

# Charlotte Arts and Culture Plan

**CITY COUNCIL PRESENTATION**

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**October 23, 2023**



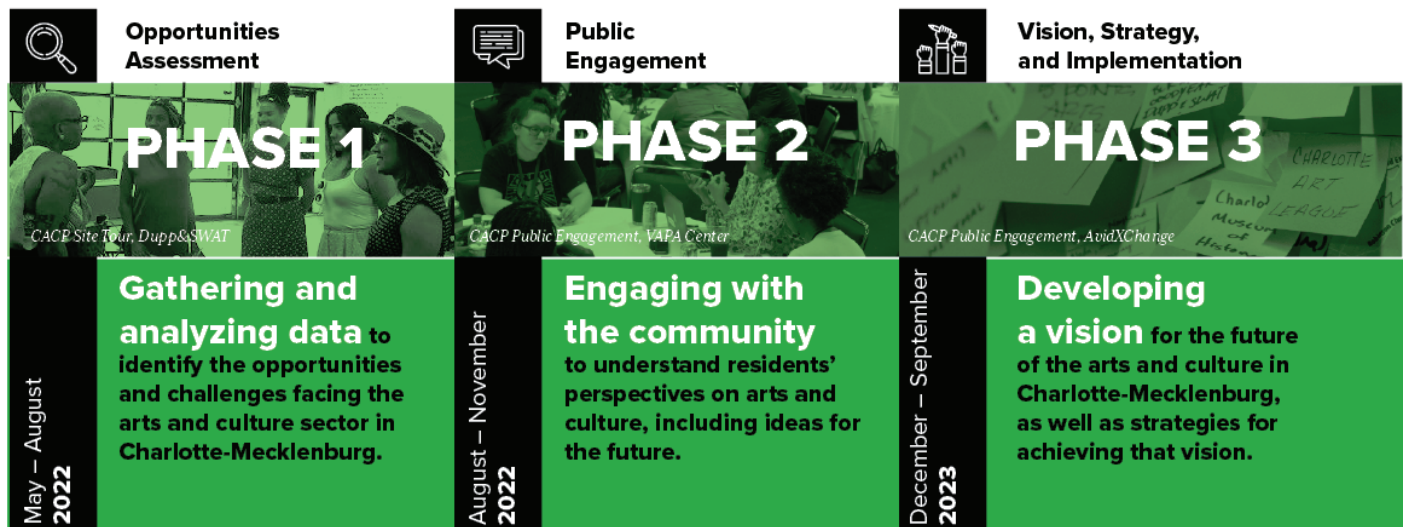
# Charlotte has a bright creative future.

This plan is created by, with,  
and for communities throughout  
Charlotte-Mecklenburg

# The Road to the Charlotte Arts and Culture Plan

## HOW AND WHEN

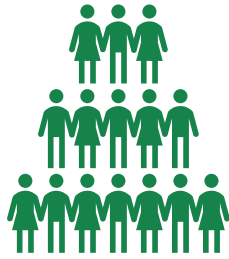
The planning process spanned nearly 18 months, beginning in Spring 2022 and ending in Fall 2023.



Over

# 3,400

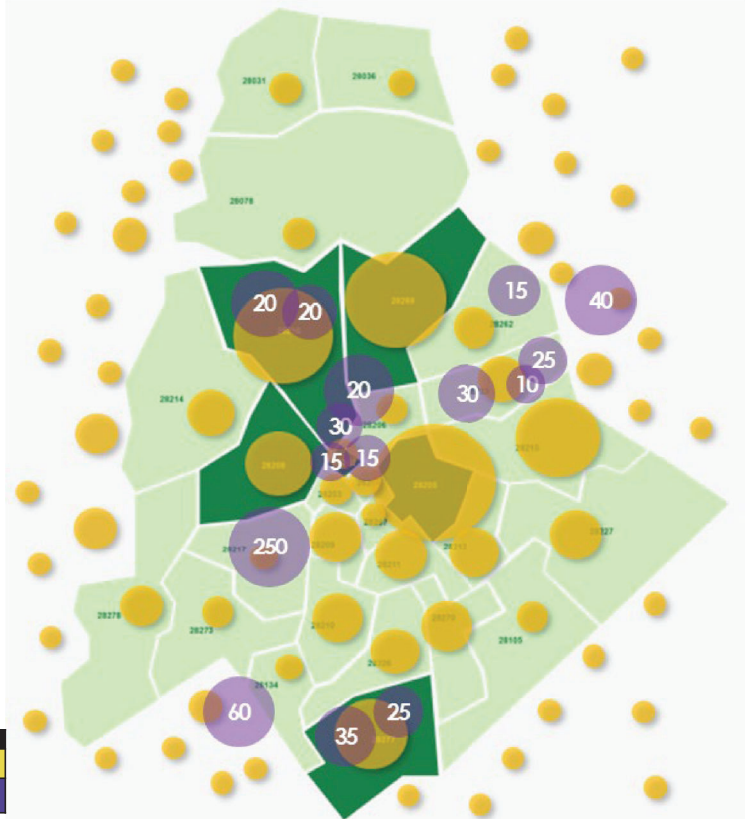
have engaged w/ the  
Arts and Culture Plan



