

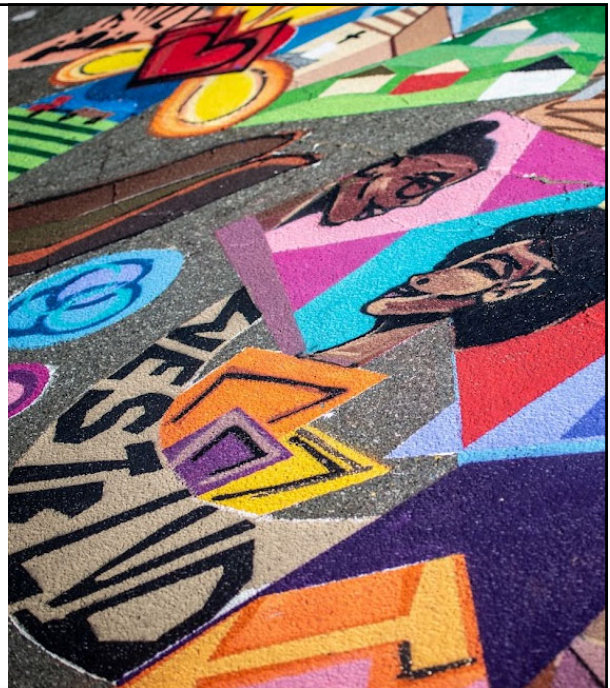
Arts and Culture Update

JULY 11, 2022


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Today's Purpose

- ◀Background
- ◀Review establishment of Infusion Fund
- ◀Review advisory board and staff roles
- ◀Updates on progress
- ◀Next steps




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Overview of City of Charlotte Arts Support

Council Budget Workshop

February 5, 2020


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FY 2020: Council Budget Workshop

CITY ARTS AND CULTURE CONTRIBUTIONS – FY 2020 OVERVIEW

 <p>Arts & Science Council \$3,190,823</p>	 <p>\$13.0 Million FY 2020 Support</p>	 <p>Maintenance of City-owned Cultural Facilities \$3,410,000</p>
 <p>Debt Service on City-owned Cultural Facilities \$4,971,960</p>		 <p>Public Art Program \$1,439,319 <small>*Does not include Art in Transit</small></p>


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FY 2020: Council Budget Workshop

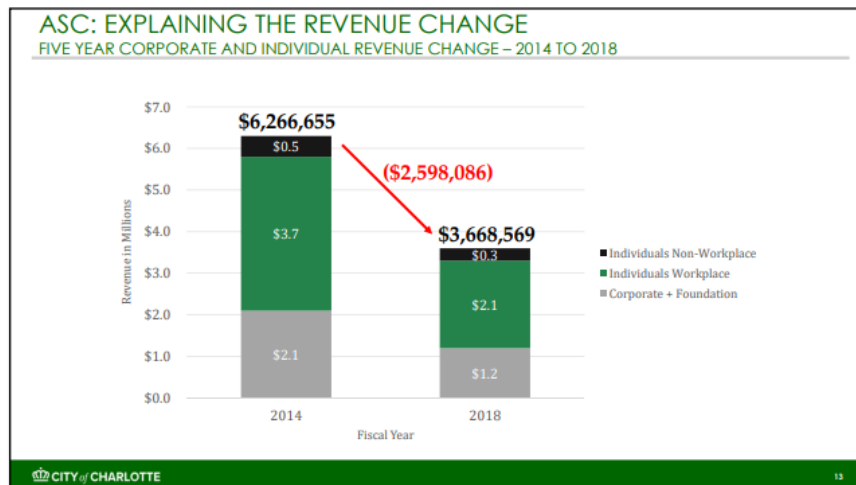
7 CITY-OWNED CULTURAL FACILITIES

- The 7 facilities are leased from the city for \$1 annually by 5 organizations
- City shares the responsibility for maintenance and capital improvements

