



Wake County Cultural Plan Findings and Framework



AGENDA

Introductions

Planning Process

Key Findings

Goals and Strategies

Discussion

Next Steps



Planning Team



United Arts Wake County

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Cultural Planning Group Partners

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Wake County Cultural Plan Advisory Taskforce

Alfredo Hurtado	Black Box Dance
Eileen Bagnall	Arts Access NC
Evan Covington Chavez	Capitol Broadcasting
Irena Krystanovic	Town of Holly Springs
Jamie Dawson	Aspire Homes
Jenn McEwen	United Arts
John Saffold	Zebulon Chamber of Commerce
Johnny Lee Chapman III	Artist
Jonathan Freeze	Visit Raleigh
Kassia Gibbs	Empire Properties
Katrece Boyd	NCCU
Lyman Collins	Town of Cary (Retired)
Michael T. James	Wake County
Rachael Pair	The Mayton Inn
Ragen Carlile	United Arts
Sarah Powers	Raleigh Arts
Sejal Mehta	Community Advocate
Stephen Morgan	Knightdale Town Council



Planning Process

BACKGROUND: Planning Goals and Research

Shared countywide vision

Reflects residents' priorities

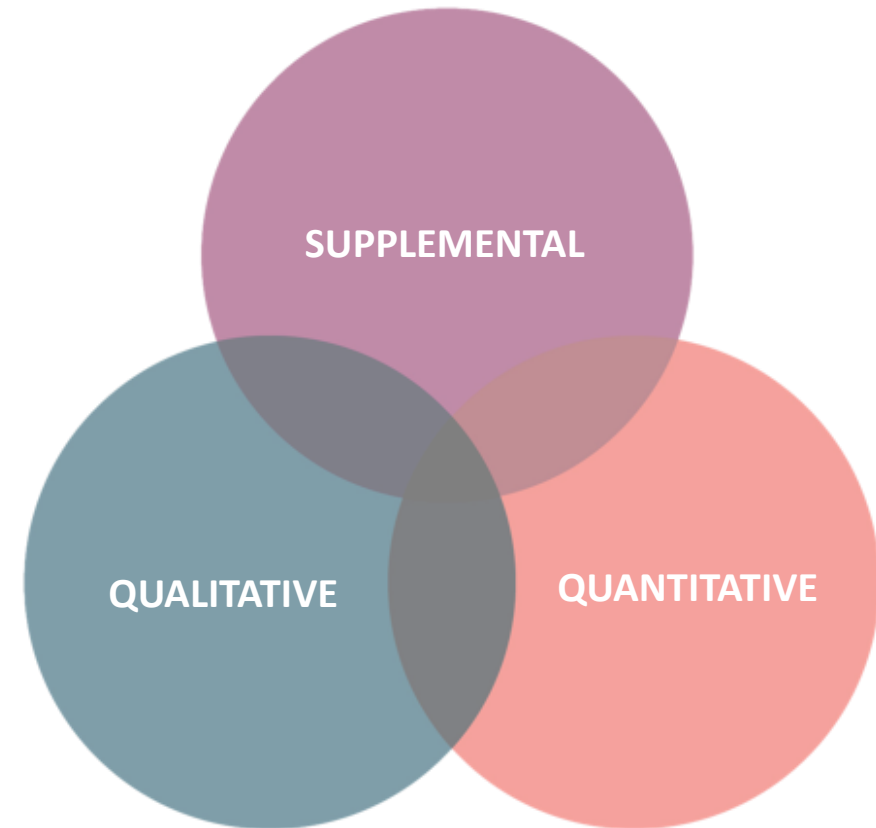
Policy level goals

Aspirational and achievable

Role of the County

Roadmap for United Arts

Creative sector as economic driver



WHAT WE ACCOMPLISHED: Interviews / Discussions / Events/ Survey

County Leadership

Municipality Leadership

Economic Development Leadership

Arts Organizations Leaders

Community Artists

Tourism Discussions

School District/Arts Education

Business/Corporate Leaders

United Arts Board

Advisory Taskforce Meetings

Presence at Community Events

1787 Respondents to Survey



Community Research Findings

Wake County is creative and engaged.

