

## **K. Arts and Culture-Section 13 Arts and Culture**

Raleigh strongly values and celebrates its local artist community and homegrown cultural assets. Likewise, we value the relative ease of access to great artists, venues and works of art that visit Raleigh from around the globe.

In 2016, the City Council adopted the Raleigh Arts Plan, Creative Life, a ten-year blueprint for the city's cultural future. The plan, the first of its kind for Raleigh, was conceived as a "community cultural plan," rather than a "city cultural plan."

*Raleigh is a community connected through arts and culture, where every person is empowered to lead the creative life they envision.*

The plan lays out a bold and ambitious agenda for the future arts and cultural development in Raleigh with the Creative Life vision. It embraces eight goals and accompanying strategies. Taken together, they will fulfill City Council's vision that Raleigh become a nationally recognized leader in arts and culture. The goals include:

**Goal 1. Promote an Active Arts and Culture Life Throughout the Community**

**Goal 2. Expand Youth Arts Participation**

**Goal 3. Ensure Equity, Access and Inclusion in All Cultural Programming**

**Goal 4. Support the Work of Raleigh's Artists and Arts and Cultural Organizations**

**Goal 5. Enhance the Vitality of Raleigh's Neighborhoods and Districts Through Thoughtful Placemaking**

**Goal 6. Enhance Arts Leadership and Governance**

**Goal 7. Strengthen Marketing, Promotion and Valuing of the Arts**

**Goal 8. Create a System of Sustainable Arts Funding**

Arts and culture are an integral part of a city's enduring spirit and vitality. This is demonstrated in Raleigh's thriving art galleries, entertainment venues, and cultural events. The plan's strategies offers further opportunities that will go anywhere—storefronts and strip malls, parking decks and community centers, streets and parks—to grow the creative network. Raleigh's commitment to arts and culture is essential to the health, well-being, and vitality of the city. It enriches the daily lives of all its residents by providing a deeper understanding, tolerance, and respect for diverse communities. ~~In an era of competition for resources, residents, businesses, and tourists, it provides the defining competitive edge that attracts the 'creative class.'~~ ~~It enriches the daily lives of all its residents by providing a deeper understanding, tolerance, and respect for diverse communities.~~ Providing the opportunity to experience and cultivate an appreciation for arts and culture among new audiences is a city aspiration. This will help secure Raleigh's reputation as the region's premier center for arts and culture, and can help preserve Raleigh's heritage and define its legacy.

To provide the quality of life and entertainment opportunities desired by Raleigh's diverse population, the city has continued to invest in the construction of additional cultural facilities and venues. Most notably these investments can be seen in downtown Raleigh. The Raleigh Convention Center opened in September 2008, joined next door by the Red Hat Amphitheater, and the Raleigh Contemporary Art Museum's relocation to a new facility in downtown Raleigh's Warehouse District. In 2012, the City of Raleigh Museum reopened in the historic Brigg's Building on Fayetteville Street. There are a number of other hubs for arts and culture outside of downtown, such as the Pullen Arts Center and Gregg Museum along Hillsborough Street, Midtown Park at North Hills, Lafayette Village in Northeast Raleigh as well as up and coming corridors throughout the city.

~~In 2007, the City of Raleigh Arts Commission (CORAC), and leaders from the Raleigh arts and business community came together to form a 30<sup>th</sup> Anniversary Committee to inspire the continued growth and appreciation of the arts in Raleigh. The result was the Action Blueprint for Raleigh Arts. The Blueprint outlines numerous strategies to increase~~

participation, funding and marketing of the arts. As part of the effort to refocus community perceptions, 46 cultural organizations, including the Raleigh Symphony, Artsposure, PineCone, NC Master Chorale, and others that the Arts Commission funds through grant applications/awards, came together to create the 'Declaration of Raleigh Arts' stating that the Arts in Raleigh will "Entertain, Educate, Enrich, Embolden, Elevate, Enlighten, Enliven, Engage, Enhance, Energize and help Envision our community!"

