



Building the Cultural Capital of the South

Securing Resources to Establish the Preeminence of Charlotte-Mecklenburg's Arts, Science & History Community in the 21st Century

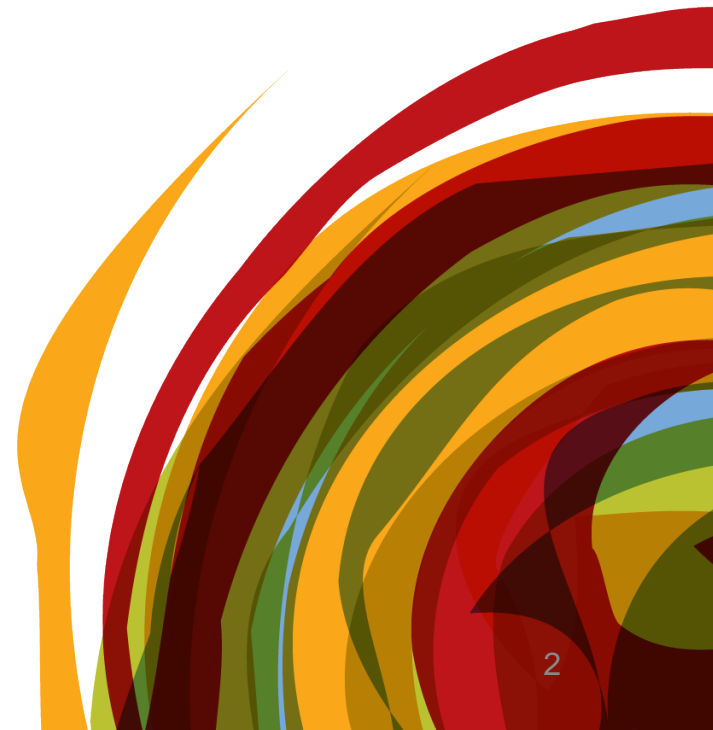


Culture For All.

A Briefing for the Mecklenburg County Board of Commissioners

AGENDA

- Our Partnership Is Working
- Current State & Study Committee
- Recommendations
- Next Steps



