

A YEAR IN REVIEW







## MISSION STATEMENT

As we reflect on another remarkable year at the Arts Council of Fayetteville/Cumberland County, it brings me immense joy and a deep sense of responsibility to share our journey of fostering creativity, unity, and progress through the arts.

This year, we've seen the transformative power of art in action. Our grants to individual artists through the Artist Support Grants and Mini Grants for Artists have empowered local creators, funding innovative projects that have enriched our community's cultural landscape. Through our Artists In Schools (AIS) initiative, we've brought the magic of creativity to thousands of students, igniting young minds and nurturing the next generation of artists and art enthusiasts.

The economic impact of our efforts, as revealed by the Arts & Economic Prosperity Survey 6 (AEP6) study, demonstrates that art is not just a source of inspiration—it's a driving force in our local economy. The arts continue to create jobs, generate revenue, and stimulate visitor spending, proving that investing in creativity pays dividends for our entire community.

Our renewed mission goes beyond just appreciating art; it's about cultivating an environment where each of us can proudly say, "We are the Arts." This year's achievements—from the grants we've awarded to the schools we've served—are a testament to this vision. Together, we're not just creating art; we're crafting a more vibrant, inclusive, and economically robust community.

As you peruse this report, you'll see the numbers that quantify our impact, with a story behind each figure describing transformation, a moment of inspiration, or a spark of creativity that has the power to change lives.

I invite you to join us in this ongoing journey. Whether you're an artist, a student, a business leader, or an art enthusiast, you have a role to play in our collective canvas. Together, we can continue to build bridges, forge connections, and foster an environment where every voice is heard and every vision is celebrated.

Here's to another year of coloring outside the lines and reimagining what's possible through the arts.

Warm regards

Robert 'Bob' Pinson President / CEO

Robert C. Pinson

The Arts Council connects our communities, embraces diversity, promotes individual creativity, advances economic development, and fosters lifelong learning through the arts.

### 2023-2024

#### Arts Council Board of Trustees

Andrew Henrickson Kerri Tillett

Betty Goolsby Luis Collazo (Vice Chair)
Caitlyn Barnett (Student - FSU) Pavan Patel (Treasurer)

Chancer McLaughlin Ray Thomas

Devin Trego (Chair) Rick Allen (Immediate Past Chair)

Dr. Ericka Whitaker Sharon McNair

Juelle McDonald Taneshia Kerr

Dr. Joy Melvin Hon. Toni King

Dr. Kenjuana McCray Walter White (Secretary)

## 2023-2024

## Arts Counci

Robert 'Bob' Pinson - President/CEO

Kennon Jackson, Jr. - Chief of Staff

Antonio Renteria - Director of Operations

April Mata - Creative Manager

Barbara Hayes - Receptionist

Carly Cox - Communications & Outreach Assistant

Kashia Knight - Grants Assistant

Michael Houck - Director of Grants & Allocations

Sarah Busman - Arts Education Manager



Celebrating 50 years of connecting communities through the arts- For us 50 years is not a birthday. Nor a Milestone. Or even an anniversary. 50 years is a statement. The arts matter.















#### **ECONOMIC IMPACT**



We Create Jobs.
We Are Businesses.
We Drive Commerce.
We Bring Visitors.
We Build Vibrancy.

\$72.2M in Total Activity
1,111 Jobs Supported
\$44.1M in Personal Income
\$9.5M in Tax Revenue

#### **ARTS IN SCHOOLS**

17,300 students
In 84% of all CCS Schools

#### **ARTIST GRANTS**

Support to Artists \$398,507

# IFF - INTERNATIONAL FOLK FESTIVAL

Over **78,000** attendees
Over **30** cultures groups
represented



# Investing in Community Artists \$398,507

The Arts Council grant was a game-changer. It allowed me to explore 3D printing, pushing the boundaries of my visual art. This new medium has opened up exciting possibilities I never imagined before.

- Raul, Visual Artist and
Grant Recipient

## Mini Grants to Artists

39 Artists were funded Mini Grants

Mini Grants build capacity for Cumberland County artists by supporting one-time cultural arts events with a focus on growing the local arts economy, engaging new or innovative programming, and providing support to diverse artistic mediums to Cumberland County.

The Arts Council awarded \$21,575 in Artist Support Grants to 12 artists who represented a total of six artistic disciplines.

## **Arts in Schools**

The Arts Council reached 17,300 students

72 Schools (84% of all CCS Schools)

**488** Teaching Artists from organizations through the AIS program.

The Arts Council paid **\$71,510** to Teaching Artists through the AIS Program.

The Arts Council produced **76** separate teaching artist engagements for schools in Cumberland County through Artists In Schools.

know it's so much more! I love trying new things in our art class. My favorite was making a clay sculpture of my dog. Art makes school fun!

- Emily, 4th Grade





\$72.2M in Total Activity

1,111 Jobs Supported

**\$44.1M** in Personal Income

**\$9.5M** in Tax Revenue

We Are Businesses.

**624** Jobs Supported

\$44.3M Dollars Spent

\$7.1M in Tax Revenue

We Create Jobs.

1,111 Jobs Supported

**624** Arts & Culture Jobs

**487** Unique Arts Related Jobs

We Drive Commerce.

\$30.44 Spent by Each Person

22.3% Attendees Not Local

\$41.37 Spent by Each Visitor

We Bring Visitors.

**900K** Visitors a Year (avg)

**\$28M** Event Spending

74% Visit for Specific Event

By embracing the Arts
we are seeing a sense of
togetherness, beautification of
our community, and a love of

- Kia Anthony,

our culture."

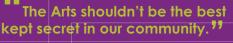
Mayor of Spring Lake

# We Build Vibrancy.

**88%** Inspires a Sense of Pride

81% Enhances Livability

83% Shapes Identity & Image



- Jessie Bellflowers, Mayor of Hope Mills





Almost **\$1 Million** total invested in Public Arts

Investments in the Public Art Program | \$206,275

**Arts Investments Back Into Our Community** 

Support to Hire Artists | \$398,507

Support for Community Initiatives and Festivals | \$372,730

Support to Nonprofits and Municipal Entities | \$1,279,288







#### **PRIMARY FUNDERS**

Arts Investments

Cumberland County Occupancy Tax

**Cumberland County ARPA Funding for Nonprofits** 

City of Fayetteville

National Endowment for the Arts

North Carolina Arts Council

First Horizon Foundation

United Way of Cumberland County

Individual Donors

Tropical Smoothie Cafe

United Bank

Moore Exposure

Hodges and Associates

Holmes Electric

Lumbee River EMC

Callahan and Rice

Dogwood State Bank

Systel





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