

artsNC

All the arts. For all the people.



OUR MISSION



Uniting people and communities to strengthen and celebrate a creative North Carolina

OUR VISION

A vibrant North Carolina where the arts are embraced by all as indispensable.



How Will We Reach Our Vision?

By changing hearts, minds, and actions--
taking the arts from

 **“NICE”** TO **INDISPENSIBLE**

OVERVIEW

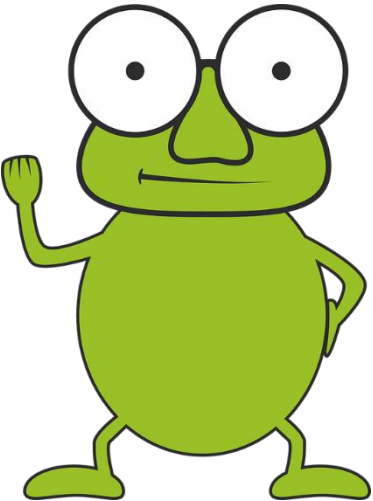
501(c)3, private non-profit organization

North Carolina's only statewide arts advocacy organization



Receives no state funding

Supported by license plate sales, donations, and earned revenue



Advocacy...is that like...
lobbying?

Well, sort of.

ADVOCACY

is active support for a cause, idea or policy.

LOBBYING

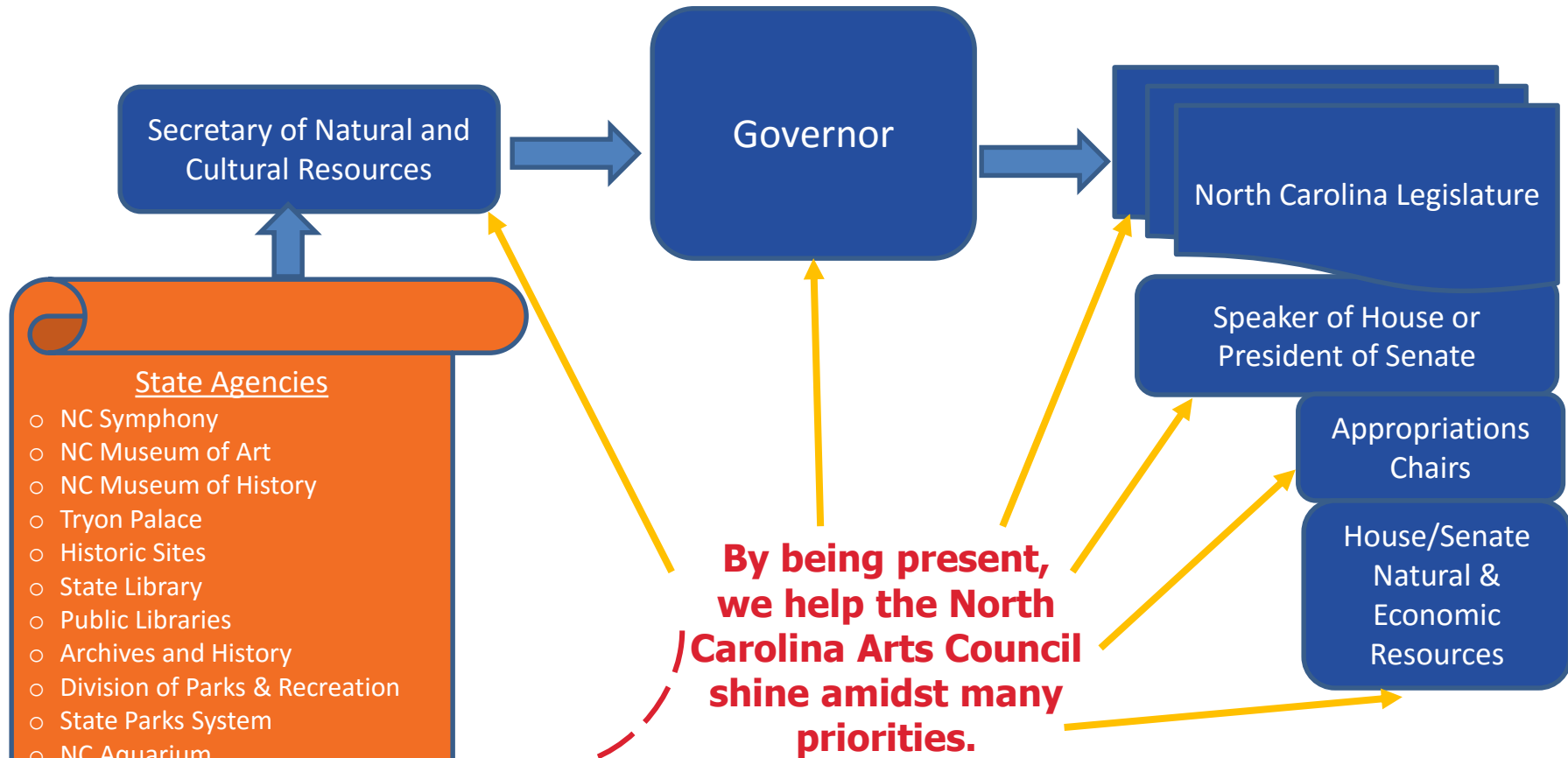
is action to advance money or policy requests.

You can't have lobbying without advocacy.

Organizations can file a 501h election and spend a portion of your budget in direct lobbying expenses.

Both advocacy and lobbying should be strategic and intentional.