Our
Partnership
Is Working



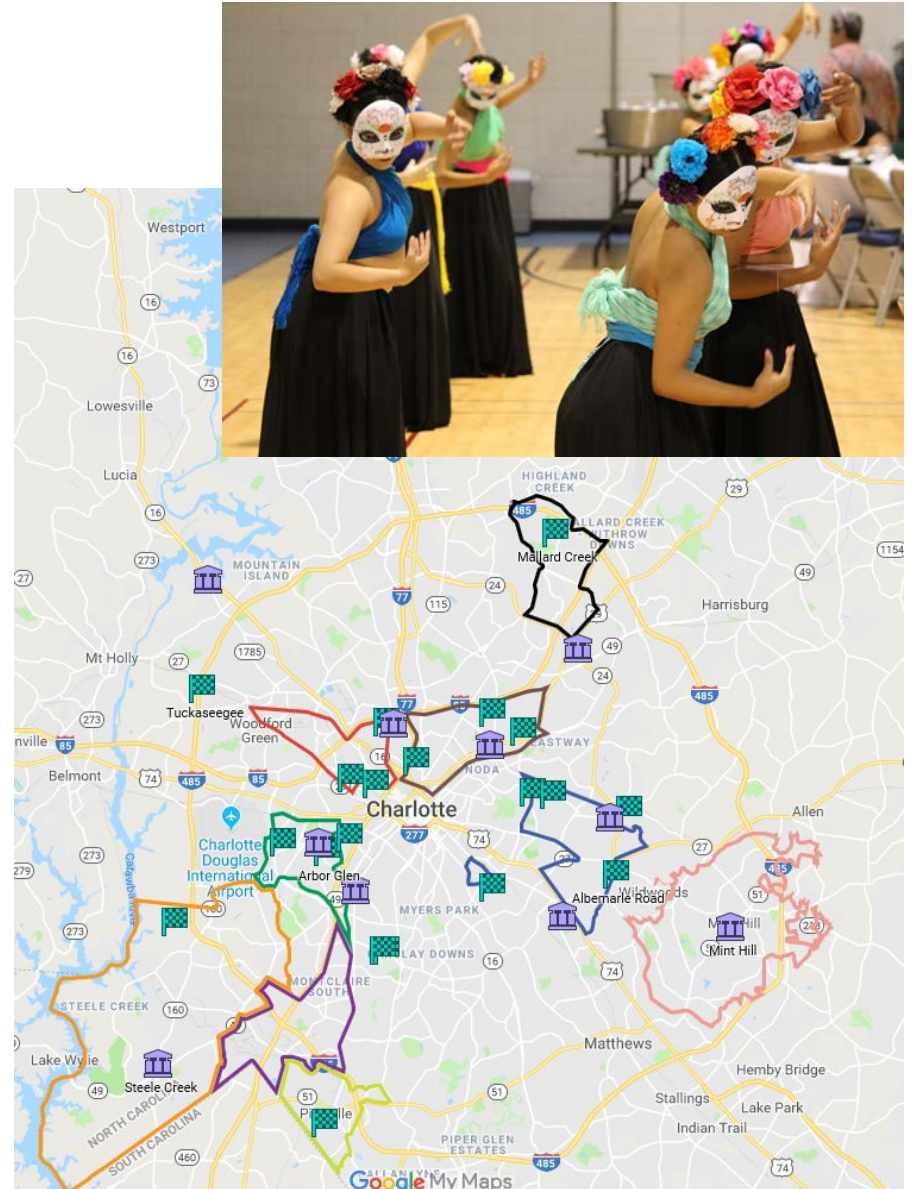
Culture Blocks

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BUILDING ECONOMIC OPPORTUNITY & SOCIAL CAPITAL

Culture Blocks

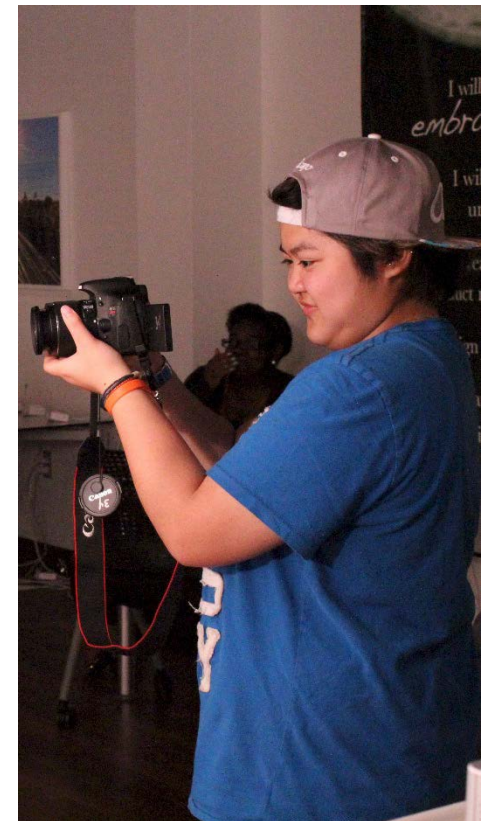
- Making cultural experiences more accessible to residents:
 - **9** geographically specific communities
 - **1,052** programs
 - **25,097** participant experiences
 - **20+** programming facilities
 - **54** cultural organization partners
 - **27** creative individual partners.
- New relationships with:
 - **30+** community groups, and
 - **35+** new cultural program partners.



BUILDING ECONOMIC OPPORTUNITY & SOCIAL CAPITAL

Studio 345

- Free, creative, out-of-school time youth development program for high school students
- **100% Graduation Rate x 5 years (239 Graduates)**



BUILDING ECONOMIC OPPORTUNITY & SOCIAL CAPITAL

Cultural Vision Grants

- Project funding
- Since FY17:
 - **NEW partners** grew from **3% to 38%**, and
 - Grants supporting historically **under-resourced communities** grew from **36% to 54%** of total awards.

