

Board Goals Update

*Denise Foreman— Wake County Manager's Office
Charles Phaneuf— United Arts Council of Raleigh and Wake
County*

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ES4. Support, promote and celebrate arts and culture.

Objectives:

ES4.1 Improve residents' overall quality of life—linking to community health and vitality strategies.

ES4.2 Grow and broaden the economic base.

ES4.3 Support and encourage visual and performing artistic expression.

ES4.4 Increase exposure to art programs to school-aged youth.

ES4.1 Improve residents’ overall quality of life – linking to community health and vitality strategies

Indicator	Performance																											
A. Increase public art at new County facilities	Two projects completed ; two more in development; policy revisions being considered to support future installations																											
B. Total % of municipalities that have created and implemented their own public art plan	3 of 12 (25%) of municipalities have completed a plan or are in process <i>(2021 data)</i>																											
C. Participation in grant funded programs represent the racial/ethnic demographics of our County	<table><tr><th></th><th>United Arts</th><th>Wake County</th></tr><tr><td>American Indian</td><td>0.30%</td><td>0.80%</td></tr><tr><td>Asian</td><td>10.40%</td><td>7.70%</td></tr><tr><td>Black/African American</td><td>22.30%</td><td>21.00%</td></tr><tr><td>Hispanic/Latino</td><td>18.60%</td><td>10.40%</td></tr><tr><td>Hawaiian/Pacific Islander</td><td>0.10%</td><td>0.10%</td></tr><tr><td>Two or more</td><td>3.90%</td><td>2.60%</td></tr><tr><td>White</td><td>44.40%</td><td>59.60%</td></tr><tr><td></td><td>100.00%</td><td>102.20%</td></tr></table>		United Arts	Wake County	American Indian	0.30%	0.80%	Asian	10.40%	7.70%	Black/African American	22.30%	21.00%	Hispanic/Latino	18.60%	10.40%	Hawaiian/Pacific Islander	0.10%	0.10%	Two or more	3.90%	2.60%	White	44.40%	59.60%		100.00%	102.20%
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ES4.2 Grow and broaden the economic base

Indicator	Performance	
A. Wake County Creative Vitality Index score (evaluates creative jobs, creative industries and cultural non-profits per capita)	CVI Suite Data (2019)	0.95
B. Total % of arts patrons who travel 50 miles or more to attend events	TBD	
C. Number of jobs supported by the arts and culture industry	CVI Suite Data (2019)	24,520

ES4.3 Support and encourage visual and performing artistic expression.

Indicator	Performance
A. Total % of municipalities that have participated in United Arts Council's mural program	Number funded projects (2021) 6 of 12 (50%) of municipalities have participated so far
B. Total % of municipalities that have created and implemented their own public art plan	Number complete plans(2021) 3 of 12 (25%) of municipalities have completed a plan or are in process
C. Improve the availability and sustainability of artist live/work spaces	Complete an artist housing feasibility study for Wake County Pending available funding

ES4.4 Increase exposure to art programs to school-aged youth

Indicator	Performance	
A. Total number of children participating in United Arts programs	Artists in Schools (20-21)	106,860
	Wheels on the Bus (19-20)	3,125
B. Total % of Title I Schools participating in United Arts programs	Artists in Schools 20-21	41 of 61 (67%) of Title I Elementary, Middle and High schools
	Wheels on the Bus 19-20	21 of 44 (48%) of Title I Elementary schools

Questions/Comments



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