The Arts and Cultural Resources Section This Arts and Culture Element provides a consolidated framework to support and integrate the visual, performing and literary arts in Raleigh. Its recommendations address some of the primary issues that the City needs to focus on, including:

- Absence of a reliable stream of public or private funding to commission and support public art in the City;
- An Arts Commission that is tasked with implementing a comprehensive public art program, but has minimal funds allocated for public art;
- A planning process for public and private projects that does not incorporate public art as an integral part of the process;
- Lack of any formal designation or program for arts districts, and only one informally known arts district clustered around Moore Square in downtown;
- Need for incentives that would encourage artists to select Raleigh as their preferred location in the area; and
- Lack of coordination among the numerous venues and cultural facilities that are located

Revise the planning process for public and private projects that incorporates public art or cultural resources as an integral part of the process;

Regional coordination among the numerous venues and cultural facilities;

Need for arts and culture should be present in every neighborhood and can provide opportunities to connect and collaborate across neighborhood boundaries;

More public art and art integrated into daily life;

Raleigh should serve and reflect the cultural interests of all its citizens and should become known for its open and inclusive access— physical, cultural and generational—to arts and culture;

Raleigh needs a range of additional spaces and places for artists to collaborate, perform, rehearse and innovate;

The arts should become more well-connected to innovators in other sectors;

People want ready access to information on arts and cultural activities they desire, and can be encouraged to explore and experiment with new opportunities; and

The community strongly supports the continuation and expansion of city leadership in cultural development.

A thriving arts and cultural scene in Raleigh will help the City to realize its vision theme of *Economic Prosperity and Equity*. Between 1998 and 2006, employment in the arts/entertainment and accommodations/food services sector increased by 3.7 percent, making it the second fastest growing industry in Raleigh. Creating Building opportunities for the local artists creative community by promoting art in public places and hosting cultural events such as film festivals, historic events, museum exhibits, music and dance festivals, and culinary events restaurant weeks will further strengthen this industry and increase Raleigh's economic stability and appeal. Additionally, increasing opportunities for art in public

spaces will bring an awareness and appreciation for the arts in the daily lives of all of Raleigh's residents, regardless of race, ethnicity, or income boundaries.

The impact of the arts on Raleigh's economy is significant. In 2006, the United Arts Council of Raleigh and Wake County, the Greater Raleigh Chamber of Commerce, and the Greater Raleigh Convention and Visitors Bureau in conjunction with Americans for the Arts, sponsored an economic impact study of Wake County's non-profit arts and culture organizations and their audiences. The study found that in 2005, Wake County's non-profit arts and culture industry generated over \$100 million in local economic activity from direct spending by the industry and event-related spending by their audiences. The non-profit arts and culture industry also employed almost 4,000 full-time employees in 2005, making it the 10th largest employer in the county, up from being the 20th largest employer in 2000. The majority of the county's arts organizations are located in Raleigh.

~~Improving Raleigh's arts and cultural resources will help the City to achieve the vision theme, Growing Successful Neighborhoods and Communities. Non-profit organizations like Artspace have already played a significant role in revitalizing downtown Raleigh by convincing art organizations and artists to bring exhibitions and educational programs to the community. By bringing visitors to the Moore Square Arts District, Artspace has spurred a cultural resurgence, with numerous other museums and arts venues locating in downtown Raleigh. The City of Raleigh boasts of an impressive repertoire of museums and events venues, such as the African American Cultural Complex, Alltel Pavilion at Walnut Creek, Artspace, Progress Energy Center for the Performing Arts, Marbles Kids' Museum, and the Raleigh Museum of Natural Sciences, to name a few. (To see a detailed listing of Raleigh's existing cultural assets and entertainment venues, refer to the Community Facilities chapter of the City of Raleigh Community Inventory Report.)~~

~~To continue to provide the quality of life and entertainment opportunities desired by Raleigh's diverse population, the City is investing in the construction of additional cultural facilities and venues. To this end, the Raleigh Convention Center opened in downtown Raleigh in September 2008, and the Raleigh Contemporary Art Museum will also soon be moving to its new and consolidated facility in downtown Raleigh's Warehouse District. Additionally, incorporating artists' studios and livework units in these neighborhoods will help the City to achieve its goal of Expanding Housing Choices for its residents.~~

~~There are a number of other up-and-coming areas that could become hubs for performing arts, such as on the City's western side where the RBC Center and North Carolina Fairgrounds are located. Creating arts/entertainment districts in neighborhoods with a large anchoring venue or a group of smaller complementary arts or entertainment facilities could generate spin-off activities, such as guided city tours, restaurants, and gift shops. This will help bring about revitalization and an enhanced sense of place and identity to these areas.~~

