



Arts North Carolina 2024 Legislative Requests

1

\$1,000,000 recurring increase for NC Arts Council General Grants

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

2

Provide ALL K-5 students with both Performing & Visual Arts

- On average, **1 of every 20 students does not have both Music & Visual Art instruction.**
- Standard based arts instruction by licensed educators.

3

Make current funding recurring for A+ Schools of North Carolina

- Whole-school arts-integration- based reform model operated within the NC Arts Council.
- Increases overall school performance and student grade-level proficiency.

The State of Arts Non-Profits in North Carolina

\$1.05B
SPENDING BY
NONPROFIT ARTS &
CULTURAL
ORGANIZATIONS

\$1.18B
EVENT RELATED
SPENDING BY
AUDIENCES

\$439M
LOCAL STATE & FEDERAL
GOVERNMENT REVENUE

38,000
FULL TIME JOBS

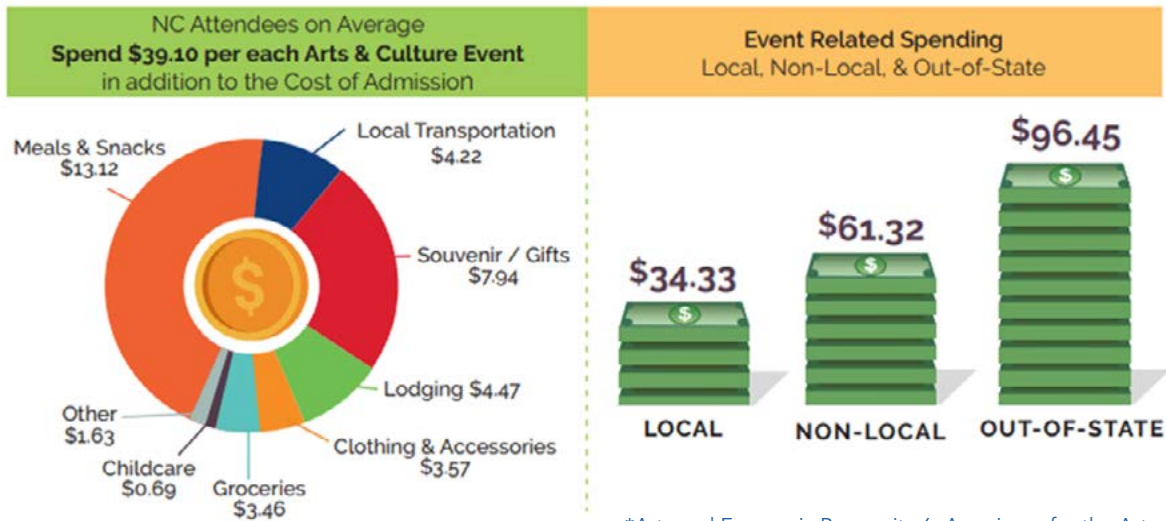
North Carolina’s nonprofit arts and culture industry generated **\$2.23 billion in economic activity in 2022.** Investments by arts organizations and arts agencies were a key driver of the resurgence of local economies after several challenging years.

*Arts and Economic Prosperity 6, Americans for the Arts

	DIRECT	INDIRECT	TOTAL
Total Expenditures in 2022	\$1,046,664,821	\$1,182,463,681	\$2,229,128,502
Jobs Supported (FTE) in 2022	20,662	17,315	37,977
Taxes from Arts Nonprofits in 2022	STATE \$78,649,021	LOCAL \$48,634,977	FEDERAL \$48,634,977
			TOTAL \$439,048,049

ARTS ATTRACT VISITOR DOLLARS

The State of Arts Non-Profits
in North Carolina cont.



