

ARTS & SCIENCE COUNCIL

Advancing Arts, Science & History

Accessing Money From Local Government

Americans for the Arts

UAF Pre-conference

June 2005



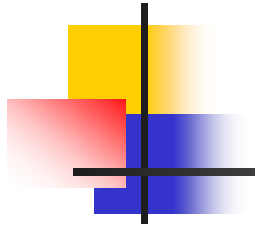
Charlotte-Mecklenburg's Cultural System

- Since 1977, a Public-Private Partnership:
 - City of Charlotte
 - Mecklenburg County
 - Private Donors – Corporate, Foundation & Individuals
 - Suburban towns – new partnerships forming
- Represents a broad range of interests in culture:
 - Art, Science and History.
- Combines resources from the public sector (local government) with those of the private sector to maximize impact.
- Cultural Action Plans have built foundation for public/private partnership.



Three Decades of Partnership

- 1976 Cultural Action Plan restructured the ASC and focused on cultural facility development.
- 1977, the Mecklenburg County designates ASC as its County Partner for the distribution of Grassroots Arts Program funds from the State.
 - ASC's Board of Directors expanded:
 - 2 appointed by Chairman of Mecklenburg Co. Board of Commissioners; and
 - 2 appointed by Mayor of Charlotte.



- ASC begins distributing all County funding, with the following exceptions:
 - Spirit Square – Direct funding until 1996-97;
 - Debt Service on County-owned cultural facilities
- ASC begins distributing all City funding, with the following exceptions:
 - Mint Museum – City Department until 1992;
 - Facility Operating/Maintenance Funds;
 - Debt Service on City-owned cultural facilities



1991 Cultural Action Plan

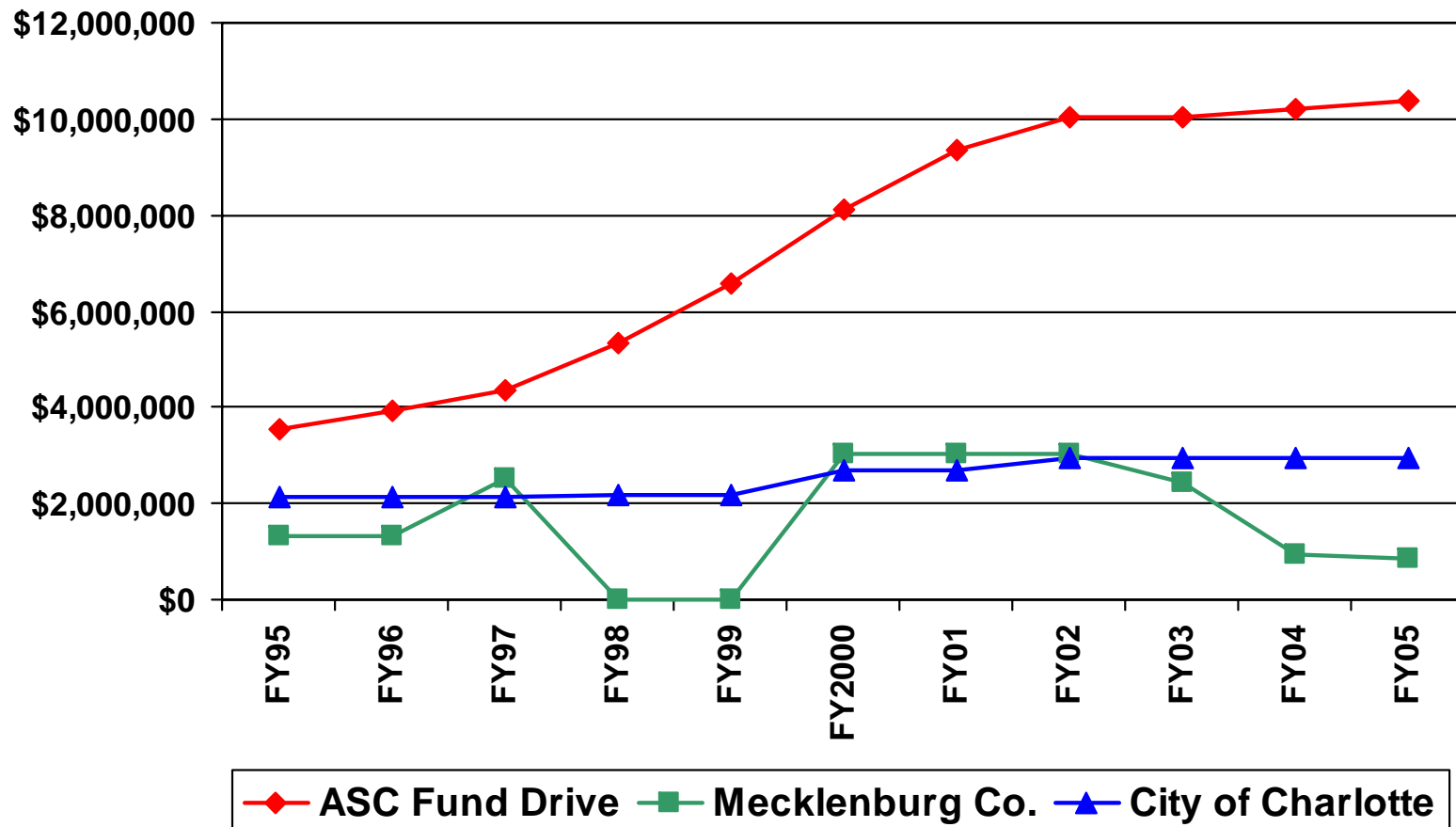
- All City and County cultural allocations coordinated through the ASC;
- ASC change governance structure to reflect changing role and mandate:
 - Increase number of elected directors;
 - Eliminating Chairs of Affiliates as directors; and
 - Two dedicated seats for County, City and Charlotte-Mecklenburg Schools.
- Privatize Mint Museum of Art
- Increased private fund raising, local government support and establishing a cultural endowment.
- County and City adopt Plan in April 1991.