~~Policies and actions in the Arts and Culture Element appear in the next section. To track the efficiency of the City's policies, numbers that relate to the city's six vision themes are used throughout the policy section as follows: any of the Comprehensive Plan's vision themes that may be relevant to a particular policy are indicated by one of six icons. These vision themes are:~~

1. Economic Prosperity and Equity
2. Expanding Housing Choices
3. Managing Our Growth
4. Coordinating Land Use and Transportation
5. Greenprint Raleigh
6. Growing Successful Neighborhoods and Communities

In this Section and throughout the Plan, Key Policies used to evaluate zoning consistency are noted as such with an orange dot ( ).

#### **K.1 13.1 Public Art**

~~The City of Raleigh Arts Commission (CORAC) developed an arts advocacy plan in 2007 to encourage Raleigh residents to participate in the arts, give to the arts, and advocate for the arts. Public art is an excellent way to create a diverse audience for the arts. Raleigh has the opportunity to foster the arts by integrating public art into the City's landscape.~~

~~The City of Raleigh recently adopted an interim Percent for Arts Program to fund public art. The program allocates one-half of one percent of direct construction costs of selected projects for the creation, installation, and maintenance of permanent works of public art. Private developers are not required to provide public art, but there is a public art density bonus provision for residential projects in the Downtown Overlay District. A formally adopted document, 'Public Art Policy and Approval Process,' is used by CORAC to review public art in Raleigh. It is not codified, and the process is inefficient and needs to be further examined and enhanced.~~

The citizens of Raleigh expressed a strong desire for the public art to be more geographically distributed throughout the city. The city's parks and extensive and well-used greenway system offer excellent opportunities to spread public art throughout the city's neighborhoods. Public art should be incorporated into both public and private developments. The plans for Fayetteville Street and City Plaza explicitly contemplated that public art would be a part of these downtown projects. The City Plaza design reserves areas for future art installations. As the City develops its network of complete streets, green streets, it should also explore innovative ideas for incorporating art in the public realm by creating art walks and cultural heritage trails along certain routes.

Raleigh has a range of public art, including pieces of significant historic as well as commemorative importance on the grounds of the State Capitol. Colleges and universities have commissioned public art over the years, with some, like NC State University, continuing to add contemporary work. The Museum Park at the North Carolina Museum of Art presents a continuously changing outdoor exhibition of public art that is accessible via the Capital Area Greenway System.

The City of Raleigh recognizes the value of public art to its residents and visitors. Public art is an essential building block for the creation of engaging, imaginative spaces that enliven the public realm, foster shared community interactions, celebrate both our unique stories and collective history and inspire us to experience the world with new eyes and fresh perceptions. Ultimately, we envision a city which successfully transforms and engages civic spaces with public works of art that will uniquely identify Raleigh as a destination place.

Joining the hundreds of public art programs across America, the City of Raleigh created a public art program in 2009 to enhance the city's vitality and civic life. The public art program incorporates the work of artists and designers into public settings while creating connections between artists, project partners and communities.

The City of Raleigh allocates funds for public art based on a percentage of the costs of construction (currently one-percent) of new projects. These site-specific works are located across Raleigh in the municipal facilities where construction enabled the funding, including the Buffalo Road Aquatic Center, Halifax Park and Wilders Grove Solid Waste Services Facility. A primary goal of the public art program is to raise the public's awareness about the impact of public art as well as showcase the cultural and economic value these projects bring to

Raleigh, including sustaining jobs, promoting the city's identity and civic pride, attracting visitors, and developing vibrant, creative spaces.

**Policy AC 1.1 Public Art and Neighborhood Identity** Encourage the use of public art to create a neighborhood identity. (6)

**Policy AC 1.2 Public Art in Public Spaces and Public Projects** ~~Incorporate site specific art in~~ Install public art in City, county, and state-owned public and community facilities, City parks, and the greenway system trails, and along key public corridors. Incorporate public art into the planning stages of publicly-funded projects and projects on city-owned land. (1, 6)

**Policy AC 1.3 Art and Facades** Support the ~~temporary re-use of vacant and/or underutilized~~ building facades for art exhibitions and murals. (1, 6)

**Policy AC 1.4 Public Art in Private Development** Encourage the inclusion of public art in private development. (1,6)

**Policy AC 1.5 Public Art Funding** Explore innovative public and private funding opportunities for public art. (1,6)

**Action AC 1.1 Reserved** Removed

**Action AC 1.2 Public Art Master Plan** Develop a public art master to determine future directions for art in public spaces, including an assessment of the existing public art program collection. ~~plan that reflects a coordinated vision to bring privately funded art to the public realm.~~ The plan should highlight significant places in the City and include an inventory of possible future sites for public art.

