

# Charlotte Region Social Impact of the Arts Landscape Scan Survey



League of Creative Interventionists Charlotte

Opened August 1-September 26, 2019 | Initial findings presented October 14, 2019.  
Reopened October 21-January 6, 2020 | Initial findings presented January 23, 2020.

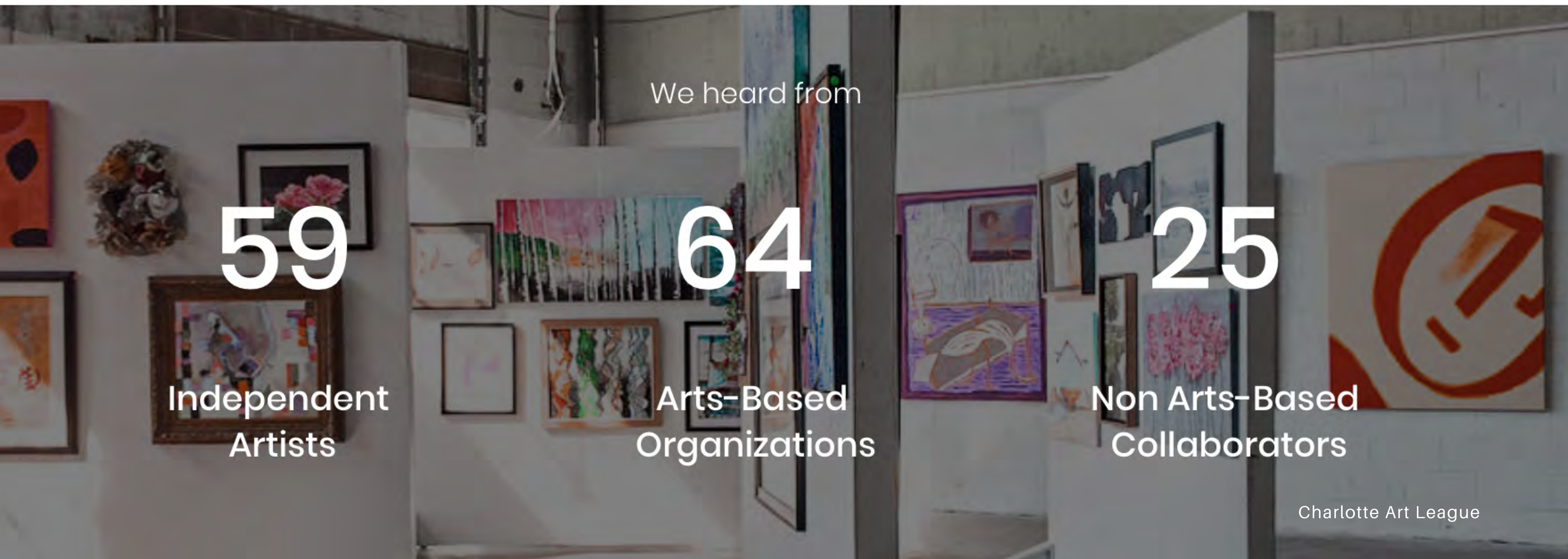
Summarized by  
Amy Hawn Nelson



# 153 total responses

No responses in Spanish

Only 1 artist identified as not intending to effect positive social change



We heard from

59

Independent  
Artists

64

Arts-Based  
Organizations

25

Non Arts-Based  
Collaborators



# ARTISTS / CREATIVES

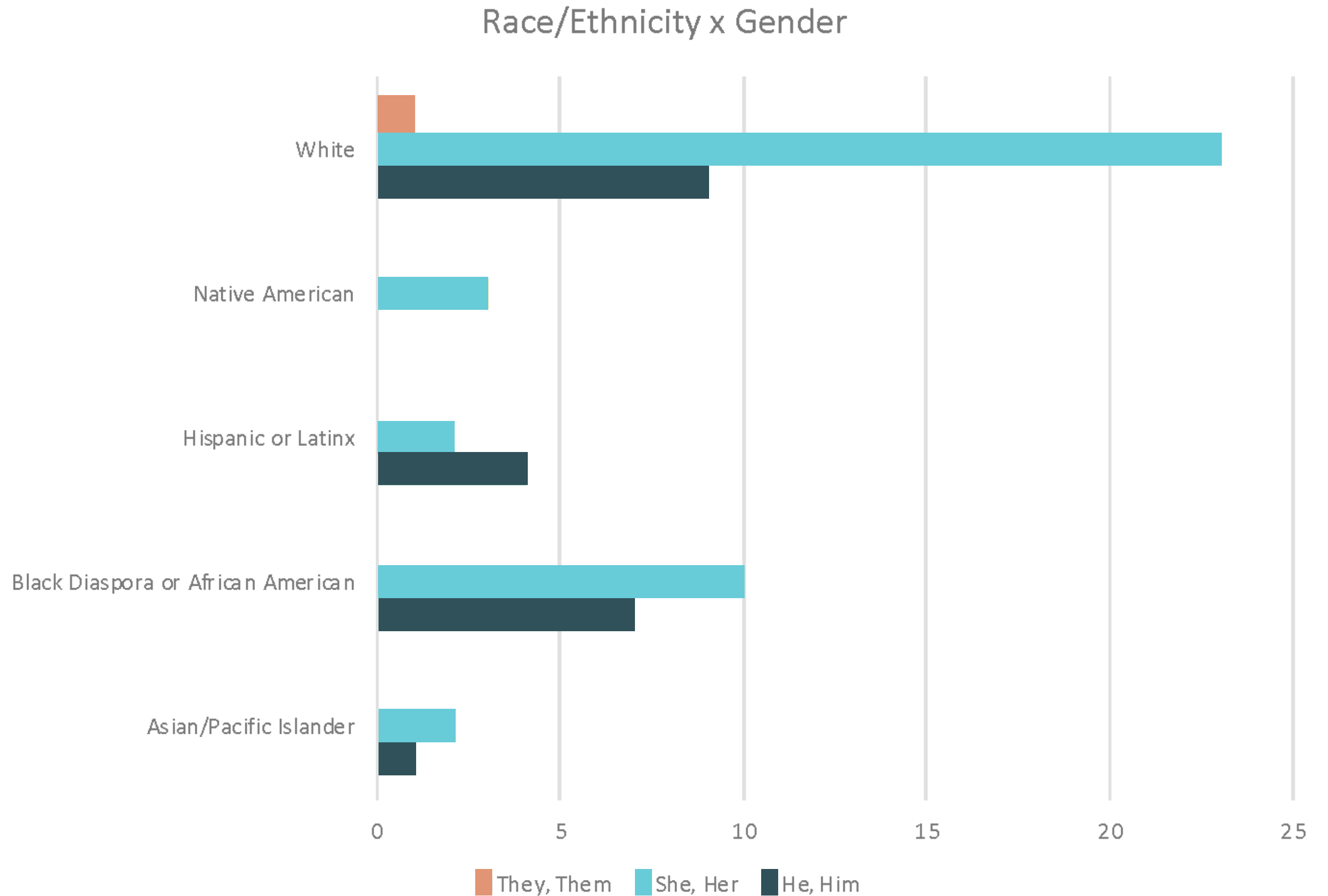
**Artists / Creatives are living throughout the region, with 59 respondents in 32 different zip codes.**

Charlotte Ballet's Reach Scholarship  
Program, Photo by Jeff Cravotta

# Artist Demographics

Asian/Pacific Islander	3
Black Diaspora or African American	17
Hispanic or Latinx	6
Native American	3
White	34
Other	2
Mixed Race	1

He, Him	21
She, Her	37
They, Them	1
Prefer not to answer	1



# I create work...

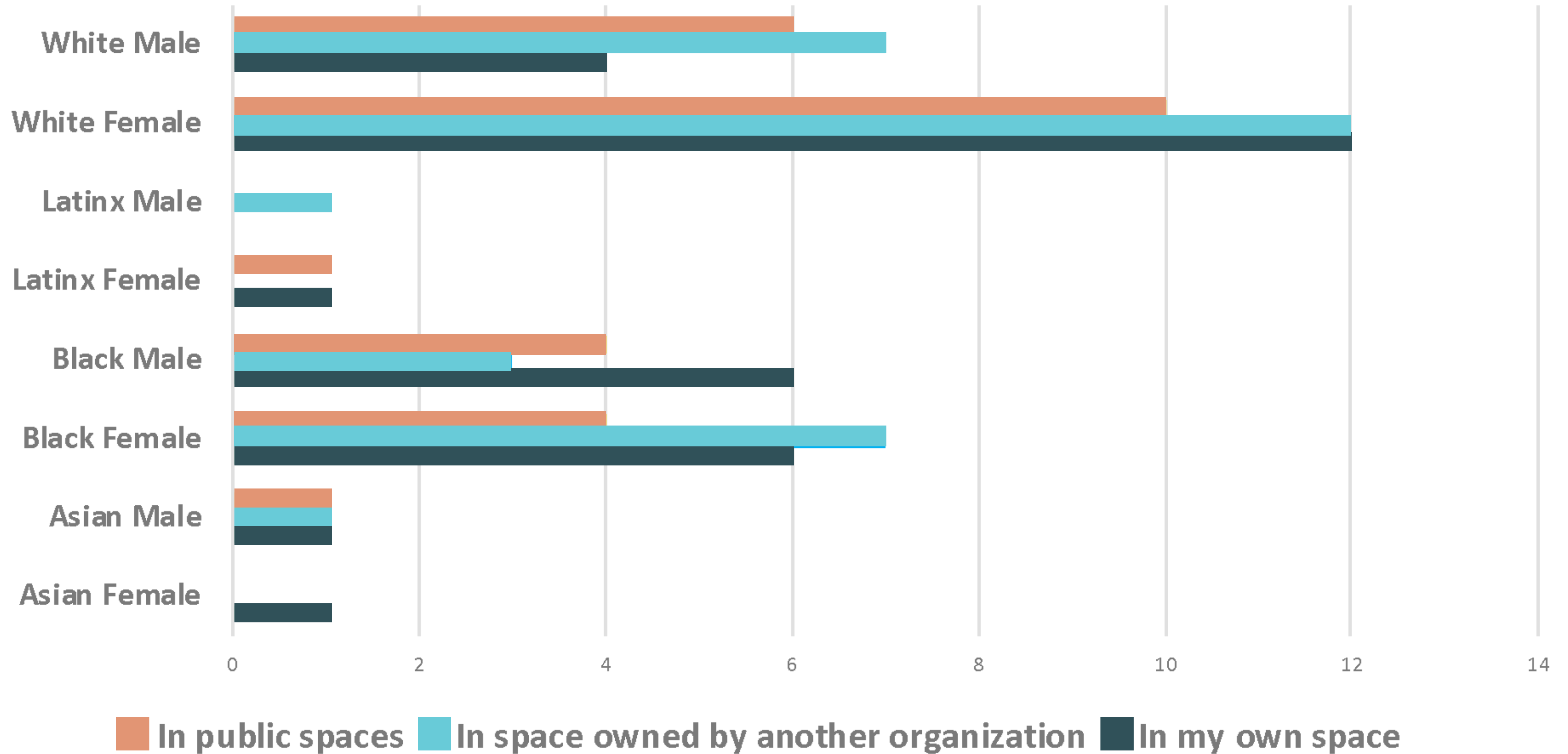
In my own space	34
In space owned by another organization	35
In public spaces	27