Budget & Policy Process



State Agencies

- NC Symphony
- NC Museum of Art
- NC Museum of History
- Tryon Palace
- Historic Sites
- State Library
- Public Libraries
- Archives and History
- Division of Parks & Recreation
- State Parks System
- NC Aquarium
- NC Zoo
- Museum of Natural Sciences
- Clean Water Management Trust Fund
- **North Carolina Arts Council**



BUDGET PROCESS IN THE LEGISLATURE

HOUSE

- Appropriations: Agriculture and Natural and Economic Resources
- House Appropriations
- House Floor

KEY COUNTIES:

Duplin, Wayne, Jones, Carteret, Cherokee, Clay, Graham, Macon, Wake, Cabarrus, Henderson, Forsyth, Cleveland

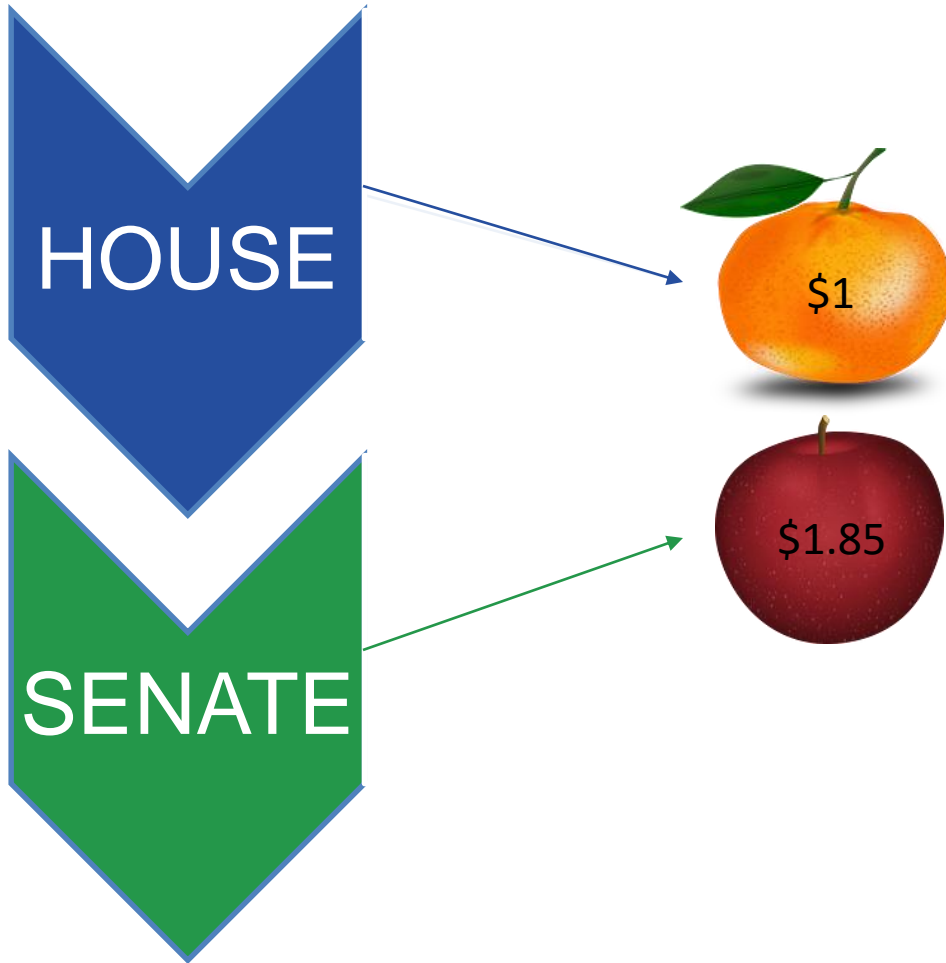
SENATE

- Appropriations: Natural and Economic Resources
- Appropriations, Base Budget
- Senate Floor

KEY COUNTIES:

Rockingham, Guilford, Henderson, Onslow, Gaston, Duplin, Johnston, Sampson, Davie, Iredell, Rowan, Gates, Hyde, Pasquotank, Perquimans