**Action AC 1.3 Reserved** Action Completed 2011

**AC 1.4 Public Art Funding** Explore innovative public and private funding opportunities for public art. Removed 2018.

**Action AC 1.5-Reserved** Removed 2018.

**Action AC 1.6 Public Art Installations** ~~Install and maintain public art on Fayetteville Street, City Plaza, at other downtown locations, and in City parks and greenways.~~ Removed 2018.

**Action AC 1.7 Public Art Installations** Work toward broader geographic distribution of public art throughout Raleigh's neighborhoods.

**Action AC 1.8 Public Art in Public Projects** Involve public art artists at the planning stages of publicly-funded projects and projects on city-owned land.

**Action AC 1.9 Public Art on the Capital Area Greenway** Utilize the city's Capital Area Greenway system as a venue for placement of public art as identified in the Capital Area Greenway Planning and Design Guide.

**Action AC 1.10 Public Art Policy** Amend the existing city ordinance to increase incrementally the allocation for public art in city of Raleigh Capital Improvement Plan projects from 0.5 percent to 2 percent to allow for appropriately scaled projects, for program support, and to broaden the types of capital projects receiving public art treatment.

**Action AC 1.11 Iconic Artwork** Commission one or more bold, iconic works in Raleigh.

**Action AC 1.12 Private Development Incentives** Amend the UDO to allow developers unable to meet site development requirements to include public art as a design alternative.

## **K-2 13.2 Art and Entertainment Districts**

The Moore Square Arts District is currently Raleigh's only prominent arts district. It is not formally designated, but its image is shaped by the presence of several art galleries, anchored by Artspace. Glenwood Avenue and the Warehouse District are two other areas that are up-and-coming arts districts due to the clustering of numerous galleries. Beyond downtown Raleigh, there are some art galleries in the North Hills Mall area, which is being promoted as the Midtown Entertainment District.

There are no incentives such as property tax credits for artists and arts establishments that locate in these arts districts. The City of Raleigh Arts Commission, however, has worked with arts organizations to help purchase buildings downtown, including Artspace and Burning Coals Theater. It also helps to fund the First Friday Gallery Walk, an organized arts outreach effort in the Moore Square Arts District.

Entertainment venues in Raleigh are scattered around the City. However, the Progress Energy Center for the Performing Arts has four theatres located within its building space. It could be considered as an entertainment complex and anchor for a larger entertainment district that extends up Fayetteville Street to the Raleigh Convention Center and over to Moore Square and Artspace.

Creating arts and entertainment districts in areas where a number of visual or performing arts venues are located will revitalize and activate underutilized areas and encourage artists to locate their studios in the area. Arts districts can also attract private and public sector development and housing investments to a neighborhood. Collaboration interdepartmentally and with the county and state is another capacity-building tool the City can use to formalize the designation and funding of arts and entertainment districts. This can go a long way toward promoting the arts in Raleigh.

Raleigh's collection of museums, historic sites, art galleries, theaters, and other performance venues is impressive. Raleigh boasts numerous organizations, an above-average creative sector and a robust collection of municipal assets (cultural facilities, community and arts centers, public art and city art collection). The cultural asset inventory shows that Raleigh is a city with an extensive and varied collection of cultural resources. While many venues are located downtown, many citizens would like to see more program opportunities and venues provided closer to where they live. Growth Centers identified in this Plan have the potential to serve as neighborhood arts and culture hubs. However, to support the demand and offer a diverse portfolio of arts opportunities, the city will need to grow new and different opportunities throughout the community.

Raleigh is faced with the challenge of leveraging its existing resources in response to the growing arts community and public demand for arts and cultural experiences, opportunities, and unique places. In order to realize the Creative Life vision, the first step is to make better use of a strong network of assets and prioritize needs or gaps in its cultural inventory for future investments, by the city or private sector.