## **Others mentioned:**

Private homes/spaces

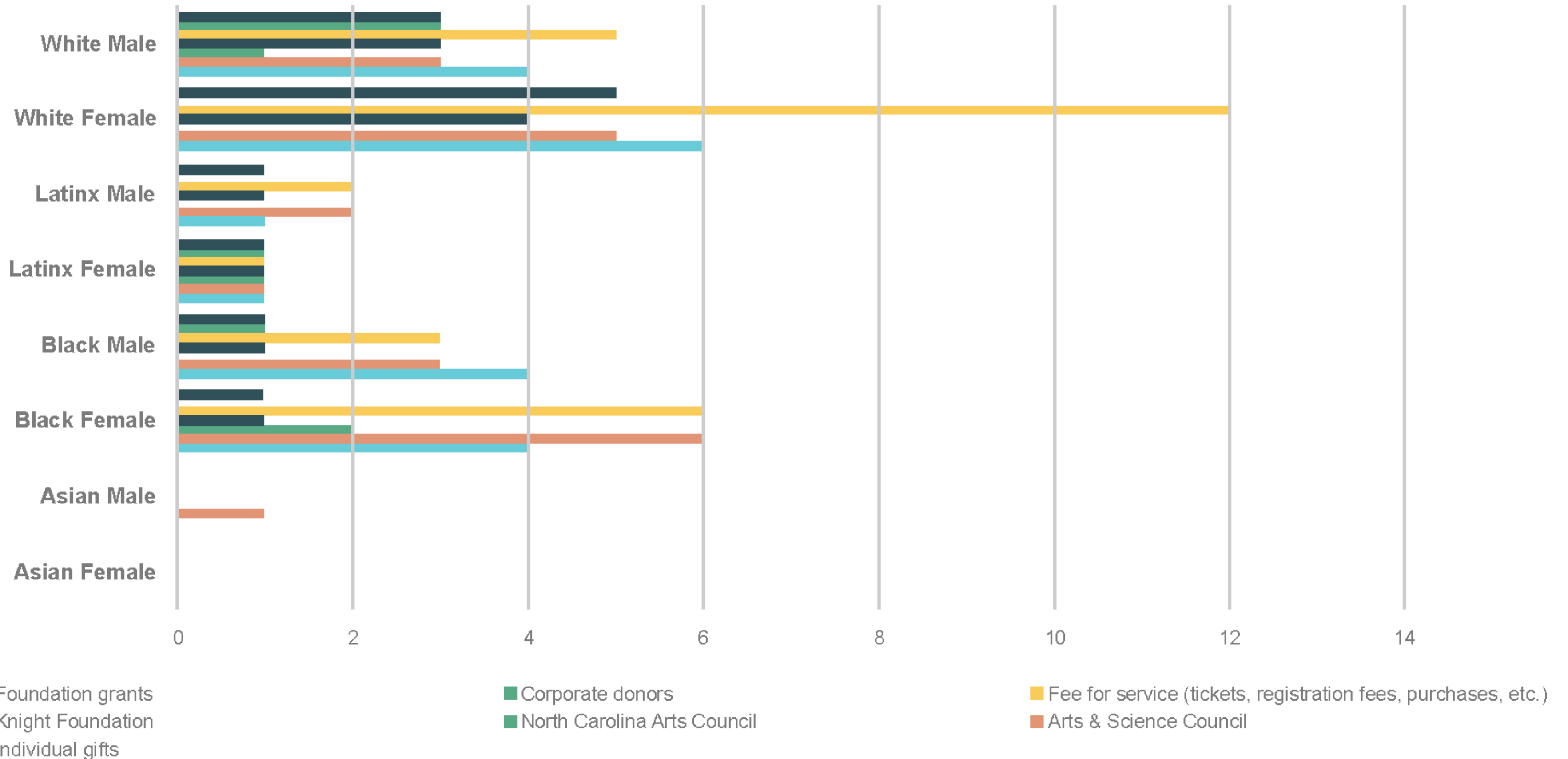
Online

# I create work x Race/Ethnicity x Gender





# My funding generally comes from (mark all that apply)



## **Other fundraising includes...**

Academic research grants

Municipal grants

Crowd funding

Fundraising events



## % of work that is self funded

<b>Black Female</b>	0-95%; avg 58
<b>Black Male</b>	10-95%, avg 60
<b>White Female</b>	1-100, avg 48
<b>White Male</b>	0-100, avg 50

Take-away:

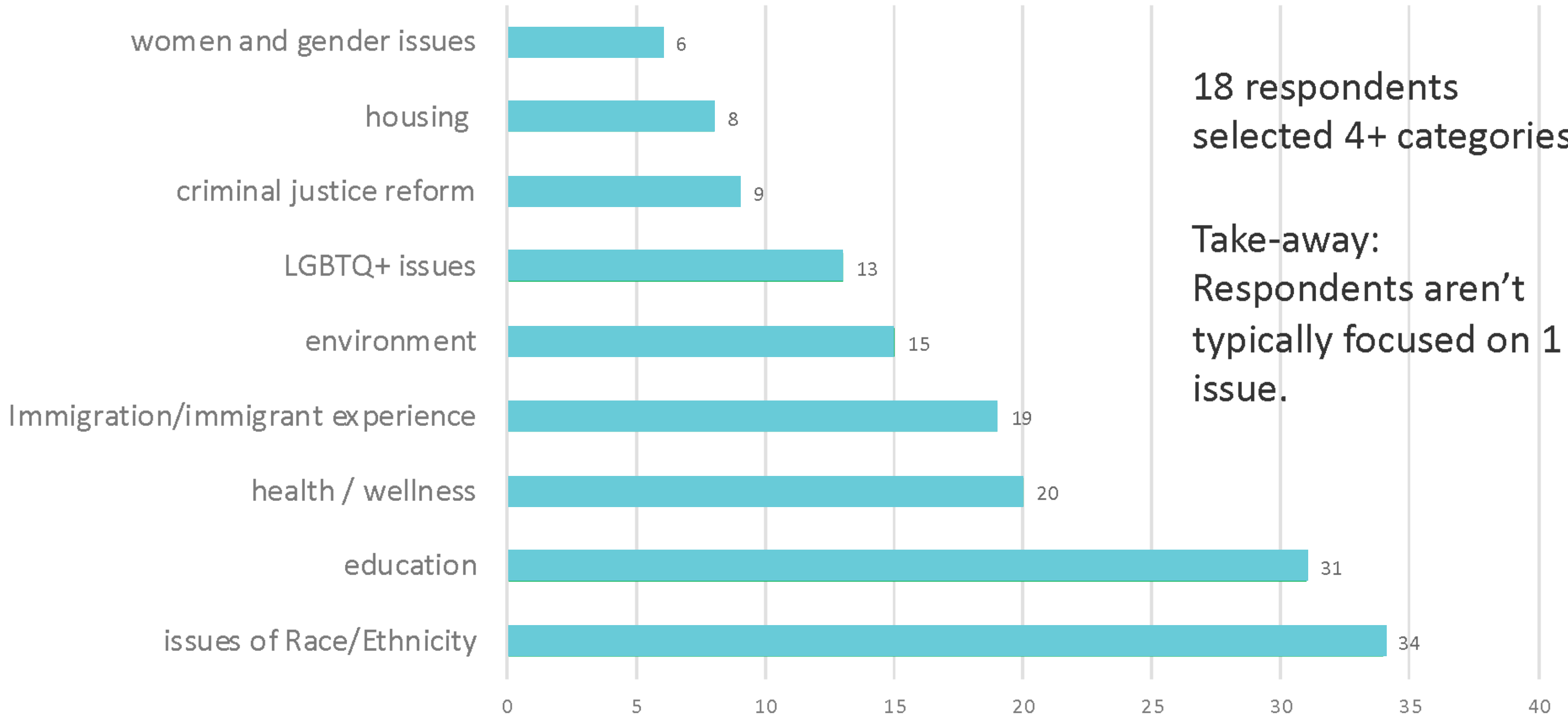
There's a lot of self-funded work.

“

**I want this work to sustain me and my family so that I don't have to work two full-time jobs - one paid, the other not.**

”

# Is your work designed to impact: (mark all that apply)



\*note: added women and gender issues as a category due to "other" comments.



“

**My hope for my work is to integrate people with disabilities more cohesively into mainstream society by creating space for dancers with and without disabilities to come together.**

**My hope for my work is to bring awareness of the current plights of endangered animals.**

**I hope to be the storyteller for our city. I want to be the one that uses the art of speaking words to share the stories that lift the experiences of our most vulnerable citizens.**

”

# Is your work designed to impact: (other)

Spiritual and psychological well-being

Authentic female experiences

Bullies and bullying

Social awareness

Overall human injustice

Women of color experiences, mental health experiences

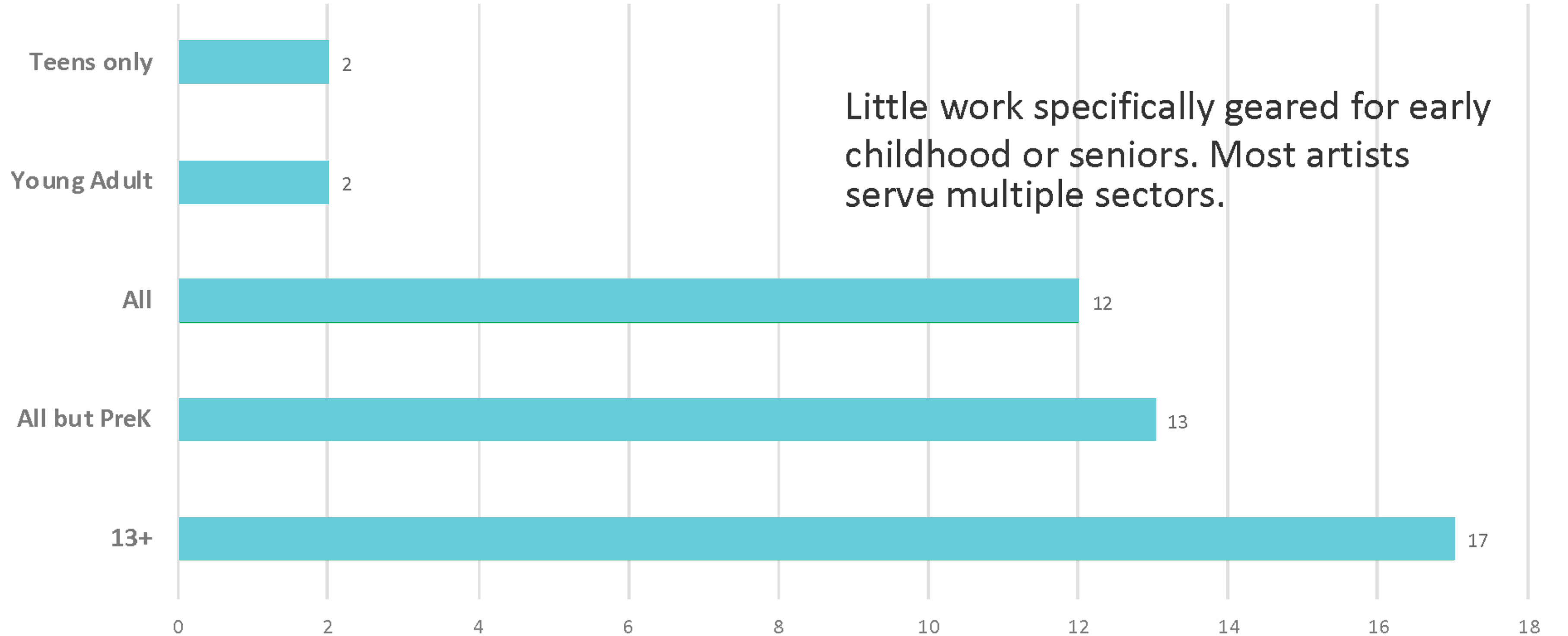
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**I believe that as an artist my engagement with these areas is not explicit in the product of my work, but is embedded into the process and framing of all my creative work.**

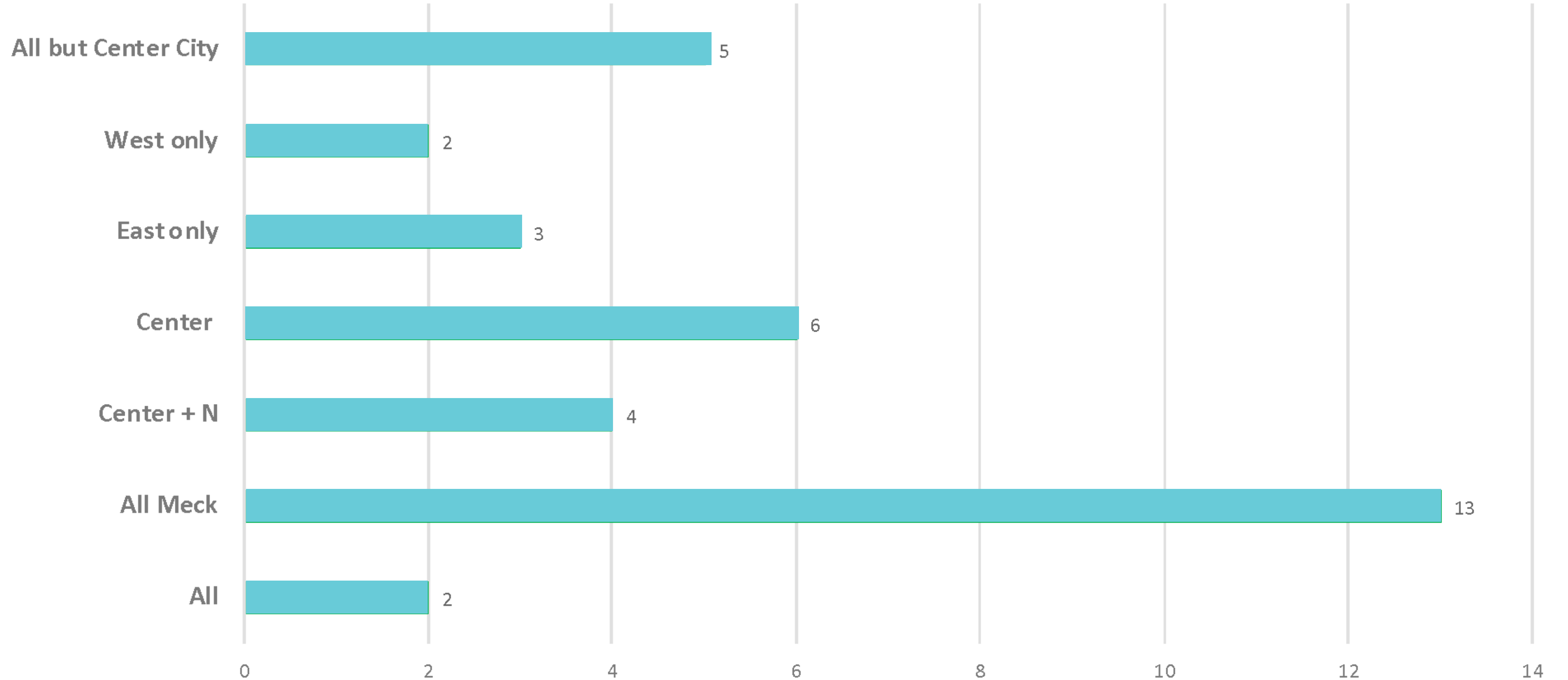
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# Is your work designed to engage: (mark all that apply)