Plan completed with feedback from:

- City council
- City, county, CMS staff
- Public

Map Key	
Yellow Clusters	Community Survey Responses
Purple Clusters	Meeting Registrations and Drop-In Events



The State of Culture Report was released in February 2023 to provide the results of the extensive data collection and analysis in Phases 1 and 2 of the planning process.

The State of Culture Report laid the foundation for community decision-making with a 360-degree review of the area's cultural environment, including:



### Analysis

Analysis of existing data and plans pertaining to the Charlotte-Mecklenburg arts and culture sector.



### Assets

Creation of a cultural asset inventory and interactive map.



### Funding

Assessment of the local funding landscape.



### Comparables

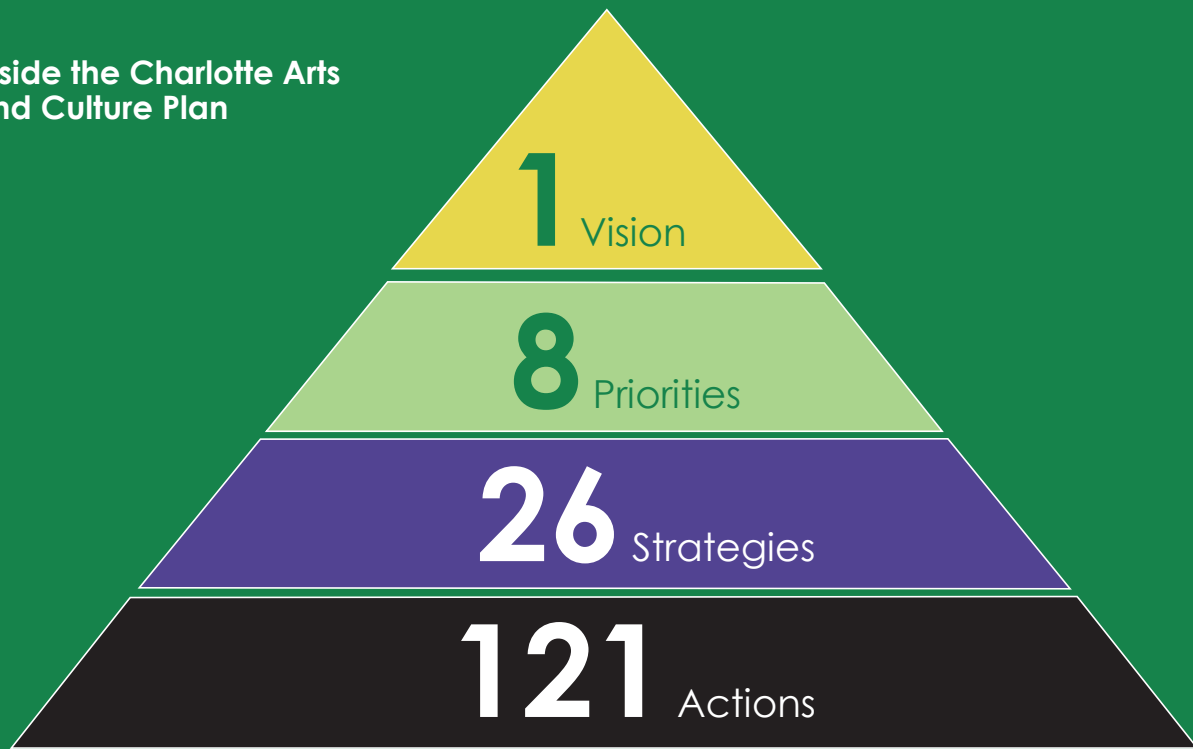
An examination of funding and governance in comparable communities across the nation.



### Engagement

Key findings from robust areawide community engagement.