BUDGET PROCESS IN THE LEGISLATURE



**If, through this process,
the House and Senate
give us different items...**

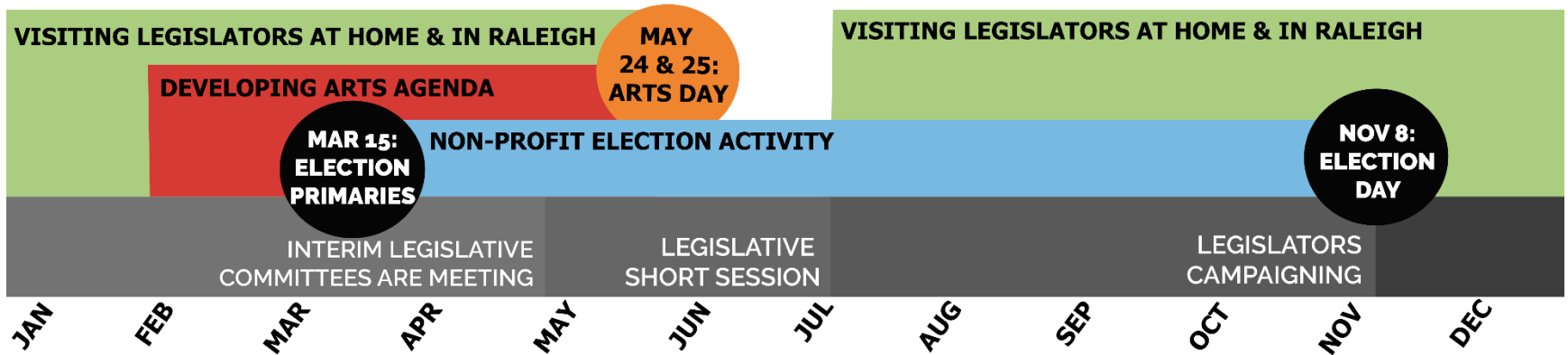
BUDGET PROCESS IN THE LEGISLATURE

**...our proposal gets sent to
conference committee...**



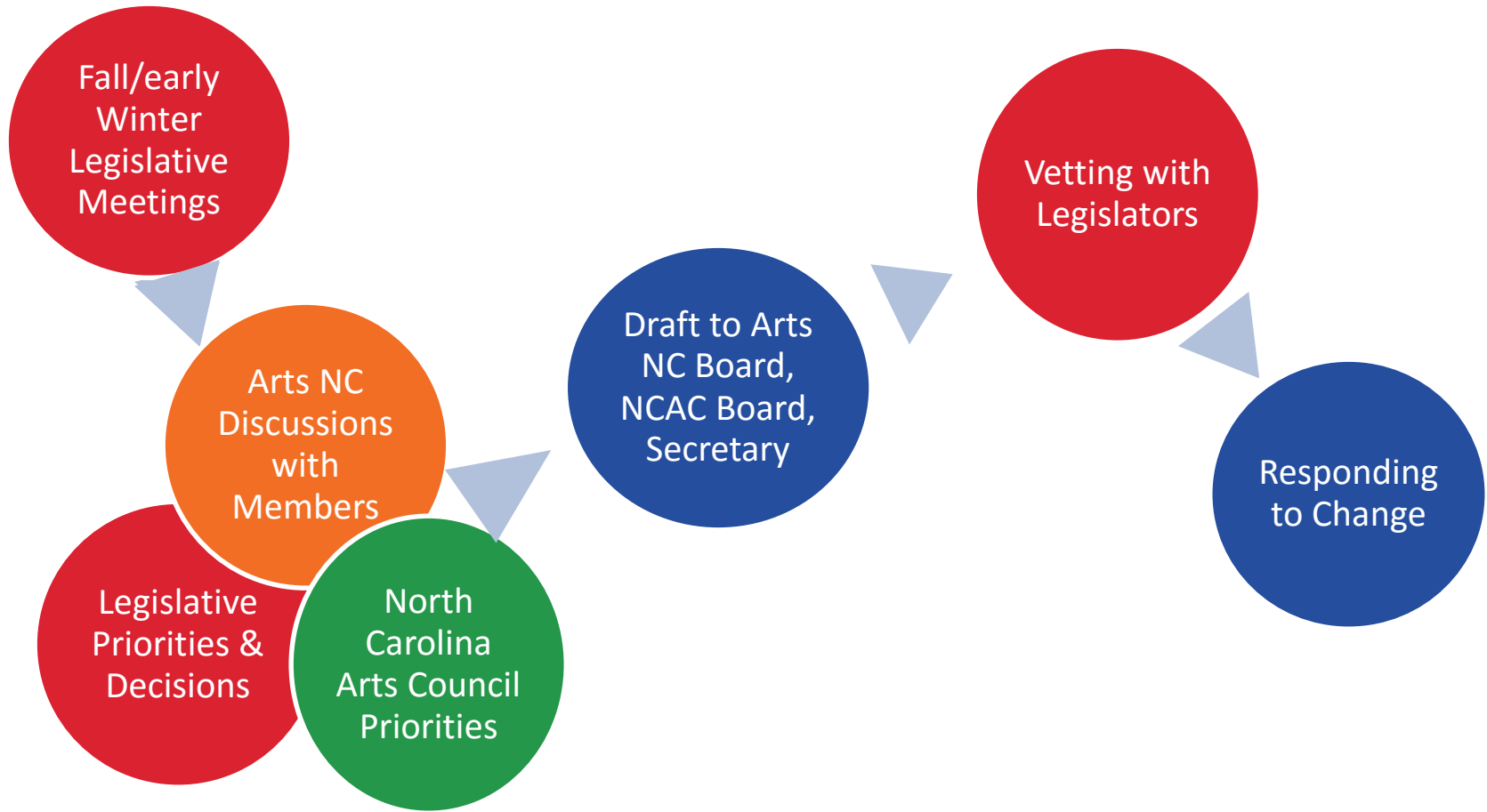
where we stay...for...a while.

