



ARTS NC 2022 LEGISLATIVE REQUESTS

THANK YOU for recent NCGA investments in the ARTS!

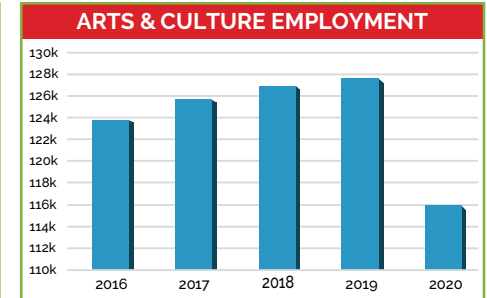
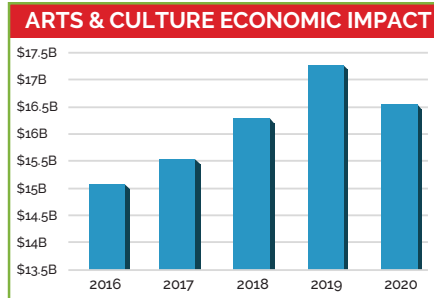
- o CARES Act funding in 2020 was vital to saving arts jobs and cultural institutions statewide.
- o ARPA funding will provide significant one-time investment for sustainable growth and resiliency.
- o The NC General Assembly has sustained local communities and economies through the arts.

1. MAKE RECURRING the \$1 Million FY23 allocation to Grassroots Arts Program Grants.

- ✓ Grassroots Grants are equitable population-based allocations that go to all 100 counties.
- ✓ Local control of funding distribution insures that state investment meets community needs.
- ✓ Grassroots network infrastructure is crucial to distributing state and federal funding from NCGA.
- ✓ Recurring funds are needed for reliable and sustainable rural and urban economic growth.

2. RESTORE \$500k for NC Arts Council General Grants to reach 2008 funding levels.

- ✓ General Grants are crucial for targeted distribution of funding from NCGA.
- ✓ Operating and project support is provided to urban and rural nonprofit arts organizations statewide.
- ✓ Grants through locally led partnerships keep hundreds of independent artists working in local communities.



- ➔ North Carolina's Arts & Culture sector contributed **\$17.2 billion of economic impact in 2019 (2.8% of State GDP)** which dropped 4% in 2020 to \$16.5 billion.¹
- ➔ North Carolina's Arts & Culture sector employment was **127,546 in 2019 (2.6% of Total State Employment)** which dropped 9% in 2020 to 115,891.¹
- ➔ Each arts event attendee in NC spends **\$30.66 in addition to the cost of admission** at local businesses, such as hotels, retail stores, and restaurants.²
- ➔ **1 in 3 arts patrons are from other counties or out-of-state and spend twice as much** as locals.²
- ➔ Rural counties with performing arts organizations have **3 times more population growth**, attract more **workers and jobs**, and provide **higher incomes**.³
- ➔ NC Arts Council has a 50-year legacy of **accountable, strategic, and equitable investment** of taxpayer dollars through statewide grants for **arts, culture, and economic development**. Overall, every grant dollar invested by the NC Arts Council is **matched at a rate of 1:17**.⁴

1: US Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2022 (2020 data collected during the pandemic) 2: Arts and Economic Prosperity, American for the Arts, 2017 (data collected in 2015) 3: Rural Arts, Design, and Innovation in America, US Department of Agriculture Economic Research, National Endowment for the Arts (2018) 4: NC Arts Council, 2022

