



## Appropriation

## Requests



**\$10 million for the Arts in Western NC**  
impacted by Hurricane Helene  
*Strategic investment grants prioritizing  
impact, ROI, and community health.*

- **\$1.2 billion in sales generated by Creative Industries in the 26 impacted WNC counties in 2022\***
- 17,500 creative jobs, plus thousands of "gig" workers or extended proprietors in the 26 impacted WNC counties in 2022\*
- Nonprofits have been excluded from many aid programs available to other small businesses.
- Prioritizing the arts is essential for recovery as it was in Puerto Rico & New Orleans, which also rely heavily on tourism like WNC.

\*Americans for the Arts

**Close \$6 million funding gap  
for NC Arts Council General Grants**

- **\$10,000,000 to fully fund statewide need.**
- Current state funding is less than \$4,000,000, leaving a large gap.
- 15 years without increased funding has hurt programs.
- General Grants reach 96 counties through organizations & artists.
- All General Grants are open to applicants in all 100 counties.

***See the following pages: Arts Policy Priorities & Nonprofits Arts impacts.***





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### All Grassroots Arts Program Funding to All 100 Counties

- **7 counties are excluded from a share of 40% of funds for Grassroots Arts** as Tier 3 counties with populations over 250,000.
- **5 counties were excluded over the last two years.**
- Johnston & Cabarrus will lose \$70,000 each this year.
- Forsyth and Guilford could be excluded soon if economic stress in WNC counties moves them into Tier 3 status.
- This funding should be reliable, not based on shifting factors.

### Make recurring \$750k A+ Schools allocation from the last 2 years

- Up to \$500k match from a private foundation. (public-private partnership)
- Recurring funding is needed to sustain the program.
- Whole-school arts-integration-based reform model.
- Increased teacher retention, grade-level proficiency, and school performance (especially for historically marginalized students).



## Arts Policy

### Priorities 2025

#### Stop Fraudulent & Misleading Ticket Sales Practices

- Require third party ticket resellers to be transparent, identifying themselves as resellers and no longer pretending to be the venue, promoter, or authorized by the seller.
- Ban speculative ticket sales (selling tickets you do not possess).
- Ban the use of "bots" to circumvent sales restrictions.
- Ensure that resale buyers can access refunds for cancellations.

\*Advisory Board for the Arts

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

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

#### H418: Performing & Visual Arts Requirement for K-5 Public Schools

- **1 in 20 K-5 students don't have both Music and Visual Art.\***
- Standards-based arts instruction by subject-licensed educators.
- 30-minute standard size class, once every 5 instructional days each.
- \$250+ million for these teachers was allocated in 2018 but school districts are not following the intent on the NCGA.
- Arts develop social skills & improve student outcomes research shows.

\*NC Department of Public Instruction

**\$2.23  
Billion in  
spending &  
38,000 Full  
Time Jobs**

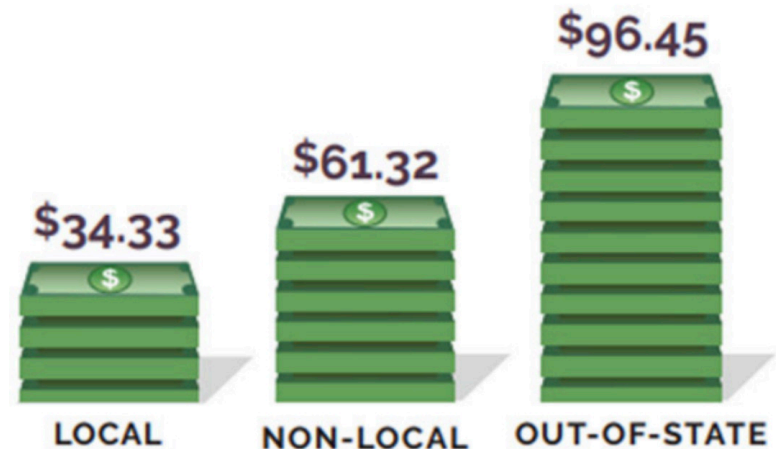
## **Nonprofits Arts**

## **Impact\***

- **\$1.05B of spending by arts nonprofits, \$1.18B by audiences**
- **\$439 Million in tax revenue: Local, State, & Federal**
- Local-\$48.6M, State-\$78.6M, Federal-\$48.6M
- 1 in 3 arts patrons are not from the area hosting arts events.
- Non-local patrons spend over twice as much on local economies.
- The event was the main purpose for the visit for 66.7% of non-locals.

\*Arts and Economic Prosperity 6. Americans for the Arts

### Event Related Spending Local, Non-Local, & Out-of-State



\*Arts and Economic Prosperity 6, Americans for the Art



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