

CHARLOTTE-MECKLENBURG

.....

CULTURAL SECTOR

.....

2017

*A report from ASC to the community on key performance indicators
of the overall health and reach of the cultural sector*

This report focuses on the outcomes of the four core elements of ASC's work to help ensure **Culture For All**:

ACCESS



EXCELLENCE



RELEVANCE



SUSTAINABILITY

ACCESS

Cultural Experiences are accessible to all of Charlotte-Mecklenburg

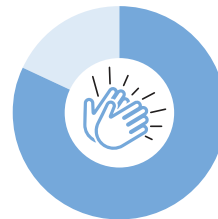
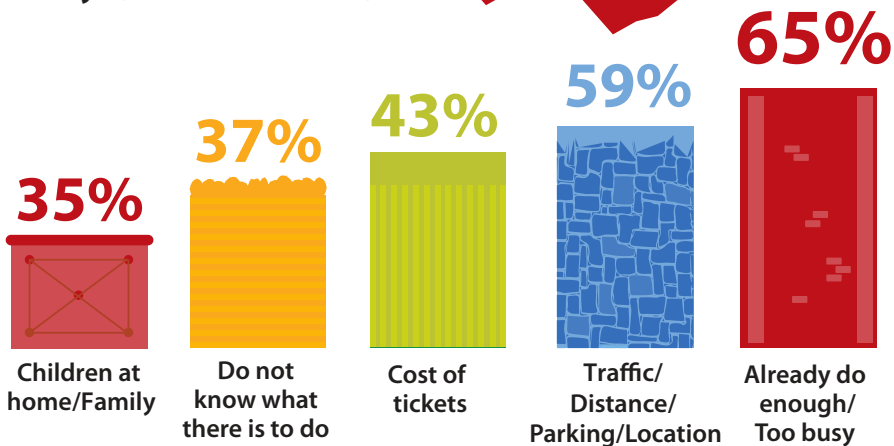
794¹

Experience Locations
funded by ASC
July 1, 2016 – June 30, 2017



136⁵
Pieces in Public
Art Collection

Top 5 Barriers to Access:²



88%² of residents are satisfied with the availability of cultural experiences that meet the community's interest




87%² of residents are satisfied with the availability of cultural experiences near their home

RELEVANCE

Cultural Experiences are varied and reflect the rich diversity of our community

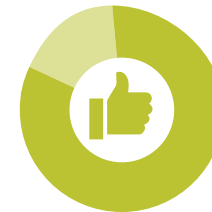
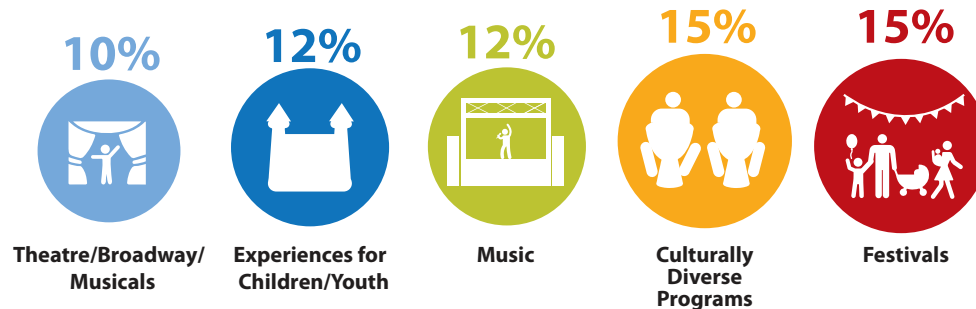


That's **979,000 more people** than the total attendance of all professional sports games in Charlotte-Mecklenburg combined



(football, basketball, baseball, soccer, golf, hockey and lacrosse)

*Residents would like to see more:*²



88%² of residents are satisfied with the variety of programming available



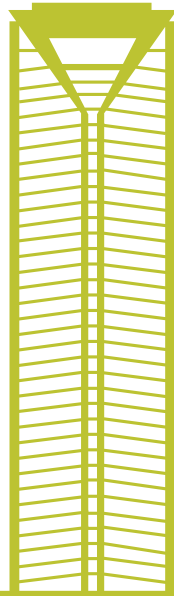
62%² of residents feel that cultural programming reflects the diversity of our community

EXCELLENCE

Charlotte-Mecklenburg has a reputation of cultural strength, vibrancy, innovation and quality