Meanwhile...this is our Arts Advocacy Timeline

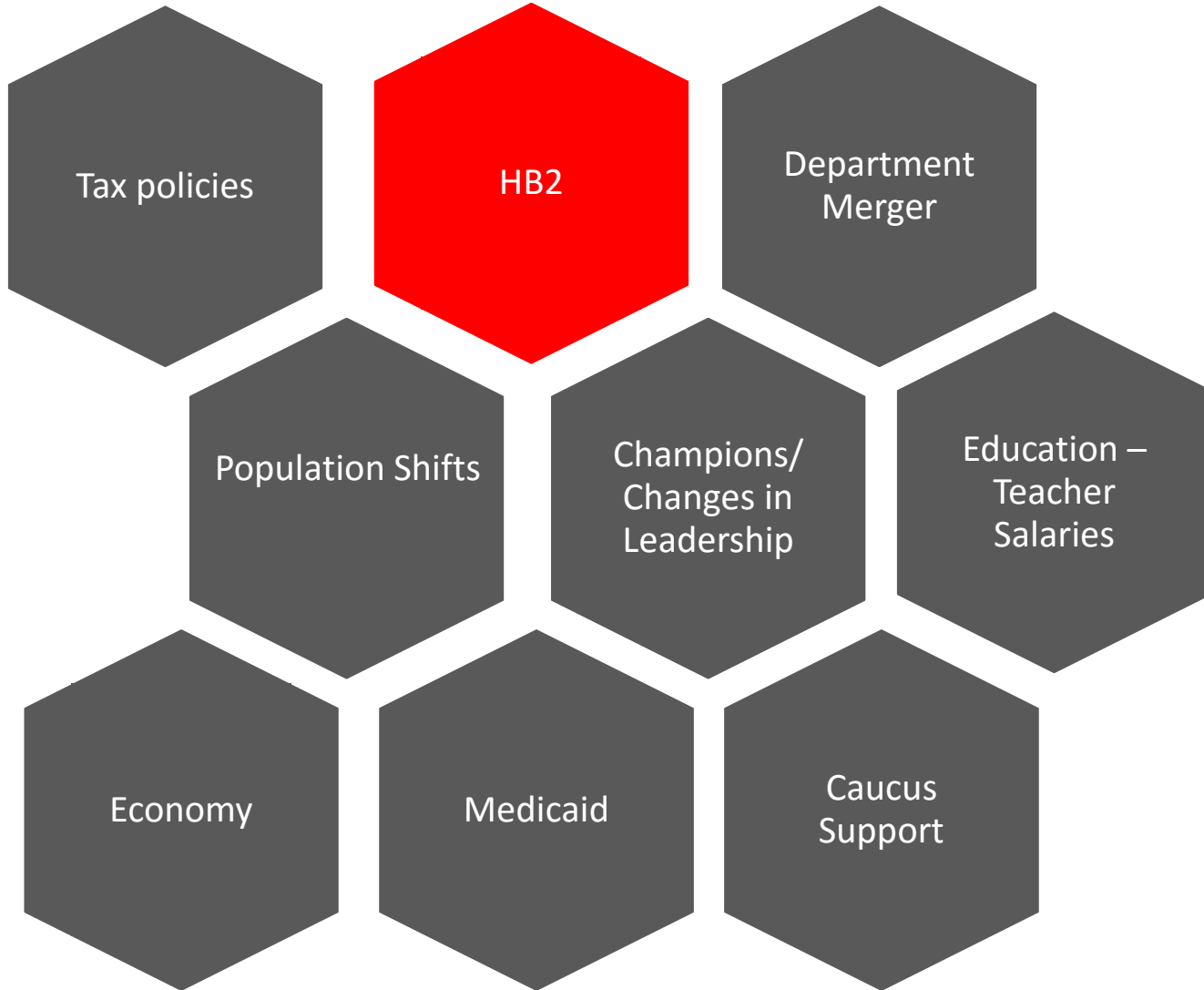


Download this timeline with a to-do list on artsnc.org advocacy materials page.

