

CULTURAL RESOURCES VISION, GOALS AND OBJECTIVES

Vision Statement

The region is recognized locally and nationally for its creative placemaking, unique natural and historic resources, and craft heritage. The creative economy is embraced as a cornerstone for the region.

Goals and Objectives

Measurement: *Develop metrics to quantify the economic and social impacts of arts, cultural, and historic resources and track trends over time.*

Objectives:

1. Understand economic impact
2. Better able to communicate/speak Economic Development language (messaging)
3. Learn how to demonstrate return on investment (ROI)
4. Build statistical inventory 'Americans for the arts' for economic prosperity
5. Develop a repeatable metric model that all groups can use
6. Measure economic impact – need to identify sole proprietors that do not show up on conventional business tracking systems (DUNS, Tax role)
 - South Arts.org – impact reports by industry
 - Creative Vitality index (CVI)
7. Identify a method to track outdoor cultural events and incorporate into metrics
8. Currently, funding justification is based on numbers through door – we need another way to articulate intrinsic value. Current numbers don't represent the actual impact of the experience.
9. Conduct research studies (such as the Barret Value Study) to determine if people are actually involved in or support arts and culture or if it is just something they say.
10. Complete a Creativity Cluster Analysis – (HUB is a resource)

Engagement: Create “one voice” for the arts and cultural resource community in WNC to facilitate communication with consumers, while supporting artists, cultural resources, and heritage sites.

Objectives:

1. Form arts and culture marketing arm
2. Create a ‘brand’ for WNC arts and culture
3. Develop a coordinated message among partners
4. Create an innovative model supporting the arts and culture industry that can be shared and recognized nationally
5. Reach out to non-traditional partners
6. Support new artists with services and financing
7. Communicate with local residents (messaging)

Collaboration: Create a regional alliance that provides a vehicle for partnerships and cooperative efforts.

Objectives:

1. Create a collaborative model that can be expanded to all / parts of WNC (25 counties)
2. Provide incentives for collaborations / partnerships
3. Find a mechanism to get all the players to the table – i.e. a regional opportunity that can bring people together such as a summit
4. Build cultural resources database
5. Create coalition / arts and culture alliance (ex. Greater Philly)
6. I.D. programs / services needed and what already have
7. Map resources that support arts and culture
8. Develop annual conferences / professional development opportunities
9. Directory for artists – regionally specific like FB for artists and consumers

Advocacy: Improve advocacy for the arts and cultural and historic resources. Ensure that community leaders and decision-makers value and support the arts and cultural resources as a key industry cluster.

Objectives:

1. Foster arts and cultural experiences for local citizens and tourists alike
2. Empower artists and artisans in their work

3. Create an endowment – including management, maintenance
4. Poll newcomers and locals to gauge appreciation for arts and culture
5. Develop a messaging/marketing campaign and work through business leaders
6. Develop a targeted message to each audience (residents, decision makers, government, ourselves)
7. Determine the answer to: “What does it mean to support arts and culture”
8. Work with agencies, businesses, and the arts and culture community to determine the steps needed to create a state regional history museum in WNC – and do so
9. Advocate for a regional folklorist position
10. Work to foster public voter support for:
 - local budgets
 - issues (education & arts)
 - candidates

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

Objectives:

1. Encourage planning staff to include arts and culture in comprehensive planning documents.
2. Create greater public investment (time, money, and engagement) in cultural heritage resources
3. Develop an educational program to raise awareness of the intrinsic benefits of natural resources and landscape on art, cultural and historical resources.

Education: Ensure that residents (and students) know where they are from and have an appreciation for the arts and cultural and historic resources of this region.

Objectives:

1. Work with all levels of educational system toward bringing arts and culture curricula back to the K-12 classroom
2. Need galvanized strategy to advocate for curricula and guide policy
3. Develop a communication strategy with Arts NC
4. Increase availability and frequency of field trips for students, based on embracing historical resources.