Making the Case

Nate McGaha, Arts North Carolina
Share, Educate, and Ask for the Arts

Share your stories about how the arts impact you and the people in your community. It can be about access to the arts, arts education, or your local economy.

Educate and explain about research, data, and information showing how the arts and arts education are valuable and how increased investment in the arts will have a positive impact.

Ask for the arts and for investment in NC Arts Council Grants and the Nonprofit Arts Sector to improve your community, and all communities in North Carolina.
A Dollar for the ARTS

Arts Grants EQUAL to $1 for Every Person in North Carolina.
NC Arts Council TOTAL GRANTS Goal: $10,000,000

NC Arts Council Grants equal to $1 for every person in North Carolina
Total Grants Goal—$10 million
Requires an additional investment of 37¢ per person ($3.7 million)

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-income Tier 1 counties. Every grant dollar invested by the NCAC is matched overall at a rate of 1:1.7

Grassroots Arts Program Goal—$5,000,000
- Locally Controlled Funds
  - Increase of 25¢ per person ($1.2 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 50¢ per person ($1.5 million)
  - Encourages significant economic development projects
  - Supports programming for impoverished, young, and veteran populations

Non-Profit Arts in NC
- Create $2.12 Billion in Spending
- Support 73,977 FTE Jobs
- Produce $107 Million in NC State Taxes
- Generate $53 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 ART MAKES CHANGE
- Rural Counties with performing arts organizations have three times more population growth, attract more workers and jobs, provide higher incomes, and recover quicker 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 122 points higher on their SATs and are four times more likely to be recognized for academic achievement.
- The presence of creative 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

www.artscouncil.org
430 Glenwood Ave, Ste. 170, Raleigh, NC 27603
919.734.1414

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Raleigh NC
A Dollar for the ARTS

Arts Grants EQUAL to $1 for Every Person in North Carolina.
NC Arts Council TOTAL GRANTS Goal: $10,000,000

What NCAC General and Announcement Arts Grants Give for NC:
• Encourage arts organizations to adapt and serve new communities.
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• Support arts education and youth programs which improve student outcomes and create lifelong learners.
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What ARTS does for NC:
• Grants $13.1 Million for Expenses (E) ($13.1 Million, average: $1,185 per person)
• Support Arts Organizations ($3.5 Million, average: $1,185 per person)
• Produce $107 Million in NC State Taxes AND Generates $216 Million in Local Taxes
• Arts attracts $135 million annually to 30% of residents out of state
• Supports additional spending other than admissions, which doubles if people get local
• Arts council program businesses which create jobs and growth

How ARTS makes change:
• Arts council with arts organizations have three times more population growth, affect more workers and jobs growth, higher incomes and increase quality of services.
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Arts High School Graduation Requirement and Talking Points:
• Requires one credit in the arts between grades 9 and 12
• Supports student by the 4th grade (32% of high school in 2029)
• High School Board of Education (32%) will submit criteria and implementation plan
• 32 will report back to Legislative Education Oversight Committee by December 15, 2022

Talking Points Arts High School Graduation Requirement (2018):
• Arts Council can play an important role in helping to create the criteria and implementation plan that works best for NC students
• Arts high school students are already meeting the requirement in public schools
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For more information, contact Bill Napier (Bill.Napier@ncarts.org) or Arts NC (ncarts@ncarts.org).
What Nonprofit Arts DO for North Carolina
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$2.12 Billion in Spending (2015)

- Organizations: $937.5 Million
- Audiences: $1.18 Billion
What Nonprofit Arts DO for North Carolina

Total Jobs Supported (FTE) by NC Non-Profit Arts & Culture Organizations

By Organization Spending: 37,194
By Audience Spending: 34,783
Total Jobs: 71,977
What Nonprofit Arts DO for North Carolina

State & Local Government Revenue by NC Non-Profit Arts & Culture Organizations

Local: $94,544,000
State: $106,909,000
Total: $201,453,000
What Nonprofit Arts DO for North Carolina

NC Nonprofit Arts and Culture Attendees Spent $30.66 Per Person, Per Event

- Meals & Snacks: $15.04
- Local Transportation: $2.88
- Souvenir/Gifts: $7.26
- Lodging: $2.98
- Clothing & Accessories: $1.86
- Childcare: $0.42
- Other: $0.20

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What Nonprofit Arts DO for North Carolina

- Roughly **1 in 3** survey respondents said they were **not from the area** hosting the cultural event/attraction.

- **Non-local patrons spent over twice as much** in local economies than local patrons.

- **65% of non-local attendees** said the cultural event was the **primary purpose** for coming to the area.

- **48% said they would have traveled to a different community** for a similar cultural event.
Rural Counties with performing arts organization have three times more population growth, attract more workers and jobs, provide higher incomes, and recover quicker from recessions. (USDA)

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.

How arts make CHANGE for North Carolina
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.
What Organizations DO with NC Arts Council Grants

- Support Arts Statewide
- Encourage Economic Growth
- Spark Downtown Revitalization
- Improve Student Outcomes
- Have Greatest Impact on At-Risk Students
- Champion Arts Integration and STEAM
- Support Military and Veterans Programs
- Encourage Partnerships and Innovation
Attitude of Gratitude

**ALWAYS** thank the elected official for their time and service. It is hard work and a public service to represent you in government. Showing an appreciation of that is important.

- **Notes** – There is nothing better than a hand written and mailed Thank You Note.
- **Letters** – Everybody likes mail. A nice printed letter, signed by hand, is appreciated.
- **Emails** – Email may not get through, but it is better than no thank you at all. Email works well as an additional thank you with mailed pieces, but with links and attachments.