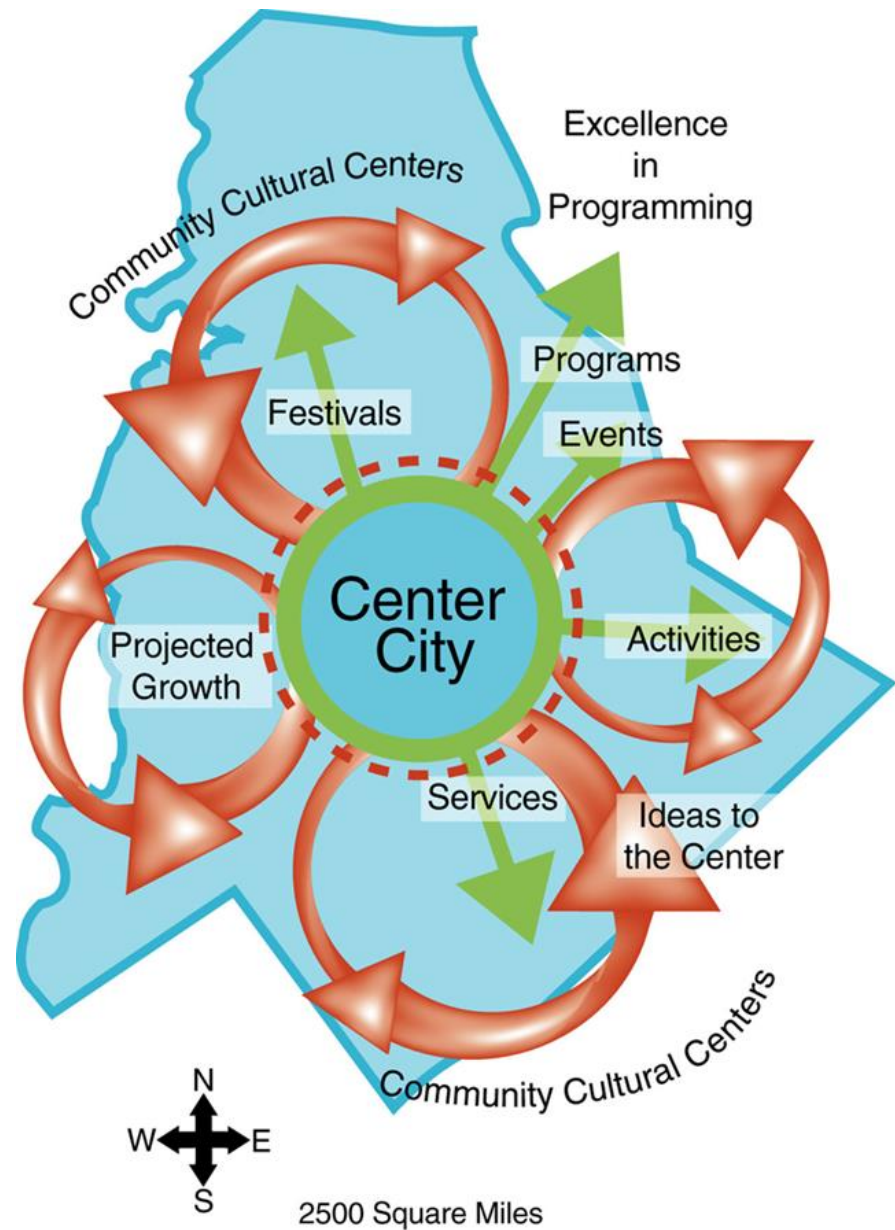


Building the Cultural Capital of the South

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

A Briefing for the
Mecklenburg County
Board of Commissioners

June 25, 2019



EQUITY BUILDING

To truly achieve ASC's vision of "Culture for All," all Charlotte-Mecklenburg residents must have equitable opportunity to participate in the cultural life of our region as audiences, volunteers, artists, administrators, board members and donors.