# Where does this activity/program take place?



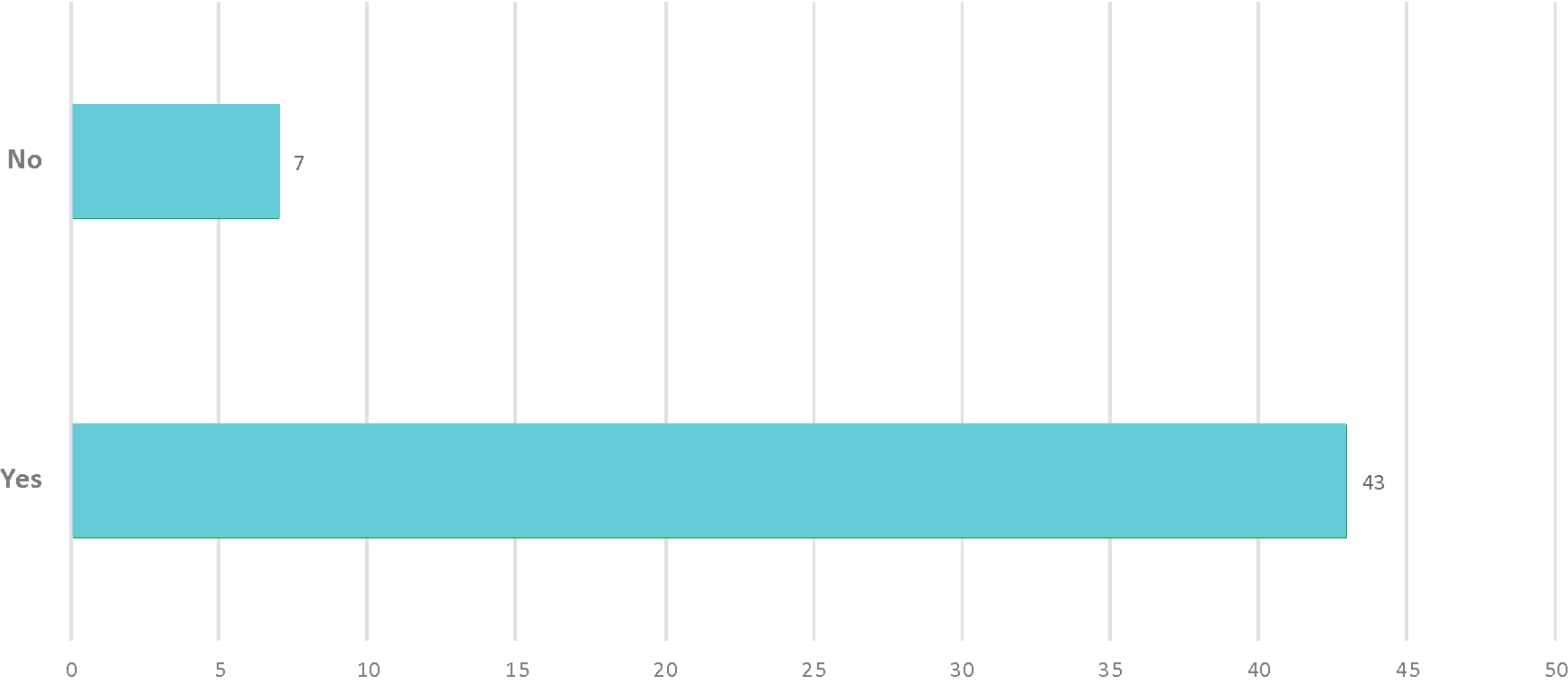
“

**I would very much like  
to be a playwright that  
"belongs" to a city.**

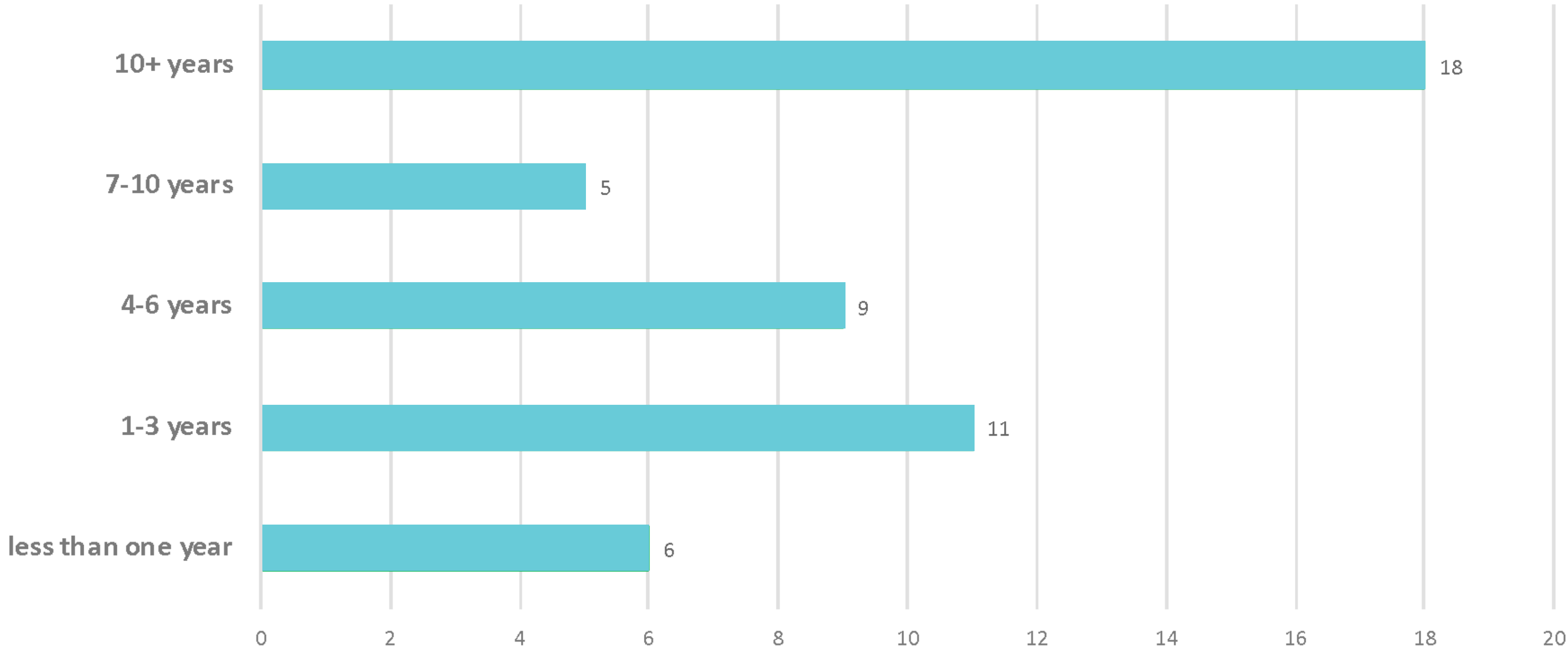
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# Do you partner with other individuals and/or organizations (arts-based or other) to do this work?

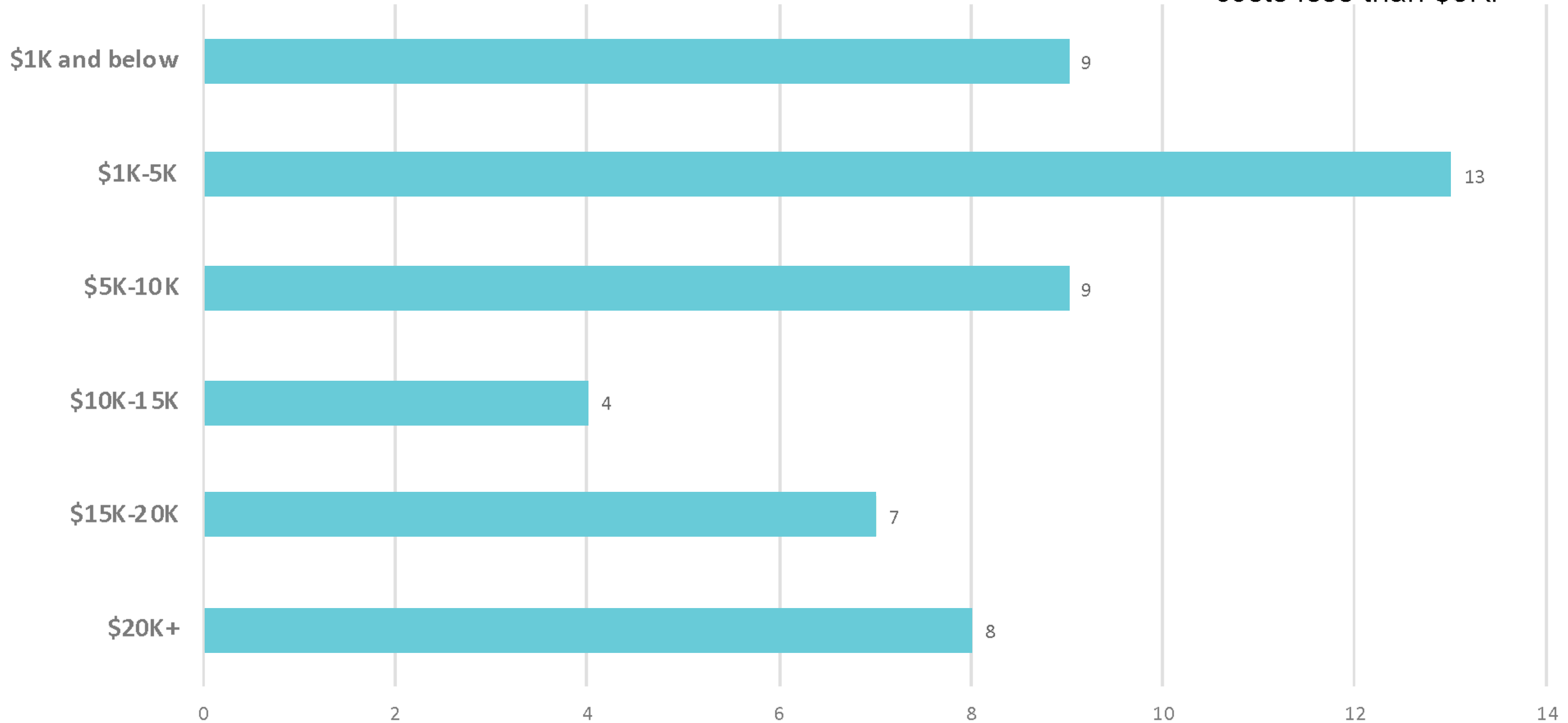


# How long have you been doing this work in Charlotte-Mecklenburg?

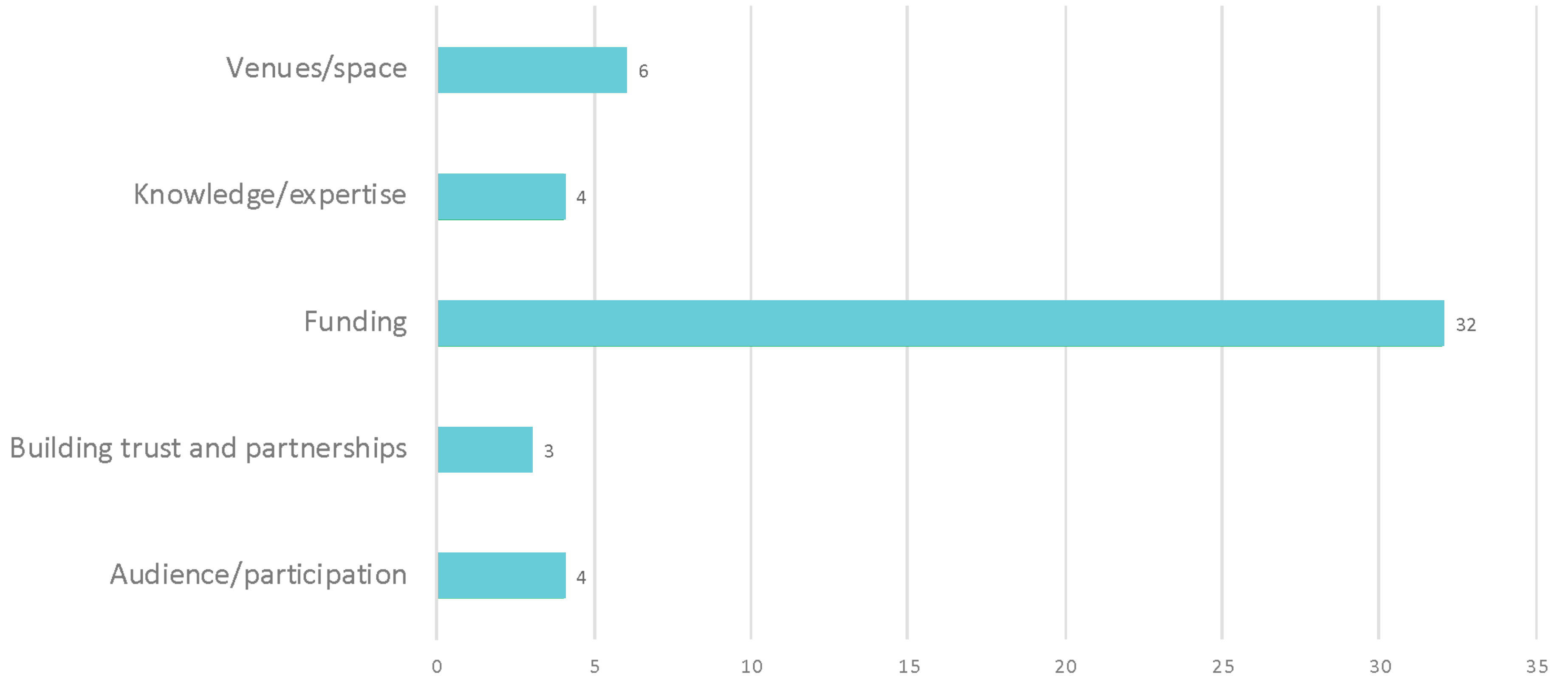


# What does it cost to implement this program/activity?

Most work costs less than \$10K; almost half costs less than \$5K.



