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- Showcase the stories and projects that demonstrate the public value of the state's investment in the arts.
- Elevate the visibility of North Carolina's distinctive arts assets through statewide, regional, and national media.
- Create a dynamic web and social presence to give citizens and visitors greater and more efficient access to information about how to experience the arts.
- Celebrate the Arts Council's official fiftieth anniversary in 2017 by highlighting its contributions to North Carolina's creativity and well-being.