The public art program has set goals for expansion of its collection to new areas of the city. Also, some cultural leaders commented on the relative absence of organizations rooted in communities of color. Ethnically-specific cultural programming appears to be provided primarily through festivals and smaller or unincorporated organizations. Achieving greater cultural equity is a priority of the Raleigh Arts Plan and will likely require efforts to develop and support leaders of color, strengthen the capacity of communities-of-color-led organizations and ensure opportunities are inclusive of diverse populations.

Desire has been expressed for a 1,500- to 1,800- seat state of the art performance venue, as well as for smaller, flexible performance venues (100 to 500 seats), a black box theatre, and informal performance spaces for dance, music and theatre. Creating a new performing arts theatre and other needed venues are long-term propositions, involving considerable planning to confirm the need and substantial costs. However, the development of new facilities would create a developmental path for Raleigh arts organizations to grow artistically and increase participation. New venues should also follow the principles of universal design to ensure accessibility by all.

**Policy AC 2.1 Arts Districts Promotion and Designation** ~~Promote and sustain arts districts. Encourage the designation of existing clusters of arts establishments as Arts Districts. (1, 3, 6)~~ Reserved

**Policy AC 2.2 Leveraging Funds for Arts** ~~Coordinate with the county and state to formally adopt and designate Arts and Entertainment Districts to leverage revitalization funds for the arts. (1, 3, 6)~~ Reserved

**Action AC 2.1 Arts Overlay Zones** ~~Consider amending the City's Zoning Code to create Arts/Entertainment Overlay Districts. (See Text Box: Arts/Entertainment Overlay Districts.)~~ Removed 2018

**Action AC 2.2 Cultural Enterprise Zones** ~~Designate Cultural Enterprise Zones to provide tax incentives and subsidies that attract cultural organizations and private investors to culturally viable areas of the City. (See Text Box: Cultural Enterprise Zones.)~~ Removed 2018

**Action AC 2.3 Arts in RFPs** ~~Include an arts component in development Requests for Proposals for City-owned sites, especially Sites 2 and 3 at the intersection of Fayetteville and South streets in downtown.~~ Removed 2018

**Action AC 2.4 Moore Square, Glenwood and Warehouse Arts Districts** ~~Work with arts groups and artists active in the following areas to formalize and designate the following as Arts and Entertainment Districts:~~

- ~~• Moore Square Arts District~~

- ~~Glenwood Avenue Arts District~~

- ~~Warehouse Arts District.~~

Removed 2018

**Action AC 2.5 Dorothea Dix Park** In the long-range planning for the Dorothea Dix Park property, explore and plan for the opportunities for future arts venues and cultural programming.

**Action AC 2.6 Cultural Venues in Growth Centers** Include smaller indoor and outdoor cultural venues in Growth Centers throughout the city, including dance, theatre and music venues, exhibit spaces and gathering spaces.

### **Arts/Entertainment Overlay Districts**

~~Arts/Entertainment Overlay Districts are mixed-use areas where a high concentration of arts and cultural facilities serve as an anchor of attraction supplemented by restaurants and retail uses. They are overlay zones in the Zoning Code and are used to encourage a scale of development, a mixture of building uses, and other attributes that foster the arts and facilitate pedestrian and vehicular movement. Arts/Entertainment Overlay Districts also require that a designated percentage of the ground level area of the buildings be occupied by arts and related uses, such as art centers, art galleries, art schools, artists' housing and studios, art supply stores, book stores, museums, and theaters.~~

~~Developers are allowed bonus densities if they meet the requirements of the overlay district. Other requirements pertaining to design, appearance, signs, size, landscaping, and other such requirements may also be imposed to protect neighboring property and to achieve the purposes of the overlay district.~~

~~**Cultural Enterprise Zones** Cultural Enterprise Zones are areas within the City where commercial and non-profit arts and cultural organizations have clustered. The combination of office space, rehearsal and performance space, retail boutiques and galleries, and studio and living spaces for individual artists can trigger the revitalization and economic resurgence of the neighborhood. Tax incentives and subsidies are used to attract cultural organizations and private investors to such areas.~~

### **K.3 13.3 Arts and Cultural Venues**

~~Although Raleigh's collection of museums, art galleries, theaters, and other performance venues is impressive, there is a lack of performing arts venues for theater and other performance groups. In response to its growing population, Raleigh must continue to evaluate and expand its cultural venues to cater to the increasing entertainment needs of its residents.~~