CITY of CHARLOTTE

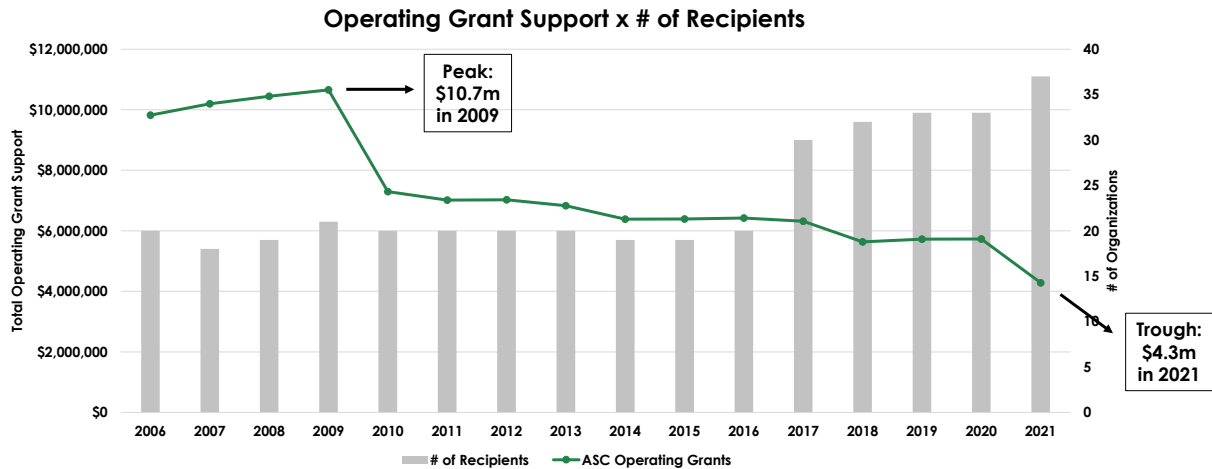
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FY 2020: Council Budget Workshop



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Impact on Operating Grants



38 Organizations: Thrive

Bechtler Museum of Modern Art
Charlotte Ballet
Charlotte Symphony Orchestra
Children's Theatre of Charlotte
Discovery Place, Inc.
Levine Museum of the New South
McColl Center for Art + Innovation
Mint Museum of Art, Inc.
Opera Carolina

*Gantt Center included as an ALAANA organization.

38 Organizations: ALAANA

A Sign Of The Times of the Carolinas
BNS Productions
Gay Mens Chorus of Charlotte
Harvey B. Gantt Center for African-American Arts + Culture
JazzArts Charlotte
One Voice Inc.
Que-OS
The Carolinas Latin Dance Company

** ALAANA refers to African, Latinx, Asian, Arab, & Native American; organizations were previously designated as such by ASC.*

38 Organizations: Other

Actor's Theatre of Charlotte
Arts+
Blumenthal Performing Arts
Carolina Raptor Center
Carolina Voices
Carolinas Aviation Museum
Charlotte Art League
Charlotte Center For Literary Arts Inc
Charlotte Folk Society
Clayworks
Davidson Community Players

38 Organizations: Other

Goodyear Arts
Historic Rosedale Foundation
Martha Connerton/Kinetic Works, Inc.
Matthews Playhouse of the Performing Arts
Mint Hill Arts
The Light Factory
Theatre Charlotte
Three Bone Theatre
Tosco Music Parties, Inc.
Wing Haven

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Discussion on Future of Arts & Culture

ANNUAL STRATEGY MEETING JANUARY 2021

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2021 Annual Strategy Meeting

III. Charlotte's Opportunity

As the largest owner of arts and cultural facilities in Charlotte, how might we:

- Serve as leader in deploying a comprehensive arts and culture strategy as an economic development tool
- Increase sustainable public and private support
- Partner with cultural institutions, artists and stakeholder in recovering from COVID 19 impacts

Establishment of the Arts and Culture Ad-Hoc Committee

◀ **Committee Charge:** To develop a policy of arts and culture as an economic development strategy for Charlotte.

