State of the Arts

July 2021
National Endowment for the Arts
American Rescue Plan Grants

Local Arts Agencies for Subgranting
Eligible designated local arts agencies may request a fixed grant amount of $150,000, $250,000, or $500,000 for subgranting programs.

Applicants must be an arts agency (“local arts agency”) that is a unit of city or county government or be officially designated to operate as an arts agency on behalf of its local government.

Application Deadline
July 22, 2021
Role of Local Arts Councils

**Americans for the Arts**
The role of arts council (also called local arts agencies) is to “promote, support, and develop the arts at the local level ensuring a vital presence for the arts throughout America’s communities.”

**National Endowment for the Arts**
Arts councils are critical partners for dispersing arts funding because “local arts agencies have the closest ties to arts organizations in local communities.”
Asheville Area Arts Council

- AAAC is the second oldest arts council in NC and one of the first in the US.
- The arts council developed as a subcommittee of the Junior League and incorporated in 1953 with the primary goal of building a new Civic Arts Center.
- The arts council has been administering grants to local artists and arts organizations since 1979.
- AAAC is recognized by the NC Arts Council as the local arts agency for Buncombe County and oversees the state arts funding allocation for Buncombe County.
Primary Focus Areas

Our Mission: Keeping the arts at the heart of our community

ADVOCACY
Data Collection, Analysis, & Report
Setting Policy Agenda
Strategic Partnerships
Creative Sector Summit

PUBLIC ART
Project Management
Community Engagement
Calls for Artists
Programming

SERVICES FOR CREATIVES
Grants
Professional Development
Jobs Board
Arts Opportunities
Event Promotion
The Arts Pre-COVID
Creative Jobs Report

This comprehensive 40+ page report looks at creative jobs over a five-year period from 2015-2019 by industry, occupation, race, Hispanic ethnicity, gender, and age.

Creative industry jobs in Buncombe County grew 24% during this period—reaching over 14,000. And, by 2019, creative industry sales had reached $1.6 billion, representing 44% growth since 2015.

The arts council will follow up with a post pandemic report early next year.

Full report available at ashevillearts.com
Asheville Metro High Performance Industry Clusters
Groups of Related Businesses

- Food & Beverage Manufacturing
- Lighting & Electrical Manufacturing
- Hospitality & Tourism
- Health Services
- Aerospace and Auto Manufacturing
- Performing Arts
- Paper Manufacturing
- Finance

Source: Asheville Chamber of Commerce 2020 Growth Breakfast
Pandemic Impacts
According to Americans for the Arts, 66% of arts businesses in North Carolina were severely impacted by the pandemic and 65% of creative workers in the state suffered unemployment (the national average is 52%) as of July 2020.

The Center for Civil Society Studies estimates that jobs in Arts Nonprofits will take nearly 2.5 years to recover.
## Higher Negative Effect - Top Industries

<table>
<thead>
<tr>
<th>Industry</th>
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<tbody>
<tr>
<td>Full- and Limited-Service Restaurants, Food and Drinking Places</td>
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<tr>
<td>Personal Care Services</td>
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<tr>
<td>Retail-Clothing Stores, Miscellaneous Store Retailers</td>
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<tr>
<td>Hotels and Motels</td>
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<tr>
<td>Independent Artists and Performing Arts</td>
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<tr>
<td>Offices of Dentists, Offices of Physicians</td>
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<tr>
<td>Child Day Care Services</td>
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<tr>
<td>Fitness and Recreation Sports Centers, Other Recreation</td>
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<tr>
<td>Transit and Passenger Transportation</td>
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<tr>
<td>Museums and Historical Sites, Motion Picture Industries</td>
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<tr>
<td>Nursing and Community Care Facilities</td>
</tr>
</tbody>
</table>

Source: Asheville Chamber of Commerce 2020 Growth Breakfast
Local Arts Impacts

- **Arts, Entertainment, and Recreation (A,E,& R) sector was the top creative industry, growing 53% from 2015-2019—double the growth rate of Buncombe County’s Construction industry over the same time period.**
  - Falls under the Leisure & Hospitality supersector
  - Includes Independent Artists, Writers, and Performers; Promoters; Performing Arts Organizations; as well as Historical Sites and Museums

- The A, E, & R sector experienced the **greatest percentage of employment loss in Buncombe County** from 2019 to 2020:
  - Overall loss of 34% representing a **decline of over 1,300 jobs.**
  - This is **9% higher than the overall state average** employment loss for A, E, & R sector of 25%.

- **Overall Total Wages declined approximately 24%** in the A, E, & R from 2019-2020 in Buncombe County.

Source: Asheville Area Chamber of Commerce
Federal Arts Aid Received

410 Arts, Entertainment, and Recreation organizations received a total of $11.5 M in PPP loans. This is 17% of the $658 M awarded in BC.

https://data.citizen-times.com/paycheck-protection-program-loans/

20 organizations received a total of $7.25 M in Shuttered Venue Operators Grants (SVOG) funding. This is 7% of the $102 M awarded in NC.

https://data.sba.gov/dataset/svog
Local Arts Aid Received

26 Arts Businesses & 16 Arts Professionals received a total of $162,000. This is 12% of the $1.37 M awarded. [Link]

57 local Arts & Entertainment businesses received a total of $704,537 in grants. 17 were nonprofits. This is 14.5% of the $5 M awarded. [Link]

36 local arts nonprofits received $251,000 in grants. This is 84% of the $299,212 awarded. [Link]
Needs & Concerns

● Relief Aid/ Restart Funding
● Health & Safety Procedures - Masks
● Staffing
  ○ Growing Cost of Living vs. Wage Discrepancies
  ○ Loss of Talent
● Event Security - Police Shortage
● Attendance/ Event Backlog
● Delta Variant and Setbacks
● Arts Equity
Requested Board Action

Vote to approve the Resolution recognizing Asheville Area Arts Council as the designated arts council for Buncombe County authorized to apply for, receive, and regrant state and federal arts funding in Buncombe County.
Questions?

katie@ashevillearts.com

ashevillearts.com