Connect with Culture Day

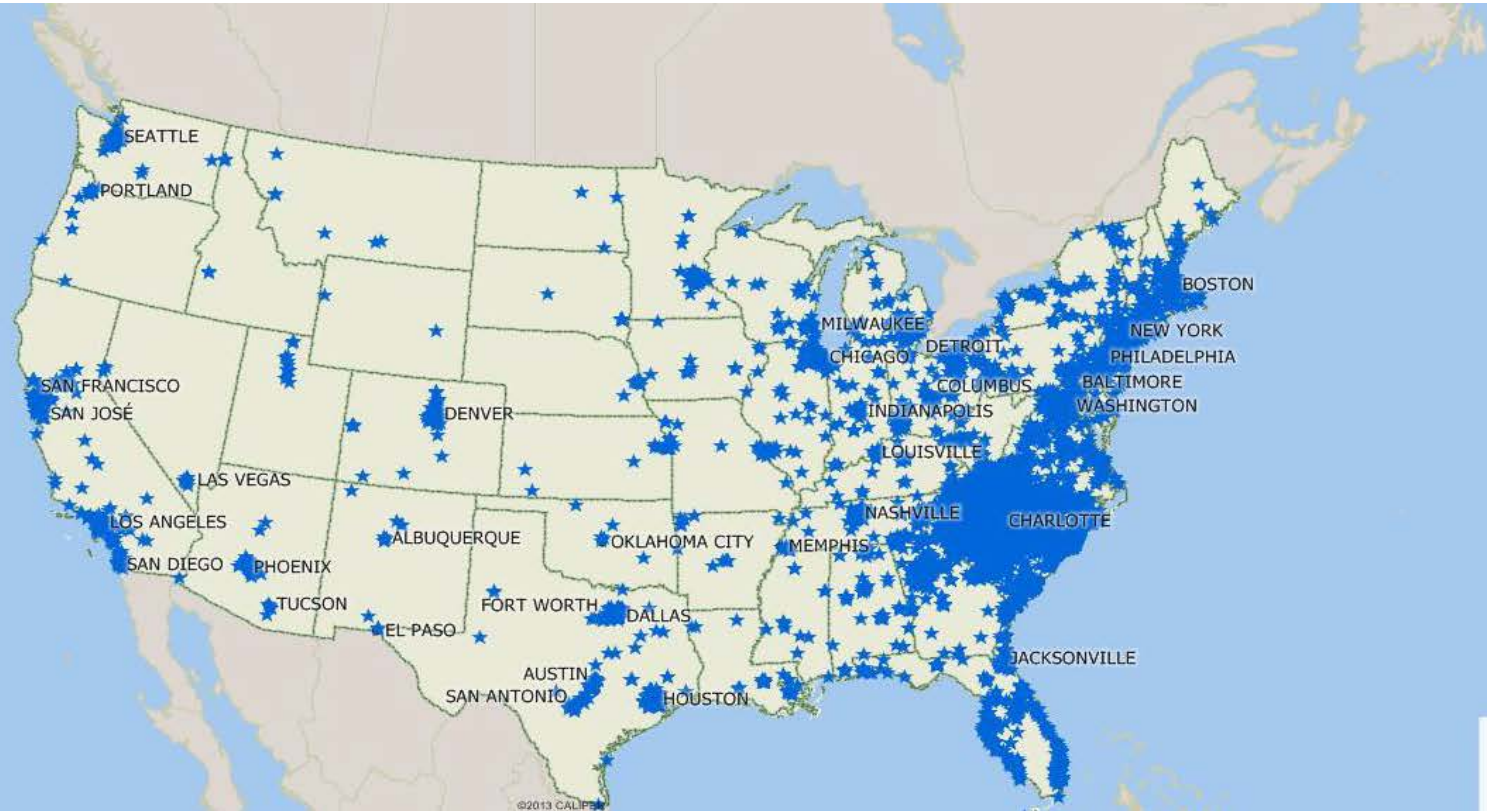
- Free arts and cultural experiences throughout Mecklenburg County
- **11,000+ individuals participated** in 2018