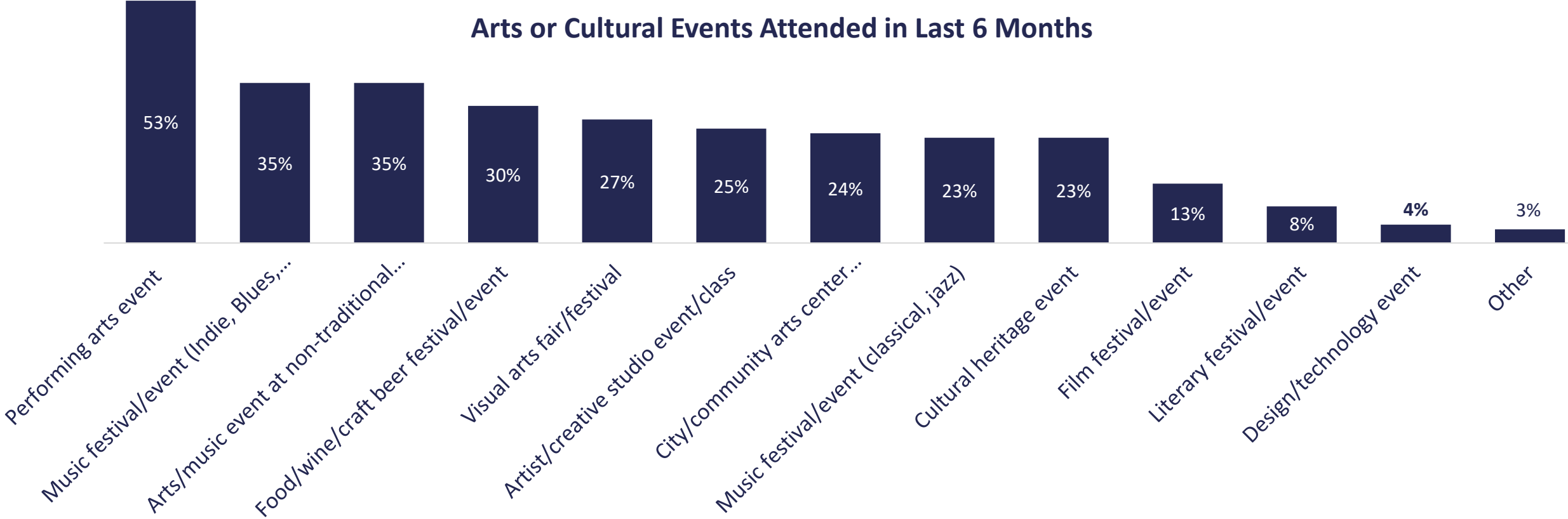
People **VALUE** the arts and want to support the artistic community

- 87% view arts/creative learning as essential for families
- 70% rate current offerings as excellent or good
- Priorities are for creative spaces for residents and affordable spaces for artists

People **PARTICIPATE** in Wake County

- 87% attend events within Wake County
- The most popular **PERSONAL** creative activities are centered around music (46%), visual arts (41%) and performing arts (34%)
- Awareness of opportunities is a challenge