# What are the biggest challenges to carrying out this work?



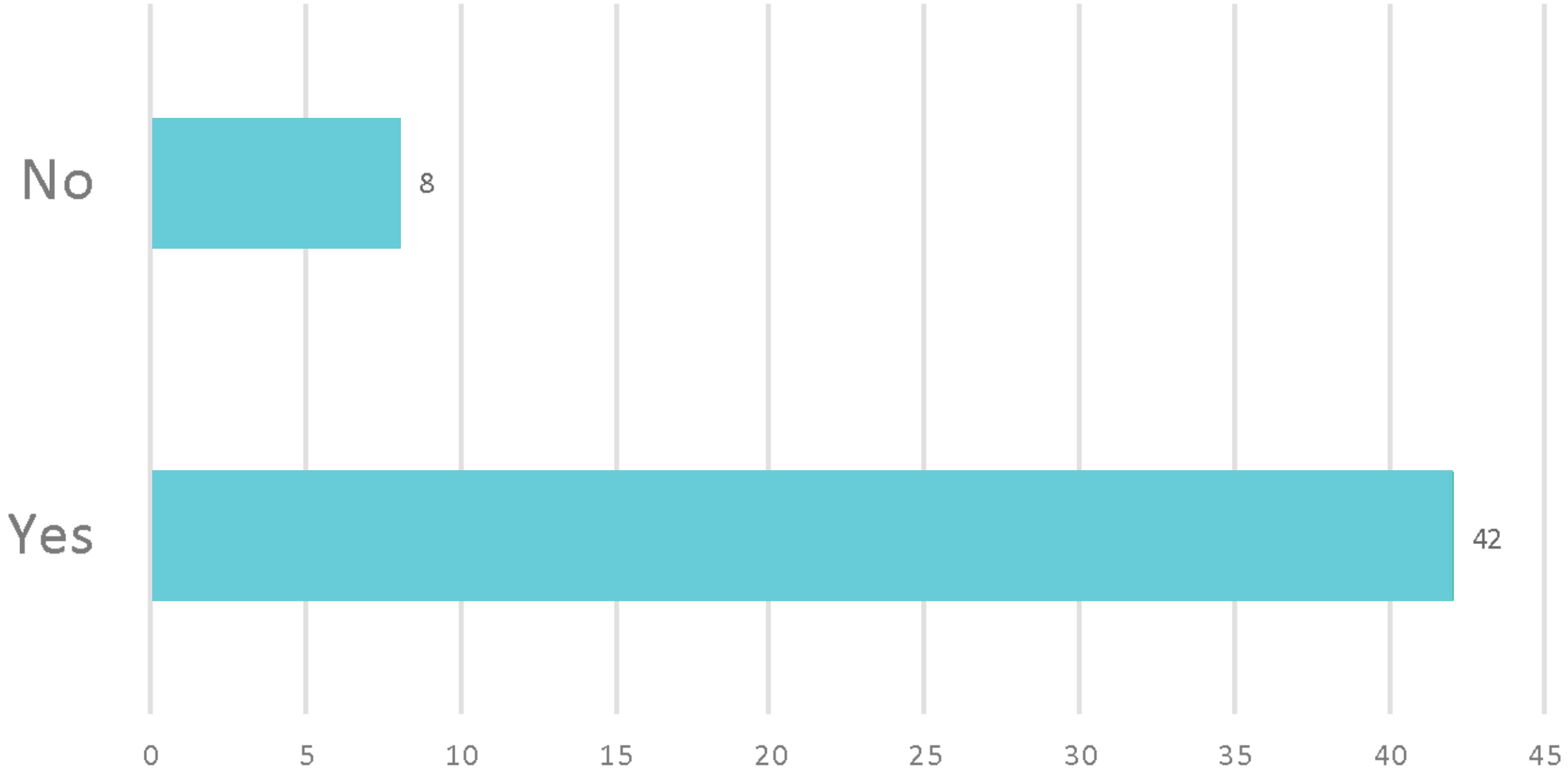
“

**The real work is to create steps to provide visual artists the chance to rise to a living wage in Charlotte.**

”



# Do you evaluate the program/work?







Photos: MyLoan Dinh's "Collective History" at the McColl Center for Art + Innovation; Children's Theatre Charlotte; Youth Arts Program at the Bechtler Museum





# ARTS-BASED ORGANIZATIONS

**Arts-based organizations are based throughout the region, with 64 respondents in 25 different zip codes.**

Levine Campus for the Arts

# Our organization...

Has its own space	36
Uses space(s) owned by another organization	41
Presents programming in public spaces	47

## **Others mentioned:**

Private homes

Schools and universities

“

**There is a creative revolution already underway in this town. Not all of the best talent, action, and opportunities lie within the existing or expected locations.**

”



# Approximately What Percentage of your programming is:

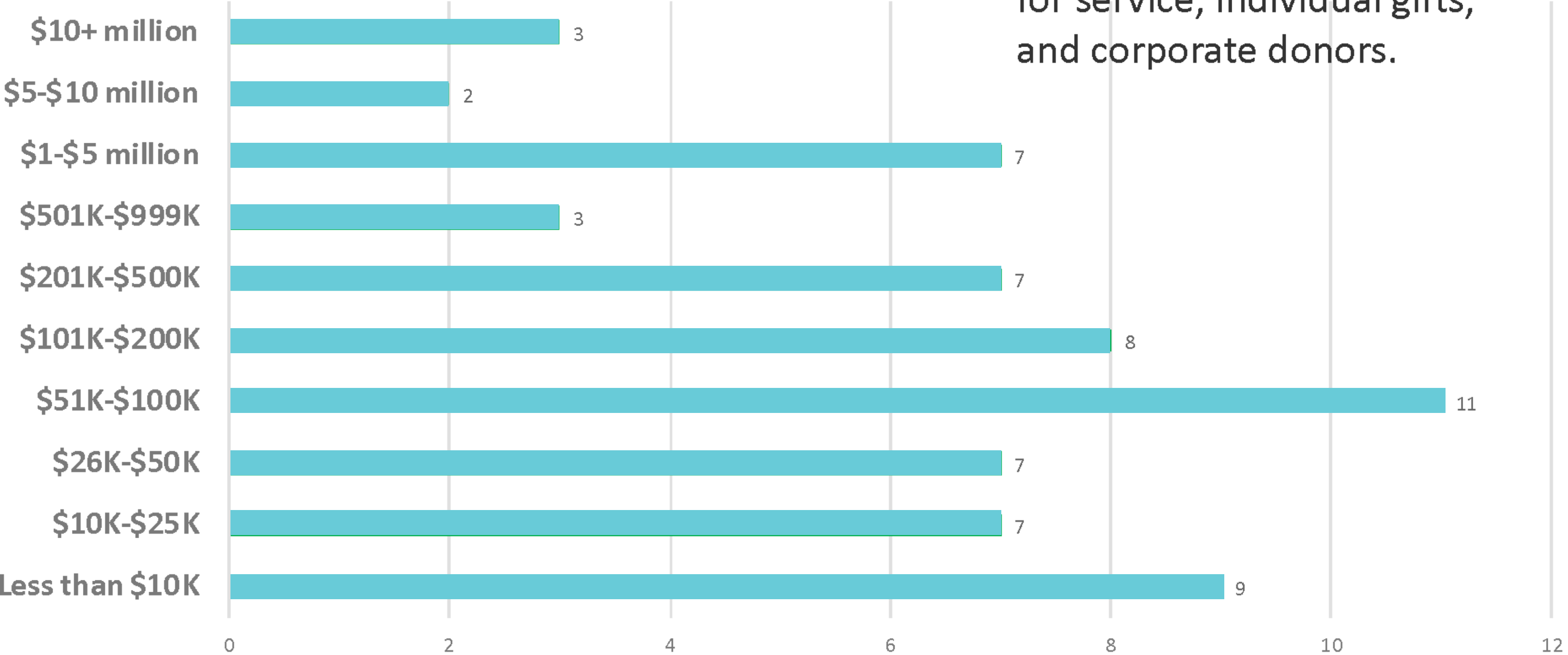
Free, Subsidized, Full-Price, Other

100% Free	12			
75%+ Free	12			
Subsidized/Discounted		avg, 25%	Max, 80	Min, 0
Full-price, 50%+	20			

Take-away,  
There's a LOT of free programming going on, with art being funded through sources other than ticket sales.

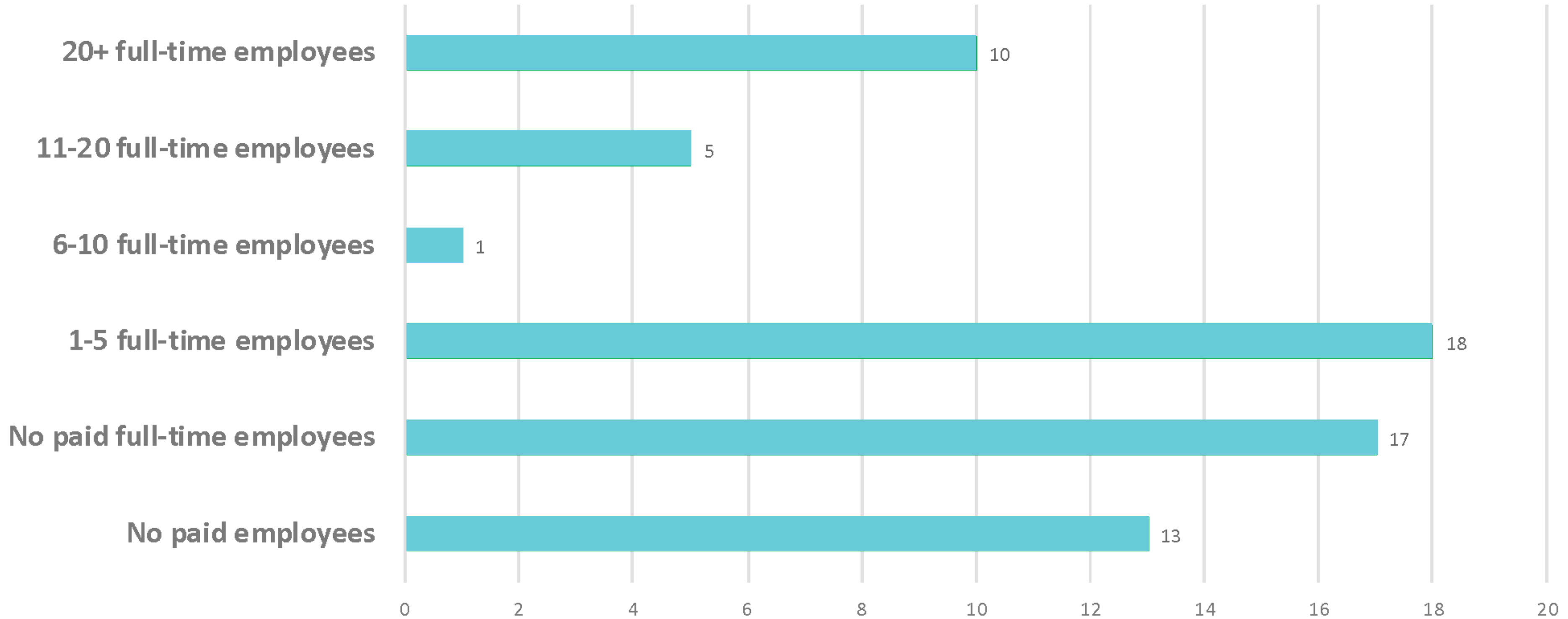
# Our annual budget is

Income comes from a variety of sources, predominantly fee for service, individual gifts, and corporate donors.



# Our organization employs

30 respondents have no full-time paid employees.