◀ **Committee met four times:**

- February 2021 → Ad-Hoc Committee Principles
- June 2021 → Recommendation to establish Arts and Culture Advisory Board
- October 2021 → Met with new Arts and Culture Officers



Leveraging Resources: \$36m for Arts, Culture, and Artists

City Support:

\$4m FY 2022 General Fund



\$2m American Rescue Plan

\$6m Total City Support



\$6m Private Sector Match

**\$12m per year;
\$36m over three
years**

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FY 2022 Infusion Fund: Budget Allocations

Determined through
FY 2022 Budget



	FY 2022 Part 1 (July 2021)
38 Organizations	\$6.3m
Artists and Creatives	\$0.5m
Non-38 Organizations	
Opportunity Fund	
Cultural Planning	
Arts and Science Council	\$0.8m
Total	\$7.6m

**\$4.4m remaining to
allocate in FY 2022**

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FY 2022 Infusion Fund: Operating Support Grants

FY 2022 Infusion Fund: Part 1

- Every organization who received operating support in FY 2020 or FY 2021 would receive the higher grant amount in FY 2022
- Gantt Center received an additional \$150,000 equity adjustment

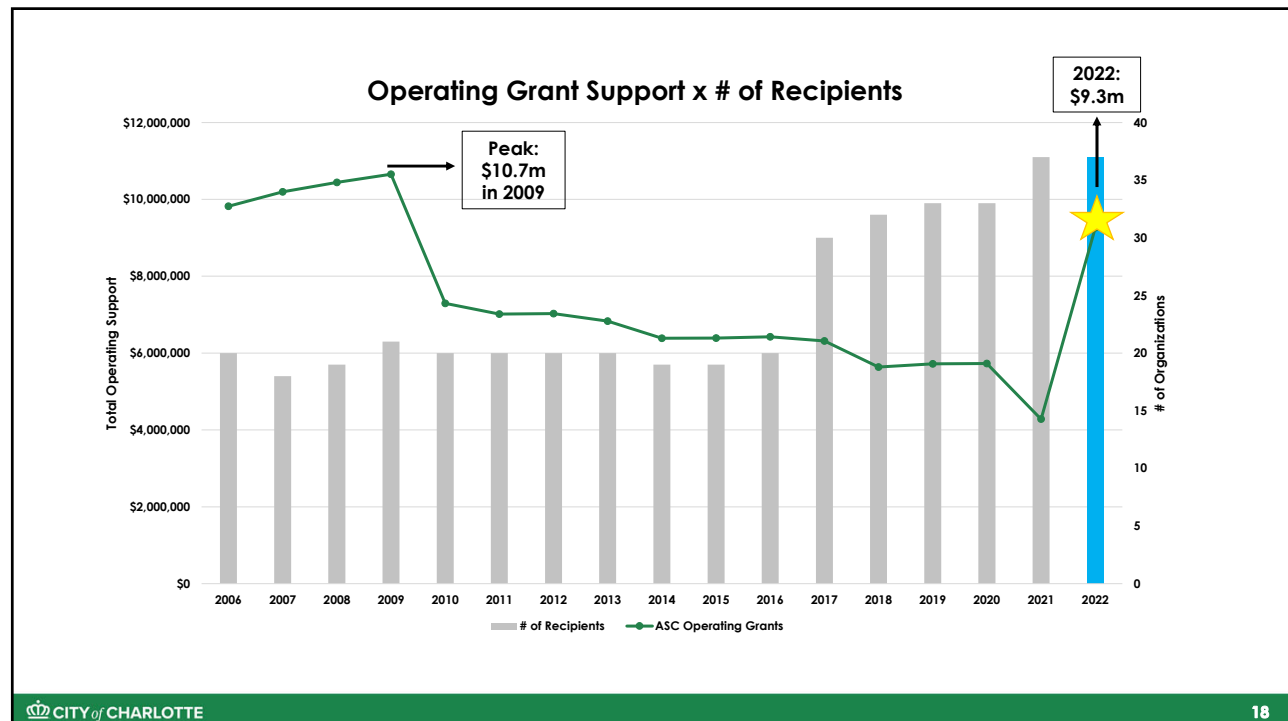
Part 1 Total: \$6.3m

FY 2022 Infusion Fund: Part 2

Part 2 Total: \$3.0m

FY 2022 Total: \$9.3m