Culture Feast

- Community dinner in Uptown Charlotte
- Culture Bites – family event in Pineville & Davidson
- Over **800 attendees** in 2018



A Local & National Audience



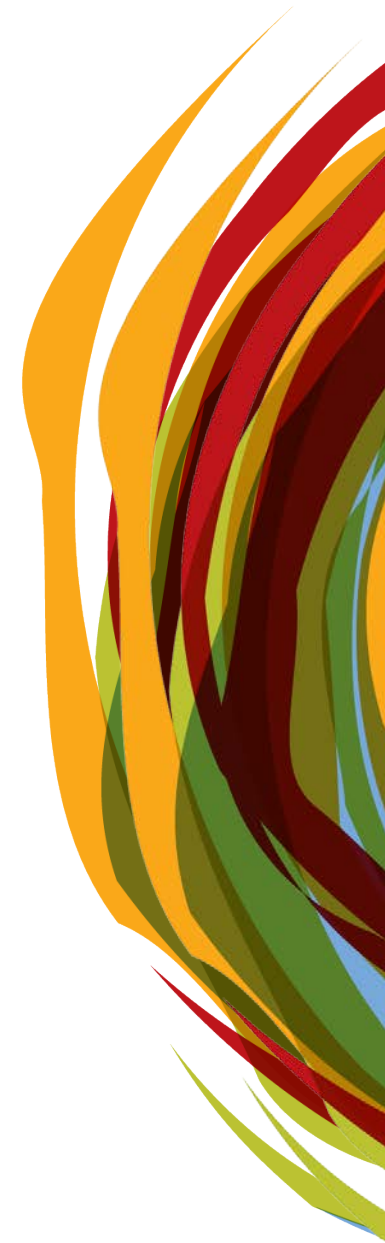
FY18 – ASC funded programs served
over **2.9 million annual customers**
at **803 unique Mecklenburg** addresses