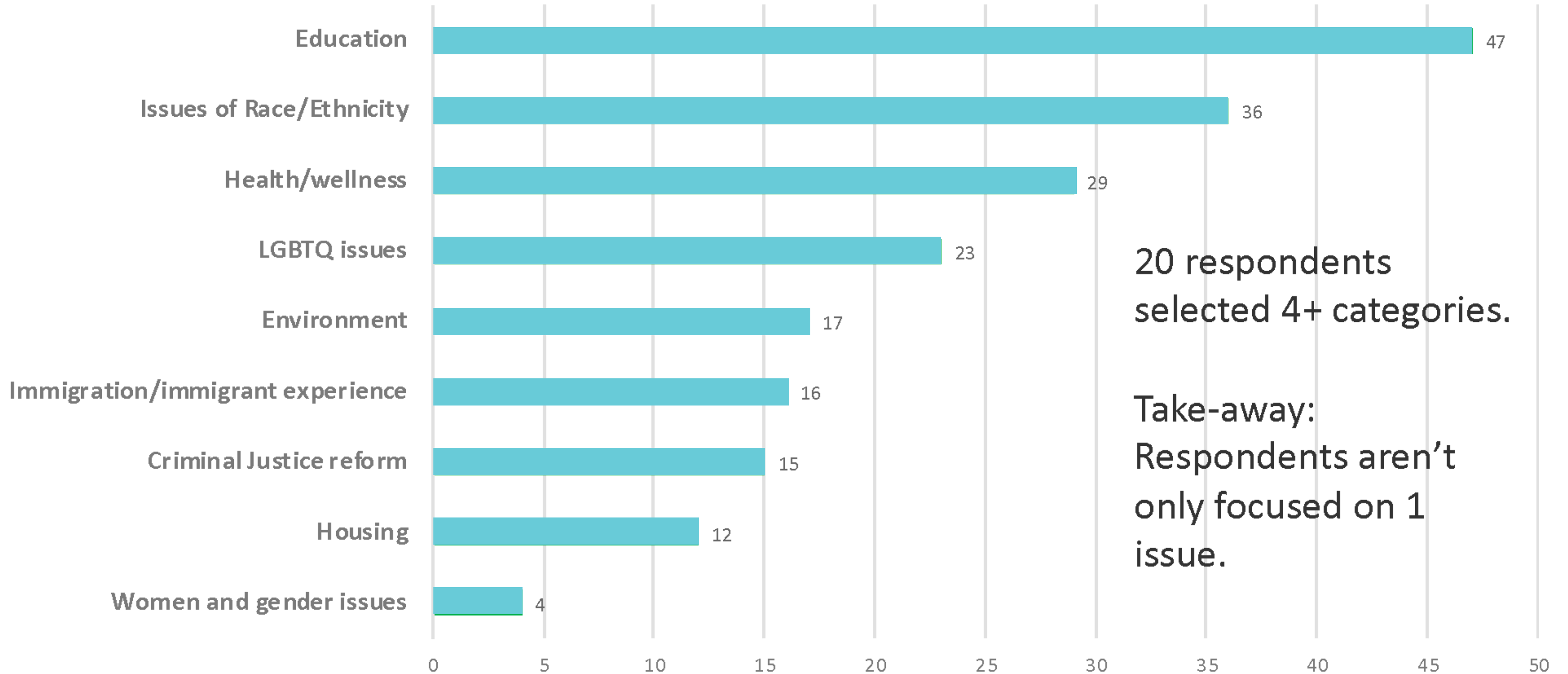


“

**Everyone in this organization is part-time with responsibilities in other areas, making it difficult to fully achieve our mission.**

”

# Is your social impact art/arts programming designed to address: (mark all that apply)



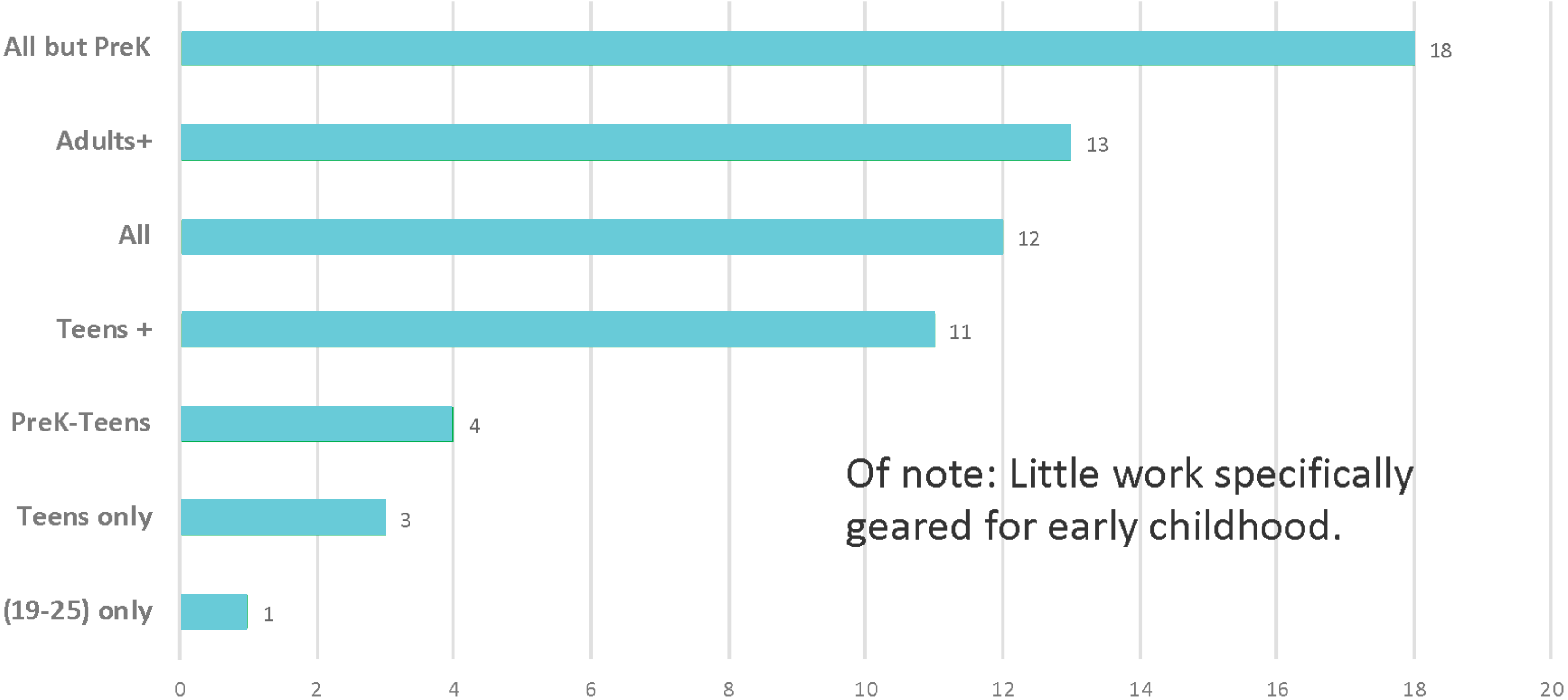
20 respondents selected 4+ categories.

Take-away:  
Respondents aren't only focused on 1 issue.

\*note: added women and gender issues as a category due to "other" comments.

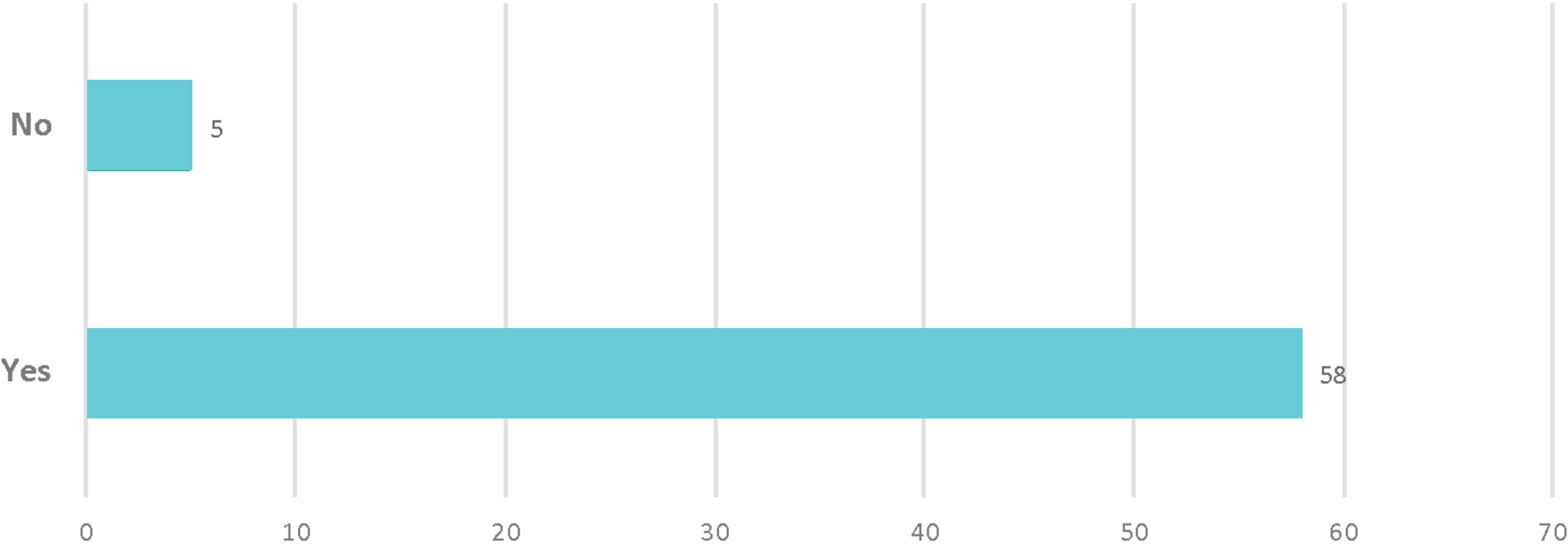


# Is your social impact programming designed to engage:

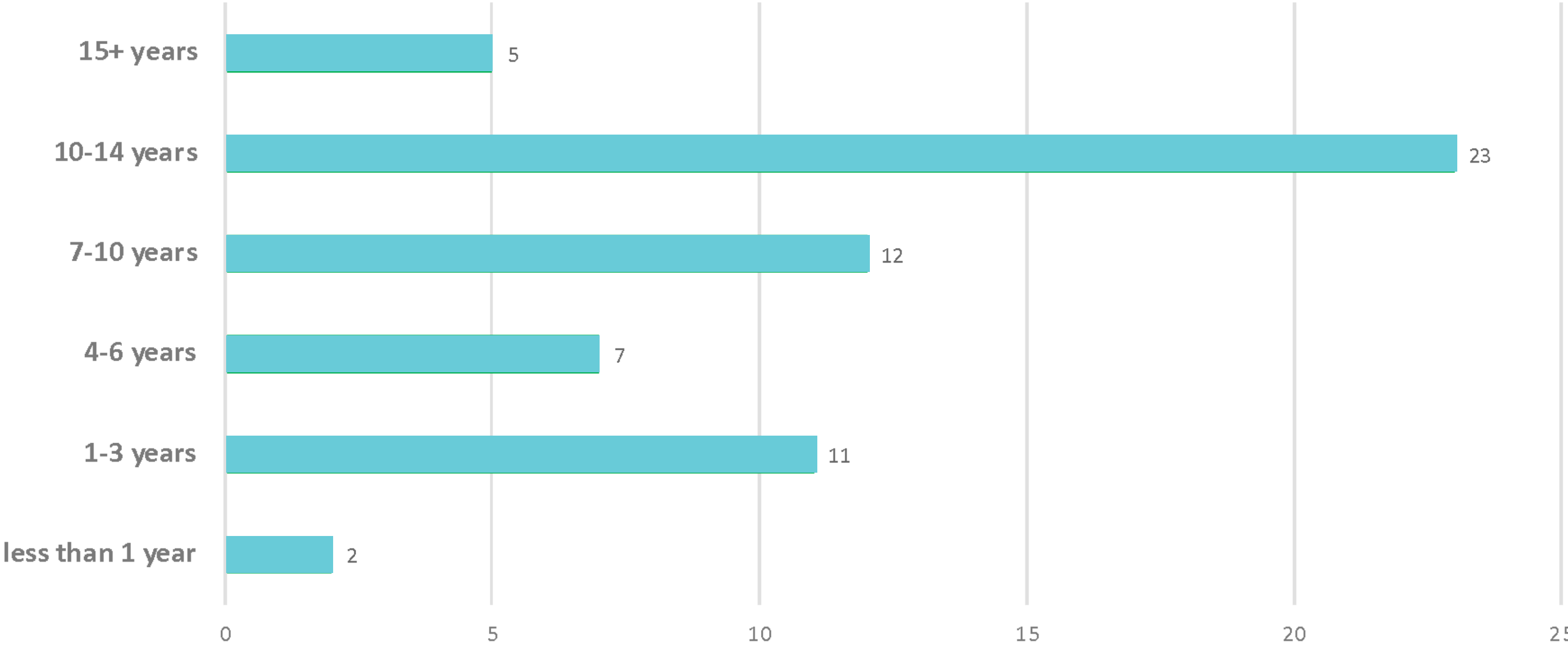


Of note: Little work specifically geared for early childhood.