1998 Cultural Action Plan

- History and heritage organizations should become ASC Affiliates;
- ASC develop programs to fund neighborhood-based cultural programs across Mecklenburg County;
- Increased efforts to provide access to all citizens and visitors to cultural programs.;
- Continued public and private funding for efforts.
- County and City adopt Plan in spring 1999.
 - County and City increased annual appropriation by \$500,000 each to ASC to support funding of new initiatives.

Public & Private Funding FY95 – FY05

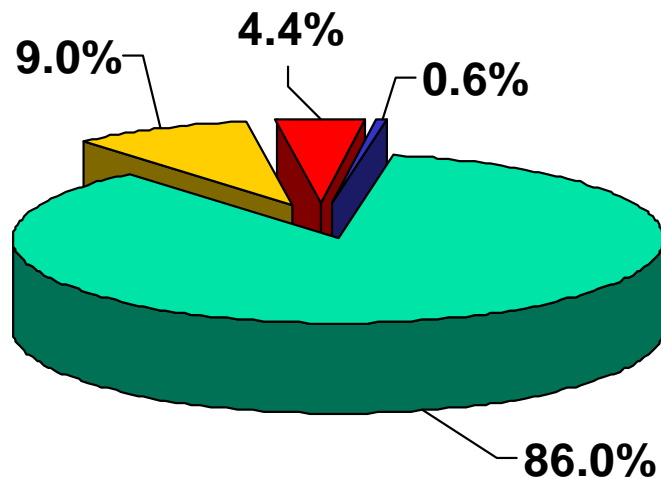




Use of Public Funds

- Public and Private funds support ASC Grant and Services
- Grants
 - Basic Operating Grants
 - Arts Education
 - Project Grants:
- Services
 - Planning
 - Public Art
 - Professional Development
 - Communications

2004-2005 Grants



Basic Operating Grants
Education
Project Grants
Initiatives

- \$12.48 million in grant awards in FY05:
 - \$10.747 M (86%)- Basic Operating Grants
 - \$ 1.1 M (9%) - Arts Education
 - \$547,179 (4.4%) Project Grants
 - \$260,000 – Community Cultural Connections
 - \$177,179 – Special Projects & Restricted Awards
 - \$30,000 - Regional Artists Grants
 - \$55,000 – Funded Partner
 - \$25,000 – McColl Award
 - \$80,000 (.6%) – Initiatives



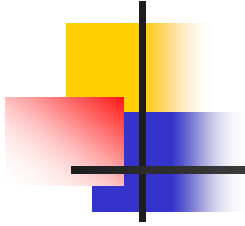
Municipal Cultural Plans

- ASC is developing cultural plans for each municipality in Mecklenburg County outside of Charlotte:
 - North Mecklenburg (joint effort between Cornelius, Davidson & Huntersville)
 - Matthews
 - Pineville
 - Mint Hill
- Investing \$20,000 per town in implementation funding
- ASC Board expanded to include one appointee from each Town Council
- North Mecklenburg towns contributing 1/2 cost of adding ASC staff person located in North Mecklenburg.



Public Art

- ASC manages public art for the City, County, partner organizations and private entities.
- Program connects artists and artwork with community:
 - Enhancing neighborhood identity;
 - Strengthening economic development; and
 - Improving urban design.
- 70 artworks created since 1981.



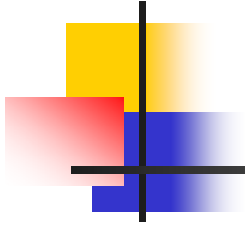
- Public Art Master Plan, adopted April 2002 by ASC Board, addressed:
 - Expanded Funding;
 - Program Structure; and
 - Future Opportunities.

- Progress Report:
 - ✓ 1% Art in Transit (CATS) policy adopted - January 2002
 - ✓ 1% Art Ordinance adopted by Mecklenburg County – December 2002
 - ✓ 1% Art Ordinance adopted by City of Charlotte – May 2003
 - ½ of 1% for Art Policy for Charlotte-Mecklenburg Schools – pending



Why the Partnership Works

- Keep politics out of the grant making and artist selection process for cultural programs.
- City, County and Towns do not have the infrastructure in place (staff, panels, etc.) to review multiple requests from cultural groups and evaluate the need for or accountability for funding.
- ASC's grants panels are a proven system that provides an equitable and accountable method for review of requests for support.



- The united appeal for local government support has been successful for sustaining funding.
- Reaction of elected officials to multiple requests for funding from cultural groups could easily be a decrease rather than increase in funding.
 - Small, mid-size and emerging organizations would be the losers - the major institutions would get their funding because of the political clout of their board members.