Current State

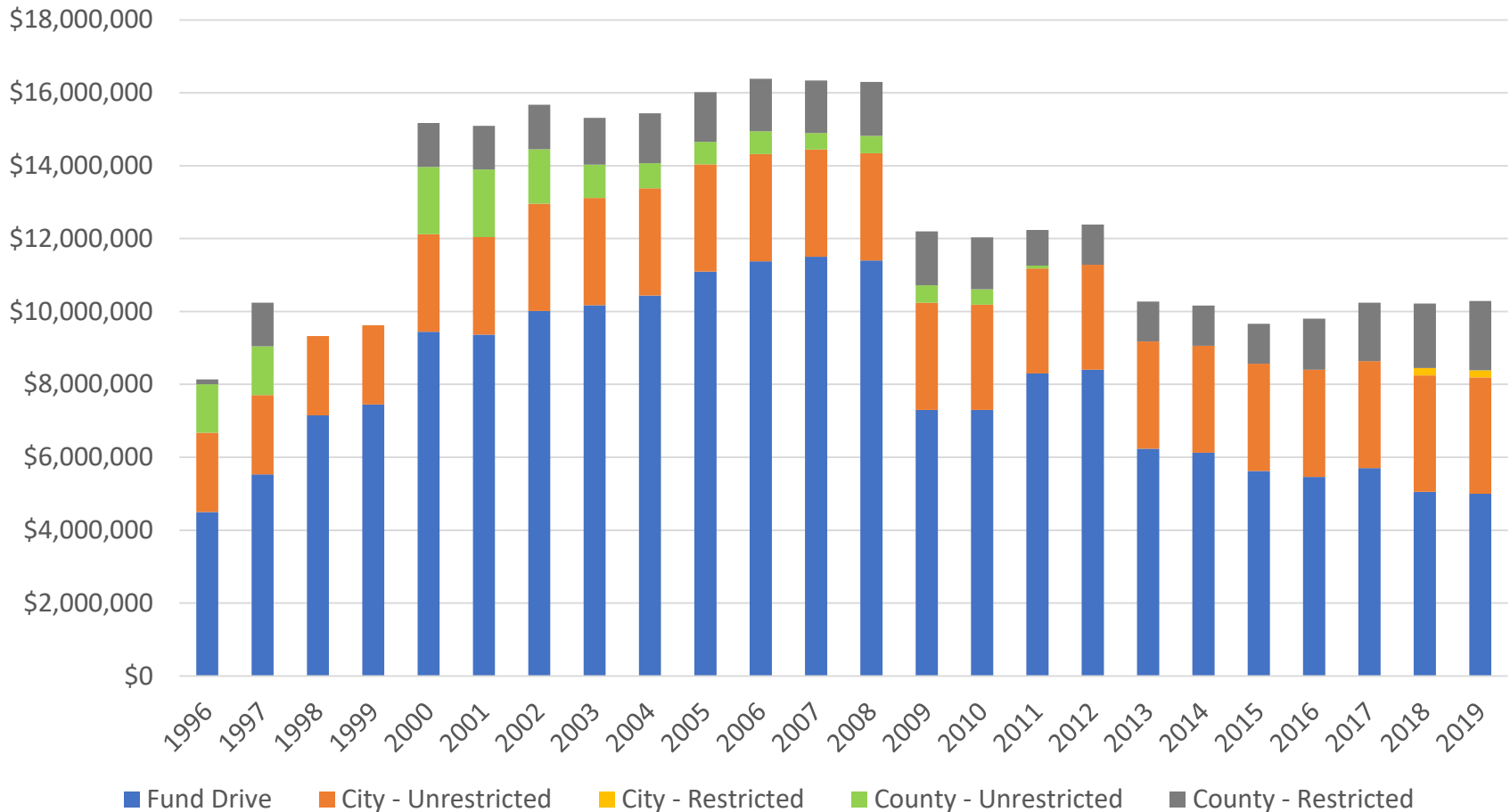
2014 Cultural Life
Task Force
recommended a long
term goal of identifying
a designated public
revenue stream to
support the sector.