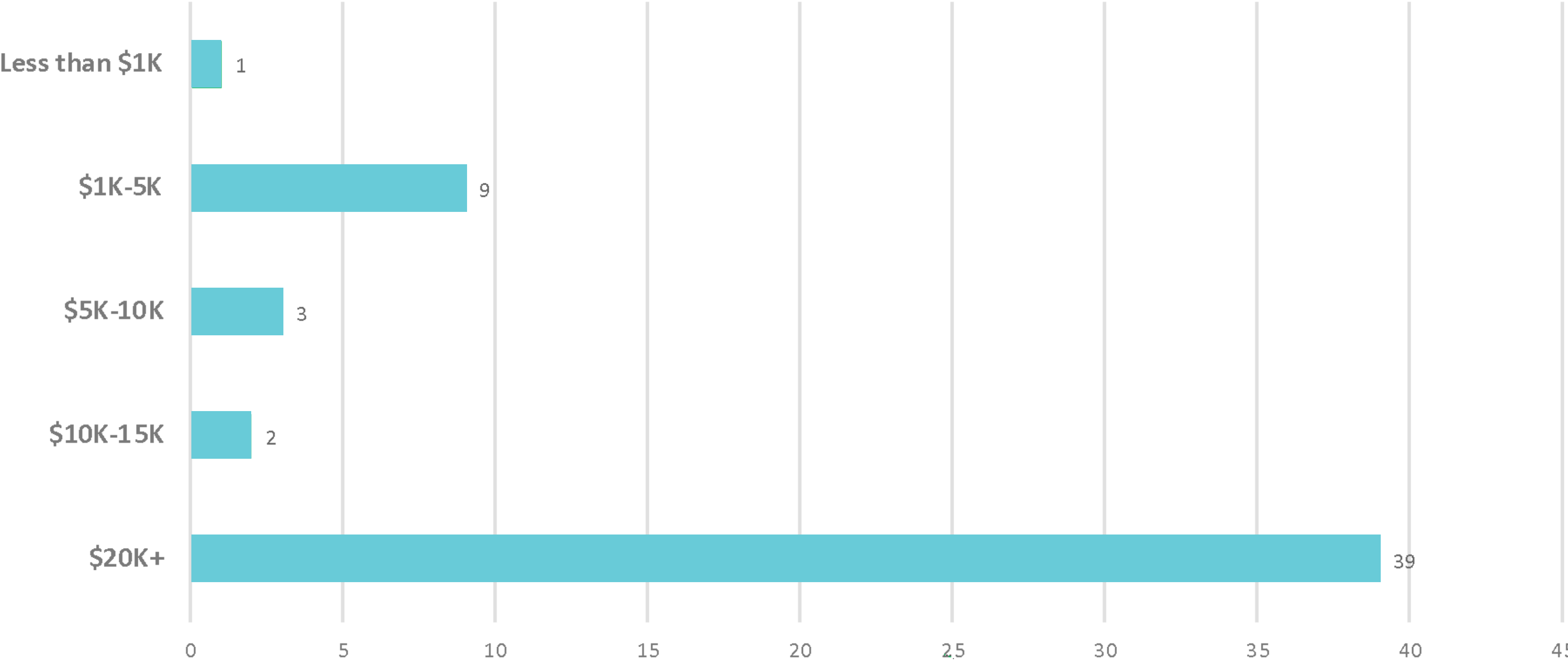
# Do you partner with other individuals and/or organizations (arts-based or other) to deliver this programming?



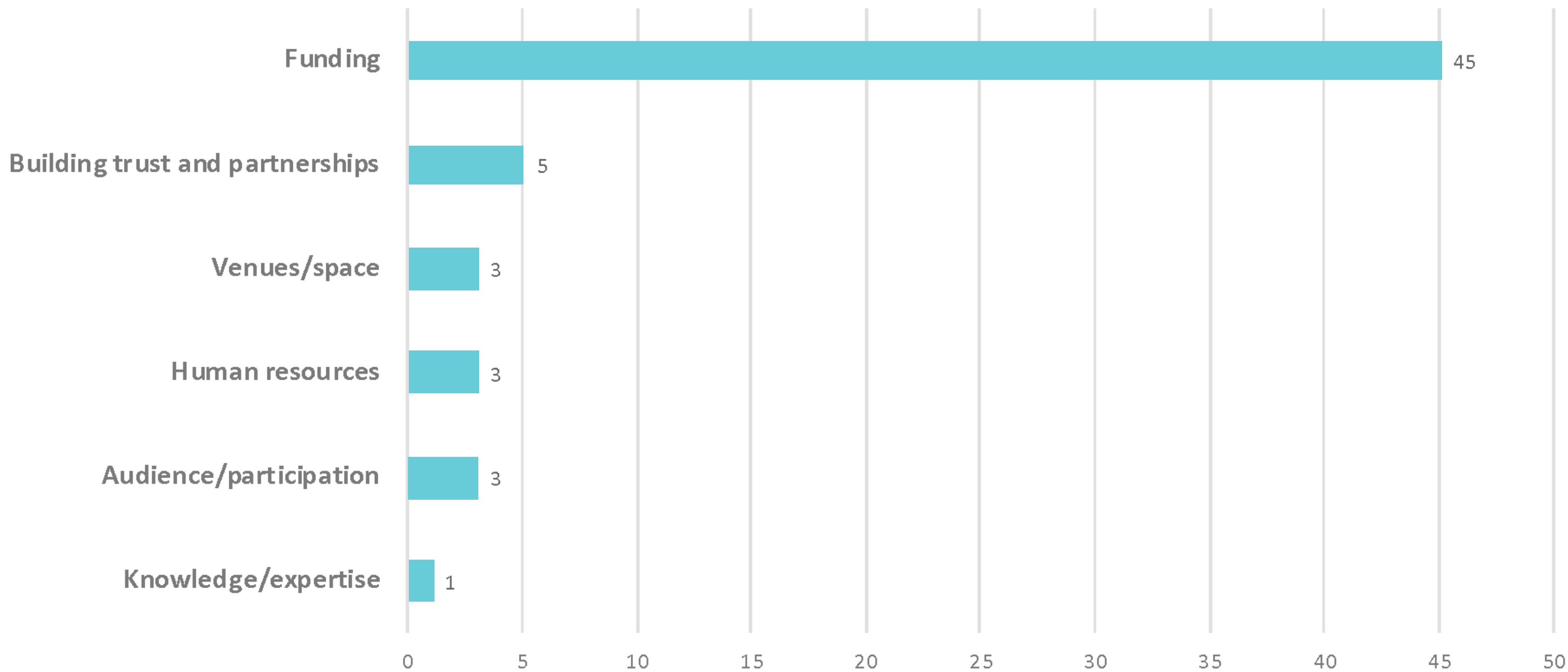
# How long have you been doing this work in Charlotte-Mecklenburg?



# What does it cost to implement this program/activity?



# What are the biggest challenges to carrying out this work? (please rank in order of most challenging)



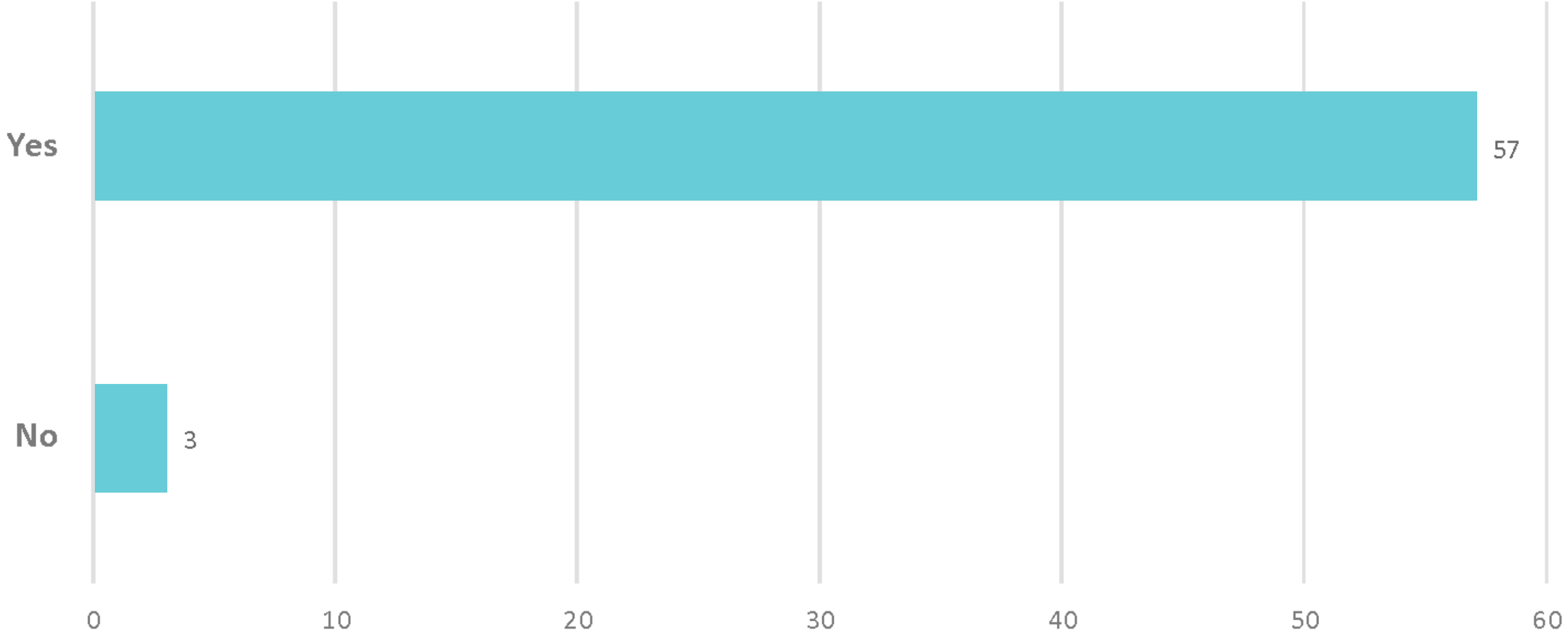


“

**Most barriers are a result of siloed agencies & organizations, difficulty garnering grant funds, operating on a volunteer basis, and lack of education of the impact the arts have on personal health & wellness development.**

”

# Do you evaluate this program/work?



“

**Administrative work to maintain statistics and progress is becoming onerous to the point of looking to take on more interns/volunteers.**

”





Photos: The Bechtler Museum's Jail Arts Initiative; Harvey B. Gantt Center; The Charlotte Symphony Orchestra/Arts+ Project Harmony