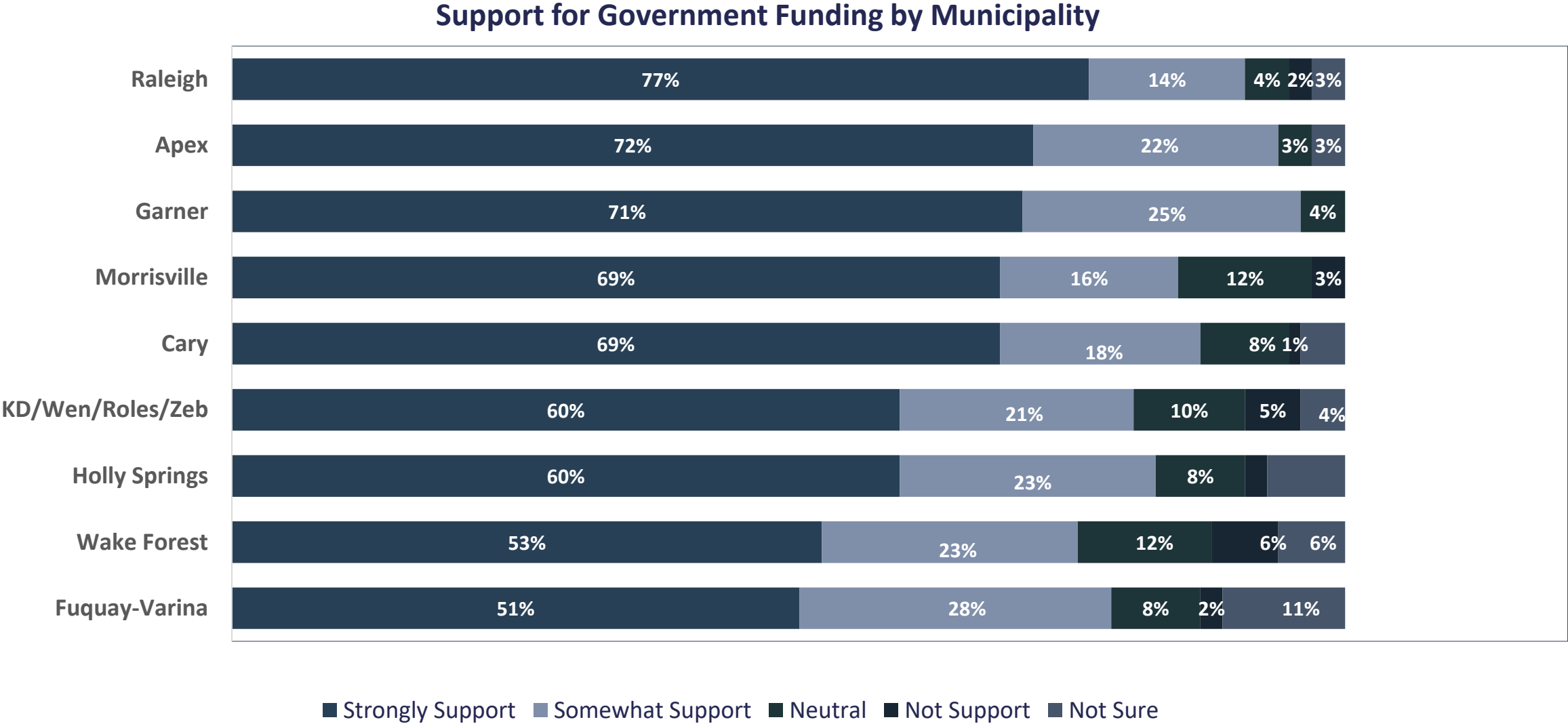
Performing Arts and Music festivals/events and arts/music events at non-traditional places were the primary draws within the last six months.



Significant support for dedicated arts funding.

- 86% support government funding for arts and culture
- Support is strong across all municipalities (ranging from 51-77% strong support)
- Of those respondents that participate in arts and cultural activities less than 6 times a year 60% support government funding

Strong support across all municipalities.



Creative experiences across the county are a priority of residents.

Top Long Term Plan Priorities

60%

Providing dedicated funding for the arts.

56%

Developing a "go to" for information on creative events, activities, and arts and culture offerings

54%

Developing more creative activities and creative spaces in the County

54%

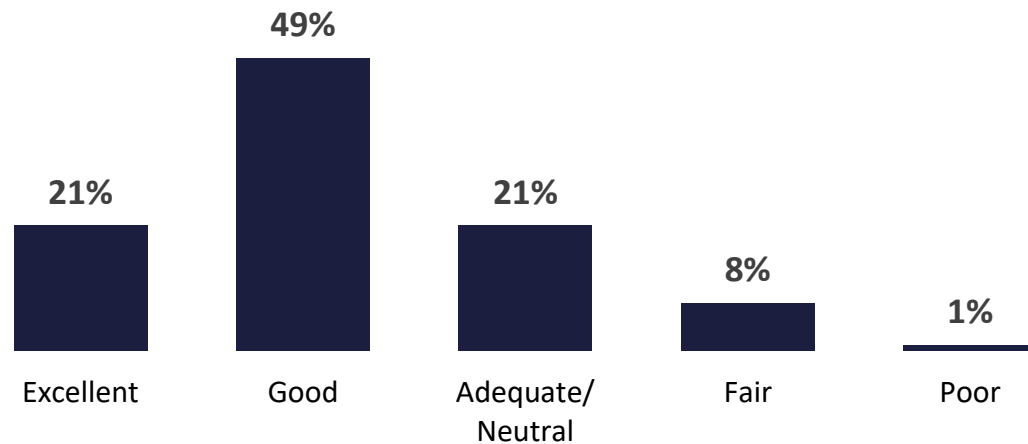
Increasing affordable spaces for artists, creatives, and organizations.

48%

Supporting local artists to live and work in Wake County.