## Inside the Charlotte Arts and Culture Plan



## Vision

Inside the Charlotte Arts and Culture Plan

A community where all people **value, support, and thrive through** arts, culture, and creativity.



## Philosophy

# Arts and culture are essential to our community.

Through arts and culture, we come to know and understand each other. We appreciate our pasts and build a better future together. Through arts and culture, our daily lives vault from existing to thriving.

Arts and culture are vital, and we do not take them for granted. Every person deserves to experience creativity and cultural enrichment. Together, we must cultivate arts, culture, and creativity for everyone.



## PRIORITIES & STRATEGIES

## Inside the Charlotte Arts and Culture Plan



\*ALAANA: The Charlotte Arts and Culture Plan uses the racial and ethnic identifiers African, Latinx, Asian, Arab, and Native American.  
 \*\*LGBTQIA+: Lesbian, Gay, Bisexual, Transgender, Queer (or questioning), Intersex, Asexual and other associated communities.  
 These terms are used to describe a person's sexual orientation or gender identity.

## PRIORITY 1

## Inside the Charlotte Arts and Culture Plan

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

#### Strategies

1. Secure significant, ongoing public sector support — primarily ongoing, annual support 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

Inside the Charlotte  
Arts and Culture Plan

**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.**

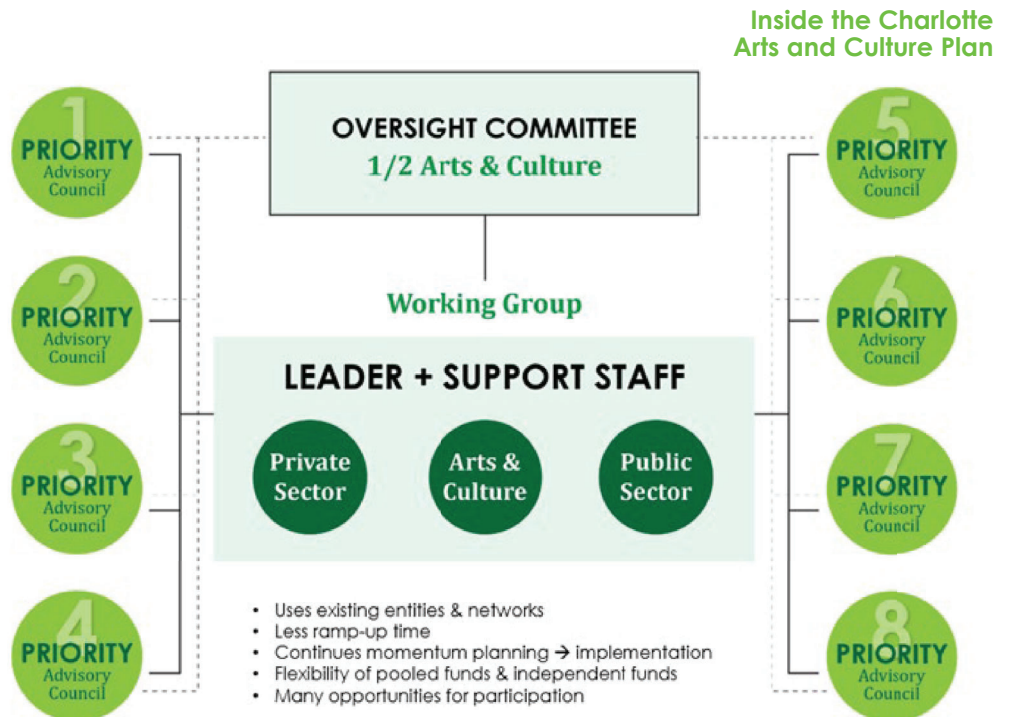
### Strategies

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.
3. Shift the decision-making for funding and the direction of the arts and culture sector to be more inclusive and transparent.

## Proposed Governance Structure

Working Group may include senior staff from:

Arts and culture organizations (3-4)  
Charlotte Mecklenburg Library  
Charlotte Regional Business Alliance  
Charlotte-Mecklenburg Schools  
City of Charlotte  
Foundation For The Carolinas  
Mecklenburg County





## PRIORITY 3

Inside the Charlotte  
Arts and Culture Plan

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

# WHAT'S NEXT?

1. **November 13:** Council vote to accept Charlotte Arts and Culture Plan
2. **Winter 2023-24:**
  - Staff develops policy framework
  - Council discusses funding options



# THANK YOU.