



Economic Strength

Goal ES 4: Support, promote, and celebrate arts and culture.

Rationale: Arts and culture are core to Wake County's identity. It threads through all aspects of our community—driving jobs, powers economic development, draws people to the County, and improves the overall quality of life. Inclusive cultural and artistic programs help broaden individual perspectives and enrich everyday experiences. Wake County supports its arts community that inspires and enlightens those living here and contributes to our continued growth.

Objectives:

- Improve residents' overall quality of life—linking to community health and vitality strategies.
- Grow and broaden the economic base.
- Support and encourage visual and performing artistic expression.
- Increase exposure to art programs to school-aged youth.

Example Indicators and Performance Measures:

- Public art investments at new county facilities
- School-aged youth who participate in art programs supported by County funding
- The direct economic activity generated by arts and cultural production
- Number of jobs supported by the arts and culture industry