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Roles and Responsibilities

Arts and Culture Advisory Board

Arts and Culture Advisory Board



- ◀ **Established by City Council on June 28, 2021**
- ◀ **18 members**
 - Appointed by the mayor, City Council, private sector, & ASC
 - Made up of community members incl. artists/creatives, staff & board of cultural organizations, funders
- ◀ **Charged with:**
 - Developing an arts and culture plan for Charlotte and Mecklenburg County
 - *Select cultural planning consultant*
 - *Guide plan development*
 - *Recommend final plan to City Council for adoption*
 - Allocating Infusion Fund dollars in fiscal years 2022, 2023 and 2024



Advisory Board Members

Carla Aaron-Lopez (Council)
Charles Bowman (FFTC)
Aisha Dew (Council)
Lex Kimbrough (Mayor)
Su Ping Lu (FFTC)
Tim Miner (Council)
Corey Mitchell (Mayor)
Grace Nystrum (FFTC)
Shefalee Patel (Council)

Cyndee Patterson (FFTC) –
Chair
Kevin Patterson (Council) –
Vice Chair
G. Pat Phillips (FFTC)
Lisa Schoder (FFTC)
Charles Thomas (FFTC)
Nick Tosco (Council)
April Whitlock (FFTC)
Rev. Ricky Woods (ASC)

Previous members

Sandra Fernandes (FFTC)
Irisol Gonzales (Mayor)
Anna Spangler Nelson (FFTC)
Marisa Thalberg (FFTC)
Philip S. Thomas (ASC)

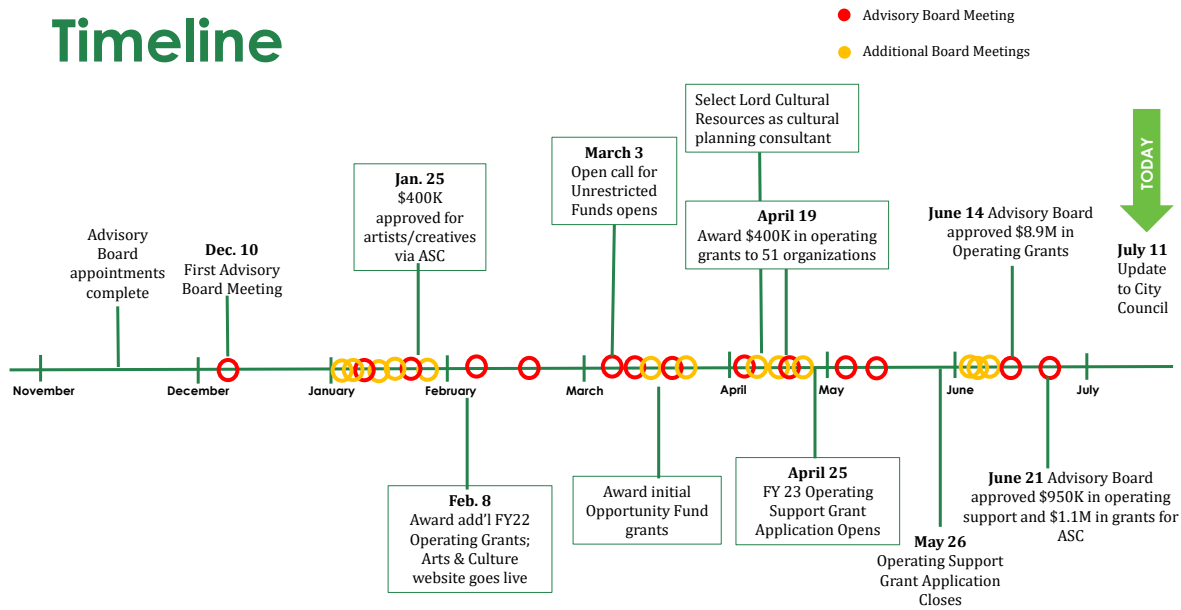
*One open seat currently
(Mayor)

