



# Making the Case

**Nate McGaha, Arts North Carolina**



**@ArtsNC #NCartsday19 #Dollar4theARTS #Arts4AllNC**



**@ArtsNorthCarolina**



# 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



## 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.





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**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-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

**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

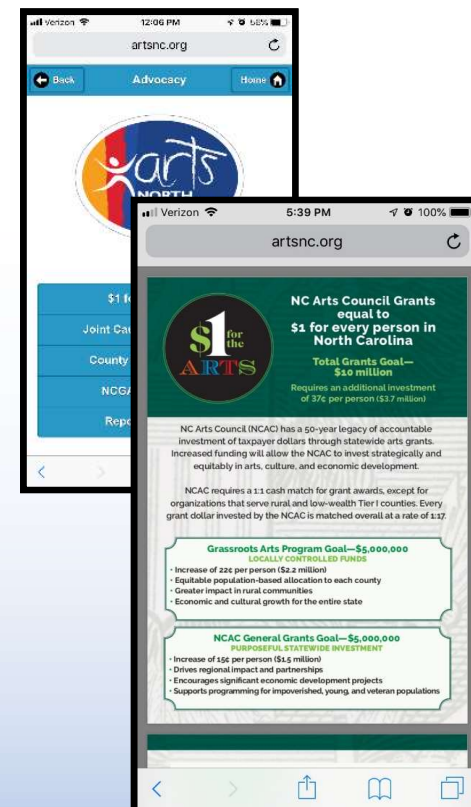
**How ART MAKES CHANGE**

- 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.
- 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

[www.artsnc.org](http://www.artsnc.org)  
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**Requires an additional investment of ONLY 37¢ per person**

### Share, Educate, and Ask for the Arts

- **Share your stories** that show 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 additional investment in NC Arts Council Grants and the Nonprofit Arts Sector to improve your community, and all communities in North Carolina, in a variety of ways.

### NC Arts Council

- NC Arts Council has a 50-year legacy of accountable investment of taxpayer dollars through statewide arts grants.
- Increased funding would be an additional investment of only **37¢ per person** (\$3.7 million).
- Increased funding will allow the NC Arts Council to invest strategically and equitably in arts, culture and economic development.
- The North Carolina Arts Council requires a 1:1 cash match for grant awards, except for organizations that serve rural and low-wealth Tier I counties. Overall, every grant dollar invested by the North Carolina Arts Council is matched at a rate of 1:1.7.
- Remember to speak well of the NC Arts Council and their impact on the state. You want your legislator to feel confident about the distribution and oversight of the grants.

### Grassroots Arts Program Goal: \$5,000,000

- Grassroots Grants are equitable population-based allocations that go to all 100 counties and are controlled locally, allowing each county to determine how to utilize those funds.
- Increased funding would be an additional investment of only **22¢ per person** (\$2.2 million).
- Impact will be greater in small communities and rural counties where each dollar can deliver more results, especially in Tier I and Tier II Counties which have the greatest need.
- This investment in all counties will promote economic and cultural growth for the entire state.

### NC Arts Council General Grants Goal: \$5,000,000

- The grants are purposeful investments with regional or statewide impact.
- Increased funding would be an additional investment of only **15¢ per person** (\$1.5 million).
- Includes grants for arts education, veteran's programs, and touring into rural areas.
- Encourages significant economic development projects that also create community pride.

### What NCAC General and Grassroots GRANTS DO for NC:

- Invest in arts organizations and artists that serve the entire state
- Encourage economic growth and downtown revitalization through a variety of projects and partnerships
- Support arts education and youth programs which improve student outcomes and creative thinking skills needed for 21<sup>st</sup> century careers, with greater impact on socio-economically disadvantaged students.
- Champion arts integration which includes teaching science and math, as well as other subjects by using the arts. STEAM has better results than STEM alone.
- Support military/veterans arts programs (NC has 2<sup>nd</sup> highest veteran population in the US)
- Encourage partnerships and innovations that best serve North Carolina

### What the NON-PROFIT ARTS DO for NC:

- Creates \$2.12 Billion in Spending (Organizations: \$940 Million, Audiences: \$1.18 Billion)
- Supports 71,977 FTE Jobs (Organization Spending: 37,194, Audience Spending 34,783)
- Produces \$107 Million in NC State Taxes AND Generates \$95 Million in Local Taxes
- Arts events in NC attract approximately 30% of patrons from outside the County
- Promotes additional spending other than admission, which doubles when patrons are not local
- Attracts investment from businesses, which creates jobs and growth