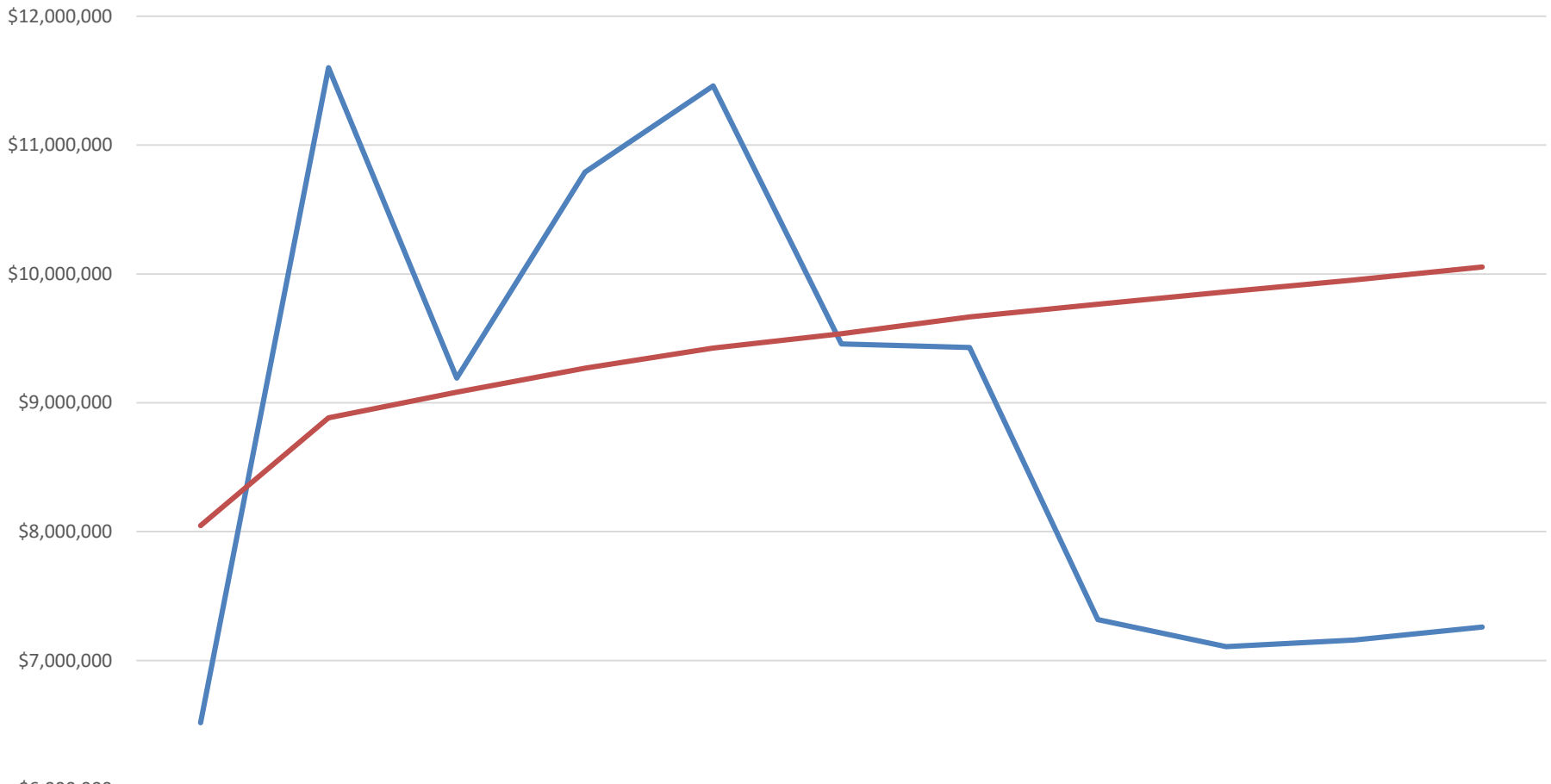
ARTS AGENDA DEVELOPMENT



ISSUES AFFECTING AGENDA



Population Growth Compared to Appropriation

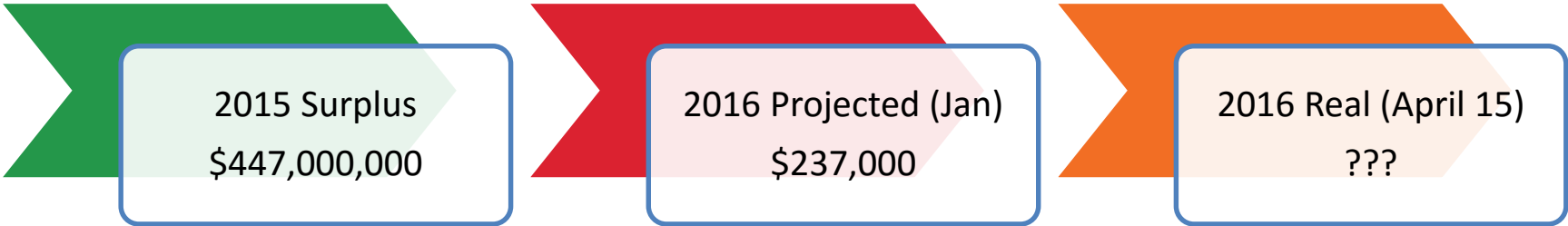


	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Appropriation	\$6,516,724	\$11,601,466	\$9,192,014	\$10,790,412	\$11,459,736	\$9,456,802	\$9,429,245	\$7,317,702	\$7,107,633	\$7,158,392	\$7,258,392
Population	8,046,668	8,883,695	9,082,723	9,269,633	9,424,782	9,535,483	9,666,068	9,765,229	9,861,952	9,953,687	10,054,722

— Appropriation — Population

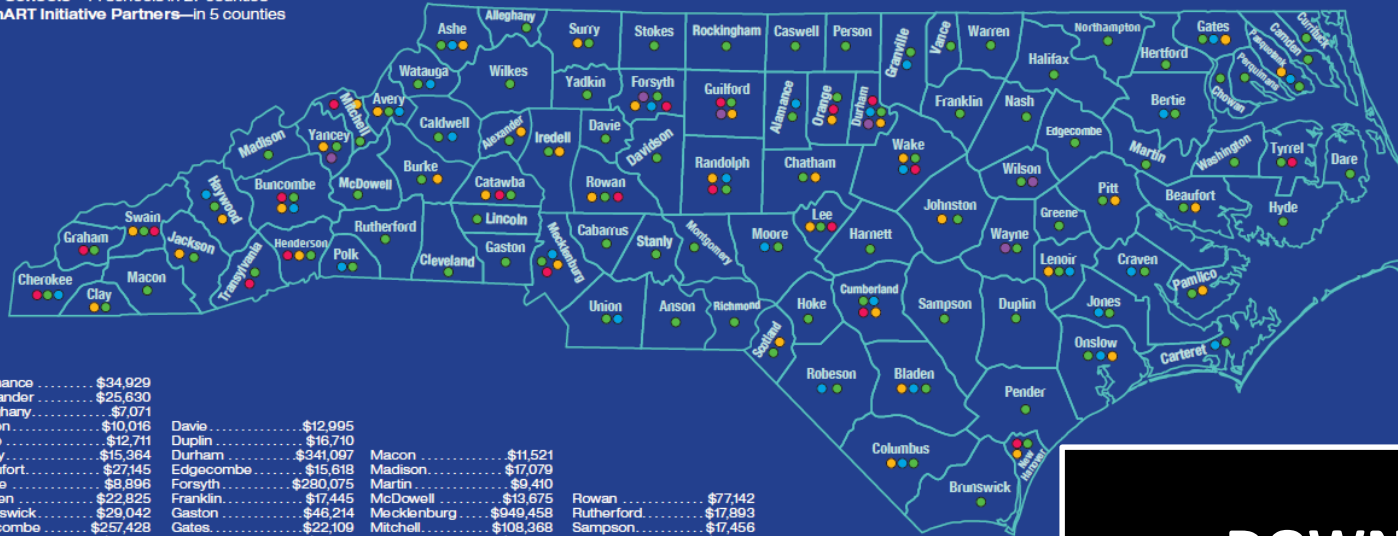
(Allocated resources are not keeping up with population growth.)

