

**Impact of Charlotte-Mecklenburg's
Arts & Cultural Sector
&
Request for Task Force**



**ARTS & SCIENCE
COUNCIL**

Presentation Goal

- Request County participation in a public/private task force that will assess the cultural sector's future role in the community and the required revenue model to support it.



Presentation Outline

- History of the Arts & Culture Sector
- Sector impact on the economy
- Challenges currently facing the Sector
- Task Force Details
- Questions



What attracts us to Charlotte?

- Soul of the Community Study
- **#1 Reason was social offerings**, like Arts and Culture, Parks and Libraries



A Brief History

- Public and Private leadership worked together to create cultural vision for region
- Formed ASC as:
 - Outsourced cultural department for both Mecklenburg County and City of Charlotte
 - Consolidated fundraising tool for individual and corporate giving



ASC's Impact

- \$1 Billion in public/private investments
- Fueled growth of new facilities and institutions
- Unparalleled collaboration, efficiency, and results



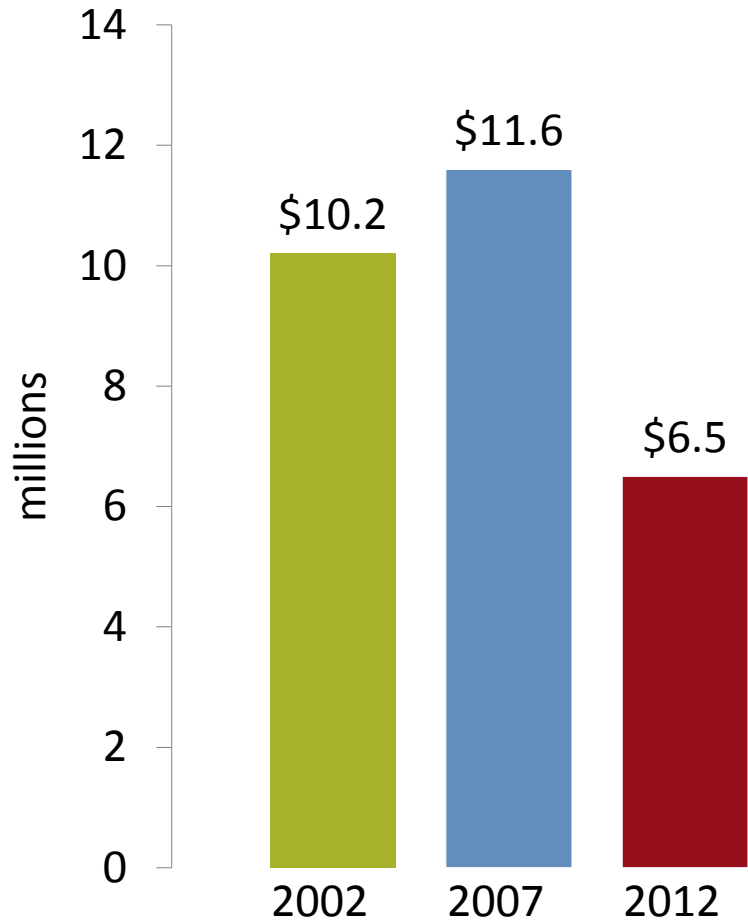
Sector Impact

- \$200+ million in annual economic impact
 - Supports 6,240 Jobs
 - Generates \$18+ million in local gov't revenue
- Over 75,000 events w/ 4 million attendees
 - More than all local professional sports combined
 - 40% from outside Mecklenburg County