Guiding Principles



- **Equity, inclusiveness, and transparency**
- **Community engagement**
- **Data-driven decision making**
- **Innovative and implementable approaches**
- Recognize and value the **full breadth of the arts and cultural ecosystem**
- **Remove barriers** to the public's ability to access and engage with arts and culture
- Foster **sustainability, growth, resilience, opportunity, and collaboration**
- **Educate** the public about the **economic and social impact**

Timeline



Progress to Date

Outreach, and Funding in FY 2022 and FY 2023

Testimonial: ArtPop Street Gallery



Kevin Harris

ArtPopStreetGallery.com

 lendingtree | Foundation  | adams

FY 2022 Funding

A CLOSER LOOK

◀ \$9.7 million in unrestricted operating funds to 89 organizations

- \$9.3 million to 38 annually funded organizations.
 - *More than 50% increase over previous years.*
 - *Includes 100% funding for ALAANA* groups.*
- \$400,000 to 51 other creative groups and nonprofits through an open call
 - *Open call. All eligible applicants awarded funds.*
 - *Awardees hadn't previously received this type of money.*



*ALAANA refers to African, Latinx, Asian, Arab, & Native American; orgs were previously designated as such by ASC

FY 2022 Funding

A CLOSER LOOK

- ◀ **\$833,000 for organizations and individual artists** through ASC's grantmaking programs
- ◀ **\$867,000 for ASC's operations**



Photo by Alvin C. Jacobs Jr., courtesy of the Arts & Science Council.

FY 2022 Funding

A CLOSER LOOK

- ◀ **Opportunity Fund: A New Approach**
 - "I Am Queen Charlotte" (\$35,000)
 - Southern Cultural Treasures (\$200,000)
 - JazzArts Charlotte selected



Photos courtesy of "I Am Queen Charlotte" (top) and JazzArts Charlotte (bottom).

Outreach and Communications



◀ Microsite and communications strategy

- Publicize city's arts and culture work
- Advertise funding opportunities
- Up-to-date access to information

◀ Public awareness & engagement

- Cultural plan development
- Meeting with & presenting to community groups

<https://charlottenc.gov/arts-culture>

CITY of CHARLOTTE

Home Services Resident Business City Government



City of Charlotte > Arts & Culture



Arts and Culture

Arts and culture are central to providing a vibrant quality of life for all people, and play an important role in economic development by attracting business and visitors to a city.

CLT Live Support

CITY of CHARLOTTE

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FY 2023 Funding

◀ \$8.9 million in general operating grants

- Awarded to 38 annually funded organizations
- Application and review process
- On hold for City Council discussion

◀ \$2 million to the Arts & Science Council

- \$1.06 million for ASC grants to organizations, artists and creatives
- \$950,000 for ASC operations
- On hold for City Council discussion



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The Cultural Plan



◀ Engaged global firm Lord Cultural Resources

- Facilitate cultural plan with economic analysis and countywide public engagement.

◀ Assembled cultural planning steering group

◀ June kick off in Charlotte

- Workshops with steering group and arts and culture stakeholders
- Tour of Charlotte neighborhoods and corridors



Next Steps

◀ Cultural planning

- Stakeholder interviews
- Research on comparable cities, funding and governance models
- Steering group meeting July 26
- In-person and virtual community meetings.

◀ Distribute FY 2023 operating grants

◀ Set strategy for remainder of FY 2023 funding

- Opportunity Fund for unique, timely projects
- Funds to incentivize collaboration across the sector

◀ Monthly advisory board meetings and a retreat



**Thank You
and
Discussion**