2016 North Carolina Revenue Position



EXISTING FUNDING IN NC

- Local Arts Council/Grassroots Partners—in all 100 counties
- State Arts Resources—53 Major Organizations in 21 counties
- Project Partners—200 projects in 47 counties
- A+ Schools—44 schools in 27 counties
- SmART Initiative Partners—in 5 counties

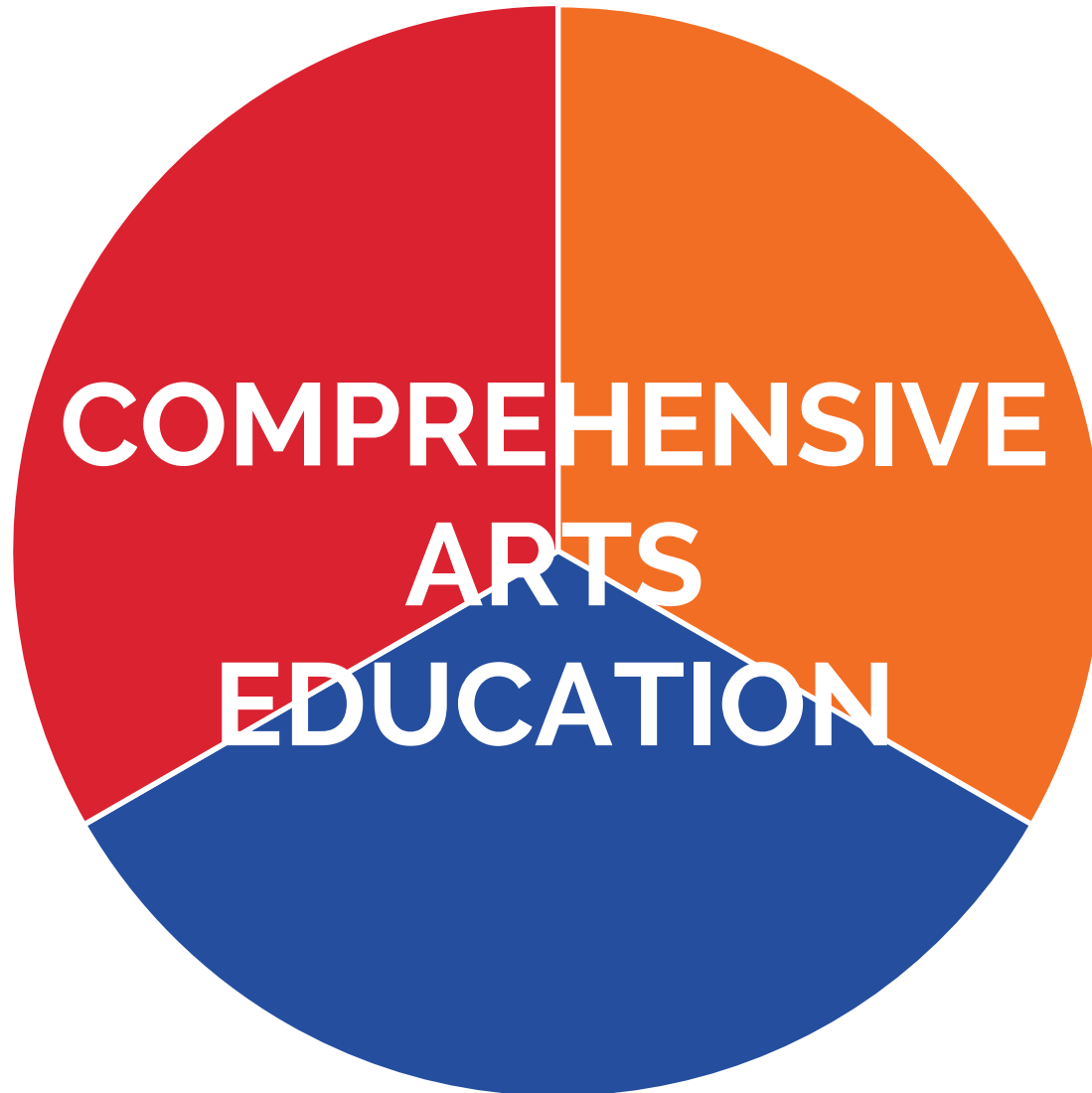


Alamance	\$34,929	Davie	\$12,995	Macon	\$11,521	Rowan	\$77,142
Alexander	\$25,630	Durham	\$341,097	Madison	\$17,079	Rutherford	\$17,893
Alleghany	\$7,071	Edgecombe	\$15,618	Martin	\$9,410	Sampson	\$17,456
Anson	\$10,016	Forsyth	\$280,075	McDowell	\$13,675	Scotland	\$14,821
Ashe	\$12,711	Franklin	\$17,445	Mecklenburg	\$949,458	Stanly	\$18,712
Avery	\$15,364	Gaston	\$46,214	Mitchell	\$103,369	Stokes	\$13,753
Beaufort	\$27,145	Gates	\$22,109	Montgomery	\$10,265	Surry	\$28,085
Bertie	\$8,898	Graham	\$31,178	Moore	\$23,344	Swain	\$89,852
Bladen	\$22,825	Granville	\$18,156	Nash	\$23,023	Transylvania	\$93,888
Brunswick	\$29,042	Greene	\$8,976	New Hanover	\$154,730	Union	\$25,703
Buncombe	\$257,428	Guilford	\$440,880	Northampton	\$8,864	Vance	\$13,562
Burke	\$29,011	Halifax	\$15,111	Onslow	\$47,403	Warren	\$50,789
Cabarrus	\$42,684	Harnett	\$30,034	Orange	\$105,609	Washington	\$7,348
