



# People, Arts and Culture Board Goal

*Presentation to  
Arts and Culture Committee  
September 28, 2016*



# Board Goals & Objectives

- Approved by the Board November 2015
- 9 Goal Areas to track and monitor progress of the Board Goals
- Plan to update and revise goals annually
- 2016 updating process to begin through work in committees
- Desired outcome: update 2017 goals in order for departments to consider as they develop FY2018 budget requests

# Board Goals Committee Work

- Focus on outcomes – what are we trying to achieve?
- Review progress on goals
- Determine if goal / objective:
  - Has been Achieved / “Done”?
  - If the goal still applicable?
  - Need to be continued / modified?
    - Revise goal wording?
    - Revise / add objectives?

# Today's Agenda

- Goal Core Team members review each goal
- Discuss in groupings as follows:
  - Arts: PAC 1.1 and PAC 1.2
  - Parks, Open Space: PAC 2.1, 2.2 and 2.3
- Discuss desired outcomes
  - How will we know if we've been successful?
- Update objectives and initiatives



# People, Arts and Culture

**Goal:** Apply an interdisciplinary approach to seek out and harness the strengths of our diverse community and develop policies that reflect positive values, enhance our cultural activities, support artistic expression, and improve quality of life.



*Objective PAC 1:* Collaboratively work with public and private stakeholders to enhance, promote and appreciate Wake County's arts and culture.

PAC 1.1: Through a coordinated process together with those creating arts and cultural programming, develop a unifying, countywide brand for the promotion of arts and culture through joint marketing, calendaring and other means.

- Established an Arts & Culture Board Committee
- The Commissioners continue to invest in Wake County's arts and culture assets by contributing \$1.16 million to partner agencies (an increase of nearly \$200,000 since FY 2014.)

Agency	Program/Service	Actual FY14	Actual FY15	Adopted 2016	Adopted 2017	4 Year Change
NC Symphony	Offers 10 free concerts and corresponding curriculum to 14,000 WC students	27,604	50,000	80,000	100,000	72,396
United Arts Council	Artists in schools program; year long arts projects in schools; arts programs in eastern WC; and minority arts programs	284,161	284,161	345,000	411,364	127,203
Marbles	Provides innovative hands on programs for children and families	650,000	650,000	650,000	650,000	--
<b>Subtotal – Arts &amp; Culture Agencies</b>		<b>961,765</b>	<b>984,161</b>	<b>1,075,000</b>	<b>1,161,364</b>	<b>199,599</b>



*Objective PAC 1:* Collaboratively work with public and private stakeholders to enhance, promote and appreciate Wake County's arts and culture.

PAC 1.2: Foster collaboration with and within the arts and other cultural agencies to increase awareness of and increase opportunities for artistic and cultural activities.

- United Arts Council continues to be the lead agency to identify opportunities in this space

# Review PAC1

- Focus on outcomes – what are we trying to achieve?
  - What will success look like?
  - Can we measure it?
- What objectives and initiatives will help us achieve the desired outcomes?
  - Determine if objective/initiative:
    - Has been Achieved / “Done”?
    - Is still applicable?
    - Needs to be continued / modified?
  - Is a new objective/initiative needed?





*Objective PAC 2:* Develop parks, recreation. Open space and greenway opportunities for Wake County residents and visitors.

PAC 2.1: Work with WCPSS to open school grounds and share recreational resources for broader community access.

- Wake County and WCPSS continue to discuss joint use of school grounds
- BOC approved \$226,000 for construction of park amenities at the future Bryan Road Elementary School site on July 18, 2016



*Objective PAC 2: Develop parks, recreation. Open space and greenway opportunities for Wake County residents and visitors.*

PAC 2.2: Evaluate County-owned open space property for passive recreational activities or public access, while maintaining the intent and goals of the open space program.

- Approved funding to build Phase I of Turnipseed Nature Preserve on July 18, 2016
- Acquired multiple open space properties in 2016 that are contiguous to Robertson Millpond Preserve and Turnipseed Nature Preserve to allow future expansion
- Applied for PARTF grant funding for Phase II construction at Robertson Millpond Preserve and Turnipseed Nature Preserve



*Objective PAC 2: Develop parks, recreation. Open space and greenway opportunities for Wake County residents and visitors.*

PAC 2.3: Partner with municipalities to expand the greenway systems.

- Approved greenway partnership agreements with Apex, Wake Forest, and Cary. Partnership agreement with Rolesville is pending.
- Draft Greenway System Plan complete. Includes over 270 miles of proposed greenways throughout the county to create a regional greenway network.

# Review PAC2

- Focus on outcomes – what are we trying to achieve?
  - What will success look like?
  - Can we measure it?
- What objectives and initiatives will help us achieve the desired outcomes?
  - Determine if objective/initiative:
    - Has been Achieved / “Done”?
    - Is still applicable?
    - Needs to be continued / modified?
  - Is a new objective/initiative needed?

# What's Missing?

- Are there other desired outcomes related to this Board Goal that we're missing?
  - Focus on outcomes – what are we trying to achieve?
    - What will success look like?
    - Can we measure it?
- What objectives and initiatives will help us achieve the desired outcomes?