

Arts and Culture Governance Structure

SEPTEMBER 2024

Overview

- ◀ Review Policy Referral
- ◀ Background: Implementing the Charlotte Arts and Culture Plan
- ◀ Review Proposed Governance Structure

Seeking Council consensus on participation in new arts governance structure

Referral

◀ Policy Question:

- What role should the Charlotte City Council serve within the governance structure for arts and culture?

◀ Committee Charge:

- Review proposed arts and culture governance structure
- Consider how the city's arts funding will further Council's policy goals
- Make any applicable recommendations to full Council for consideration

Background: Implementing the Charlotte Arts and Cultural Plan



Priority 1:

Ensure sustainable and reliable funding for arts and culture in Charlotte-Mecklenburg through public-private planning, collaboration, and commitment.



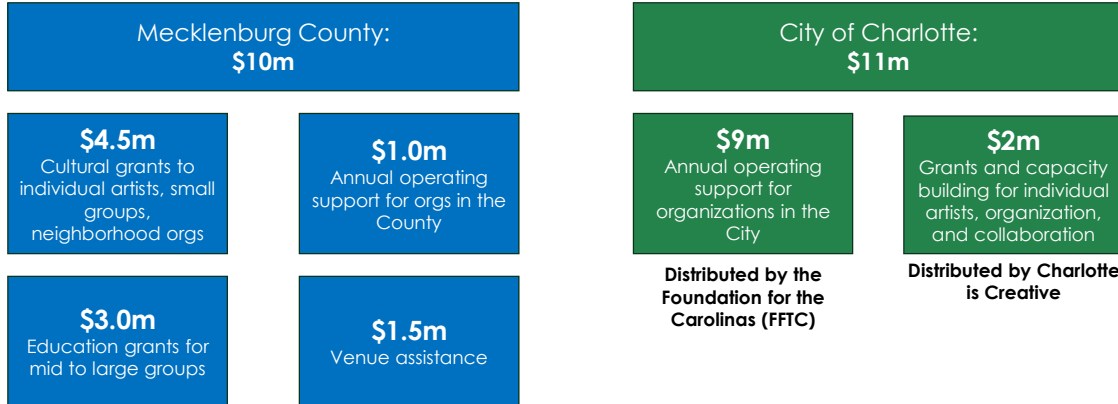
Priority 2:

The public sector must partner with an already active private sector to play a leadership role in building Charlotte-Mecklenburg's arts and culture ecosystem, including governance and funds deliver.



Accepted by City Council,
November 2023

Background: FY 2025 Public Sector Arts Participation



Background: New Umbrella Organization to Support Arts and Culture

Memorandum
 To: Charlotte City Council, Mecklenburg County Commission & Arts Advisory Board
 From: Cathy Bryant, CEO, Foundation For The Carolinas
 Re: Arts Funding Package and Cultural Umbrella Stewardship
 Date: May 24, 2024

A thriving arts and culture sector is essential to create vibrant, inclusive and dynamic community for all residents. Foundation For The Carolinas (FFTC) is excited to have been asked to play a role in securing a sustainable future for the Arts & Science Council (ASC), including a structure that will expand the work and resources of the ASC in making grants to support Charlotte/Mecklenburg's arts and culture community.

FFTC and the ASC began a dialogue in February 2024 at the request of civic leaders. Since 1958, ASC has been an anchor institution locally. This memorandum details the benefits of a potential collaboration between the ASC and FFTC for the distribution of significantly increased arts funding from the City of Charlotte and Mecklenburg County, with a continued and enhanced focus on equity.

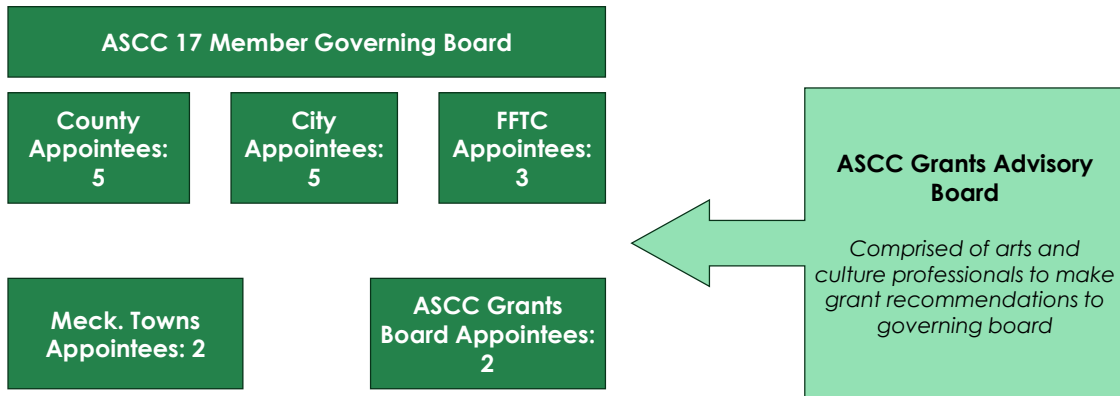
Introduction

The ASC and FFTC recently began discussing the upcoming sunset of the Arts Inclusion Fund (which will expire in June 2026), as well as the recommendation of the City of Charlotte Arts and Cultural Plan, published by the Arts Advisory Board overseeing the fund. The following observations provided much of the foundation for our discussion:

- The Cultural Plan called for a binding partnership between the City and County with increased annual appropriations from each to advance the cultural sector.
- The Cultural Plan called for the private sector to join the public sector in stabilizing the cultural sector in three significant ways:
 - To increase contributions from individual donors to annual arts campaigns;
 - To increase corporate sponsorship funding of arts programs with marketing benefits to corporations, such as exhibitions and concerts; and
 - To launch multiple endowment campaigns over time.
- Although the Cultural Plan did not address using a single cultural umbrella organization to supervise the distribution of public dollars, we understand from community leaders and the ASC that using a single organization would support and coordinate both City and County activities with those of the private sector, and provide leadership to guide the

- < **May 2024 memo outlined several points**
 - Collaboration allows both organizations to focus on core functions:
 - ASC – build upon tradition of grantmaking expertise
 - FFTC – leverage robust administrative infrastructure to mitigate operating costs
 - Restructure ASC Board and staff to become a legally affiliated supporting organization of FFTC
 - New governance proposed to include participation from City, County, and cultural leaders
- < **June 2024 new supporting organization, the Arts, Science and Cultural Council (ASCC) incorporated under the FFTC**

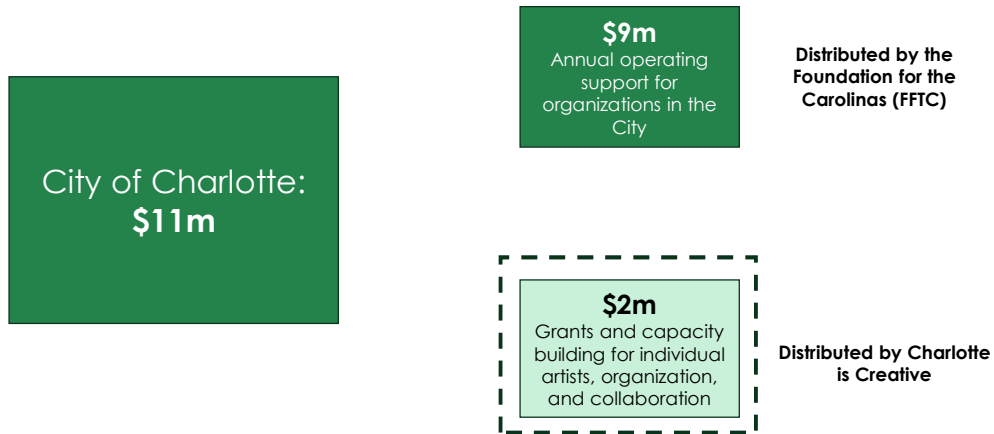
ASCC Governance Structure



Role of the ASCC Governing Board

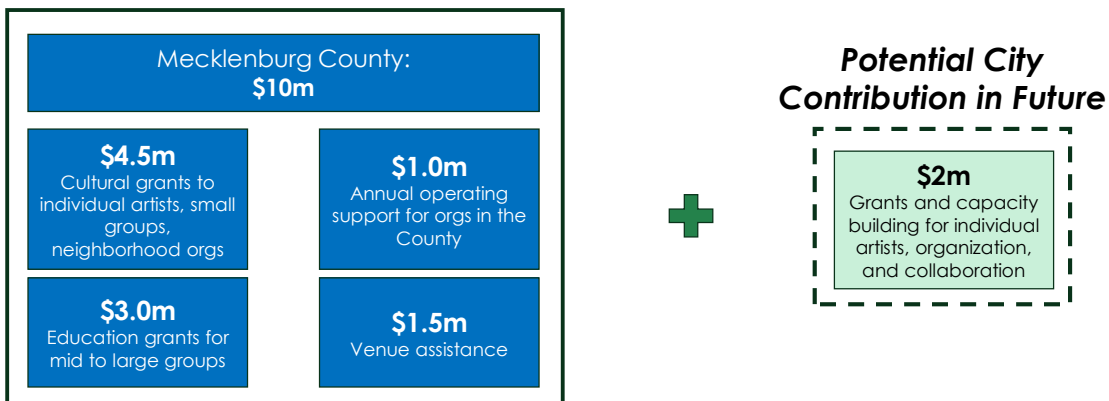
- ◀ **General organization of local arts and culture sector**
- ◀ **Distribute allocated grant funds**
 - Mecklenburg County
 - Private allocations
 - Corporate support
- ◀ **Guide the implementation of the Charlotte Arts and Culture Plan**
- ◀ **Ensure programs and funds are delivered in an equitable, and inclusive manner**

City of Charlotte Arts Allocations



Mecklenburg County Arts Allocation

Distributed by ASCC



Committee Action and Looking Ahead

- ◀ **Committee voted 4-1 to support Council's participation on the ASCC Governance Board**

- ◀ **Seeking Council consensus to participate on the Board**

- ◀ **Looking ahead**
 - Proceed with standard appointment process managed by the Clerk
 - End of October for Council action on appointments

Discussion