



A Y E A R I N R E V I E W



50<sup>th</sup> FAYETTEVILLE · CUMBERLAND CO.  
**ARTS COUNCIL**  
anniversary 1974-2024



# MISSION STATEMENT

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

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

<b>2023-2024 Arts Council Board of Trustees</b>	
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)

<b>2023-2024 Arts Council Staff</b>	
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	<p>We Create Jobs. We Are Businesses. We Drive Commerce. We Bring Visitors. We Build Vibrancy.</p>
----	--

**\$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



## Grants to Artists

# 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)

Cumberland County students engaged with **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.

“I used to think art was just drawing, but now I 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





## Economic Impact

### \$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

### We Build Vibrancy.

88% Inspires a Sense of Pride

81% Enhances Livability

83% Shapes Identity & Image

“The Arts shouldn’t be the best kept secret in our community.”

- Jessie Bellflowers,  
Mayor of Hope Mills

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

- Kia Anthony,  
Mayor of Spring Lake



## Arts Investments

### Arts Investments Back Into Our Community

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

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

Support to Hire Artists | **\$398,507**

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

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



### PRIMARY FUNDERS

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





Connect with the Arts

@artscouncilfay

artscouncilfay

artscouncilfay

arts-council

50<sup>th</sup> FAYETTEVILLE · CUMBERLAND CO. ARTS COUNCIL anniversary 1974-2024



theartscouncil.com

301 Hay Street Fayetteville, NC 28301 910.323.1776