Caldwell	\$20,788	Haywood	\$31,602	Pamlico	\$12,433	Watauga	\$15,246
Camden	\$6,935	Henderson	\$107,075	Pasquotank	\$36,405	Wayne	\$29,319
Carteret	\$26,776	Hertford	\$9,650	Perdrier	\$19,262	Wilkes	\$18,401
Caswell	\$9,492	Hoke	\$15,202	Perquimans	\$7,647	Wilson	\$30,246
Catawba	\$107,846	Hyde	\$6,055	Person	\$12,502	Yadkin	\$12,210
Chatham	\$33,627	Iredell	\$47,917	Polk	\$70,844	Yancey	\$18,383
Cherokee	\$92,059	Jackson	\$15,372	Randolph	\$58,817		
Clay	\$7,791	Johnston	\$50,711	Richmond	\$13,792		
Cleveland	\$18,049	Jones	\$6,962	Robeson	\$30,608		
Columbus	\$23,643	Currituck	\$9,830	Rockingham	\$22,490		
Craven	\$25,068	Dare	\$11,944				
Cumberland	\$126,604	Davidson	\$36,734				
Curry	\$1,944						
Dare	\$11,944						
Davidson	\$36,734						

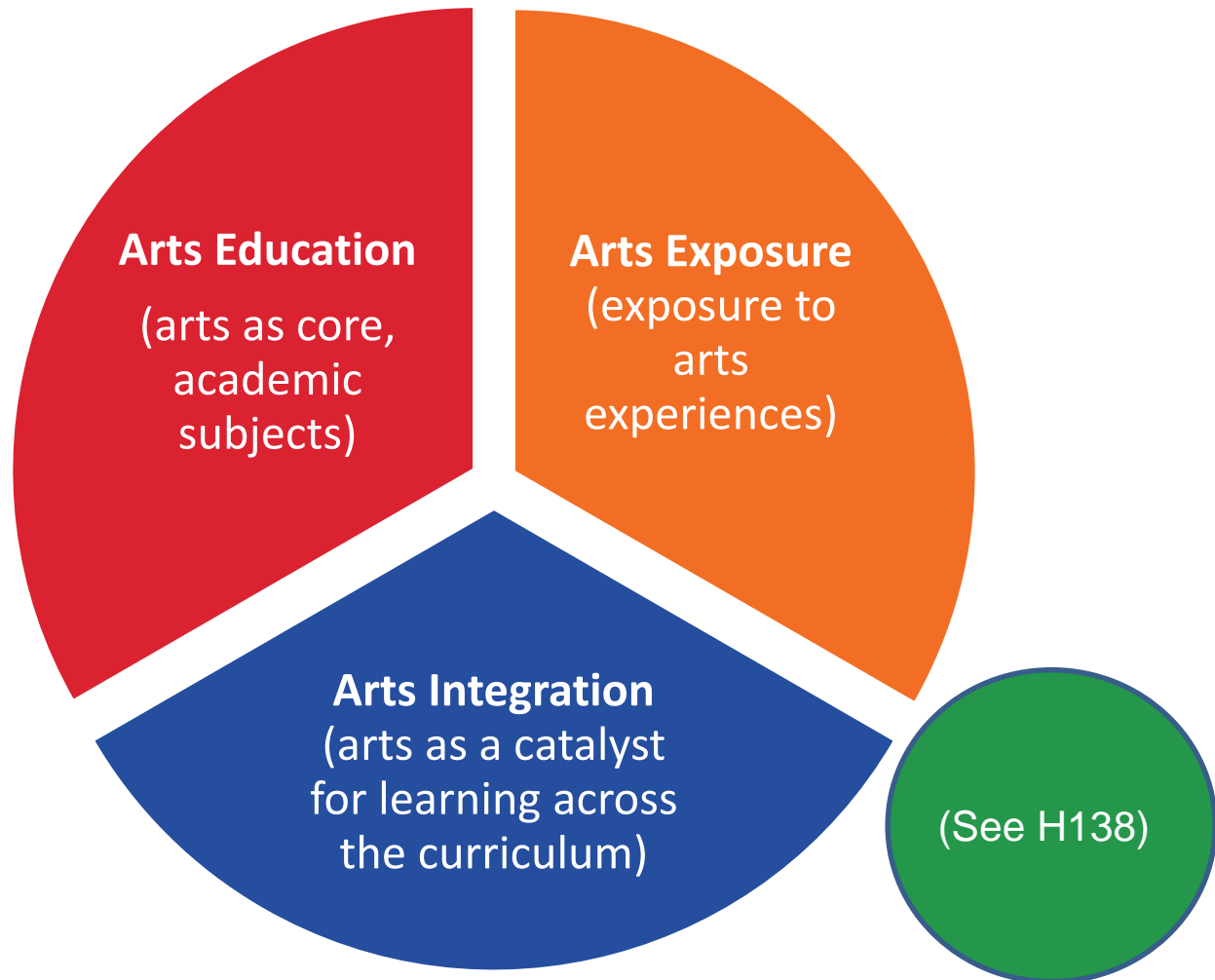


**DOWNLOAD
LEGISLATIVE LEAVE-
BEHIND TO SEE
FUNDING TOTALS FOR
EVERY COUNTY**

**Among other things, we are
working for policy that supports**



COMPREHENSIVE ARTS EDUCATION (CAE)



H138:

The State Board of Education shall modify the State graduation requirements to include one required credit in arts education to be completed by each student at any time in grades 6 through 12. (see www.ncleg.net)

H138 Is...

