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
Cultural Experiences are accessible to all of Charlotte-Mecklenburg

**803**
Experience Locations funded by ASC
July 1, 2017 – June 30, 2018

**138**
Pieces in Public Art Collection

85% of residents are satisfied with the availability of cultural experiences that meet the community’s interest

67% 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
- 45% 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:

- 9% Science/Nature
- 9% Dance/Music
- 9% History
- 12% Visual Art
- 12% Culturally Diverse Programs
- 14% Experiences for Children & Youth

That’s 500,000 more people than the total attendance of all professional sports games in Charlotte-Mecklenburg combined (football, basketball, baseball, soccer, golf, hockey and lacrosse).

85% of residents are satisfied with the variety of programming available.

58% of residents feel that cultural programming reflects the diversity of our community.

Total attendance to programs supported by ASC: 2,914,289

1 That’s more than the total attendance of all professional sports games in Charlotte-Mecklenburg combined (football, basketball, baseball, soccer, golf, hockey and lacrosse).

2 Percentage of residents who would like to see more.
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. San Francisco-Redwood City-South San Francisco, CA
2. New York-Jersey City-White Plains, NY-NJ
4. Nashville-Davidson-Murfreesboro-Franklin, TN
5. Minneapolis-St. Paul-Bloomington, MN-WI
6. Los Angeles-Long Beach-Glendale, CA
7. Boston, MA
8. Silver Spring-Frederick-Rockville, MD
9. Newark, NJ-PA
10. Seattle-Bellevue- Everett, WA
11. Philadelphia, PA
12. Portland-Vancouver-Hillsboro, OR-WA
13. Cambridge-Newton-Framingham, MA
14. New Orleans-Metairie, LA
15. Oakland-Hayward-Berkeley, CA
16. Chicago-Naperville-Arlington Heights, IL
17. Rochester, NY
18. Austin-Round Rock, TX
19. Cleveland-Elyria, OH
20. Pittsburgh, PA
21. Charlotte-Concord-Gastonia, NC-SC

51% of residents rate the quality of cultural programs as good or excellent

36% 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

1,049,144 total non-local attendance at Charlotte-Mecklenburg cultural programs supported by ASC

Annual Creative Vitality Index

Charlotte-Mecklenburg 1.29
Jacksonville-Duval 0.86
US CWI 1.29
Nashville-Trace 4.26
SUSTAINABILITY

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

- Adequate: 33%
- Commendable: 48%
- Vulnerable: 19%

Support for the Cultural Sector is growing
Total revenues of ASC and Operating Partners:
- Earned revenues: $51,912,336
- Contributed revenues: $34,482,828
- Government support: $6,551,022

Capacity of creative individuals & emerging cultural organizations to sustain themselves is growing
- 27,114 FTE jobs (for-profit & non-profit) in creative sector
- 603 Contact hours in capacity building program - creative individuals
- 3,042 Contact hours in capacity building program - non-profit staff & board
The Sources

1. Arts & Science Council, 2018
2. Cultural Life in Mecklenburg County Survey, UNC Charlotte Urban Institute, 2018
3. National Center for Arts Research Vibrancy Index, 2018
5. Charlotte-Mecklenburg Public Art Collection, 2018
6. Arts & Economic Prosperity 5, Americans for the Arts, 2017
Ensuring access to an excellent, relevant, and sustainable cultural community for the Charlotte-Mecklenburg Region