*Arts and Economic Prosperity 6, Americans for the Arts

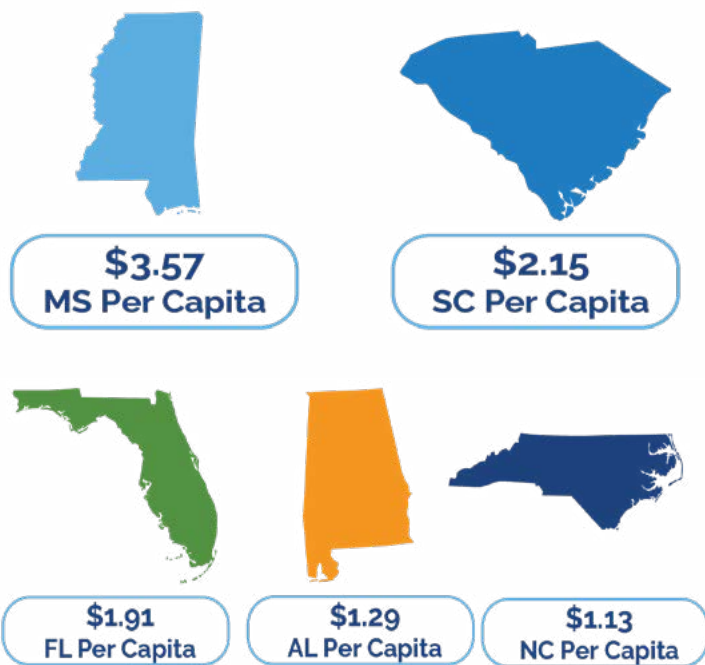
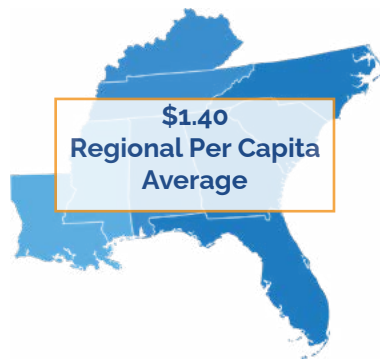
- **1 in 3 arts patrons** said they were not from the area hosting the cultural event/attraction.
- **Non-local patrons spent over twice as much in local economies** than local patrons
- **66.7%** of non-local attendees said the event was the primary purpose for visiting the area.
- **63.9%** said they would traveled to a different community for a similar cultural event

1

\$1,000,000 recurring increase for NC Arts Council General Grants

Increase for General Grants of \$1 million would equal \$1 per capita for Arts Grants (currently \$9.8 million) Total per capita appropriation is \$1.13 for NC Arts Council, which is not competitive regionally to attract talent and businesses to grow North Carolina.

*National Association of State Arts Agencies (NASAA)



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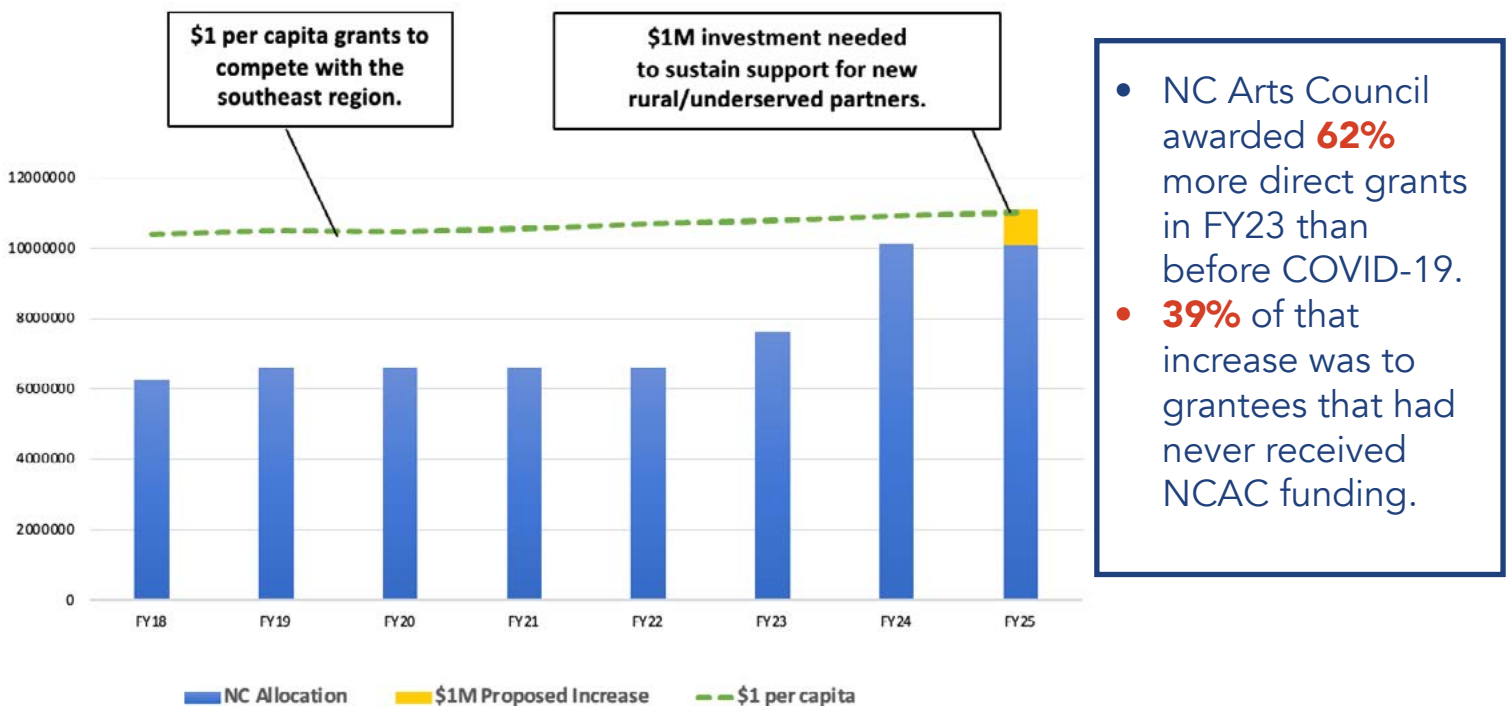
North Carolina Arts Council General Grants