**Cultural Sector has never
fully recovered from the
2008 Great Recession**

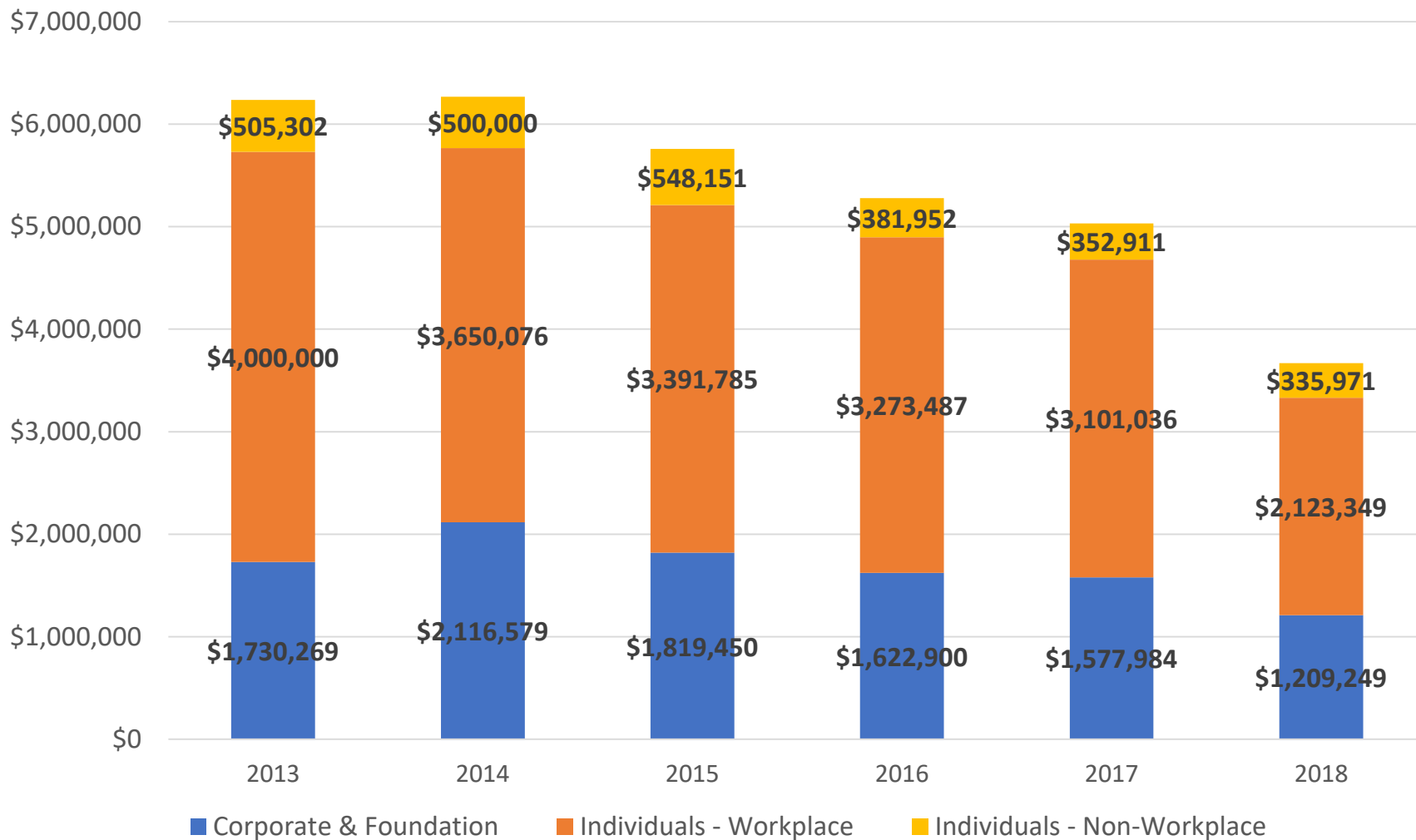


Funding For ASC From Public & Private Sources

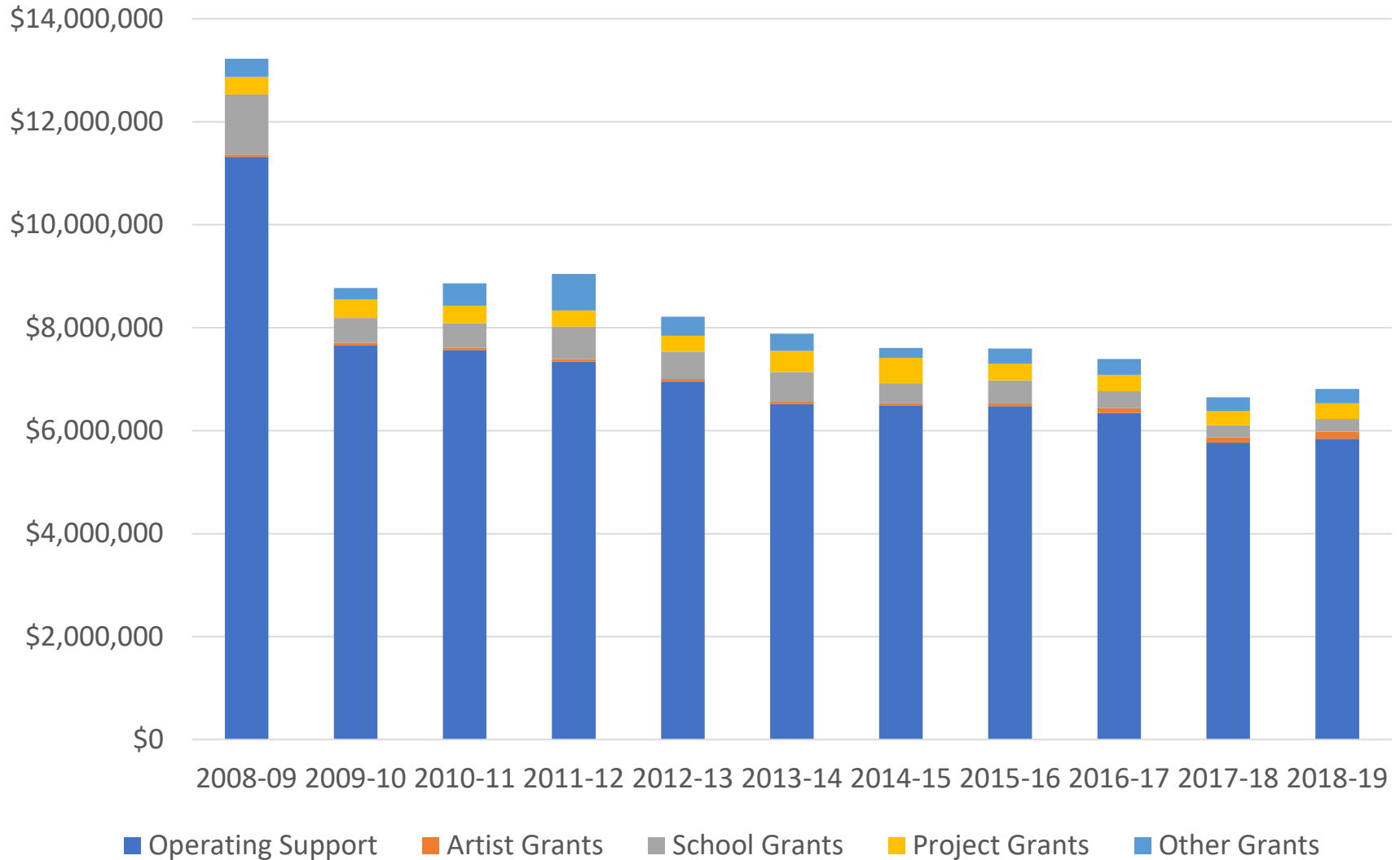


County – Restricted funding includes designated pass-through support for Spirit Square operations. Graphic does not include City’s direct facility operating expense for city-owned facilities or public art appropriations, endowment, or miscellaneous revenues.

Funding To ASC From Private Sources



Reductions in ASC Funding to Cultural Sector



Study Committee Charge

In 2018, ASC moved forward in partnership with City and County to study this issue.

- Evaluate designated revenue source options.
- Identify preferred model – basic structure, funding eligibility requirements, and type of funding source.
- Determine resources needed to achieve designated revenue goals – including costs for legislative advocacy (if required) and/or public referendum campaign.

Designated Revenue Stream:

Recommendations



Recommendation

Commitment to Cultural Equity

ASC and its cultural partners must:

- Commit to championing policies and practices of cultural equity that empower an inclusive and equitable community
- Engage all communities (geographic, racial and socioeconomic); and,
- Support the role of all arts, science, and history providers in achieving cultural equity.

Recommendation

Sales Tax

The voters of Mecklenburg County should be asked to approve a new designated source of annual funding to support the cultural sector:

- A portion of an existing quarter-cent sales tax throughout Mecklenburg County, as authorized in 2009 by the North Carolina General Assembly.
- Cultural sector receiving 1/10th of a penny.
- Use of remaining portion of quarter-cent to be determined by Board of Commissioners.

