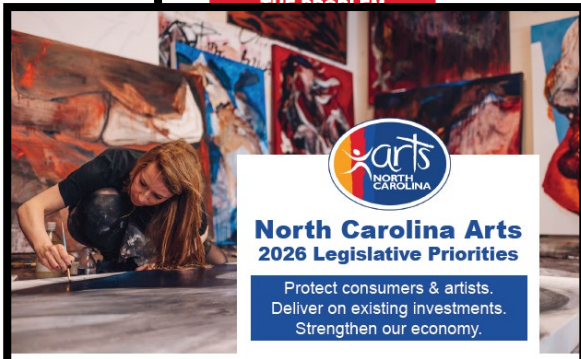




## **North Carolina Arts 2026 Legislative Priorities**

Protect consumers & artists.  
Deliver on existing investments.  
Strengthen our economy.





**North Carolina Arts 2026 Legislative Priorities**

Protect consumers & artists. Deliver on existing investments. Strengthen our economy.

**2026 Legislative Priorities**

- Pass S849 to Stop Dishonest Ticket Resale Practices
- Ensure K-5 Arts Education Funding is Used as Intended
- Fix the Grassroots Arts Program Funding Formula
- Unlock a \$500k Match in Private Foundation Funding with a \$500k Recurring Allocation for A+ Schools of North Carolina
- Include Arts and Creative Business in Western NC Recovery
- Close the \$6M Gap in NC Arts Council General Grants Funding



**Pass S849 Real Tickets, Real Fans Act and Stop dishonest ticket resale practices.**

**Ensure Visual and Performing Arts Instruction for K-5 Public School Students as Intended**

**Fix the Grassroots Arts Program Funding Formula**

Over 250,000 do not receive a Grassroots Arts Program allocation. These Tiers will restrict arts funding and access.

affected 8 counties as populations grow: 574,000 annually this year. Over \$70,000 each last year. Reduced from increased funding since 2023.

Given North Carolina: 10th in the nation in miles and per capita than any other state. Which is the envy of the entire nation. Arts and peer support networks. Distribution during emergencies like hurricanes.

Best when counties can rely on a funding source, not one based on shifting factors like population.

Consumer by: ... priced tickets are ... cannot honor.

tion in both ... 5 teachers for ... ended by the ...

rove K-5 ... performance for ... infractions, ...

of the state ... grades K-5 ... Arts, ... subject.

identifying themselves ... sellers use when ... primary seller. ... by seller so

**3**

**Include Arts Nonprofits & Businesses in All WNC Recovery and Invest in Regional Music & Craft Initiatives**


**Allocate \$500K recurring for A+ Schools and seek a \$500K private foundation match**

**OPPORTUNITY** Match is available from a foundation to fund A+ Schools in an arts-integration-school reform model. C, now multinational.

**WHY IT MATTERS** A+ Schools have increased performance and grade-level proficiency (especially for historically marginalized students) as well as better teacher retention.

**ACTION NEEDED** \$500,000 in recurring funding to: Sustain A+ Schools of Arts programming and infrastructure. Additional K-12 education across the state through training. The \$500,000 1:1 match from a private foundation.

**A+SCHOOLS**  
OF NORTH CAROLINA



**5**

**NC Arts & Culture Means Business (and JOBS)**

**Fix \$6M Funding Gap for NC Arts Council General Grants**

**\$3.36** Arts Per Capita

has not been ... years.

ers 41% of the arts grants.

nts statewide leaving a ... increase in NC Arts

ent regional economy by: ... are open to applicants

sectors ... tional growth

**Data Courtesy of ARTS AVL**

Other Sectors

essional, Scientific, & ... nical Services

& Entertainment

for ArtsAVL, Source: Lightcast 2023.3 (lightcast.io)

**7**

**NON-PROFIT ARTS IMPACT STATEWIDE**

**BILLION** ACTIVITY ANNUALLY

**7,977** JOBS BY ECONOMIC ACTIVITY

the impact of this activity generated ... ion in total tax ... federal, state, ... governments.

