

Discussion on Future of Arts & Culture

ANNUAL STRATEGY MEETING JANUARY 2021



Annual Strategy Meeting Goals

- Agree on framing the need and opportunity
- Identify key questions that need to be answered
- Agree on our process and timeline (April 2021)

I. Importance of Arts and Culture

Strong arts and culture ecosystem is critical for:

- ☐ Attracting and retaining businesses and talent
- ☐ Creating new jobs
- ☐ Increasing tax revenues
- ☐ Promoting tourism
- ☐ Supporting entrepreneurs
- ☐ Community revitalization

Importance of Arts and Culture

The industry impacts the national, state and local economy.

□ US

- Added \$877.8 billion to the US GDP (2017)

□ North Carolina

- N.C. is 3rd largest arts and culture industry in the southeast
 - *Adds over \$15 billion in value to the economy*
 - *Creates over 124,000 jobs*

□ Charlotte

- 2017 Charlotte-Mecklenburg economic impacts include,
 - *11,185 jobs*
 - *\$359 million in economic activity*
 - *\$31.5 million in local and state taxes*

Importance of Arts and Culture

Benefits Charlotte residents and community

□ In 2018, programs and organizations Arts and Science Council supported:

- 2,914,289 total attendance
- 603 contact hours in capacity-building programs for creative individuals
- 3,042 contact hours in capacity-building programs for nonprofit cultural organizations
- 29 institutions provide robust and diverse arts and culture educational opportunities

Importance of Arts and Culture

Benefits Charlotte residents and community

□ In 2019, the Spectrum Center

- Attendance for non Hornets and collegiate basketball: Over 440k (best year in Spectrum history)
- NBA All Star, CIAA and Men's ACC Tournaments resulted in \$167m in economic impact.
- 200 FTE and 500+ PTE employed



Panelist Reflection

II. Charlotte's Rankings

Charlotte is often recognized for its momentum in attracting business, new jobs and talent.

- #3 fastest growing big city with 165 people moving to Charlotte daily
- #4 in millennial growth
- #3 destination for tech graduates
- #1 in STEM job growth

Charlotte's Rankings

However Charlotte is not found in many national rankings for arts and culture.

Best Cities for Music Fans

ValuePenguin

lendingtree

Best Cities for Music Fans in 2016

updated August 13, 2019 • by [Justin Song](#)

by Douglas Burger

When it comes to seeing a favorite band in concert, people will go to extreme lengths: wait hours in line, hit redial over and over, refresh the ticket page repeatedly – whatever it takes. Music is an important part of many people's lives, and we set out to determine the best cities in the U.S. for music fans. We looked at 15 different data points grouped into three categories to come up with our answers. Below you will find our results, as well as a detailed methodology explaining how we arrived at them.

Best Cities for Music Fans

Here is how 200 metropolitan statistical areas with qualifying data stacked up in the three separate categories that we studied. In all rankings below, a lower number is better than a higher number.

Rank	Area	The Band	The Crowd	The Intangibles
1	Nashville-Davidson--Murfreesboro--Franklin, TN	1	36	62
2	Urban Honolulu, HI	21	46	16
3	Seattle-Tacoma-Bellevue, WA	9	56	48
4	Madison, WI	40	19	34

15 Different Data Points

102	Green Bay, WI	138	4	181
103	Phoenix-Mesa-Scottsdale, AZ	78	176	18
104	Prescott, AZ	177	16	42
105	Kalamazoo-Portage, MI	35	175	153
106	Salinas, CA	143	75	30
107	Virginia Beach-Norfolk-Newport News, VA-NC	83	135	91
108	Amarillo, TX	123	50	143
109	Springfield, MA	118	50	159
110	Wichita, KS	140	33	134
111	Charlotte-Concord-Gastonia, NC-SC	76	168	57
112	Mobile, AL	90	82	191
113	Myrtle Beach-Conway-North Myrtle Beach, SC-NC	53	165	140
114	Huntsville, AL	127	39	172
114	Lansing-East Lansing, MI	52	170	135
116	Knoxville, TN	88	102	178
117	Charleston-North Charleston, SC	132	91	69
118	Allentown-Bethlehem-Easton, PA-NJ	162	38	100
119	Shreveport-Bossier City, LA	134	103	58
120	Deltona-Daytona Beach-Ormond Beach, FL	90	141	115

Source: <https://www.valuepenguin.com/2016/best-cities-music-fans>

Best Cities for Theatre



1. Chicago, IL
2. Boston, MA
3. San Francisco, CA
4. Minneapolis, MN
5. Louisville, KY
6. Houston, TX
7. Atlanta, GA
8. Philadelphia, PA
9. Washington, D.C.

