

Charlotte

Strategic Planning

Arts & Culture



INTRODUCTION: Provides broad access to arts and culture. A healthy community encourages a wide variety of recreational, historical, and cultural opportunities.

Arts and culture contribute to the foundation of the community. Through the arts and cultural activities, people have the opportunity to connect in new and different ways, improving understanding of each other and the community. The local experience with arts and culture goes beyond museums and galleries, reaching people where they are and encouraging them to participate. Children, adults, families and seniors all benefit socially and emotionally from exposure to and participation in art and culture.

There is economic value in the arts as well. According to Americans for the Arts, in 2017, the national nonprofit arts and culture industry generated \$166.3 billion of economic activity during 2015—\$63.8 billion in spending by arts and cultural organizations and an additional \$102.5 billion in event-related expenditures by their audiences. This activity supported 4.6 million jobs and generated \$27.5 billion in revenue to local, state, and federal governments (a yield well beyond their collective \$5 billion in arts allocations).