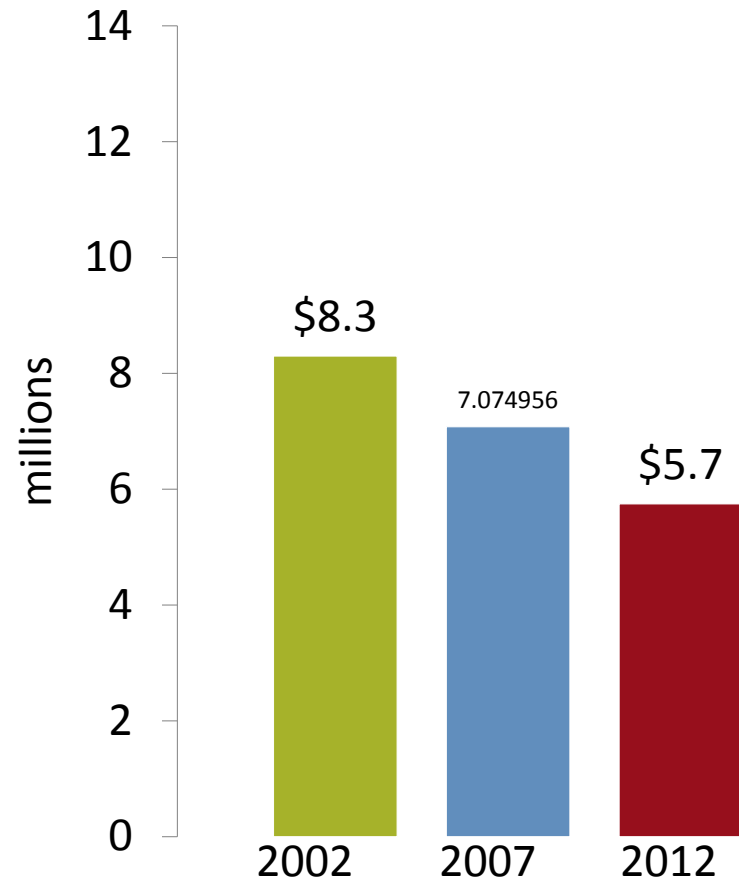


A Funding Challenge

ASC Annual Campaign

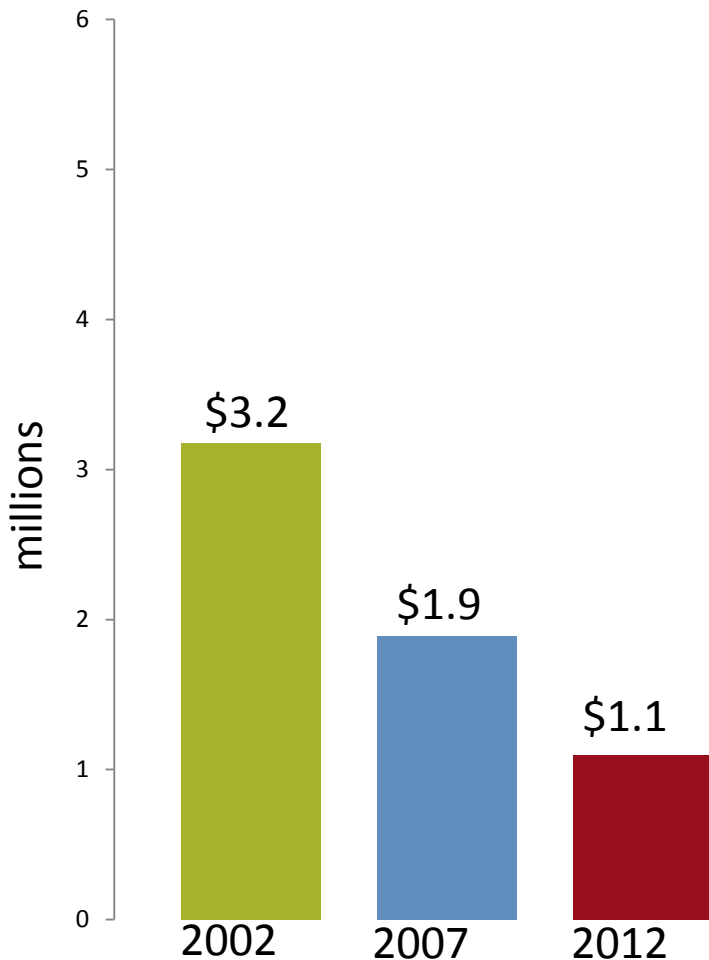


Public Funding

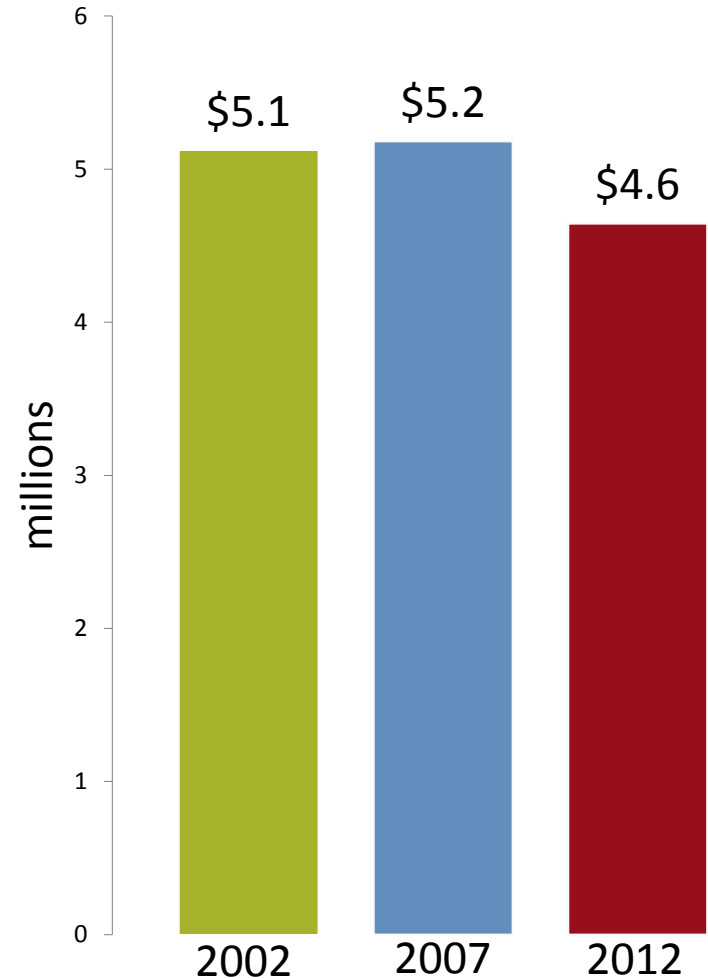


County and City Support

Mecklenburg County Support



City of Charlotte Support



*Includes designated support for Spirit Square, restricted education support and direct facility operating expense for City owned facilities. Does not include public art appropriations.

Impact of Lost Funding

- \$8M reduction annually in support of sector
- Education and community activities slashed
- Significant operating cutbacks by major institutions
- Charlotte Museum of History future in question



Why a Task Force

- The funding model is eroding
- The community has voiced a need for more access and relevant programming, innovation, and cultural education
- It will only be possible to provide these reasonable requests with a new model



Task Force Charge

- Examine public/private partnership model
 - Review and commission research
 - Understand best practices
- Provide opportunities for community input
- Develop options for future model
- Recommend actions



Taskforce Makeup

ASC	City of Charlotte	Mecklenburg County	Community Partners	Charlotte Chamber
Co-Chairs (2)	Tourism Sector (1)	Town/Un-incorporated Representatives (2)	CMS (1)	Business Community (3)
At-Large (2)	At-Large (2)	At-Large (1)	FFTC (1)	

- 15 Members Total
- Bipartisan, resembles the demographic make-up of the county/city population, and understands the needs and issues



Appointment Process

- Elected officials may submit names for consideration to the Clerk by March 15th – submit name, contact info, bio/resume
- After consultation with Chair of the Mecklenburg County Board of Commissioners, City of Charlotte Mayor, ASC and Charlotte Chamber, Co-chairs will appoint members



Next Steps

- March 4th – Present to Charlotte City Council
- April 1st – Task Force appointed and begins work
- December 2013 – recommendations presented to City, County, Chamber and ASC