### 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 quicker from recessions.
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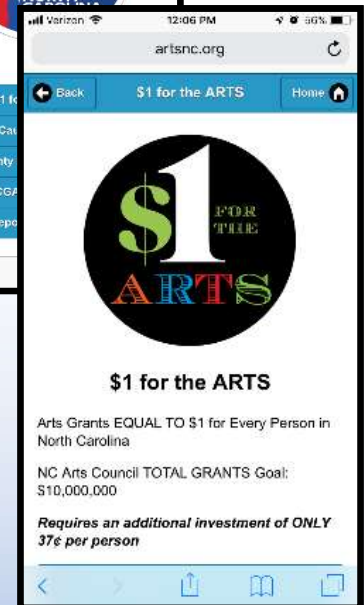
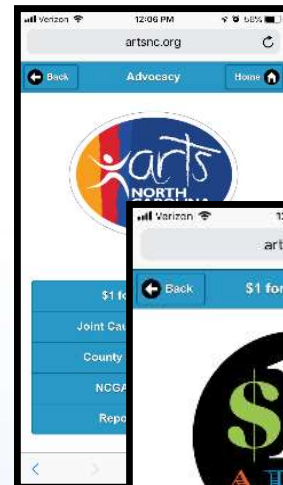
### Arts High School Graduation Requirement Talking Points

#### Arts High School Graduation Requirement (H56-S238)

- Requires one credit in the arts between grades 6 and 12
- Affects students entering the 6<sup>th</sup> Grade in 2022 (graduating High School in 2029)
- State Board of Education (SBE) will establish criteria and implementation plan
- SBE will report back to Legislative Education Oversight Committee by December 15, 2022

#### Talking Points Arts High School Graduation Requirement (H56-S238)

- State Board of Education (SBE) has over three years and ample flexibility to create the criteria and implementation plan that works best for NC schools and students
- Most schools (at least 93%) already provide arts education classes
- Most students (at least 78%) are already meeting this requirement in Middle School
- Involvement in the arts has been proven to dramatically increase graduation rates and academic achievement, especially for the most economically challenged students
- Creativity is considered the most important skill for employees by 72% of business leaders
- For more information, contact bill sponsors (Arts Caucus Chairs) or Arts NC ([nate@artsnc.org](mailto:nate@artsnc.org)).





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## **What Nonprofit Arts DO for North Carolina**





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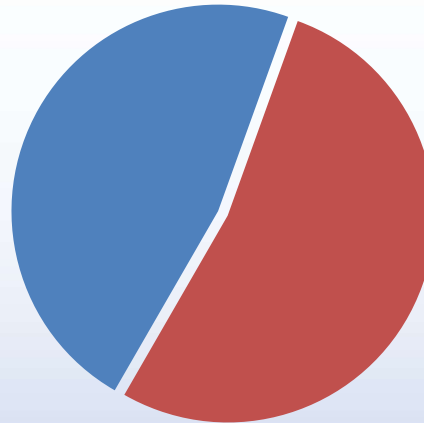
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## **What Nonprofit Arts DO for North Carolina**

**\$2.12 Billion in Spending (2015)**

**Organizations  
\$937.5 Million**



**Audiences  
\$1.18 Billion**



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## **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**



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## **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**





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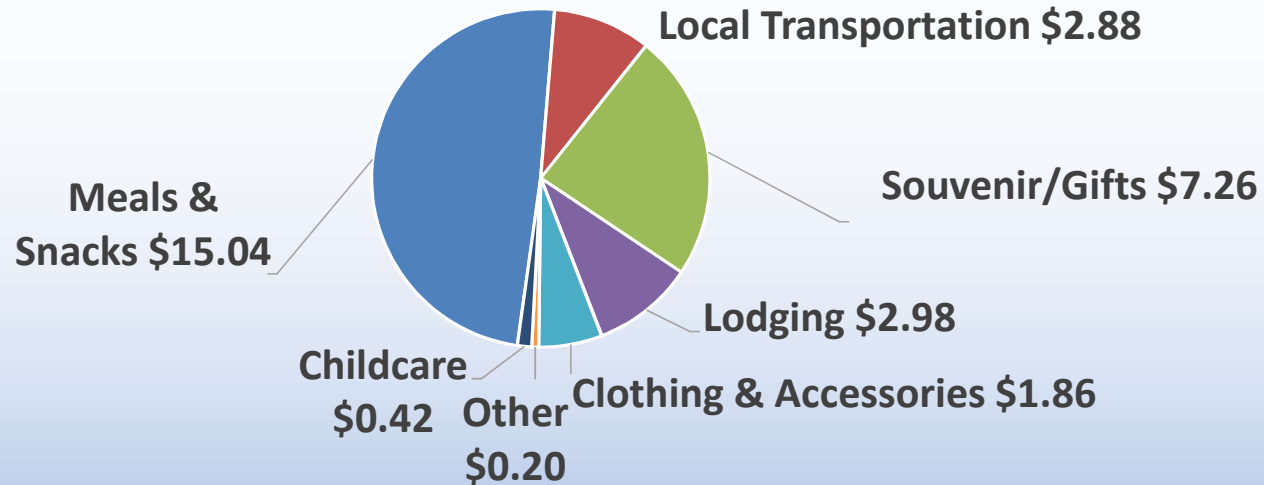
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## What Nonprofit Arts DO for North Carolina

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





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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



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## How arts make **CHANGE** for North Carolina

- ❑ **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**





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- ☐ **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.**







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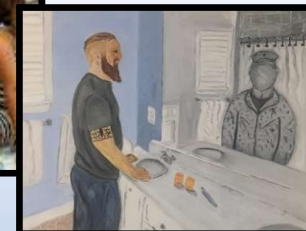
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## What Organizations DO with NC Arts Council Grants

- ☐ 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





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## 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.**

