



ASHEVILLE AREA
ARTS COUNCIL

State of the Arts

July 2021



National Endowment for the Arts American Rescue Plan Grants

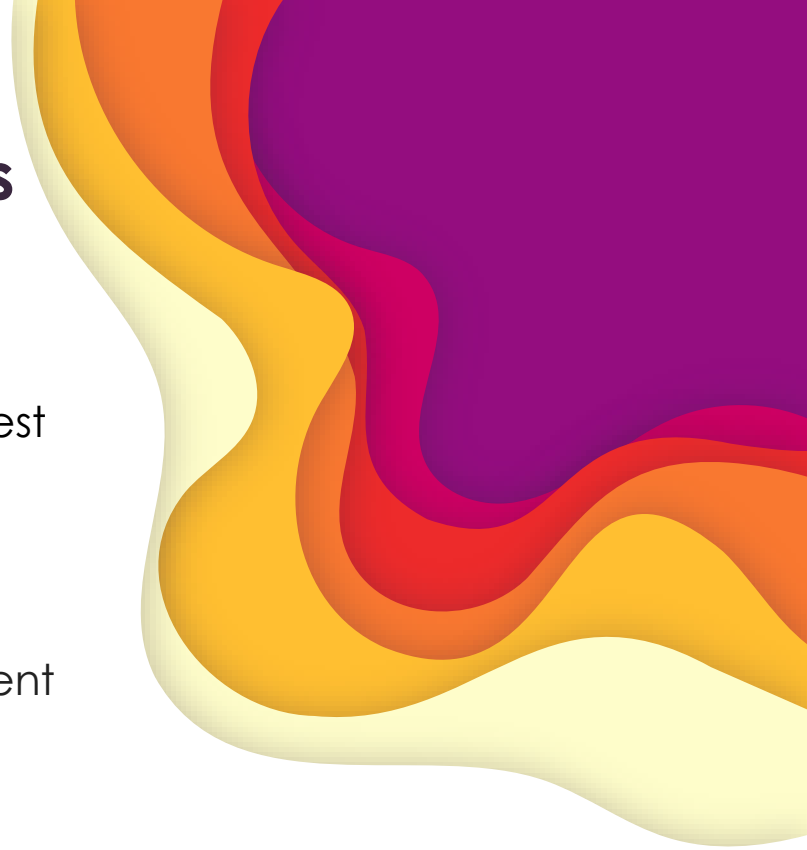
Local Arts Agencies for Subgranting

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



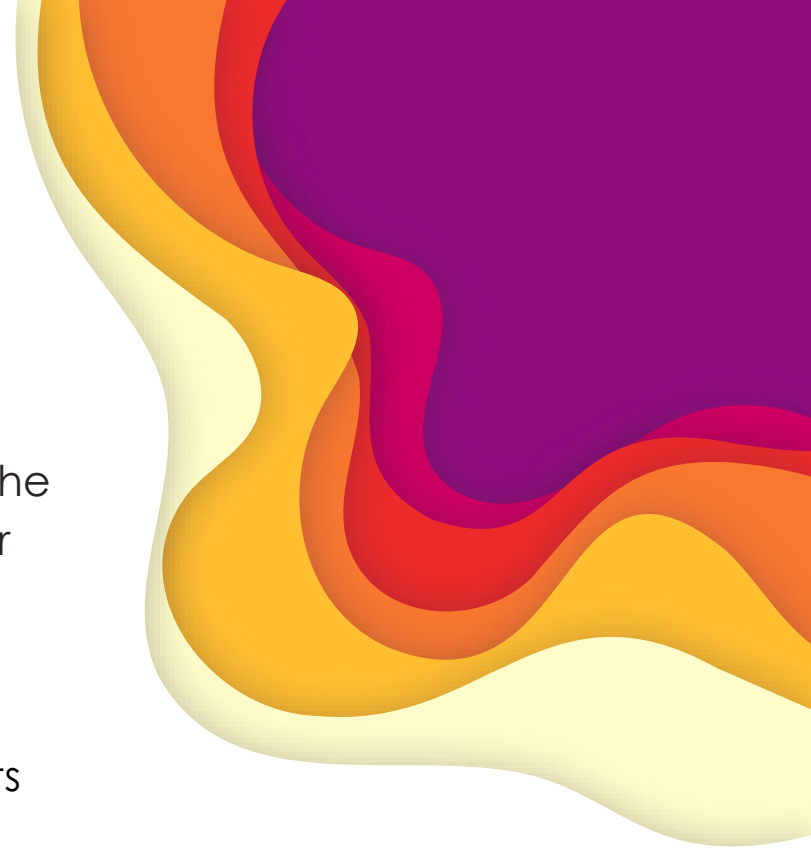
Role of Local Arts Councils

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**



Buncombe County, NC

CREATIVE JOBS


PRE-PANDEMIC ASSESSMENT
2015-2019




Asheville Area Arts Council | May 2021

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

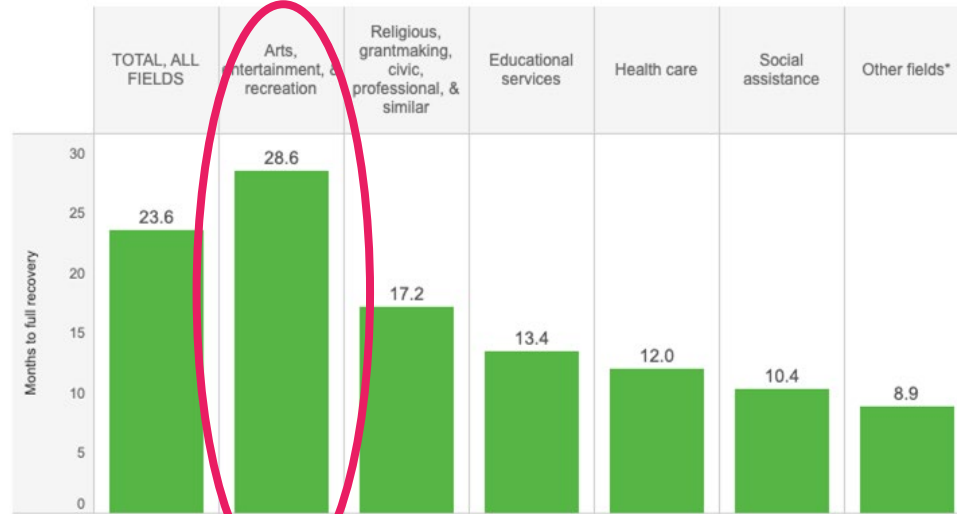


Pandemic Impacts

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.**

FIGURE 5 Months to full recovery of nonprofit jobs, by field, based on average job recovery rates from July 2020 through January 2021^A



Q2 2020

Higher Negative Effect – Top Industries

Full- and Limited-Service Restaurants, Food and Drinking Places

Personal Care Services

Retail-Clothing Stores, Miscellaneous Store Retailers

Hotels and Motels

Independent Artists and Performing Arts

Offices of Dentists, Offices of Physicians

Child Day Care Services

Fitness and Recreation Sports Centers, Other Recreation

Transit and Passenger Transportation

Museums and Historical Sites, Motion Picture Industries

Nursing and Community Care Facilities

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.

<https://www.mountainbizworks.org/coronavirus-resources-2019/covid-19-loans/one-buncombe-fund/>



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.

<https://www.ashevillecvb.com/394-buncombe-businesses-awarded-pandemic-relief-grants-to-restart-operations/>

