Arts NC Legislative Agenda for NCGA
What We Are Asking For and Why
This document lists our main legislative asks for the arts and provides information to put those requests into context.

Email this document before the meeting and possibly afterwards as a follow-up to your legislative meeting.

This document only provides the requests and the data to back it up, but your stories provide the heart and soul of arts advocacy.
Attitude of Gratitude

We want to be sure and express that the arts and culture community is grateful to the NC General Assembly for:

- Leadership and service throughout the COVID-19 pandemic.
- $9.4 million in relief for nonprofit arts from CARES Act funding.
- NC Arts High School Graduation Requirement insuring a well-rounded, sound, basic education for every student.
Pandemic Impact on the Arts Sector

FINANCIAL LOSSES are staggering in North Carolina
- $300 million in lost sales estimated from shuttered arts nonprofits. ¹,²
- $1 billion total economic impact estimated from shuttered arts nonprofits.¹,²
- $3.4 billion in lost revenue from the larger NC creative economy.²

JOB LOSSES are massive in North Carolina
- 36% of nonprofit arts jobs lost³ (est. over 10,000 in NC)
- 50% fine arts and culture industry unemployment² (est. over 40,000 in NC)
- 63% of artists and creative workers with no income⁴ (est. over 80,000 in NC)

Restart the Arts
$8 Million Grant Program
$4 million each year for two years, non-recurring.

Grants to Restart Public Arts Programs
Crucial to rebuilding communities and local economies as North Carolina reopens.
At least 30% for underserved and struggling rural communities.

- 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.¹
- 1 in 3 arts patrons are from other counties or out-of-state and spend twice as much as locals.¹ Participation will need to be encouraged/re-established as NC reopens.
- Arts nonprofits will take 2.5 years to recover, more than double other nonprofits.²
- Rural counties with performing arts organizations have 3 times more population growth, attract more workers and jobs, and provide higher incomes.³

Arts ARE Education

Arts Education in North Carolina should be:
- Fully and fairly funded, not disproportionately cut due to budget shortfalls.
- Remain part of a well-rounded education, not set aside for remediation of other subjects.
- Provided with PPE and other resources, to insuring that arts instruction can happen safely.

North Carolina needs Arts Education because:
- Socio-economically challenged students with high arts participation are 5 times more likely to graduate high school\(^1\) and twice as likely to achieve a college degree\(^2\).
- Students involved in the arts are four times more likely to be recognized for academic achievement\(^3\), and on average achieve 100 more points on their SAT score\(^4\).
- 72% of business leaders say that creativity is the number one skill they are seeking\(^5\).

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As a result of the pandemic, arts education in school districts across the state are facing budget shortfalls that may lead to arts spending cuts, a remedial focus on other subjects to combat learning loss, and a need for personal protective equipment (PPE) that is specific to the arts classroom.

**Arts ARE Education** provides the tools needed to take action locally:

- **Sign the Pledge** to stand up for arts education with advocates across the country.
- **Write your Legislators** about the importance of arts education. (2-minute email tool)
- **Pass a Resolution** to make sure your local School Board protects Arts Education.
- **Use the Toolkit** to take action and learn about the school budget process.
“The purpose of the Joint Caucus on Arts and Arts Education will be to educate Members of the House and Senate on the economic, education, and civic impact of the arts industry in North Carolina. The Caucus will meet as called by the Chairs for the purpose of disseminating research and information and to help grow awareness of North Carolina as The Creative State.”
Joint Caucus on Arts and Arts Education

Caucus Leadership

**NC House of Representatives**
Co-Chair: Rep. Becky Carney (D)
Co-Chair: Rep. Jeffrey Elmore (R)

**NC Senate**
Co-Chair: Sen. Vickie Sawyer (R)
Co-Chair: Sen. Mike Woodard (D)