- **NEW Sustaining Support Grants are open to ALL eligible NC arts organizations.**
 - Operating funding is no longer restricted to invited organizations.
 - Open to any arts organization in NC with a budget over \$75,000 and at least one half-time employee.
- **Project Support Grants** for small arts organizations and other organizations that provide arts programming.
- **Military & Veteran Healing Arts Grants**
 - Back this year after a pause caused by pandemic.
 - Arts projects that serve North Carolina’s military service men and women, veterans, and their families.
- **Education Grants:** Artists Residencies and Performances in public schools as well as programs Traditional Arts Programs to keep our NC heritage alive.
- **Support Grants:** Technical Assistance, Accessibility Training, Artist Support, and Statewide Service Organizations.

The NC Arts Council:

- Serves all 100 counties supporting diverse geographies and communities.
- Provides industry leadership that is crucial for support of the arts sector statewide.
- Has 50+ years of experience which enabled them to adapt quickly to the crisis of the last several years and administer funding, training, and expertise where needed.

NC Arts Council Grant Appropriations



**NC Arts Council empowers the nonprofit arts sector,
which creates jobs and grows the economy.**

2

Provide ALL K-5 students with both Performing & Visual Arts

- Local Education Agencies (LEAs) would be directed to provide both Visual and Performing Arts
 - Instruction by a teacher certified in their field,
 - For no less than 30 minutes every five instructional days, and
 - To no more than a standard classroom size for each grade level.
- Of the more than 630,000 K-5 public school students, **96% are enrolled in Music and 94% in Visual Art.**
- Music and Visual Art classes have been shown to develop social emotional skills and improve behavior.
- Creativity is considered the most important skill for employees by **72%** of business leaders.
- NCGA passed SL-2018-2 and already provides roughly \$250 million for Program Enhancement Teachers (Dance, Music, Theatre, Visual Art, P.E., etc.) for K-5 students. (1 teacher for every 191 students)



1 of every 20 K-5 public school students is not enrolled in Music & Visual Art.



*NC Department of Public Instruction, State Education Directors of Arts Education (SEDAE), and Quadrant Research: Investigating the Causal Effects of Arts Education, Daniel H. Bowen & Brian Kisida, 2022

3

Make recurring the current funding for A+ Schools of North Carolina

- Whole-school arts-integration-based reform model run by the NC Arts Council.
- Increases overall school performance and student grade-level proficiency.
- Preliminary findings show A+ schools have better teacher retention.
- Traditionally marginalized students show largest & quickest achievement gains.
- Founded in NC in 1995, the program has expanded nationally and internationally, serves as a resource for traditional schools, and needs sustained investment.

*Americans for the Arts, Arts Education Navigator, Facts and Figures

Low income students involved in the ARTS throughout 4 years of high school are

5x

LESS likely to DROP OUT of HIGH SCHOOL

2x

MORE likely to OBTAIN A COLLEGE DEGREE