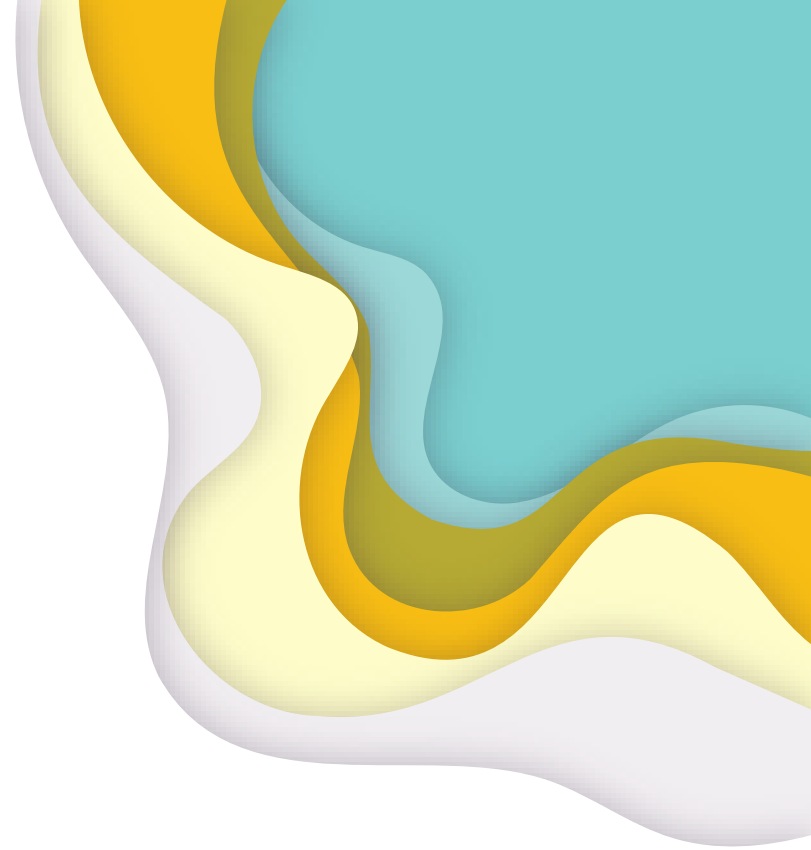


36 local arts nonprofits received **\$251,000** in grants. This is **84%** of the \$299,212 awarded.

<https://ashevillearts.com/services-for-creatives/grants/#nc-cares>

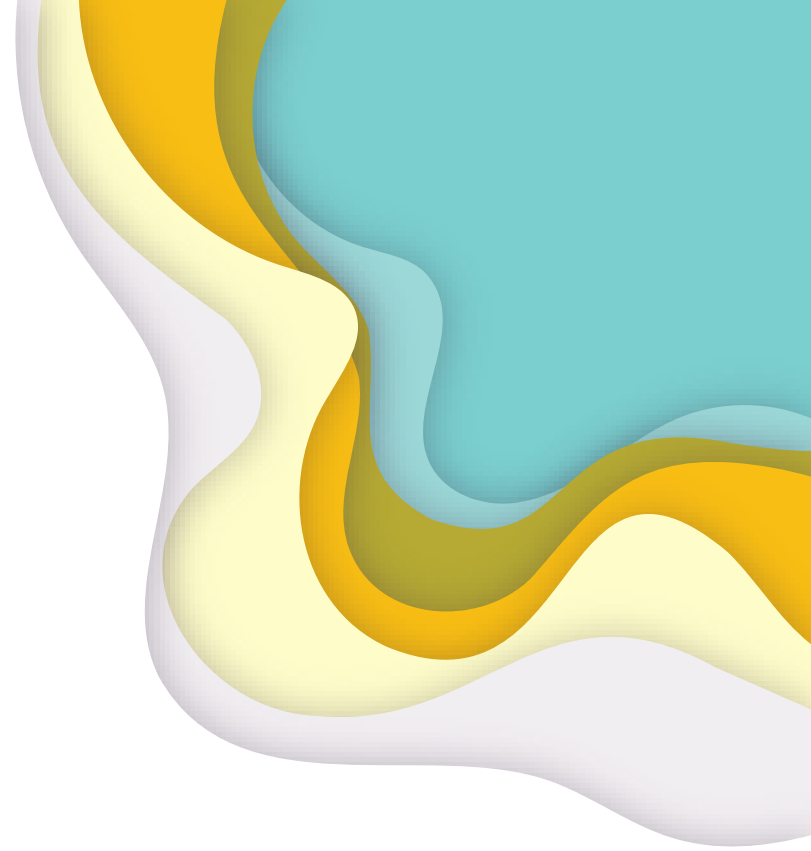
Needs & Concerns

- 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?

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ashevillearts.com