$1 for the ARTS: Our Mission, Our Message... and more... 

Nate McGaha, Arts North Carolina
Tier I: 40 *MOST* economically distressed NC counties
Tier II: The next 40 NC counties in terms of economic distress
Tier III: The 20 *LEAST* economically distressed NC counties
Grassroots Arts Program Goal: $5 million

- Equitable Distribution of Locally Controlled Funds to ALL 100 Counties
- Requires Addition Investment of 22¢ per person ($2.2 million)
- All Counties treated EQUITABLY without leaving Tier I & II behind

NC Arts Council General Grants Goal: $5 million

- Purposeful Investments with Regional and Statewide Impact
- Requires Addition Investment of 15¢ per person ($1.5 million)
- Includes:
  - State Arts Resources (Museums, Performing Arts, Festivals, Venues)
  - Program and Project Support, Residencies and Education Programs
  - SmART Initiative, Military Veteran Arts Programs, Rural Touring Initiative
North Carolina Arts Council

- 50+ Year Legacy of Accountable Investment of Taxpayer Dollars
- NC Arts Council Grant Funding is awarded Strategically and Equitably
- Every NCAC Grants Requires a minimum 1:1 Funding Match
  - With exceptions only for some Tier I Counties
- Overall, every NC Arts Council Grant Dollar is Matched 1:17
- This money is being allocated to the NC Arts Council
  - Legislators need to feel both Pride and Trust in the NC Arts Council
  - Remember to mention the Positive Impact of the NC Arts Council
Grassroots Arts Program Goal: $5 million

- Equitable Distribution of Locally Controlled Funds to ALL 100 Counties
- Requires Addition Investment of 22¢ per person ($2.2 million)
- Grants go to Grassroots Partner Organization in 100 counties (Arts Councils)
- Those organizations allocate sub-grants to 545 organizations statewide
- Currently every county receives a $6,000 base allocation with additional funding awarded per capita
- With $5M, the base allocation could increase and rural communities would see a larger percentage growth, allowing for more significant impact
- All Counties are treated EQUITABLY without leaving Tier I & II behind
NC Arts Council General Grants Goal: $5 million

- Purposeful Investments with Regional and Statewide Impact
- Requires Addition Investment of 15¢ per person ($1.5 million)
- Includes:
  - State Arts Resources (SARs) have regional impact
  - Museums, Performing Arts, Festivals, Schools, Venues
  - Residencies and Education Programs in Schools
  - SmART Initiative for Creative Placemaking (Rural and Urban)
  - Economic Development and Downtown Revitalization
  - Military Veteran Arts Programs
  - Rural Touring Initiative for State Arts Resources
  - Program and Project Support for many organizations
Arts High School Graduation Requirement: H56=S238

- Fifth bill since 2012
- Keeps passing House- Never gets a vote in Senate
- Matching Senate and House bills improve chances
- Passed the NC House on March 20th 115-3 (best yet)

- One arts credit between grade 6 and 12
- State Board of Education has until December 15, 2022 to set criteria, create a plan for implementation, and report on Comprehensive Arts Education
- Would start with students entering 6th grade in 2022
  - First graduating class 2029

- H56: Primary Sponsors: Reps. Carney, Elmore, and Johnson
- 30 co-sponsors & passed NC House, now to NC Senate

- S238: Primary Sponsors: Sen. Ballard and Sen. Woodard
- 5 co-sponsors (all Democrats)
Arts High School Graduation Requirement: H56=S238

- Thank the House Representatives (except three)
- Tell Senators you support the bill and want it considered
- State Board of Education has over three years and ample flexibility to create the criteria and implementation plan that works best for NC schools and students
- Most schools (at least 93%) already provide arts classes
- Most students (at least 78%) are already meeting this requirement in Middle School
- Involvement in the arts has been proven to dramatically increase graduation rates and academic achievement, especially for the most economically challenged students
- Creativity is considered the most important skill for employees by 72% of business leaders
- For more information, contact Arts Caucus Chairs (bill sponsors) or Arts NC (nate@artsnc.org)
Governor Roy Cooper’s Budget

- $250,000 for the State Arts Resource Rural Touring Grants to reach Rural and Underserved Communities.
- $300,000 and two full time equivalent positions for the SmART initiative to expand the program.
- $300,000 and one full-time equivalent position for the A+ Schools initiative.

SAR Rural Touring and SmART are part of $1 for the ARTS
- SAR Rural Touring and SmART align with “Hometown Strong”
- Advocacy for staff positions can be difficult for advocates
- NC Arts Council Staff can advocate for Governor’s budget only

A+ Schools does not fit in the $1 for the ARTS grants “ask”
- Arts NC supports funding for A+ Schools
- A+ Schools of North Carolina is a national leader in Arts Integration Education
- $1 for the ARTS supports Arts Education statewide
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- Go to ArtsNC.org
- Click on Giant Mobile Site Icon
- Bookmark Site- Save to Home Screen
- Mobile Site has EVERYTHING:
  - Schedules for both days
  - Maps and Parking
  - Legislator Information
  - Legislative Leave Behind
  - Grant Information by County
  - Talking Points for the Issues
  - Information about the Arts Caucus
  - REPORT YOUR VISIT- ASAP AFTER MEETING
  - Survey for after ARTS Day

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