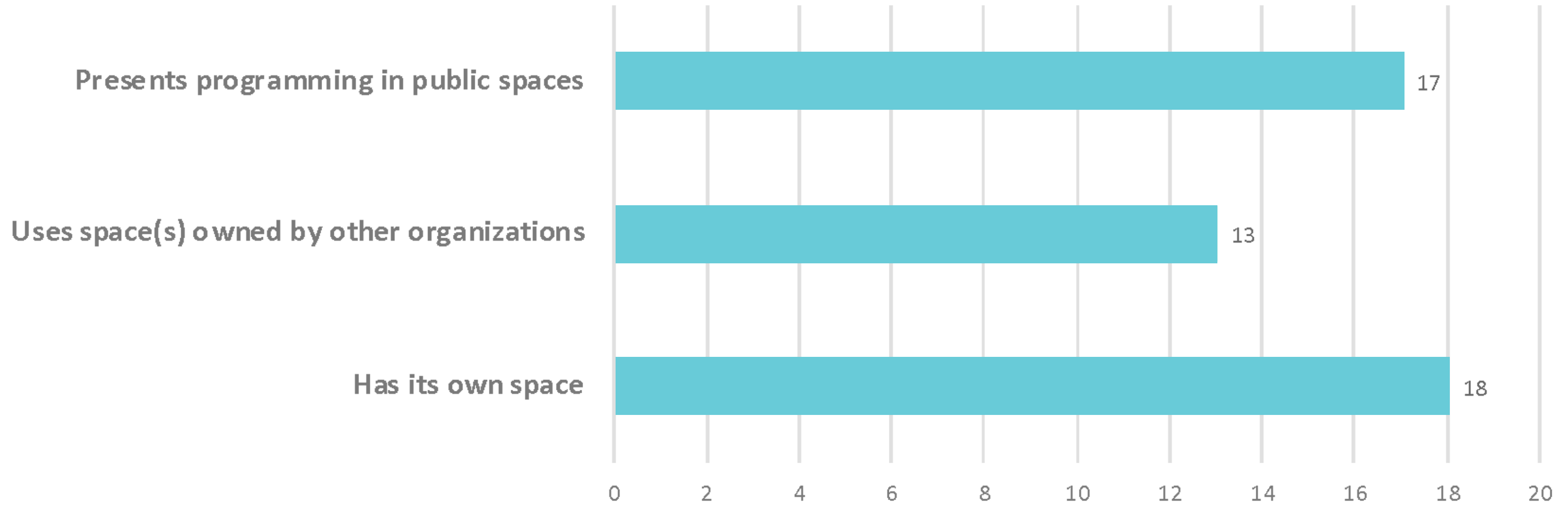


# NON ARTS-BASED ORGANIZATIONS

PARK(ing) Day parklet, Stantec, Charlotte



# Our organization (mark all that apply)

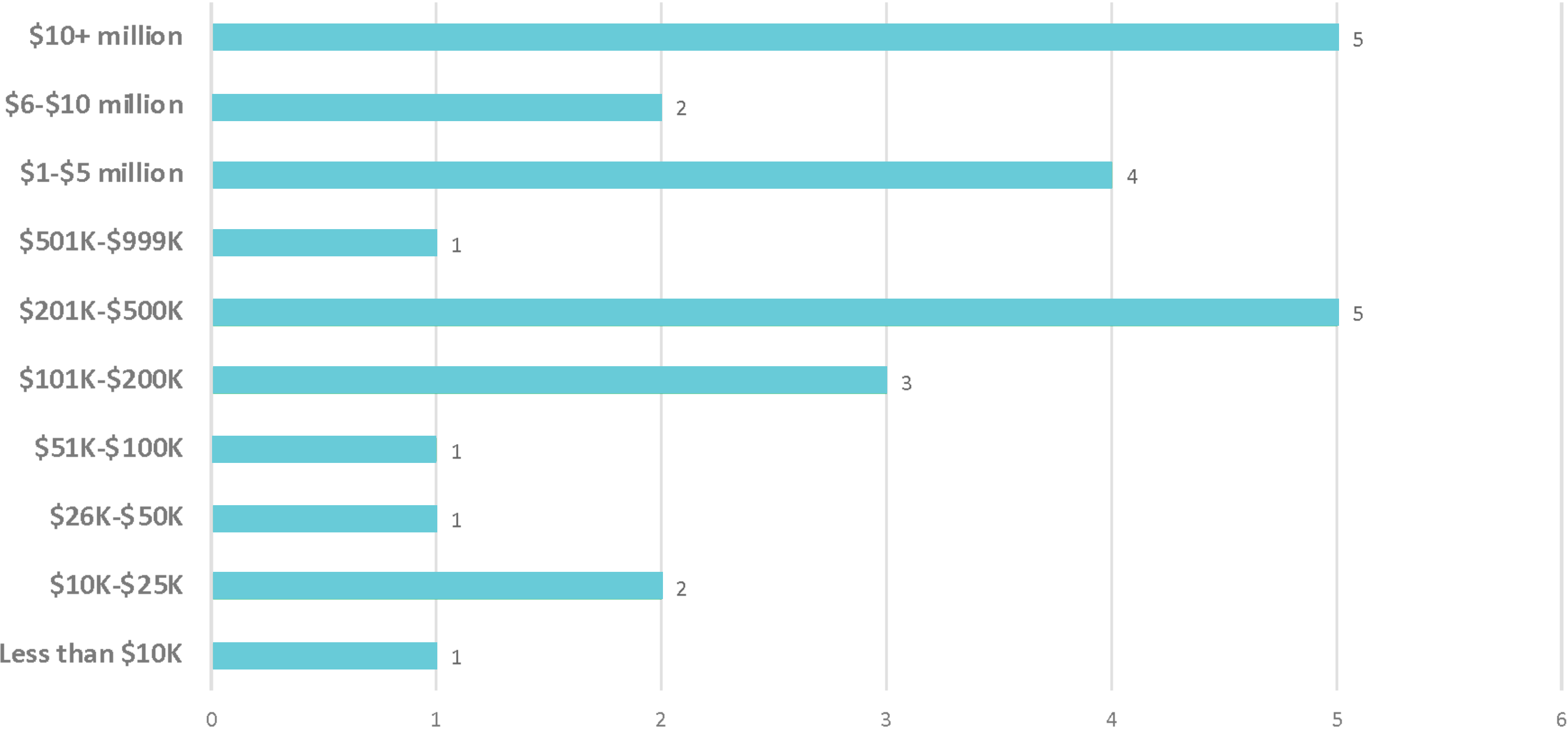


Other:

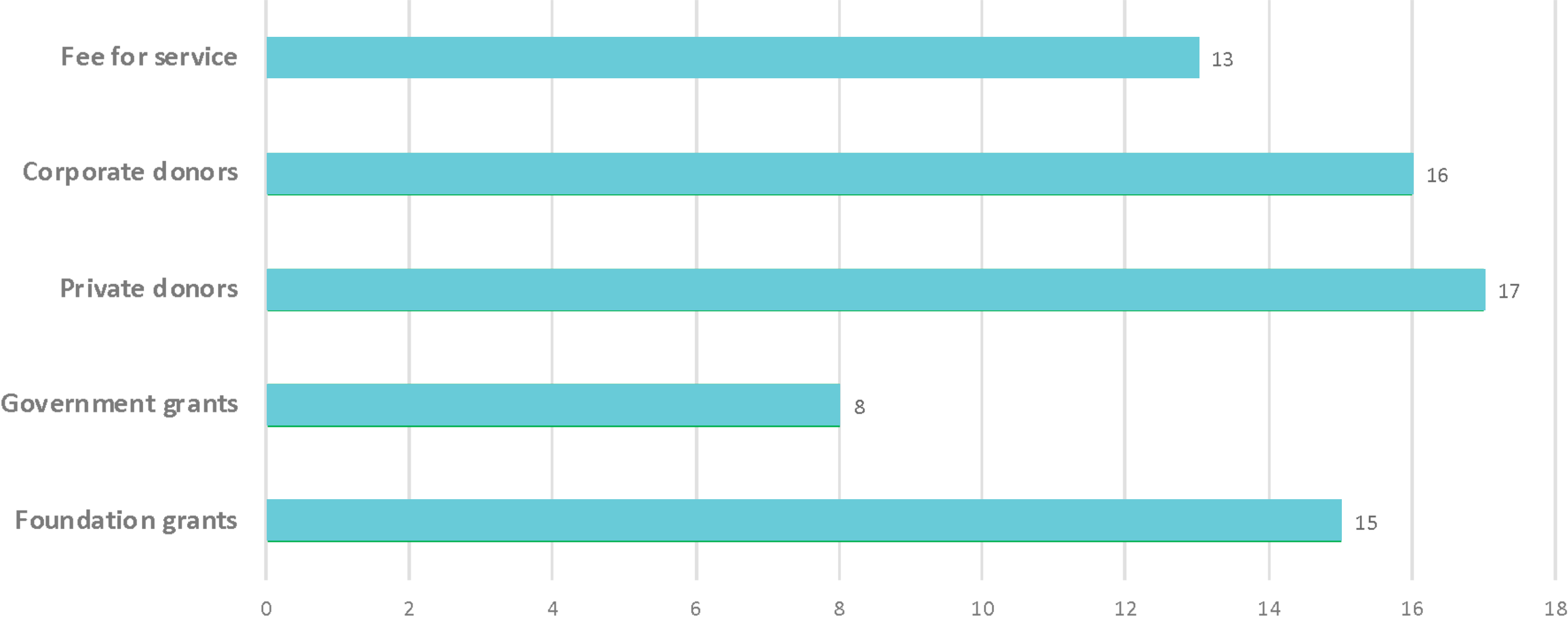
Currently using other's space but building our own

Creative placemaking

# Our annual budget is

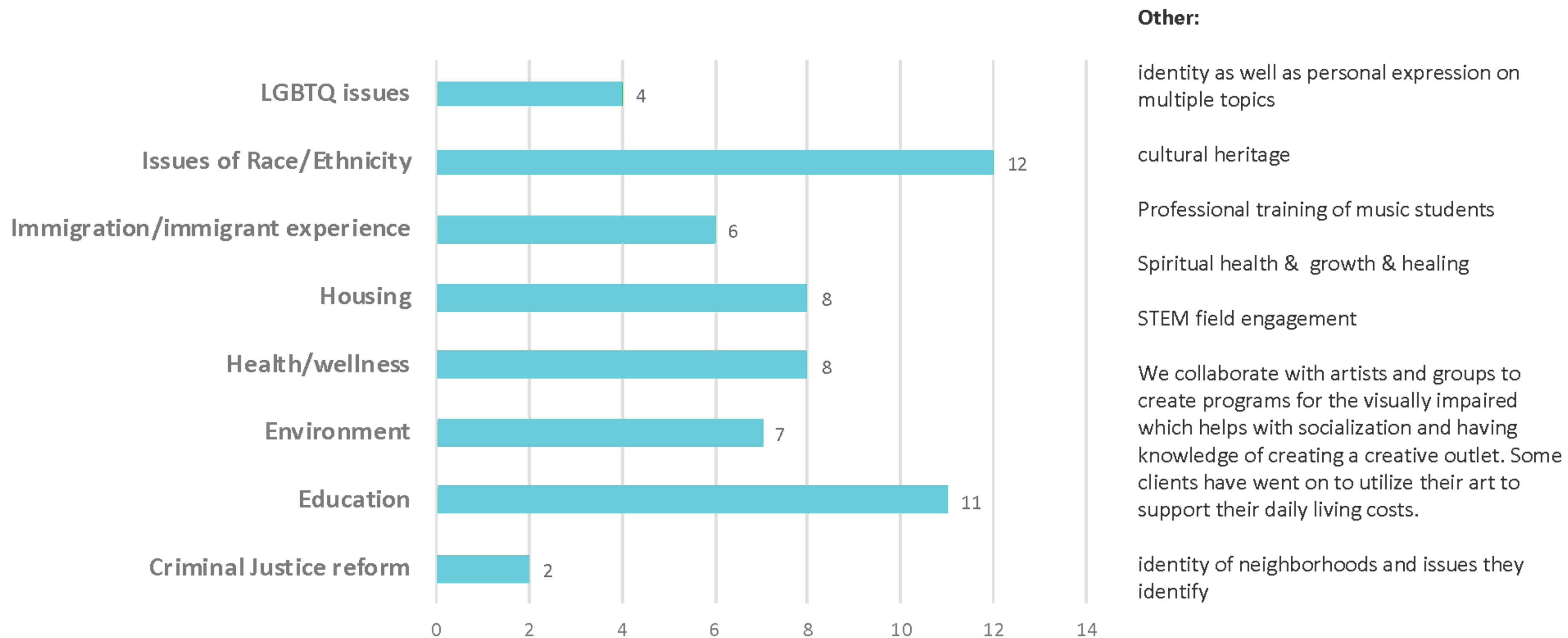


# Our funding generally comes from (Mark all that apply)



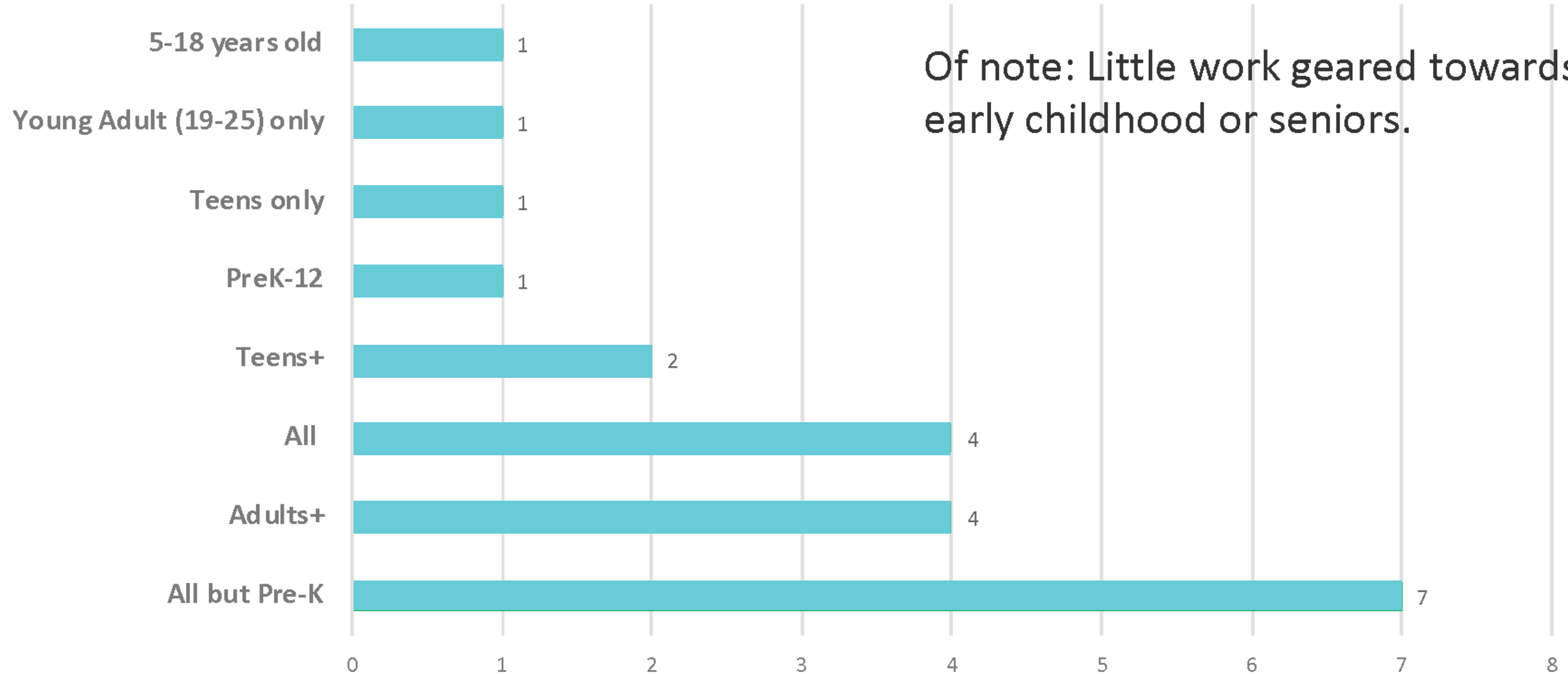


# Is your arts programming/creative activity designed to impact: (mark all that apply)

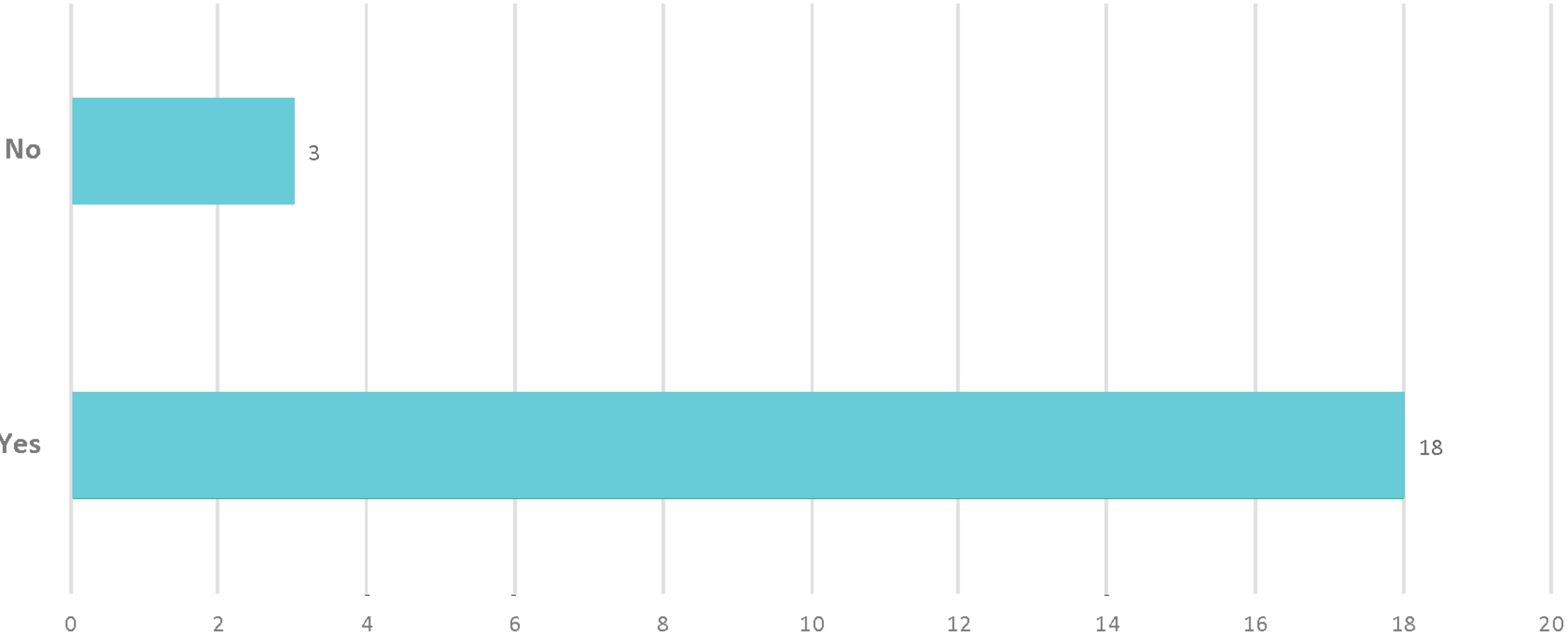


Of Note: No focus on gender issues. 7 orgs selected 4+ topics. 0 selected all 8.