- **Simple**—no fiscal impact
- **Flexible**—one arts education credit anytime in grades 6 – 12
- **Diverse**—visual, music, dance, theatre, design; in-school, out of school, virtual
- **Accessible**—opportunities for all students regardless of where they live
- **Supported**—bi-partisan House vote of 96-21



CURRENT AGENDA

ARTS AGENDA

North Carolina Arts Council Programs

The arts erase divisions between and create opportunities for both rural and urban counties as a means of:

- Increasing quality of life for residents
- Spurring economic development
- Transforming education
- Leading downtown development
- Inspiring civic pride
- And providing urban areas necessary resources to serve an expanding population

Key:  benefits urban areas...  benefits rural areas

Grassroots Arts Program

North Carolina's highly developed and effective network of local arts councils partners with the North Carolina Arts Council to distribute the funding in all 100 counties. (See map on reverse.) The money is used for a variety of purposes including festivals, school programs, artist residencies, performances, exhibits and basic administration cost.

Success Spotlight: The Cabarrus County Arts Council serves a population of 192,103 people. With the \$42,884 (4.6% of their budget) they receive from Grassroots Arts they are able to generate an additional \$94,232.

2015-16 Funding Request	\$2,453,708
2016-17 Total	\$2,953,708

State Arts Resources

The North Carolina Arts Council supports 53 professional arts organizations spanning the state. These organizations are key to their region's economies (especially tourism), are vital resources to schools, and serve contiguous counties through excellence in professional arts experiences.

Success Spotlight: The John G. Campbell Folk School attracts visitors from all 50 states and internationally; this generates much of their \$5,000,000 budget. NC residents of Clay, Cherokee, Macon, Graham, and Swain counties get stand-by tuition discounts. State funds help The Folk School continue to be a destination for 6,000 art, craft and music students a year and a vibrant center for the arts economy of the Far Out West.

2015-16 Funding Request	\$2,331,000
2016-17 Total	\$2,831,000

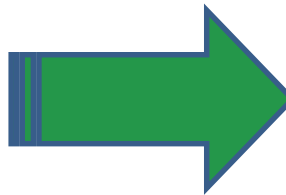
SmART

The SmART initiative utilizes the arts to revitalize towns and cities. Currently in five cities, expansion funding would create a cohort of 15 cities. SmART projects always require viable partnerships with local government, developers, and artists to collaborate and create communities that attract visitors and recruit and retain business and skilled workers.

Success Spotlight: The promise of the Volvis Simpson Whiting Park—a public space built around 31 moving sculptures—has inspired national funding as well as 2 major private investments totaling \$15.3 million to develop surrounding retail, restaurant, and residential property.

2015-16 Funding Request	\$150,000
2016-17 Total	\$650,000

2015-16 Program Total	\$4,934,708
+ Expansion Request	\$1,500,000
2016-17 Program Total	\$6,434,708




See Handout

Arts Education Policy

H138 The State Board of Education shall modify the State curriculum requirements to include one required credit in arts education to be completed by each student prior to high school graduation at any time in grades 6-12.

H138 is...

- Simple—no fiscal impact
- Flexible—one arts education credit anytime in grades 6-12
- Diverse—visual, music, dance, theatre, design, in-school, out of school, virtual
- Accessible—opportunities for all students regardless of where they live
- Supported—bipartisan House vote of 95-21



Advocacy & Lobbying Work Together



Grassroots:

foundation of our
success

250 organizations x
infinity and beyond

Professional Lobbyist:

since 2012

Election Engagement:

2016

(Non-profits: see
NonprofitVote.org)

GRASSROOTS ADVOCACY

Get
Educated

Join a
Group

ARTS Day

Individual
Actions

CAMPAIGN ELECTION



What can you do?



PROFESSIONAL LOBBYISTS

John Cooper

Stephen Kouba

Jackson Stancil



ADVOCACY

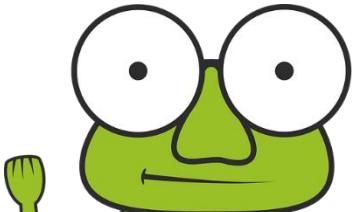
is basic:

→ what do you want

→ and why does it matter?

So what arts story can *you* tell?

**...Think about it, and come tell it
at ARTS Day.**



CALL TO ACTION

- Inform/Prepare yourself (and your board if you have one)
 - State Funding
 - Arts Agenda
- Promote/Attend ARTS Day – May 24-25
 - Sub-grantees
- Gather Community Stories for Arts Agenda
- Determine Key Messengers
- Prepare Communication Strategies

A green silhouette of the state of North Carolina is centered on the page. The words "stay artsy" are written in a white, lowercase, sans-serif font across the middle of the silhouette.

stay artsy

All the arts, for all the people, in every place.