Source: <https://www.pastemagazine.com/theatre/best-theatre-cities-in-the-us/>

Best Cities for Visual Art Infrastructure

Ratio of art galleries and dealers, art museums, artist supply stores, cultural art organizations in relation to population



Data & Research / Decorating

10 Surprisingly Great Cities for Art Lovers in America

We took cities with populations more than 100,000 according to the U.S. Census Bureau and used 8 million commercially available business listings to add up the art-related businesses in each city in the following categories – art galleries, museums, fine arts, art organizations and schools, art centers and art supplies. We then divided each city's population by this total to determine a ratio of the number of businesses for each resident.

Source: <https://www.apartmentguide.com/blog/best-cities-for-art-lovers-per-capita/>

1. Charleston, SC
2. Miami, FL
3. Berkeley, CA
4. Fort Lauderdale, FL
5. New Orleans, LA
6. San Francisco, CA
7. Savannah, GA
8. Cincinnati, OH
9. Richmond, VA
10. Boulder, CO

Beyond the top 10

Searching for more cities that inspire your art? You'll find a number of surprising surprises up and down our list on the top 100 cities for art lovers.

Rank	City, State	Art-Related Businesses Per Resident
1	Charleston, SC	1 per 1,000
2	Miami, FL	1 per 1,000
3	Berkeley, CA	1 per 1,000
4	Fort Lauderdale, FL	1 per 1,000
5	New Orleans, LA	1 per 1,000
6	San Francisco, CA	1 per 1,000
7	Savannah, GA	1 per 1,000
8	Cincinnati, OH	1 per 1,000
9	Richmond, VA	1 per 1,000
10	Boulder, CO	1 per 1,000
11	Seattle, WA	1 per 1,000
12	San Diego, CA	1 per 1,000
13	Denver, CO	1 per 1,000
14	Portland, ME	1 per 1,000
15	San Jose, CA	1 per 1,000
16	San Francisco, CA	1 per 1,000
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97	San Francisco, CA	1 per 1,000
98	San Francisco, CA	1 per 1,000
99	San Francisco, CA	1 per 1,000
100	San Francisco, CA	1 per 1,000

Best Cities for Strong Arts Community for Emerging Artists



The most artistic towns in the US based on the following criteria:
The scene is still relatively small (No New York or Los Angeles).
Emerging artists have access to a great quality of life at a low cost.
There is a strong community of visual artists, musicians, and filmmakers.

1. San Juan, PR
2. Pasadena, CA
3. Jackson, MS
4. Taos, NM
5. Hudson Valley, NY
6. Marfa, TX
7. Santa Fe, NM
8. New Orleans, LA
9. New Bedford, MA
10. Detroit, MI

Matador is a travel content company that focuses on the experiences that make travel special, the places you have yet to discover, and the people you'll meet along the way.

Source: <https://www.apartmentguide.com/blog/best-cities-for-art-lovers-per-capita/>

Tallying Up the Ranked Cities Gives Us This Set

	Live Music	Music Fans	Theatre	Visual Art Infrastructure	Cultural Venues Per Capita	Community for Emerging Artists	Overall Arts Vibrancy	Opera Towns	Art Museum Destinations	Classic Music Cities	American Jazz Cities	Total
Seattle, WA		X			X		X	X	X	X	X	7
San Francisco, CA		X	X	X			X	X		X	X	7
Philadelphia, PA			X		X		X	X	X	X	X	7
Boston, MA			X		X		X	X		X	X	6
Washington, D.C.			X		X		X	X	X		X	6
Miami, FL	X			X	X				X		X	5
New York, NY							X	X	X	X	X	5
Minneapolis, MN	X		X				X			X		4
Chicago, IL			X				X	X			X	4
New Orleans, LA				X		X	X				X	4
Portland, OR	X						X				X	3
Houston, TX			X		X			X				3
Los Angeles, CA							X	X			X	3
Cleveland, OH							X		X	X		3
Ft. Lauderdale, FL	X			X								2
Rochester, NY	X	X										2
Nashville, TN		X					X					2
Austin, TX		X					X					2
Pittsburgh, PA		X								X		2
Cincinnati, OH				X			X					2
Santa Fe, NM						X			X			2
Detroit, MI						X					X	2
Newark, NJ							X			X		2
Greensboro, NC									X	X		2
Charlotte, NC					X							1
All Others (1>)												

Best Cities for Cultural Venues Per City Population


Properties for cultural and recreational activities

PropertyShark

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TOPIC: CULTURE

Top 20 U.S. Cities for Culture: Cultural Venues Density per City Population



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Culture:



9. Charlotte, NC

Ratio: one location for every 2,408 people

With 322 properties scattered throughout 199 neighborhoods, Charlotte lands on honorary 9th place on our list. Pictured here is the 98-acre Freedom Park, known for its numerous Canada Geese - that congregate year round on the central lake.



Panelist Reflection

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



Panelist Reflection

IV. Discussion Questions

- ☐ Do we all agree there needs to be a new strategy for arts and culture?
- ☐ If so, who are the stakeholders?
- ☐ What process and timeline can we agree on?