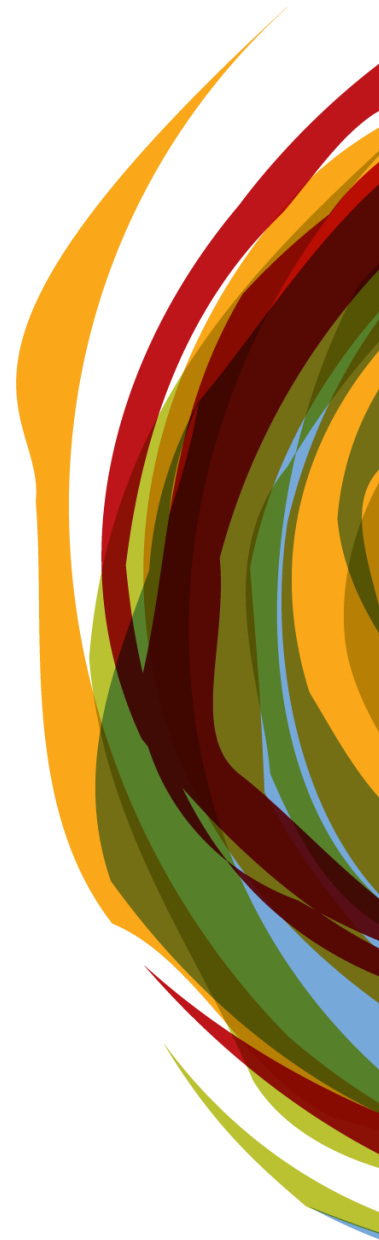
We believe:

Everyone has cultural traditions that are inherently valuable.

Artists, scientists and historians play a unique role in challenging inequities and inspiring human understanding, justice and opportunity for all.

Cultural equity embodies the values, beliefs, policies and practices that ensure **all** people are represented in the:

- Development of arts, science, history and heritage policy;
- Support of artists and cultural creators;
- Nurturing of accessible, relevant and innovative venues for expression; and,
- Just distribution of programmatic, financial and informational resources.



COMMUNITY INVESTMENT

Investing Operational Dollars in Cultural Organizations

Total Investment of **\$5.7MM** in FY19

Operating Support I (Budgets < \$300k)	Operating Support II (Budgets \$300k-\$1M)	Operating Support III (Budgets > \$1M)
A Sign of the Times of the Carolinas	Actor's Theatre of Charlotte	Arts +
The Carolinas Latin Dance Co.	Carolinas Aviation Museum	Bechtler Museum of Modern Art
Charlotte Art League	Carolina Voices	Blumenthal Performing Arts
The Charlotte Folk Society	Clayworks	Carolina Raptor Center
Gay Men's Chorus of Charlotte	Davidson Community Players	Charlotte Ballet
Historic Rosedale Plantation	Matthews Playhouse	Charlotte Symphony
Jazz Arts Charlotte	Theatre Charlotte	Children's Theatre of Charlotte
The Light Factory	Wing Haven	Discovery Place
Mint Hill Arts		Harvey B. Gantt Center for African-American Arts + Culture
One Voice, Inc.		Levine Museum of the New South
Three Bone Theatre		McColl Center for Art + Innovation
Tosco Music Party		The Mint Museum
		Opera Carolina
= \$223,500 in FY19	= \$360,650 in FY19	= \$5,157,622 in FY19

COMMUNITY INVESTMENT

Investing in Community & Innovation

- Since the new **Cultural Vision Grants** replaced ASC's former project grants program in FY17...
 - ASC has received **270** applications for funding
 - **135** grants awarded to **90** different organizations and individuals
 - **\$751,055** total investment
 - **1,180,376** audience members reached
 - **41%** of awards to first time applicants/grantees
 - **40%** of awards to projects **led by** communities that have **historically been under resourced** in the philanthropic community, including African-American, Latinx, Asian, Arab, and Native American, LGBTQ and Differently Abled
 - **53% primarily serving** audiences in these communities.
- **For FY19**
 - **\$247,840** total investment
 - **45** awards



