Charlotte’s Cultural Assets and Funding Model

Presented by:
Scott Provancher, President
Arts & Science Council
What is ASC?

- Established in 1958 as Charlotte Arts Fund
  - Raised $68,000 to support 8 arts and science groups
- Re-organized as the Arts & Science Council in 1976
- ASC is a hybrid agency
  - Combines the traditional local arts agency role with that of a united arts fund
To build appreciation, participation and support for arts, science, history and heritage in Charlotte-Mecklenburg
Attendance to cultural institutions last year:

3.75MM

70,000+ events
FY12 Revenues - $15,390,411

- Annual Fund Drive, net: 49.1%
- Government (City, County, State): 31.2%
- Other Revenue, restricted gifts: 10.7%
- Endowment: 7.9%
- Release of reserves: 1.1%
• City of Charlotte - $2.9 million, unrestricted funding from general fund
• Mecklenburg County - $1.1 million, restricted funding for education project and operation of Spirit Square from general fund
• North Carolina - $250,000, restricted funding for project grants, education program and artist grants from general fund
• ASC also receives funding from each of the 6 suburban communities in Mecklenburg Co. - $75,000
Private Funding

- $8.3 MM from Annual Campaign (25,000 individual donors and 450 companies)
- $1.4M from Endowment
- $0.5M Other restricted revenues (innovation, special projects)
Thanks to community support, in FY12, ASC will invest $1 million more in education by:

- Supporting **cultural organizations** like Discovery Place, Levine Museum of the New South and Harvey B. Gantt Center for African American Art + Culture for education programs
- Launching new **field trips**
- Providing Pre-K - 12 students with **learning tools**
- Improving capacity of organizations through assistance to **align programs with CMS standards**
• Staff identified an opportunity to create a fundraising strategy to complement both ASC’s and cultural organizations’ giving activities – www.power2give.org!

So what is power2give?
• It’s an online marketplace for cultural projects
• An opportunity to match donor interests and passions to projects in the community
• AND a way to make personalized solicitations that leverage technology and social media
Early Success

Site launched on 8/29/11 with 67 projects

$105,000* contributed to date from 400 donors = 27 fully funded projects!
WELCOME TO YOUR ONLINE CULTURAL RESOURCE
CharlotteCultureGuide.com
A Project of ASC

SEND TO A FRIEND  BOOKMARK & SHARE

SPOTLIGHT

Wells Fargo Community Celebration - free arts & cultural experiences for all
Don't miss this one-of-a-kind experience!

HIGHLIGHTS

2011 Whitewater River Jam
Thursday, September 15 through Thursday, September 29
U.S. National Whitewater Center

AUGUST: OSAGE COUNTY by Tracy Letts
Thursday, September 15 through Saturday, September 24
Carolina Actors Studio Theatre