Arts, 2023. Arts & Economic Prosperity 6, ... of North Carolina.

ate

**F-STATE**

om Carolina

m the area ... spend over ... mies.

artsnc.org



# 2026 Legislative Priorities

- **Pass S849 to Stop Dishonest Ticket Resale Practices**
- **Ensure K–5 Arts Education Funding is Used as Intended**
- **Fix the Grassroots Arts Program Funding Formula**
- **Unlock a \$500k Match in Private Foundation Funding with a \$500k Recurring Allocation for A+ Schools of North Carolina**
- **Include Arts and Creative Business in Western NC Recovery**
- **Close the \$6M Gap in NC Arts Council General Grants Funding**





# Pass S849 Real Tickets, Real Fans Act and Stop dishonest ticket resale practices.

## THE PROBLEM

Many ticket resellers game the system and cheat the consumer by:

- **Pretending** to be the primary seller or an "official" seller.
- **Overcharging ridiculously high prices** when regular priced tickets are available from the primary seller.
- **Often selling fake or duplicate tickets** which the venue cannot honor.
- **Damaging the reputation** of the venue and the artists.

## THE IMPACT

**81% of venues report unauthorized ticket resale\***

**61% of venues report fraudulent tickets to events\***

Fraudulent Ticket Act



## THE SOLUTION

Pass S849 Real Tickets, Real Fans Act which will:

- **Require ticket resellers to be transparent**, clearly identifying themselves as resellers.
- **Ban deceptive language, images, and URLs** that resellers use when pretending to be primary sellers or to be endorsed by the primary seller.
- **Require resellers to provide web links to the primary seller** so consumers have a choice.
- **Ban speculative ticket sales**
- **Ban the use of "bots"** to circumvent sales restrictions.



# Ensure Visual and Performing Arts Instruction for K-5 Public School Students as Intended

## THE PROBLEM

- 1 in 20 North Carolina K-5 students don't have instruction in both Music and Visual Art.
- Legislation in 2018 added funding for more than 3,800 K-5 teachers for Arts, PE, etc.
- Many districts are simply not using the funding as intended by the NC General Assembly.

## WHY IT MATTERS


Research shows that the arts develop social skills and improve K-5 student outcomes:

- Correlation to improved reading, math, & science performance for 4th-5th graders.<sup>2</sup>
- Better interpersonal skills, less anxiety<sup>2</sup> and disciplinary infractions.<sup>3</sup>
- Improved empathy and increased higher education ambitions.<sup>3</sup>

## THE SOLUTION

Pass the current language *included in the House version of the state budget* which would require all NC public school students in grades K-5 to receive:

- Standards based instruction in **both Performing and Visual Arts**,
- **By subject-licensed educators** in standard sized classes,
- For **30 minutes once every 5 instructional days** for each subject.

A photograph of several young children in a classroom setting, focused on their work at a table. A blue text box is overlaid on the image.

1 in 20 North Carolina K-5 students don't have instruction in both Music and Visual Art.



# Fix the Grassroots Arts Program Funding Formula



## WHY IT MATTERS

Historically stable Grassroots funding has given North Carolina:

- **More local arts councils per square mile** and per capita than any other state.
- **Rural arts access with local control** which is the envy of the entire nation.
- Economic development infrastructure and peer support networks.
- Fast statewide response and resource distribution during emergencies like **Hurricane Helene & COVID-19**.

## THE SOLUTION

The Grassroots Arts Program works best when counties can rely on a **stable and reliable funding formula**, not one based on shifting factors like population & rankings.

## THE PROBLEM

Since 2023 Tier 3 counties with populations over 250,000 do not receive a share of 40% of the total Grassroots Arts Program allocation. These Tiers were designed to target economic policies, not restrict arts funding and access.

## THE IMPACT

Funding losses of over \$70k each have affected 8 counties as populations grow:

- **New Hanover County** will lose over \$74,000 annually this year.
- **Johnston & Cabarrus** counties lost over \$70,000 each last year.
- **Union County** and others were excluded from increased funding since 2023.





## Allocate \$500K recurring for A+ Schools to unlock a \$500K private foundation match

### THE OPPORTUNITY

A **\$500,000 match** is available from a private foundation to fund A+ Schools of North Carolina an arts-integration-based whole-school reform model was born in NC, now multinational.

### WHY IT MATTERS

**A+ Schools have increased performance and grade-level proficiency (especially for historically marginalized students) as well as better teacher retention.**

# A+SCHOOLS

OF NORTH CAROLINA

### ACTION NEEDED

**Allocate \$500,000 in recurring funding to: Sustain A+ Schools of North Carolina programming and infrastructure.**

- Enrich traditional K-12 education across the state through training.
- Receive the \$500,000 1:1 match from a private foundation.