**Policy AC 3.1 Supporting the Arts and Culture** Support and maintain existing cultural facilities, programs, and events. (1, 3, 6)

**Policy AC 3.2 New Cultural Arts Venues** Develop a range of new cultural arts venues to meet increasing demands from new and existing residents. (1, 3, 6)

**Policy AC 3.3 Activate Non-Traditional Venues** Encourage performances, exhibits, and events in nontraditional settings such as galleries and clubs in addition to traditional venues such as museums and concert halls. (1, 6)

**Policy AC 3.4 Cultural Partnerships** ~~Partner with area agencies, groups, and institutions (including colleges and universities) to broaden the cultural facilities and programs available to the public. (1, 6)~~  
Reserved

**Policy AC 3.5 Encouraging Arts Clusters** ~~Encourage connections between and among venues to locate proximate to one another in identifiable clusters or districts and in proximity to complementary uses such as coffee shops, dining and drinking establishments, and retail. (6)~~  
Reserved

**Policy AC 3.6 Acquisition of Performance and Program Sites** Continue to explore opportunities to acquire sites for use by the arts and culture. (1, 3)

**Policy AC 3.7 Public-Private Partnerships** Use public-private partnerships to create additional cultural centers in Raleigh. (1, 3)

**Policy AC 3.8 Universal Access** Ensure that all facilities and venues are universally accessible. (1)

**Policy AC 3.9 Live-Work Space** Encourage developers to include artist live-work, studio, rehearsal and performance spaces as an active ground floor use. flex/live-work spaces and promote live-work units in affordable housing developments to provide housing options to artists and others who could benefit from such units. (1, 2, 6)

**Action AC 3.1 Underwriting Arts Costs** ~~Include appropriate revenue-producing and fund-raising activities in community cultural centers to help underwrite the costs of operation. —Removed 2018~~

**Action AC 3.2 Venue Inventory** ~~Maintain an inventory of existing cultural venues and identify sites for future venues. —Removed 2018~~

**Action AC 3.3 ~~Reserved~~ Completed 2013**

**Action AC 3.4 Venue Inventory** Create and maintain an inventory of existing cultural venues and identify sites and partnerships for future venues. Develop an online, regional inventory of available venues and spaces.

**Action AC 3.5 Activate Non-traditional Venues** Utilize empty storefronts and other vacant commercial spaces for temporary arts venues such as pop-up galleries and murals, encouraging street activation by artists.

**Action AC 3.6 Partnerships** Partner with area agencies, groups, and institutions (including colleges and universities) to broaden the cultural facilities and programs available to the public.

**Action AC 3.7 Shared Facilities** Develop shared facilities throughout the city that are universally accessible for art production and performances for the various artistic disciplines such as music, dance, theatre and media.

**Action AC 3.8 Small Performance Venue** Develop a 1,500- to 1,800-seat performance venue that is universally accessible.

**Action AC 3.9 Live-Work Space** Identify areas where live-work spaces are allowed and provide direction for development to engage the Office of Raleigh Arts in planning.

#### **K.4 13.4 Economic Development Through the Arts and Culture**

A flourishing arts and entertainment industry in Raleigh impacts much more than the employment of artists and performers, and generation of arts- and culture-based tourism revenue. Improving the quality of life through the arts and culture attracts more knowledge workers to Raleigh. This, in turn, encourages creative industries to locate in the City. This, in turn, encourages creative industries to locate in the city. Economic generators for art and culture in Raleigh touch all facets of the industry including art galleries, theatre, museums, and movie series and also expanding to the culinary scene with global, eclectic and fine dining, brew pubs, coffee houses, and artisan craft foods.

An important perspective on the economic impact of nonprofit arts and culture organizations on Raleigh's creative economy is provided by Americans for the Arts, which conducts a national study of almost 200 communities and regions every five years. The most recent research, based on data from 2010 provided by 61 arts and culture organizations in Raleigh, measured a range of economic impacts by both the organizations and their audiences. During fiscal year 2010, aggregate nonprofit sector spending by both Raleigh nonprofit arts and culture organizations and their audiences totaled \$143.5 million.