Top 20 Arts Vibrant Large Communities (pop. 1,000,000 or more) ⁴

- 1 Washington-Arlington-Alexandria, DC-VA-MD-WV
- 2 Nashville-Davidson-Murfreesboro-Franklin, TN
- 3 New York-Jersey City-White Plains, NY-NJ
- 4 San Francisco-Redwood City-South San Francisco, CA
- 5 Los Angeles-Long Beach-Glendale, CA
- 6 Boston, MA
- 7 Minneapolis-St. Paul-Bloomington, MN-WI
- 8 Silver Spring-Frederick-Rockville, MD
- 9 Seattle-Bellevue-Everett, WA
- 10 Denver-Aurora-Lakewood, CO
- 11 New Orleans-Metairie, LA
- 12 Chicago-Naperville-Arlington Heights, IL
- 13 St. Louis, MO-IL
- 14 Newark, NJ-PA
- 15 Philadelphia, PA
- 16 Cambridge-Newton-Framingham, MA
- 17 Portland-Vancouver-Hillsboro, OR-WA
- 18 Austin-Round Rock, TX
- 19 Kansas City, MO-KS



20 Charlotte-Concord-Gastonia, NC-SC



65% ² of residents rate the quality of cultural programs as good or excellent



58% ² of residents say programs are very or somewhat innovative

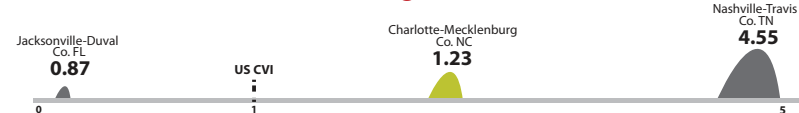


84% ⁶ of non-resident attendees said they would have traveled to a different community to attend a similar cultural event if it wasn't here



1,057,420 ¹ total non-local attendance at Charlotte-Mecklenburg cultural programs supported by ASC

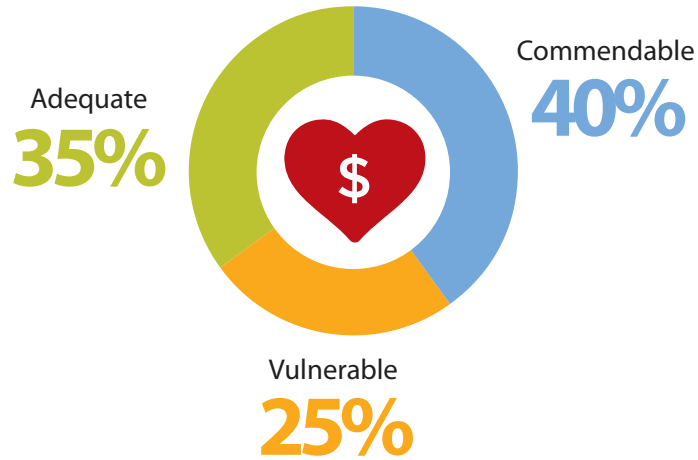
Annual Creative Vitality Index ⁴



SUSTAINABILITY

ASC and Cultural Sector are financially healthy

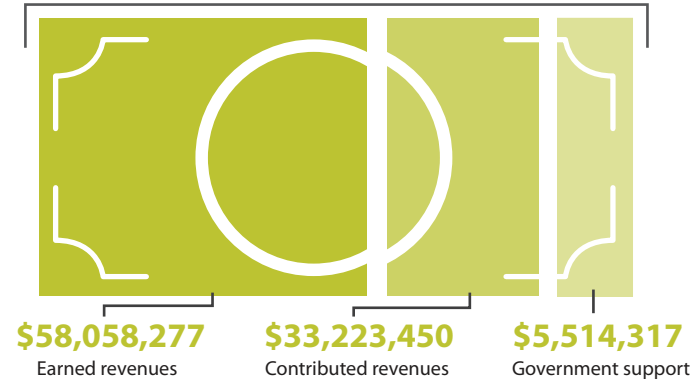
The financial health of ASC and its Operating Partners - % of ¹ organizations as ranked by non-profit financial expert panel



Support for the Cultural Sector is growing

Total revenues of ASC and Operating Partners ¹

\$96,796,044



Capacity of creative individuals & emerging cultural organizations to sustain themselves is growing



26,156⁴ FTE jobs
(for-profit & non-profit) in
creative sector



1,045¹ Contact hours
in capacity building program
– creative individuals



4,910¹ Contact hours
in capacity building program
– non-profit staff & board

THE SOURCES

1. Arts & Science Council, 2017
2. Cultural Life in Mecklenburg County Survey, UNC Charlotte Urban Institute, 2017
3. National Center for Arts Research Vibrancy Index, 2017
4. Creative Vitality Suite, WESTAF, 2017
5. Charlotte-Mecklenburg Public Art Collection, 2017
6. Arts & Economic Prosperity 5, Americans for the Arts, 2017



ArtsAndScience.org

Ensuring access to an excellent, relevant,
and sustainable cultural community for
the Charlotte-Mecklenburg Region

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