# Include Arts Nonprofits & Businesses in All WNC Recovery and Invest in Regional Music & Craft Initiatives

## THE PROBLEM

- Creative businesses & nonprofits are often excluded from recovery and infrastructure funding.
- Tourism and employment **growth has slowed following Hurricane Helene.**
- Key gaps remain in workspace, capital access, and industry development.

## WHY IT MATTERS

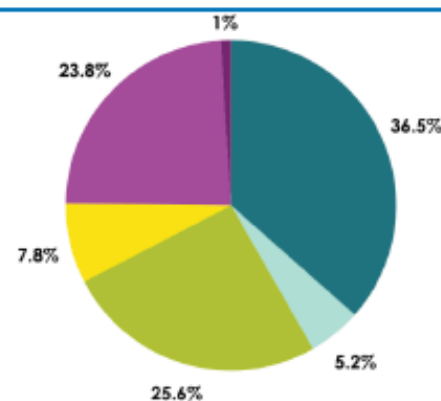
Western North Carolina's creative economy, **especially music and craft, is a major economic driver** and key to the 28-county region's recovery strategy.

- **\$3.1 billion** in creative economy sales in WNC (2024)\*
- **Over 30,000 jobs\*** are supported, including a large freelance workforce across the entire region.
- Nationally recognized in music, craft, and cultural tourism

## THE SOLUTION

Targeted investment is a chance to build a more resilient regional economy by:

- **Stabilizing** small businesses and creative workers
- **Strengthening** music and craft as core economic sectors
- **Driving** tourism, downtown revitalization, and regional growth



Total Sales by Sector  
**\$3,114,714,999**  
(2024)



# Fix \$6M Funding Gap for NC Arts Council General Grants

## WHY IT MATTERS

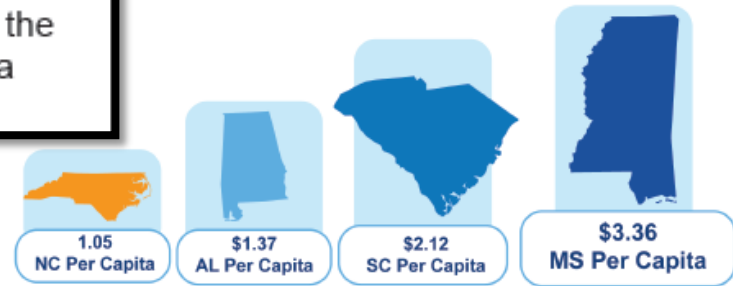
Currently funds are awarded throughout **96 counties** and are open to applicants from every NC county, supporting local economies.

## THE IMPACT

When costs rise each year and public investment doesn't, local programs struggle, especially in rural communities.

## THE SOLUTION

Allocate recurring funding for NC Arts Council General Grants to strengthen the creative economy, attract talented creative workers, and keep North Carolina competitive in the region.



**REGIONAL PER CAPITA**  
\$1.34 Regional Per Capita Average

“General Grants” funding has not been increased in over 15 years.  
Current allocation only covers 41% of the funding needed for these arts grants.

Over \$10,000,000 needed to fully fund eligible grants statewide but only about 40% of that is currently allocated, leaving a massive gap. It has been over 15 years without an increase in NC Arts Council General Grants funding.



# NC Arts & Culture Means Business (and JOBS)

## NORTH CAROLINA ART FACTS

Arts & Culture Sectors Represent...

**3.18% NC GDP**

**167,254 JOBS**



ARTS & CULTURE

TRANSPORTATION

UTILITIES

\$25BIL ARTS & CULTURE  
\$21BIL TRANSPORTATION  
\$12BIL UTILITIES

SOURCE: U.S. Bureau of Economic Analysis & National Endowment for the Arts (2025). Data collected for 2023.

## NON-PROFIT ARTS ECONOMIC IMPACT STATEWIDE

**\$2.2 BILLION**  
ECONOMIC ACTIVITY ANNUALLY

**37,977**

JOBS SUPPORTED BY ECONOMIC ACTIVITY

In 2022, the impact of this economic activity generated **\$439 million in total tax revenue to federal, state, and local governments.**

SOURCE: Americans for the Arts, 2023. Arts & Economic Prosperity 6, State of North Carolina.

## EVENT RELATED SPENDING Local, Non-Local, and Out-of-State



LOCAL NON-LOCAL OUT-OF-STATE

SOURCE: Americans for the Arts, 2023. Arts & Economic Prosperity 6, State of North Carolina.

1 in 3 nonprofit arts patrons are not from the area hosting arts events. Non-local patrons spend over twice as much within local economies.



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