

ARTS NC 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 Music and 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.

NONPROFIT ARTS IN NORTH CAROLINA

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.

That \$2.23 billion in statewide economic activity includes:

- \$1.05 billion in spending by nonprofit arts and cultural organizations
- \$1.18 billion in event related spending by audiences
- \$439 million in local, state and federal government revenue
- 38,000 full-time jobs

ARTS ATTRACT VISITOR DOLLARS

NC Attendees on average spend \$39.10 per each Arts & Culture event in addition to the cost of admission.

Meals & Snacks - \$13.12

Local Transportation – \$4.22

Souvenir/Gifts - \$7.94

Lodging - \$4.47

Clothing & Accessories - \$3.57

Groceries - \$3.46

Childcare - \$0.69

Other - \$1.63

Event Related Spending

(Local, Non-local & Out-of-State):

Local - \$34.33

Non-local - \$61.32

Out-of-State - \$96.45

Data from - <https://www.ncarts.org/arts-council-z/research/arts-economic-prosperity-6-aep6>

- 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

Request Item 1

\$1,000,000 increase in recurring funding 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.

Southeast Regional Per Capita Average - \$1.40

North Carolina - \$1.13 per capita

Alabama - \$1.29 per capita

Florida - \$1.91 per capita

South Carolina - \$2.15 per capita

Mississippi - \$3.57 per capita

Data from - <https://nasaa-arts.org/research/funding/>

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

NC 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 \$75k & 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 that Traditional Arts Programs to keep our NC heritage alive.
- **Support Grants**: Technical Assistance, Accessibility Training, Artist Support, and Statewide Service Organizations.

NORTH CAROLINA ARTS COUNCIL

- 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 Allocation	\$1M Proposed Increase	TOTAL
FY18	\$ 6,243,388.00		\$6,243,388.00
FY19	\$6,593,388.00		\$6,593,388.00
FY20	\$6,593,388.00		\$6,593,388.00
FY21	\$6,593,388.00		\$6,593,388.00
FY22	\$6,593,388.00		\$6,593,388.00
FY23	\$7,593,388.00		\$7,593,388.00
FY24	\$10,093,388.00		\$10,093,388.00
FY25	\$10,093,388.00	\$1,000,000.00	\$11,093,388.00

- NC Arts Council awarded 62% more direct grants in FY23 than before COVID-19.
 - 39% of that increase was to grantees that had never received NCAC funding.
 - Many of those new grantees are from rural and underserved communities.

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

Total Expenditures in 2022:

Direct - \$1,046,664,821
 Indirect - \$1,182,463,681
Total - \$2,229,128,501

Jobs Supported (FTE) in 2022

Direct – 20,662
 Indirect – 17,315
Total – 37,977

Taxes from Arts Nonprofits in 2022

State – \$78,649,021
 Local – \$48,634,977
 Federal – \$48,634,977
Total - \$439,048,049

Request Item 2

Provide all K-5 students with both Music and Visual Arts.

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

- Local Education Agencies (LEAs) would be **directed to provide both Music and Visual Arts**
 - Instruction by a **certified Music/Visual Art teacher**,
 - **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** (Music, Visual Art, P.E., etc.) for K-5 students. (1 teacher for every 191 students)

Data from - <https://artsednc.org/resources/arts-education-data-project/>

Request Item 3

Make recurring the current funding 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.
- Traditionally marginalized students show the largest and quickest gains in achievement.
- Founded in NC in 1995, the program has expanded nationally and internationally, serves as a resource for traditional schools, and needs sustained investment.

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

- 5 times less likely to drop out of high school
- 2 times more likely to obtain a college degree

Data from - <https://www.americansforthearts.org/by-program/networks-and-councils/arts-education-network/tools-resources/arts-ed-navigator/facts-figures>