COMMUNITY INVESTMENT

Investing in Creative Individuals



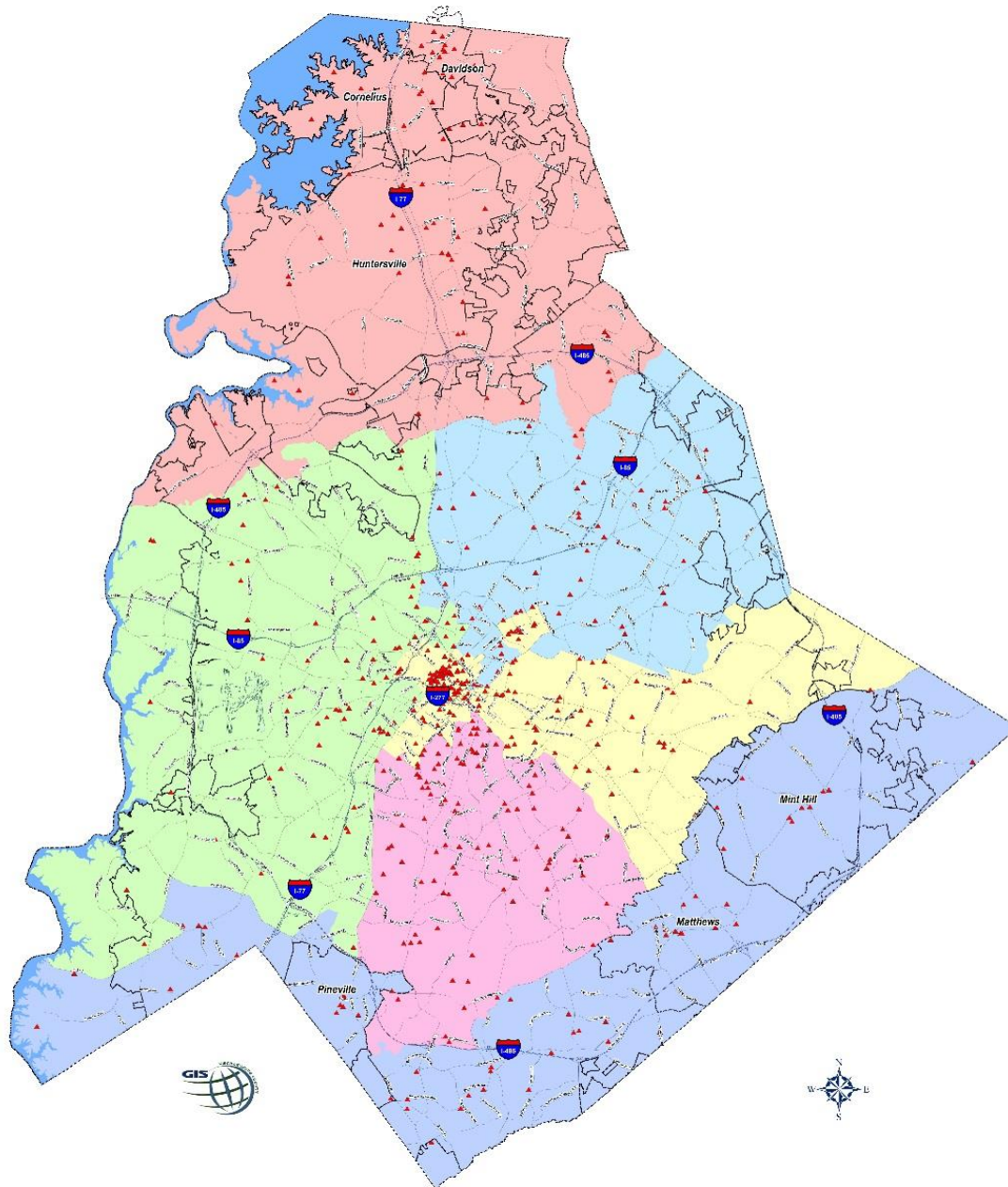
Creative Renewal Fellowships – (7)
\$10,000 awards to local creatives in FY19;
43% artists of color

Regional Artist Project Grants - \$46,907
to Mecklenburg County artists in FY19;
47% artists of color



Culture For All.

