

ART **works** FOR ASHEVILLE:

The new Asheville Art Museum, a public/private partnership will anchor Pack Square Park and the County's cultural center, supporting tourism, business, education, the arts and the continued development of the communities of Western North Carolina.

The Time is Now!



Sustainability Plan for Buncombe County

ECONOMY: *Sustainable Localized Economy*

Attracting new business, supporting the growth of local businesses and ensuring a diverse economy

Economic Impact: the new Asheville Art Museum



- **100%** increase in visitors
- **\$7 million** annual impact
- **\$300,000** annual local government revenue
- Supporting **200+ area** FTE jobs
- Increased property values

Sustainability Plan for Buncombe County

COMMUNITY: *Educational Resources that Meet the Needs of the Community*

Increasing graduation rates, access to higher education, parent & community involvement and supplemental programs for all



Education Programs

Last year the Museum served over **110,000** participants, including nearly **18,000** pre-K-12 WNC children.

Nearly **8,000** of those were Buncombe County students.



New Museums:

Chattanooga 2006

\$12 M Gov't – 54% of Total

Spartanburg 2007

\$6.5 M Gov't – 15% of Total

Raleigh 2009

\$73 M Gov't – 85% of Total

Charlotte 2010

\$46 M Gov't – 82% of Total

Richmond 2010

\$50 M Gov't – 33% of Total

**It is time for Asheville
and Buncombe County.**



Asheville

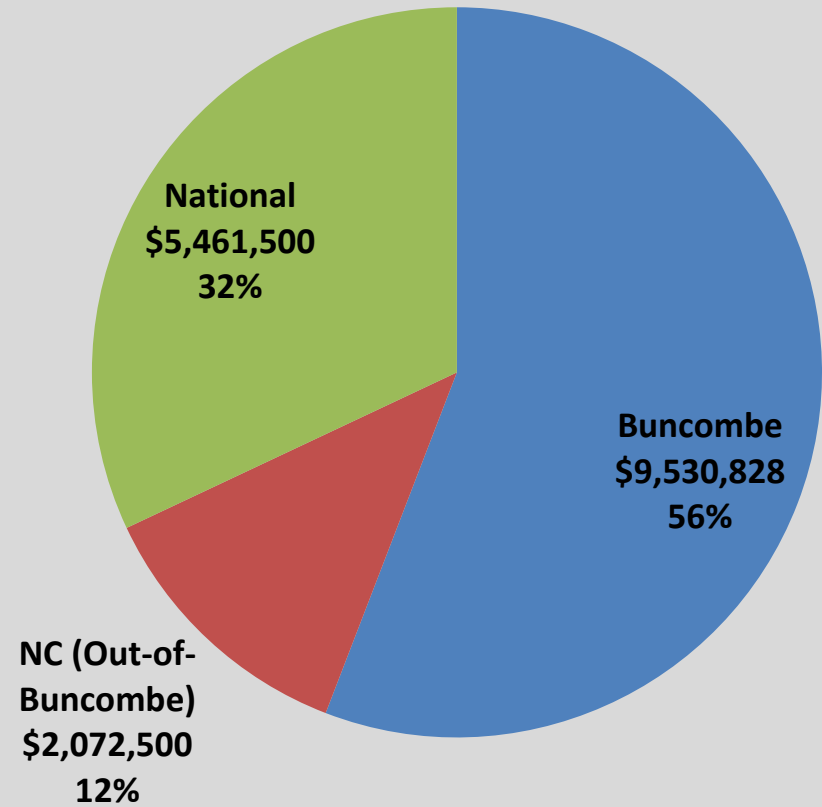
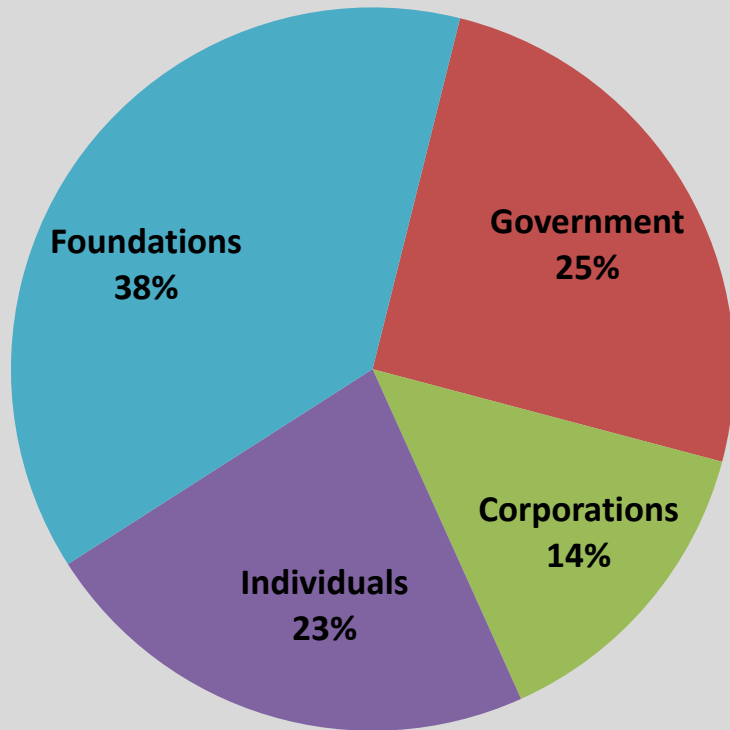
Art

Museum

ART **works** FOR ASHEVILLE

**Over \$7.5 M in outside
investment in
Buncombe County**

**Contributions Raised-to-Date:
Diverse & Balanced Range Local & National, Public & Private
Sources**



1/9/2015

Art WORKS for Asheville Capital Campaign for the New Asheville Art Museum

Status:

- **\$17,064,878 Raised-to-Date**
- **Board Approval for Construction Document Development**
- **\$24 Million Total Goal – 71% Raised-to-Date**
- **Original Request to Buncombe County: \$3 Million**
 - **Received-to-Date FY13-FY15: \$600,000**
- **FY16 Request to Buncombe County: \$2.4 Million**