



WNC Cultural Alliance



GroWNC
Cultural Resources
Workgroup



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

WNC Cultural Alliance



Consented Mission:

We work to advance the missions and works of each of our members through collaboration, advocacy, preservation, engagement and education.

Consented Vision:

We are the strategic collective voice which strengthens and empowers the cultural resources community of WNC.



Potential Aims

- WNC is a region that has extensive cultural offerings and thriving creative industries
- WNC sees arts and culture as a great investment; a strong engine for personal, community and economic growth, strengthened by a collective voice.
- The quality of life in WNC is directly tied to arts and culture.
- The arts and culture community of WNC has an improved competitive edge.
- The arts and culture community is part of a foundation for defining a sense of place by creating a master plan for the arts in WNC.
- New and visiting populations are attracted to the region.
- The visions of community and business leaders are integrated.
- The arts and culture community in WNC contributes to the development of a skilled workforce.
- WNC is a region with informed community leaders and decision-makers who value and support cultural resources as a key industry cluster