ASC Funded Programs in Mecklenburg County



**Experience
Locations
Funded by
ASC in
FY18**

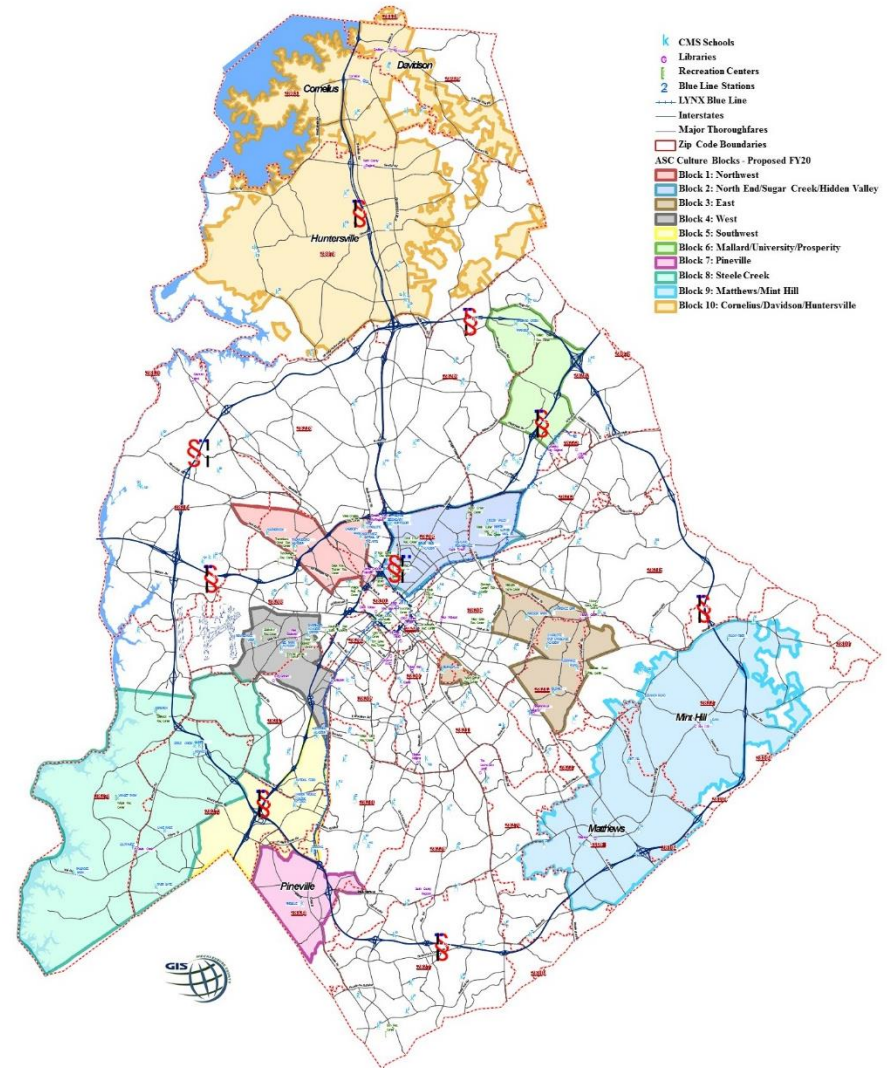
BUILDING ECONOMIC OPPORTUNITY & SOCIAL CAPITAL

Culture Blocks

- Making cultural experiences more accessible to residents, since inception:
 - **Grown from 5 to 9** geographically specific communities; expanding to **10** in FY20
 - **1,185** programs
 - **40,329** participant experiences
 - **40+** programming facilities
 - **55** cultural organization partners
 - **30** creative individual partners
- New relationships with:
 - **35+** community groups, and
 - **40+** new cultural program partners



Arts & Science Council - Proposed FY20 Culture Blocks



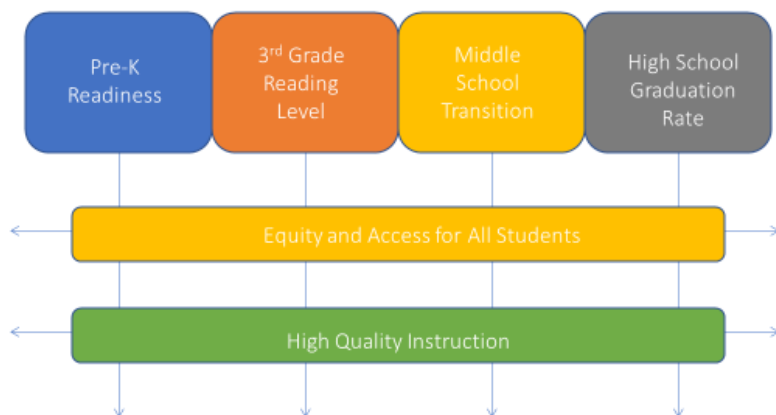
EDUCATION & SECTOR SUPPORT

Investing in Education

FY19 School Funding Program

- **\$245,000 - 68,000 students and 3,600 teachers** experienced arts, science, and history programs via School Funding Opportunities (SFO)
- **16 teachers in 14 schools** received \$10,000 in Professional Development scholarships

ASC Education Priorities: Invest in Closing the Opportunity Gap



Investing in Sector Support

- Workshops & Trainings
 - **4,435 contact hours** and **1,037 participants** served in FY19
- Research – Economic Impact, Public Opinion & Marketing
- Lead Community Cultural Planning & Advocacy
- Audience Development

