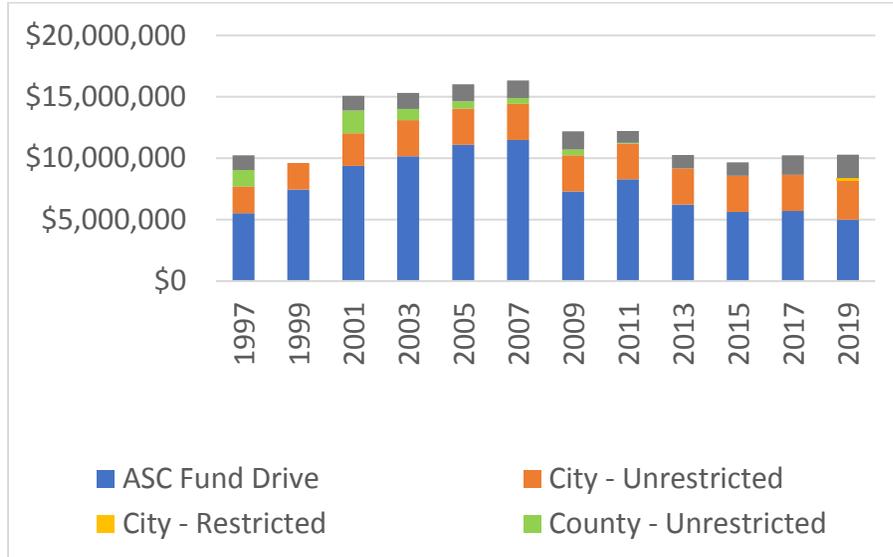


**Building the Cultural Capital of the South
Securing Resources to Establish the Preeminence of Charlotte-Mecklenburg's
Arts, Science & History Community in the 21st Century**

Cultural Sector has never fully recovered from the 2008 Great Recession

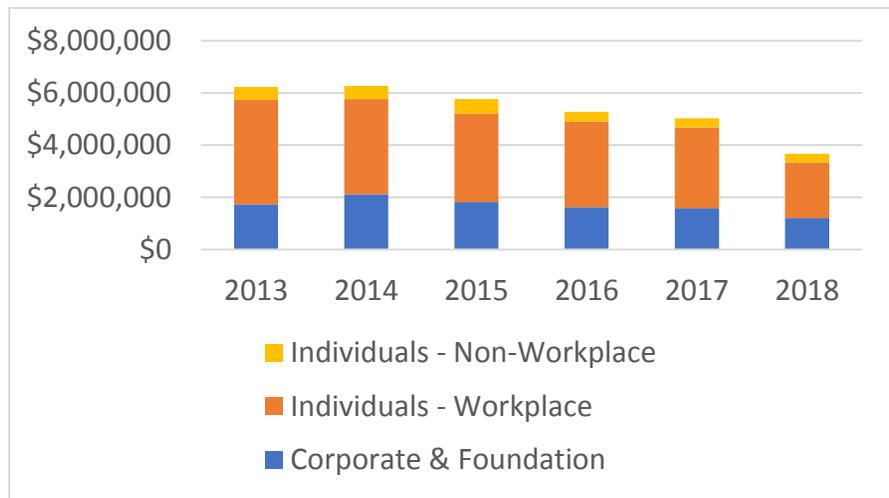
Public & Private Sector Support to ASC to Fund the Cultural Sector



