

ARTS NORTH CAROLINA LEGISLATIVE AGENDA FOR 2009–2013

ARTS North Carolina's Board of Directors are developing a comprehensive agenda for public funding for the arts for 2009–2013.

In creating a legacy of public support for the arts, Governor Terry Sanford said, "I decided we would never be civilized – in the sensitive and human sense – if we did not strive to have the arts, in the broadest definitions, become a part of the lives of all people." Below is a framework of goals, programs, and ideas that will be shaped and molded by leaders who champion the arts and by arts participants across the state as they write the history of arts in North Carolina for the next fifty years.

THE LONG VIEW



Programs in bold are new ideas under consideration for the 2009–2013 agenda:

INCREASE ACCESS TO THE ARTS FOR ALL CITIZENS

- Grassroots Arts Expansion
- Focus East
- Diverse Cultures
- **Community Arts Organizations**

BUILD CAPACITY OF ARTS INFRASTRUCTURE

- General Support Grants Program
- **Advancement Program**
- **Heritage Centers**
- Regional Arts Councils
- **Regional Coordinators**
- **Facilities**

INVEST IN CREATIVE AND SUSTAINABLE ECONOMIC PROGRAMS

- **SmART cities**
- Creative Economies
- Cultural Tourism
- Marketing Initiatives

ENSURE A CLIMATE OF INNOVATION, CREATIVITY, AND CIVIC ENGAGEMENT

- Arts in Education Grant Programs
- **Arts Education (K-12) – Public Policy and Implementation**
- Arts and Education Statewide Conference
- A+ Schools
- cARTwheels
- **Visiting Artists II**
- Art and Audiences
- Folklife
- Artists Support and Services

2008–09 ARTS NORTH CAROLINA LEGISLATIVE AGENDA

THE SHORT VIEW

North Carolina Arts Council Grant Funding	\$1,000,000R
Grassroots Arts	\$500,000
General Support	\$300,000
Projects	\$200,000
cARTwheels	\$1,000,000R

2007-08 North Carolina Arts Council Grant Funding	\$6,654,633R
2007-08 cARTwheels	\$1,000,000NR

North Carolina 2007-08 Per Capita Funding = \$1.04

11th largest state, 19th in Legislative Appropriations (excluding line items).

Governments that support the arts on average see a return on investment of over \$7 for every \$1 that the government appropriates.

When governments increase their support for the arts, they are generating tax revenues, jobs, and a creativity-based economy.

For every \$100 spent by a nonprofit arts organization, another \$90 is generated in spending elsewhere.

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

Nonprofit arts attendees spend an average of \$22.87 per person per event, not including the price of admission.

North Carolina communities with high concentrations of artists and creative professionals have higher household incomes.

In 2005–06, 867 North Carolina organizations were awarded state funding of \$5,654,633 through the North Carolina Arts Council. Twenty-five percent of these organizations reported combined expenses of \$280,232,341. The grant funds represented barely 2% of the reported income with the remaining 98% of the income from private and foundation contributions, business investment, federal and local grants, and earned revenue. ***The arts are a strong business model for North Carolina.***