Ratings are high for activities although room to provide more access for the arts throughout the county.

Current rating of arts, cultural, or creative activities in Wake County



Geographic Equity

- ✓ Making arts accessible to all residents regardless of where they live
- ✓ Need for more geographic distribution of arts across county

Support for Municipalities

- ✓ Public art support and programming
- ✓ Communications about events

Accessibility is reflected as a continuing priority.

- 66% indicate they want more accessible arts and creative events
- Desire for broader representation of communities
- Importance of arts accessible to all residents across county

Spaces and venues at the top of the list for artists and arts organizations.

- Creating more spaces for performances and exhibitions
- Developing multi-purpose arts facilities
- Access to affordable and shared spaces to create and work

**Cross sector
partnerships can
be effective and
impactful.**

- Arts seen as crucial for talent attraction/retention
- Align arts initiatives with county priorities such as affordable housing and education
- Integrate arts into public health and human services programs
- Integrate arts programming MORE with parks across county

County/State	FY 2025 allocation for arts and culture	Partner/Designated Local Arts Agency or County Department	County Population	Per Capita support for arts and culture	Funding Source
Wake County, NC	\$471,120	United Arts Wake County (Designated LAA)	1,119,000	\$0.42	General Fund
Mecklenburg County, NC	\$5,500,000	Arts and Sciences Council (Designated LAA)	1,164,000	\$4.72	General Fund
Orange County, NC	\$700,000 (plus facilities subsidy)	Orange County Arts Commission	150,626	\$4.65	General Fund
Fulton County, GA	\$6,090,899	Fulton Arts (County Department)	1,079,000	\$5.60	General Fund
Fairfax County, VA	\$5,000,000	Arts Council of Fairfax County (Designated LAA)	1,142,000	\$4.38	General Fund
Montgomery County, MD	\$6,848,500	Arts and Humanities Council of Montgomery County (Designated LAA)	1,058,000	\$6.47	General Fund



Plan Framework: Goals and Strategies



Plan Vision

A county where all residents can access arts and cultural experiences in their community, where artists can afford to live and work, and where all engage with arts as part of their daily lives.

Through County and United Arts leadership, each community celebrates its distinct creative character while contributing to the County's emergence as a vibrant cultural center.

United Arts is the connector.

- United Arts is the central hub for arts in Wake County.
- Can be a strong partner to municipalities for arts programming support, public art and more.
- Can build more awareness of County program, value of the arts, and available programming.



Three Goals

1: Enhance Municipal Infrastructure and Capacity

2: Support a Sustainable Arts Sector and Creative Economy

3: Build Access and Awareness

Goal 1 Strategies: Municipal Infrastructure

1.1 Build Capacity: Support and enhance the development of individual municipalities in their arts, culture and creative economy functions.

1.2 Public Art Program: Strengthen the capacity of municipal public art programs.

1.3 Embed Artists in County and Municipal Functions: Artists in municipal and county functions.

Goal 2 Strategies: Supporting a Sustainable Arts and Creative Sector

2.1 Investment: Explore resources and/or mechanisms to expand and diversify public and private funding to build greater sustainability in the nonprofit arts sector.

2.2 Collaboration: Partner with United to increase resources through public-private funding collaborations.

2.3 Capacity building: Develop initiatives to strengthen organizational capacity and sustainability in operations and programming for the nonprofit cultural sector.

Goal 2 Strategies: Supporting a Sustainable Arts and Creative Sector

- 2.4 Spaces:** Initiate a facilities development program to support creative spaces and cultural facilities that are affordable and accessible.
- 2.5 Creative Economy:** Establish a program to strengthen, expand the creative economy in Wake County.
- 2.6 Economic Development:** Create an arts and culture districts program to encourage recognized hubs for arts, culture and creative economy.

Goal 3 Strategies: Access and Awareness

3.1 Brand and Image: Enhance the brand image of Wake County as a cultural destination and vibrant hub of arts, culture and creative opportunities.

3.2 Marketing: Develop arts and culture marketing and communication initiatives in partnership with United Arts.

3.3 Access: Develop initiatives to increase access, equity and inclusion to arts and culture programming for all county residents.



Discussion

Thoughts on overall direction or specific areas that resonate with you?

How can this plan align best with overall county priorities?

Next Steps

Integrate feedback

Prepare full draft of plan

Public review and updates

Present final plan for adoption, June 2025