



North Carolina – The Creative State

The North Carolina Arts Council

- promotes excellence in artistic expression, citizen engagement and community enhancement;
- encourages a culture of creativity expressed through innovative approaches to economic development, education and government; and
- develops the arts at all levels to achieve sustainable economic growth and enrich the quality of life of all citizens.

The North Carolina Arts Council has fostered the state’s rich cultural climate since 1964. The arts are both a destination and a way of life deeply rooted in the same North Carolina values that have already positioned our state as a leader in the arts and a leader in finding ways that the arts can add value to every community. North Carolina has a remarkable pool of artistic talent and many strong indigenous artistic traditions known throughout the world, including pottery, literature and music. The arts attract and keep not only the creative individuals who drive innovation but also the enterprises that seek a culturally rich and diverse environment for business and a stimulating quality of life for their employees.

Public Impact

A Robust Arts Industry

- More than 3,000 nonprofit arts organizations provide opportunities for citizens to experience the arts in their own communities.
- Arts Council awards become a “blue ribbon stamp of approval” to leverage additional funds from foundations, businesses and local governments, generating almost \$17 in matching funds for every \$1 invested.

A Creative Economy

- The Creative Industry creates and sustains nearly 300,000 jobs in North Carolina, or 5.54 percent of total state employment.
- The market value of goods and services produced and sustained by our Creative Industry is more than \$41.4 billion, or 5.86 percent of the state’s total production.
- The nonprofit and for-profit enterprises in the Creative Industry thrive through their symbiotic relationship, fostering and distributing the original creative content that makes North Carolina unique and competitive.

Lives Filled with Discovery and Learning

- Arts Council-funded projects attract more than 8.7 million participants [FY08-09]. Nearly 2.9 million of these are children and youth.
- The arts teach our children the skills to make them successful in the 21st century workforce – innovation, imagination, critical thinking and collaboration.

North Carolina Arts Council

Program Highlights

Arts Council programs and services support the Creative Industry, providing essential business development services to artists and creative people of all kinds. Staff professionals offer leadership, guidance, planning assistance, information resources, technical support and funding to artists, arts and civic organizations, learning institutions, government agencies and citizens.

- The Arts Council invests \$7.4 million in 515 arts organizations; 340 school, community and civic groups; and 169 individuals [FY08-09].
- Arts Council funds support four percent of the \$199,426,083 income of funded arts groups [FY08-09].
- Model creative economy projects promote sustainable place-based economic development.
- The Arts Council's documentation of arts assets, including living traditions, is the foundation for a unique cultural tourism program that attracts visitors who stay longer and spend more.
- Rich traditions and authentic experiences are developed into guidebooks and Web sites for resources including Blue Ridge Music, Cherokee Heritage, Literature, Historic Happy Valley and Crafts featuring the state's unique cultural assets for travelers. (www.ncartstrails.org)
- Fundamental learning experiences for children are strengthened through cARTwheels touring arts performances and partnerships with Lincoln Center aesthetic education and Kennedy Center curricular arts integration.
- Since 1989, the North Carolina Heritage Award has honored over 100 accomplished traditional artists including Doc Watson, Etta Baker, Earl Scruggs, the Rev. Faircloth Barnes and George Shuffler.
- A touring artist directory featuring approximately 150 professional musicians, dancers and teaching artists increases employment for North Carolina artists.
- ArtsMarket, a biennial artist showcase and booking conference, brings together more than 500 artists and presenters to generate work engagements across the Southeast.

State Appropriation to the North Carolina Arts Council

Fiscal Year	Recurring	Non-Recurring	Total	Per Capita
FY 05-06	\$6,377,952	\$1,053,154	\$7,431,106	\$.86
FY 06-07	\$6,553,367	\$1,650,000	\$8,203,367	\$.92
FY 07-08	\$8,387,610	\$1,000,000	\$9,387,610	\$1.04
FY 08-09	\$8,213,820	\$1,675,000	\$9,888,820	\$1.07
FY 09-10	\$7,789,629*	\$0	\$7,789,629	\$.83

Designated flow-through line items to individual organizations are not included in the above figures.

Appropriation figures are from Arts Council certified budget revenue before reversions.

*after five percent reduction in August 2009