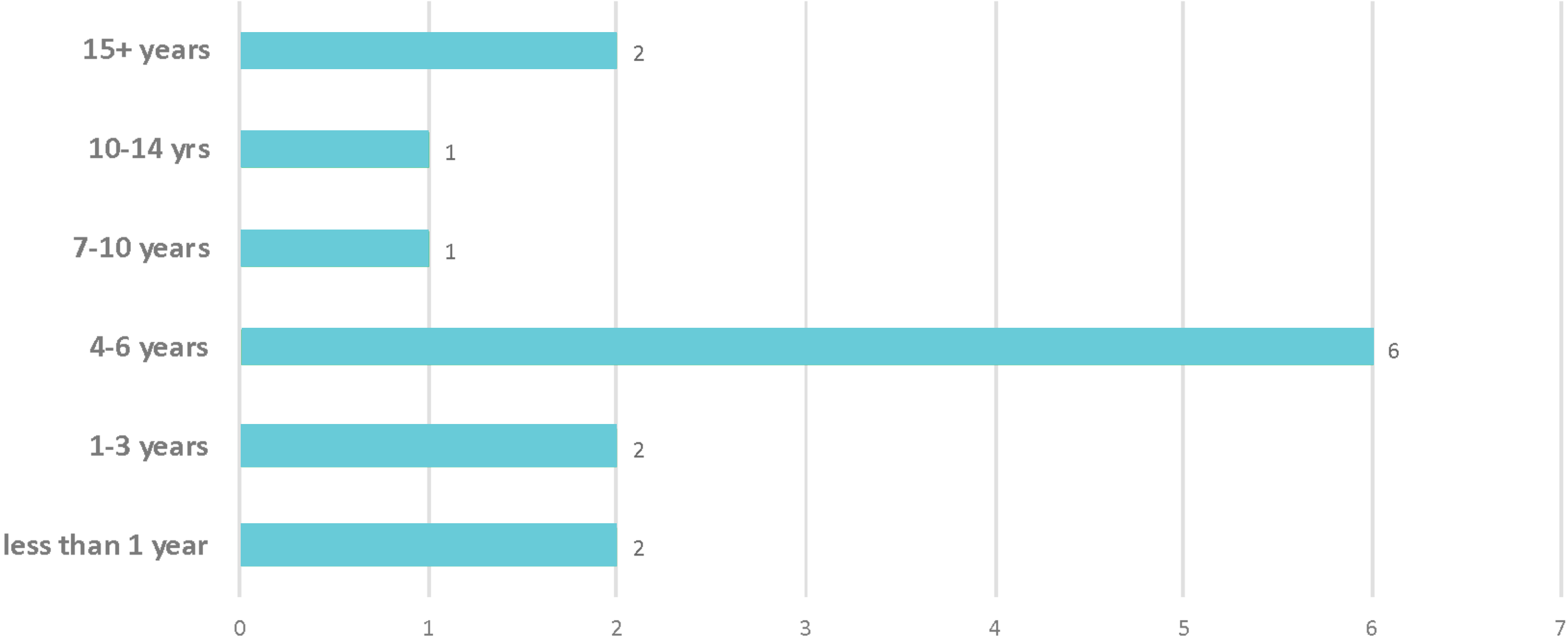
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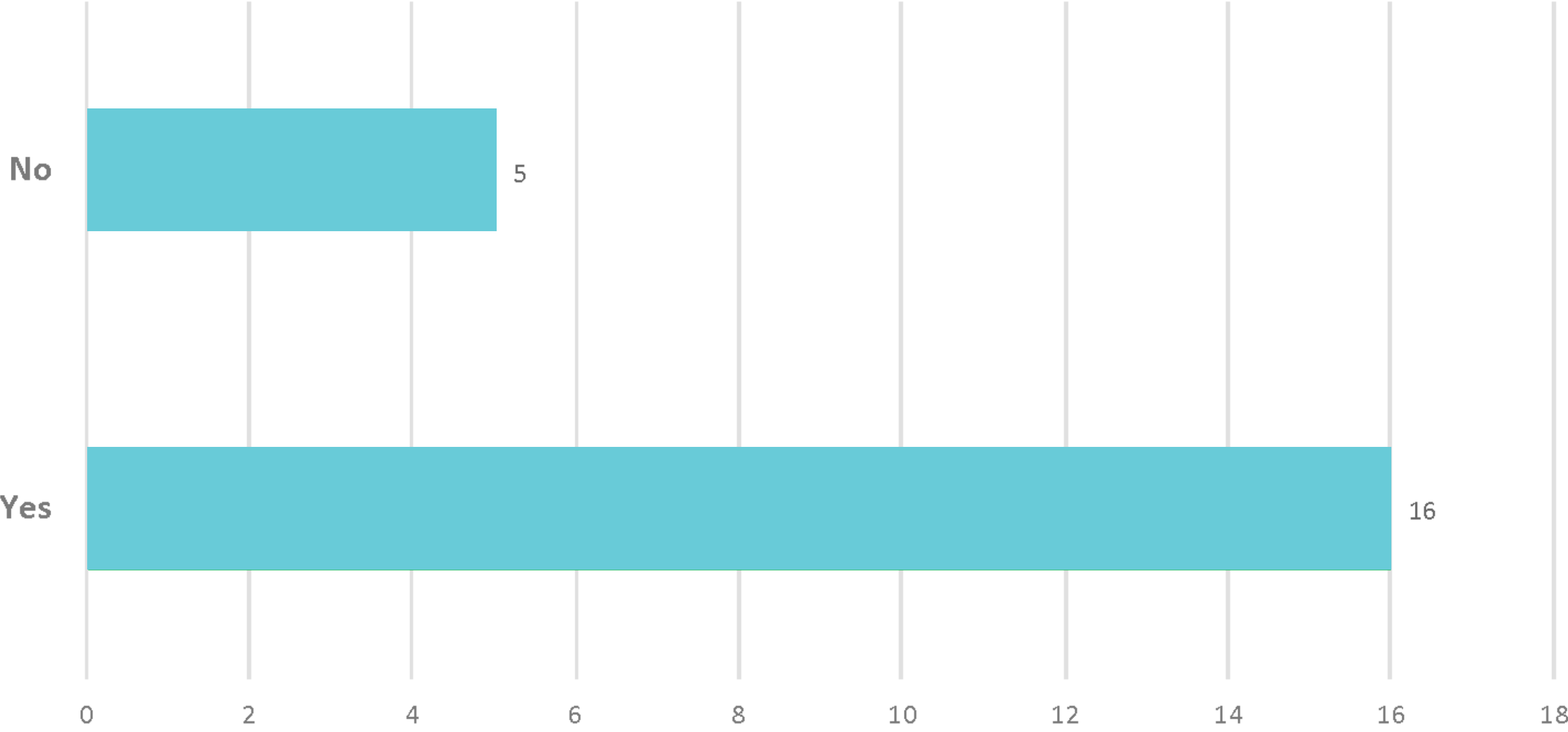
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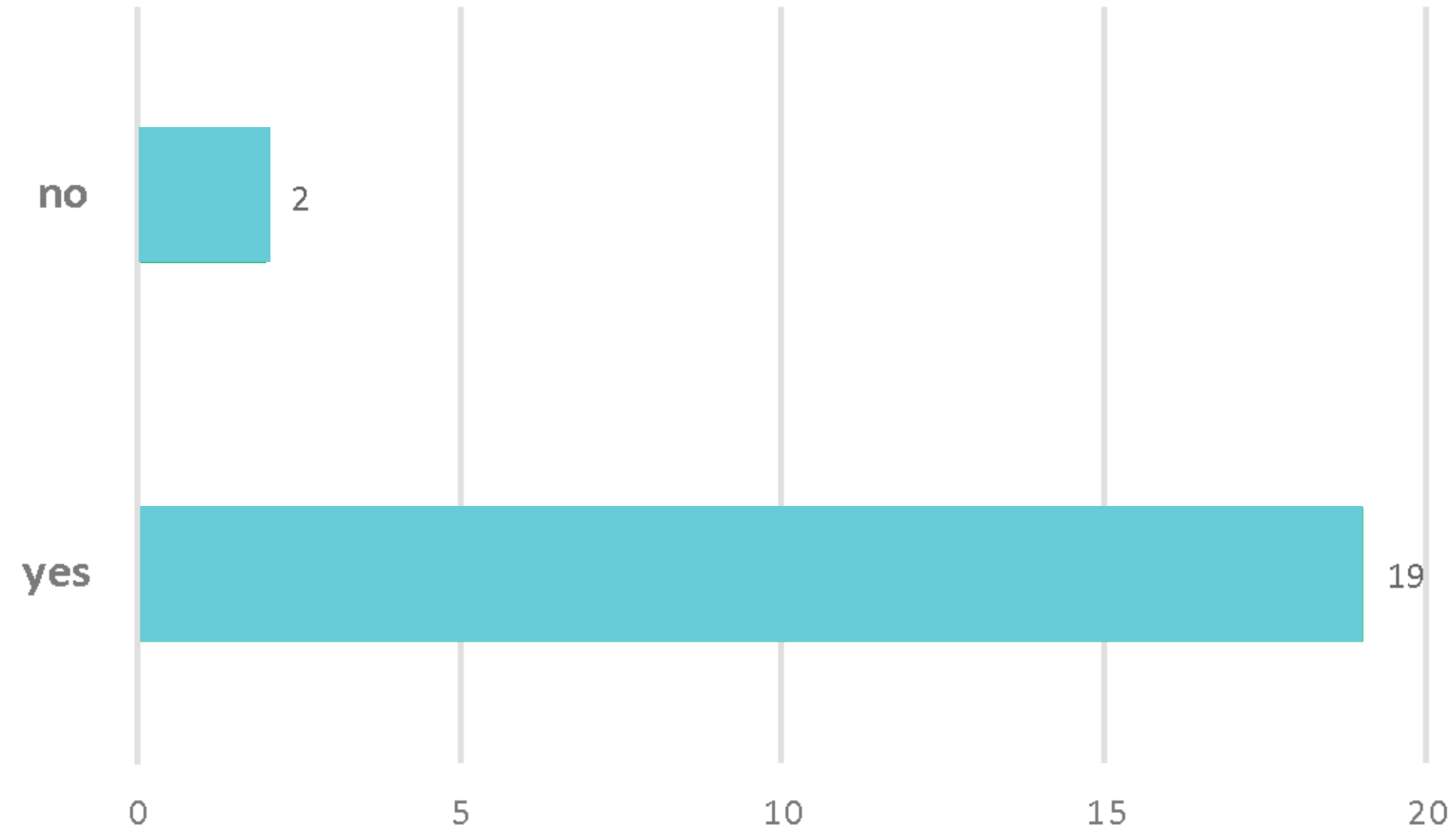
# How long have you been doing this work in Charlotte-Mecklenburg?



# Do you evaluate the program/work?



# Are you interested in expanding or offering more arts-based programming within your institution?



Of note: Lots of interest in expanding arts programming.



“

**We'd like to partner with creatives who are interested in offering high-quality, accessible arts opportunities to children and adults in our neighborhood.**

**We always seek new opportunities to build community through song.**

**We'd like to help neighborhoods understand the history in and of Charlotte - how communities came to be, the stories, good and bad, of our origins.**

”





Photos: The Arts Empowerment Project Promoting Peace Project; UNC Charlotte Department of Dance, Dance and Community Class; The Nouveau Sud Project





Julio Gonzalez at the McColl Center for Art + Innovation.

**Visit [ArtsImpactCLT.org](https://ArtsImpactCLT.org) for more information**