

Charlotte Arts and Culture Plan: **Draft** Priorities & Strategies

PRIORITY 1

Ensure sustainable and reliable funding for arts and culture in Charlotte-Mecklenburg through public-private planning, collaboration, and commitment.

Strategies

1. Secure significant, ongoing annual public sector support—primarily from the city and county, with supplemental support from state, regional, and national sources.
2. Foster ongoing/increasing private financial participation.
3. Build organizational development capabilities.
4. Build capacity of organizations and artists/creatives to develop sustainable revenue models appropriate to their respective operating models (nonprofit, for profit, individual). (See Priority 2 re: coordination and implementation of arts and culture plan priorities.)

PRIORITY 2

The public sector must partner with an already active private sector to play a leadership role in building Charlotte-Mecklenburg's arts and culture ecosystem, including governance and funds delivery.

Strategies

1. Establish and implement a joint, public-private governance structure focused on cultivating a sustainable, thriving arts and culture ecosystem in Charlotte-Mecklenburg.
2. Ensure and coordinate ongoing delivery of equitable, accessible, and inclusive funding and services to/for the arts and culture sector. (See Priority 3.)
3. Shift the decision-making for funding and the direction of the arts and culture sector to be more inclusive and transparent.

Charlotte Arts and Culture Plan: **Draft** Priorities & Strategies

PRIORITY 3

Equitable, accessible and inclusive support and funding are critical to advancing, growing and sustaining BIPOC, LGBTQIA+ and other artists and institutions—particularly small and mid-sized organizations—that have been historically marginalized in the Charlotte-Mecklenburg arts ecosystem.

Strategies

1. As part of the new governance process, ensure that equity goals are defined, and progress is regularly evaluated and reported by an external auditor.
2. Create an ecosystem of funding to support artists and arts and culture organizations at multiple levels or tiers; tiers may be based on the organization's budget size.
3. Provide an application and a grant process designed to engage and attract artists and organizations who traditionally are underrepresented in funding awards to apply for grants.
4. Growth Fund: Create resource (funding and training) pathways for individual artists and small, mid-size and grassroots organizations to advance with mentoring, guidance, and assistance

PRIORITY 4

Provide access to affordable space for the creation and experience of arts and culture.

Strategies

1. Partner with city/county/private industry/higher education to 1) convert vacant spaces into multidisciplinary art centers and 2) identify/incentivize the creation of arts districts inclusive of all forms of art for creation/rehearsal/practice/display and consumption of art.
2. Partner with developers, corporations, faith communities and higher education institutions to intentionally build and incorporate multidisciplinary art spaces into new construction and existing buildings for practice/rehearsal/creation/display and consumption of art.
3. Prioritize local artist access and affordability to city-/county-owned traditional arts facilities (museums, theaters, etc.) and non-traditional spaces (i.e., libraries, schools, parks, houses of faith, etc.).

Charlotte Arts and Culture Plan: **Draft** Priorities & Strategies

PRIORITY 5

Eliminate barriers to arts and culture creation and participation.

Strategies

5. Provide tickets and transportation to arts and cultural events.
6. Foster cross-cultural collaborations, shared artistic experiences, and an abundance of diverse, local creative work throughout Charlotte-Mecklenburg.
7. Ensure the resources exist in neighborhoods and communities throughout Charlotte-Mecklenburg whereby creatives at all levels are encouraged and supported.

PRIORITY 6

Achieve widespread awareness and visibility of arts and culture through strengthening communication.

Strategies

1. Conduct qualitative and quantitative market research in Charlotte-Mecklenburg in the short, medium, and long-term to understand:
 - a. Attitudes of participants toward the arts and motivating factors for arts and culture participation.
 - b. Extent of support by non-participants and reasons for support (or lack thereof).
 - c. Perceptions of the value of a vibrant arts and culture ecosystem in the Charlotte-Mecklenburg area.
2. Create, implement, and maintain a comprehensive Charlotte-Mecklenburg arts and culture communication plan with revised branding, marketing, and messaging, including social media hashtags or other mediums, in conjunction with regional partners to encourage increased local participation in arts and culture.

Charlotte Arts and Culture Plan: **Draft** Priorities & Strategies

PRIORITY 7

Foster collaboration and cooperation throughout the creative ecosystem and with other sectors.

Strategies

1. Incentivize and enable collaborations within the creative ecosystem and with other sectors (such as healthcare, manufacturing, education, social services, etc.) through funding and technical support.
2. Build capacity for collaborations across the creative ecosystem.

PRIORITY 8

Expand arts education experiences—early childhood to lifelong learners—for greater access and exposure to arts and culture, enhancing quality of life, robust workforce development, and the retention and cultivation of future artists and supporters.

Strategies

1. Articulate and advocate for the value of arts education across all demographic sectors.
2. Strengthen arts education in all pre-K-12 schools—public, private and charter.
3. Increase support for arts teachers and teaching artists through increased funding, leveraging community partnerships and professional development opportunities.
4. Fortify and expand educational programming from local arts organizations.
5. Create pathways for people to become professional artists, entrepreneurs, and business owners within the creative sectors.