NC Arts Council (NCAC) has a 50-year legacy of accountable investment of taxpayer dollars through statewide arts grants. Increased funding will allow the NCAC to invest strategically and equitably in arts, culture, and economic development.

NCAC requires a 1:1 cash match for grant awards, except for organizations that serve rural and low-wealth Tier I counties. Every grant dollar invested by the NCAC is matched overall at a rate of 1:17.

**Grassroots Arts Program Goal—$5,000,000**

- Locally Controlled Funds
- Increase of 22¢ per person ($2.2 million)
- Equitable population-based allocation to each county
- Greater impact in rural communities
- Economic and cultural growth for the entire state

**NCAC General Grants Goal—$5,000,000**

- Purposeful Statewide Investment
- Increase of 15¢ per person ($1.5 million)
- Drives regional impact and partnerships
- Encourages significant economic development projects
- Supports programming for impoverished, young, and veteran populations

Total Grants Goal—$10 million

Requires an additional investment of 37¢ per person ($3.7 million)
Non-Profit ARTS in NC

- Create $2.12 Billion in Spending
- Support 71,977 FTE Jobs
- Produce $107 Million in NC State Taxes
- Generate $95 Million in Local Taxes
- Arts events attract ~30% of patrons from outside a county
- Promote additional spending; double from visitors
- Attract investment from businesses

How Arts Make CHANGE

- Rural Counties with performing arts organization have three times more population growth, attract more workers and jobs, provide higher incomes, and recover more quickly from recessions.
- Low-income students who are highly involved in the arts are five times more likely to graduate high school and twice as likely to graduate from college than their peers with no arts education.
- Students who are involved in the arts throughout four years of high school score 100 points higher on their SATs and are four times more likely to be recognized for academic achievement.
- The presence of creative and arts related jobs in NC counties is proven to be associated with increased visitor spending, retention and attraction of residents, and rising household incomes.

TOGETHER, Grassroots & General Grants

- Invest in arts organizations & artists
- Encourage economic growth & downtown revitalization
- Support arts education & youth programs which improve outcomes
- Champion arts integration (teaching STEM & other subjects with the arts)
- Support military/veterans arts programs
- Encourage partnerships & innovation