CITY NONPROFIT CULTURE

Nonprofit culture is essential to the economy and identity of New York City. Our city is home to over 1,300 cultural organizations and thousands of artists spanning across all five boroughs. These organizations and individuals bring jobs to our families, customers to our merchants, revenue to our small businesses, and vitality to our city. They stimulate our minds and provide supplemental education to millions of our students.

New York City nonprofit culture:

- Spends **\$3.9 billion** in NYC and generates over **\$8.1 billion** in economic impact
- Creates over **120,000 jobs**
- Attracts over **98 million visitors** including **10 million children** and **120,000 school groups**
- Nonprofit cultural organizations offer over **7,500 programs in school**
- **24.5 million tourists** attend cultural events and cultural travel **increased 30%** from 2006 to 2012

FUNDING FOR NEW YORK CITY NONPROFIT CULTURE

- Nonprofit culture receives **less than 1/4 of 1 percent** of the city expense budget (\$154.3 million)
- Total **private contributions decreased 10%** from 2000 to 2009
- **NYC funding represents 12% of the income** for cultural organizations on average and 23% to 44% of the income for organizations in the the Bronx, Brooklyn, Queens, and Staten Island

POLLING

- **82% support an increase** in funding for culture to 1% of the city budget
- **48% would be more likely to vote for a candidate** supporting an increase
- **56% would be willing to pay higher taxes** if the funding was going to culture

COALITION

One Percent for Culture is a diverse coalition of cultural, business, civic leaders and artists of all disciplines as well as businesses and nonprofit organizations who will address the fiscal constraints on the city's cultural sector. The coalition will garner public support to illustrate the important contribution culture makes to NYC.

ACTION

Together we will demonstrate that New Yorkers all across this city are in support of committing one percent of the city expense budget to New York City's cultural community. We will ask the 2013 municipal candidate to pledge to increase city funding for nonprofit culture to a full one percent of the municipal expense budget.

One Percent for Culture, Fund for the City of New York, 121 Avenue of the Americas, 6th Floor, New York, NY 10013
t 646-820-6730 e info@oneforculture.org www.OneForCulture.org

One Percent for Culture is a nonpartisan, nonprofit organization that does not support, oppose or endorse candidates for elective office.