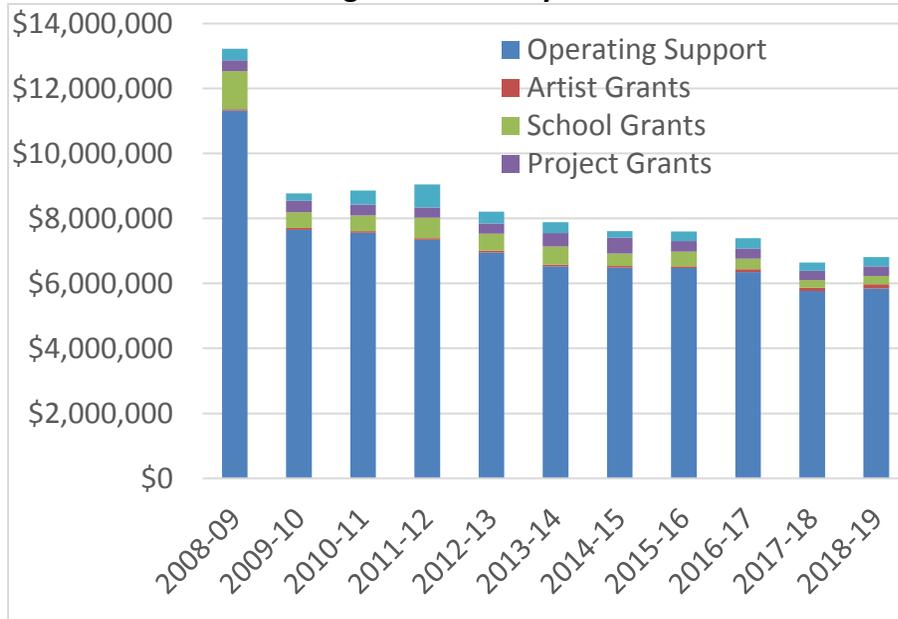
- Private Sector funding model is no longer effective.
- Primary source of funding was from individual gifts through the workplace.
- Federated or combined campaigns across the US are all being impacted by the changes in giving philosophy of donors who want to give directly to causes they support and not necessarily through their workplace.

- Primary source of funding was from individual gifts through the workplace.
- Workplace gifts have dropped from a high of over \$7 million in 2008 to right at \$2 million today.
- ASC once had over 300 workplace giving sites, now only 75.

Funding to ASC from Private Sources



Reductions in ASC Funding to Community



- ASC grants have been **cut from \$13.2 million to \$6.8 million** since the recession, impacting small and large organization budgets, programs, hours of operation and accessibility to residents and visitors alike.
- A number of organizations are in crisis and might be lost with little or no notice – these are not just small or midsize groups but major cultural institutions.



2014 Cultural Life Task Force recommended a long-term goal of identifying a designated public revenue stream to support the sector. In 2018, a Study Committee recommended to ASC that now is the time to pursue a designated public revenue stream.

**Recommendation 1
Commitment to Cultural Equity**

ASC and its cultural partners must:

- Commit to championing policies and practices of cultural equity that empower an inclusive and equitable community
- Engage all communities (geographic, racial and socioeconomic); and,
- Support the role of all arts, science, and history providers in achieving cultural equity.

**Recommendation 2
Designated Sales Tax**

The voters of Mecklenburg County should be asked to approve a new designated source of annual funding to support the cultural sector:

- A portion of an existing quarter-cent sales tax throughout Mecklenburg County, as authorized in 2009 by the North Carolina General Assembly.
- Cultural sector receiving 1/10th of a penny.
- Remaining portion of quarter-cent determined by Board of Commissioners.

Select US Cities & Counties Using Designated Tax to Support the Arts

City	Tobacco Tax	Occupancy Tax	Property Tax	Sales Tax
Austin TX		X		
Chicago IL		X		
Cleveland OH	X			
Denver CO				X
El Paso TX		X		
Kansas City MO			X	X
Los Angeles CA		X		
St. Louis MO		X		
Saint Paul MI				X
San Antonio TX		X	X	X
San Jose CA		X		

**Recommendation 3
Management & Oversight**

ASC should be responsible for the management and distribution of these public funds.

To assure openness and transparency, the proposed changes to ASC’s funding and business model requires ASC Board, with input from all stakeholders, to embark on a planning effort to define its role as a local cultural agency for the 21st century.

Our Goal is to Increase Financial Resources for the Cultural Sector

How Do We Move Forward?

ASC requests that our Public and Private Partners work with us and other key stakeholders to:

- Determine the best path to secure a stable funding platform to support our arts, science and history assets, and
- Ensure our community’s quality of life and economic prosperity.