Designated Taxes Funding the Arts

City	Tobacco Tax	Occupancy Tax	Property Tax	Sales Tax
Austin TX		X		
Chicago IL		X		
Cleveland OH	X			
Denver CO				X
El Paso TX		X		
Kansas City MO			X	X
Los Angeles CA		X		
St. Louis MO		X		
Saint Paul MI				X
San Antonio TX		X	X	X
San Jose CA		X		

Estimated Revenue

	2021	2022	2023	2024	2025	2026
Estimated ¼ Cent Sales Tax Pool*	\$50,000,000	\$51,500,000	\$53,000,000	\$54,500,000	\$56,500,000	\$58,000,000
Estimated Tax revenues available for Cultural Sector*	\$20,000,000	\$20,600,000	\$21,200,000	\$21,800,000	\$22,600,000	\$23,200,000
Estimated Tax revenues available for other uses – to be determined by Board of Commissioners	\$30,000,000	\$30,900,000	\$31,800,000	\$32,700,000	\$33,900,000	\$34,800,000

*The allocation of Cultural Sector funding from the designated revenue stream will require input from all stakeholders including government officials, elected representatives, private sector leadership, cultural sector leadership (volunteer and professional), creative individuals and – most importantly – the community.

Recommendation Management & Oversight

ASC should be responsible for management and distribution of these public funds.

To assure openness and transparency, the recommendations require changes to ASC's funding and business model:

- ASC Board, with input from all stakeholders, to embark on a planning effort to define its role as a local arts agency for the 21st century,

Planning Effort

- ASC has appointed Susan Patterson to chair a Planning Committee to identify issues that must be addressed and a proposal for how to engage all stakeholders in planning process.
- Planning Committee will include:
 - Representatives from County, City, Towns
 - Representatives from Cultural Organizations and Individual Artists
 - Representatives from ASC Board

POTENTIAL MANAGEMENT & OVERSIGHT OPTIONS

For Planning Purposes Only

Current Model – Public/Private Partnership

26 Member Board –
5 appointed

501 (c)3
Not governed by Open
Meetings Law
Access to ASC Endowment

Public/Private Quasi Governmental

Board Members to be
determined
Could be smaller
Public and Private
Individuals

Follow Open Meeting and
other Governmental
Transparency Laws
Access to ASC Endowment

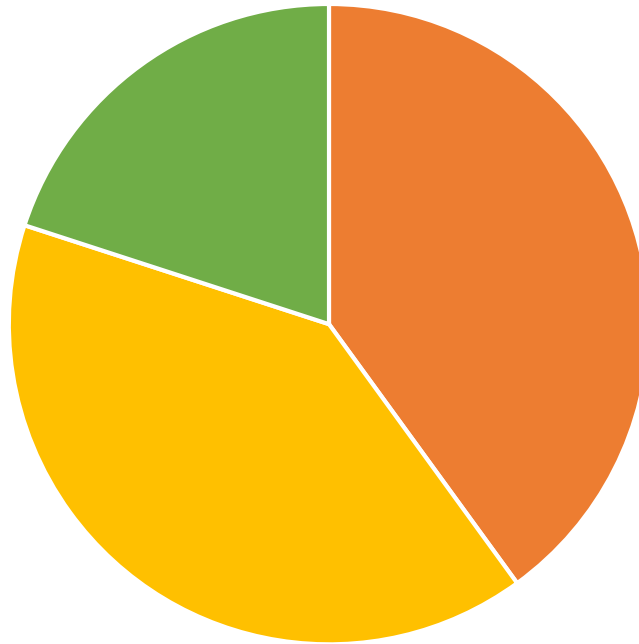
Public

Commission - All appointed
by government, # to be
determined

Any private funds would
require establishing a
separate foundation that is
501 (c) 3

HOW WE MUST THINK ABOUT DISTRIBUTION OF RESOURCES IN THE FUTURE

For Planning Purposes Only



- Building Community & Bridging Difference
- Innovative & Relevant Programming for a Changing Population
- Creativity & Critical Thinking Skills Core to Education of Every Child



COUNTYWIDE IMPACT



A Glimpse at How Denver Sold to Public

Video will be played here

HOW DO WE MOVE FORWARD?

ASC requests that Mecklenburg County work with us and other key stakeholders to:

- Determine the best path to secure a stable funding platform to support our arts, science and history assets, and
- Ensure our community's quality of life and economic prosperity.

