

**GENERAL ASSEMBLY OF NORTH CAROLINA**  
**SESSION 2007**

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**D**

**HOUSE DRH10051-LG-394A\* (03/13)**

Short Title: Asheville Art Museum Funds.

(Public)

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Sponsors: Representatives Fisher, Goforth, and Thomas (Primary Sponsors).

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Referred to:

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A BILL TO BE ENTITLED

1  
2 AN ACT TO APPROPRIATE FUNDS TO EXPAND THE ASHEVILLE ART  
3 MUSEUM'S FACILITIES.

4           Whereas, founded in 1948, the Asheville Art Museum's mission is to collect,  
5 preserve, and interpret American art of the 20<sup>th</sup> and 21<sup>st</sup> centuries with a focus on work  
6 of significance to the Southeast; and

7           Whereas, the Museum's programs engage diverse resident and tourist  
8 audiences of all ages in active exploration of themselves – their past and future – and  
9 their communities, through interpretation of American art since the 20<sup>th</sup> century; and

10           Whereas, the Museum promotes the integration of the arts into the daily life  
11 of Western North Carolina and the Southeast and provides opportunities for access to,  
12 experience with, and enjoyment of, the finest visual arts through meaningful programs  
13 and makes available professional stewardship of its collections and its other resources;  
14 and

15           Whereas, the Museum is a place of education, exploration, and inspiration, an  
16 advocate for the arts and artists, an economic engine, and the preeminent arts resource  
17 for the Asheville, Buncombe County, and the Western North Carolina region; and

18           Whereas, between 2000 and 2005 total Museum participation exceeded 1.2  
19 million people, and in the past year over 17,800 Museum visitors came from 46  
20 different states and 916 individual communities around the country; and

21           Whereas, between fiscal years 2002-2004, more than 575,000 kindergarteners  
22 through seniors participated in Museum exhibitions, educational programs, and events;  
23 and

24           Whereas, in 2005 the Museum served 17,557 kindergarten through  
25 college-age students from 23 Western North Carolina counties as well as school districts  
26 in Tennessee, South Carolina, and Virginia, and 41,356 hours of in-depth arts  
27 educational programming were completed for audiences of all ages and interests; and

1           Whereas, between 1996 and 2006, the Museum's permanent collection grew  
2 from 900 to over 2,000 works of art; and

3           Whereas, due to limited space, the Museum can exhibit only 3% of the work  
4 held on behalf of Western North Carolina and the State; and

5           Whereas, the Museum is working with renowned architect James Stewart  
6 Polshek Partnership, local architects, and community members to design a dynamic  
7 facility that will preserve the historic Pack Library Building, create a destination for the  
8 State's best known arts region, and anchor the New Pack Square Park; and

9           Whereas, data gathered through a 2003 study commissioned by the Museum  
10 indicated that at that time the Asheville Art Museum annually generated an average of  
11 \$2.2 million in local spending through its own direct activities and the spending of its  
12 single paying attendees; and

13           Whereas, the planned expansion project, with a preliminary construction cost  
14 of \$18 million, can generate as much as \$37.7 million in regional economic impact with  
15 up to 80% of construction funds spent locally; Now, therefore,  
16 The General Assembly of North Carolina enacts:

17           **SECTION 1.** There is appropriated from the General Fund to the Asheville  
18 Art Museum Association, Incorporated, a nonprofit organization, the sum of five  
19 million dollars (\$5,000,000) for the 2007-2008 fiscal year to expand the Museum's  
20 current facilities, which will provide the Museum with additional space for rotating and  
21 permanent collection exhibitions, educational public programs, community meetings,  
22 media presentations, lectures and performances, retail sales, and storage. The Asheville  
23 Art Museum is the only visual arts organization of its kind serving the 23 counties that  
24 comprise Western North Carolina, an area of 9,807 square miles with a population of  
25 1,169,475, representing fourteen percent (14%) of the State's population.

26           **SECTION 2.** This act becomes effective July 1, 2007.