



Culture For All.

# TOP 10 REASONS to SUPPORT the CHARLOTTE-MECKLENBURG CULTURAL COMMUNITY

## 1. STRENGTHENS THE ECONOMY

Charlotte-Mecklenburg's non-profit cultural sector generates \$202.8 million annually in direct expenditures by audiences and organizations into the local economy.\*

## 2. SPARKS CREATIVITY AND INNOVATION

Creativity is among the top five skills sought by businesses. STEM programs at science organizations develop a base of careers that drive the economy.

## 3. IMPROVES ACADEMIC PERFORMANCE

Students who participate in the arts have higher GPAs, higher scores on standardized tests and lower drop-out rates - regardless of socio-economic status. In the past three years, 100% of high school seniors (90) enrolled in Studio 345 graduated from high school.<sup>2</sup>

## 4. PROPELS BUSINESS

Here in Charlotte-Mecklenburg, there are over 2,700 businesses in the creative industries sector, which employ over 11,600 people.<sup>▲</sup>

## 5. BUILDS COMMUNITY PRIDE

Arts and culture are integral to a community's fabric. They help create livable cities, enhance neighborhood identity, strengthen economic development and tourism, educate children and adults and enrich the spirit and pride of its citizens.

## 6. PROMOTES TRUE PROSPERITY

Arts and culture are fundamental to our humanity. They ennoble and inspire us - fostering creativity, goodness, and beauty. The arts help us express our values, build bridges between cultures, and bring us together regardless of ethnicity, religion, or age.

## 7. DRIVES TOURISM

Charlotte-Mecklenburg's non-profit cultural sector provides 3.1 million experiences with 50% of attendees traveling from outside Mecklenburg County.\*

## 8. POSITIVE SOCIAL IMPACT

A high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower crime and poverty rates.

## 9. IMPROVES HEALTHCARE

Nearly 1/2 of healthcare institutions across the country provide arts programming for patients, family and staff, leading to improved outcomes for patients including shorter hospital stays, better pain management, and less medication.

## 10. CULTURE FOR ALL

Culture enlivens, engages and enriches all communities, building bridges and increasing dialogue and understanding.

# CULTURAL IMPACT



**32,663** CMS Students, out of 146,140, experienced a **cultural field trip** during the 2015-2016 school year.<sup>Σ</sup>



In the past three years, **100%** of high school seniors (90) enrolled in Studio 345 **graduated** from high school.<sup>Σ</sup>



Charlotte-Mecklenburg's **non-profit** cultural sector generates **\$202.8 MILLION** annually.\*



Charlotte-Mecklenburg's **non-profit cultural sector** provides **3.1 MILLION EXPERIENCES** with 50% of attendees traveling from outside Mecklenburg County.<sup>§</sup>



Charlotte-Mecklenburg's **non-profit cultural sector** generates **\$18.1 MILLION** in local and state government revenue, annually.\*

<sup>Σ</sup>ASC Data    \*Arts & Economic Prosperity IV, Americans for the Arts, 2012

<sup>§</sup>Cultural Universe Metrics Examination & Data, 2013-2014, Arts Market

<sup>^</sup>Charlotte-Mecklenburg Creative Vitality Index, 2015



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## QUESTIONS?

Reach a member of our Development Team at 704-335-3051.

## DISCOVER OUR WORK

ArtsAndScience.org | @ASCCharlotte   

## OUR MISSION

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