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

794

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

136

Pieces in Public Art Collection

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

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

Top 5 Barriers to Access:

35%

Children at home/Family

37%

Do not know what there is to do

43%

Cost of tickets

59%

Traffic/Distance/Parking/Location

65%

Already do enough/Too busy
Cultural Experiences are varied and reflect the rich diversity of our community.

Residents would like to see more:

- Theatre/Broadway/Musicals: 10%
- Experiences for Children/Youth: 12%
- Music: 12%
- Culturally Diverse Programs: 15%
- Festivals: 15%

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

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

62% 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)

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

58% of residents say programs are very or somewhat innovative

84% 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 total non-local attendance at Charlotte-Mecklenburg cultural programs supported by ASC

Annual Creative Vitality Index

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<th>City</th>
<th>US CVF</th>
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SUSTAINABILITY

ASC and Cultural Sector are financially healthy
The financial health of ASC and its Operating Partners - % of organizations as ranked by non-profit financial expert panel

- Adequate: 35%
- Vulnerable: 25%
- Commendable: 40%

Support for the Cultural Sector is growing
Total revenues of ASC and Operating Partners

- $96,796,044
  - Earned revenues: $58,058,277
  - Contributed revenues: $33,223,450
  - Government support: $5,514,317

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

- 26,156 FTE jobs (for-profit & non-profit) in creative sector
- 1,045 Contact hours in capacity building program - creative individuals
- 4,910 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