

## Draft Goals Cultural Resources

**MEASUREMENT:** Compile existing and new metrics to quantify the economic and social impacts of cultural resources and track trends over time.

**COLLABORATION:** Create a unified voice for the cultural resource community in WNC to facilitate communication with consumers, while supporting artists, cultural assets, and heritage sites.

**ADVOCACY:** Improve advocacy for cultural resources to ensure that community leaders and decision-makers value and support cultural resources as a key industry cluster.

**PRESERVATION:** Preserve, restore, and cultivate our natural and cultural landscapes and resources.

**ENGAGEMENT & EDUCATION:** Ensure that residents (including students), know more about the arts, culture, and history of the region and have an appreciation for the unique assets of this region.

*\*\*Cultural resources includes arts, culture, heritage, and historic resources*