Even during a recessionary year, Raleigh nonprofit arts organizations and their audiences have an economic impact that is significantly above comparable regional and national medians. Direct expenditures, employment and government revenues are all substantially higher than their benchmarks. Further, given the continued growth since 2010 of both cultural organizations and the wider creative community in Raleigh, as well as increasing cultural tourism driven by events like IBMA Wide Open Bluegrass, it seems certain that the next study, which will be published in 2017 based on 2015 data, will show substantial gains in the economic impact of the nonprofit arts and culture sector in Raleigh.

See also Section 6: 'Economic Development' for additional policies and actions.

~~See also Element D: 'Economic Development' for additional policies and actions.~~

**Policy AC 4.1 Arts and culture Training** Encourage partnerships with local universities to offer vocational training opportunities in arts culture and entertainment, such as graphic and web design, arts and culture management, stage design, and lighting. (1, 6)

**Policy AC 4.2 Private Support for the Arts** Encourage partnerships with the private sector and organizations to encourage monetary and non-monetary support for ~~the arts~~ and culture. (1, 3, 6)

**Policy AC 4.3 Partnership for Arts Development** Promote partnerships among arts and culture organizations, educational institutions, museums, historic sites and charitable foundations to enhance programming, funding, and facility development. (1, 3)

**Action AC 4.1 Attracting Artists** Use tools such as incentives, start-up loans, and art incubators to encourage artists to locate in the city.

**Action AC 4.2 Arts and Music Partnership** ~~Develop a City-funded program of innovative public-private partnerships to support arts and music in Raleigh.~~ Removed 2018

**Action AC 4.3 Cultural Directory** Publish a Cultural Directory listing programs, services, and funding available from the city government and other public agencies.

**Action AC 4.4 Cultural Tours** Work with the Convention and Visitors Bureau, Chamber of Commerce, and Downtown Raleigh Alliance to promote tour programs that increase awareness of the arts, culture, ~~architecture, and history~~ history and architecture.

**Action AC 4.5 Raleigh Arts Plan** ~~Implement the recommendations outlined in the Raleigh Arts Plan to connect, communicate, and celebrate the arts.~~ Removed 2018

**Action AC 4.6 Arts and Culture Foundation** Explore partnering with the private sector to establish a unified arts and culture foundation.

**Action AC 4.7 Connect Artists and Businesses** Connect artists, arts organizations and arts-related businesses with local business resources to grow the arts contribution to the local innovative and entrepreneurial culture.

## **K.5 Artistic and Cultural Identity**

The Arts and Cultural Resources Key Focus Area of the City of Raleigh's Strategic Plan states, "Embrace Raleigh's diverse offerings of arts and cultural resources as iconic celebrations of our community that provide entertainment, community and economic benefit." Objectives to implement this focus area includes national recognition, protecting and enhancing character defining places, and fostering diverse opportunities for innovative arts, culture and tourism.

~~The ultimate reward for Raleigh in promoting arts and culture is to enhance its positive reputation for events and festivals. As the capital of North Carolina, Raleigh is already uniquely positioned to showcase the state's history and culture. In addition, annual art shows, film festivals, and concert events held around the same time every year can become a tourism generator of regional, national, and international renown. The African American Cultural Complex produces an annual outdoor performance of the drama "Amistad Saga: Reflections" in the last two weeks of July every year. The North Carolina State Fair is also held annually at the NC State Fairgrounds. Other events also enhance Raleigh's cultural~~

~~identity and must be aggressively promoted. These include Artsposure, a spring downtown arts festival; Raleigh First Night, the City's New Year's celebration; and the plays by the theater company Hot Summer Nights at the Kennedy, performed at the Progress Energy Center for the Performing Arts during the summer months every year.~~

The city is home to the State's History and Natural Sciences museums as well as the North Carolina Museum of Art. In the past five years both the natural sciences and art museum have built new additions to their facilities. The art museum is currently in its next phase of construction and is expanding its outdoor park space. The expansion will be transformative for the redevelopment of the Blue Ridge Road Corridor, connecting to other culture venues, including the NC State Fairgrounds and PNC Arena. In addition, locally grown annual arts festivals, music festivals and cultural celebrations have been branded the Raleigh M.A.I.N. Event, comprising a month of music, art, innovation and noise, and has become a tourism generator of regional, national, and international renown.

Raleigh's distinguished neighborhoods and corridors also serve as curators of the city's cultural identity. The city's two existing cultural districts—the South Park-East Raleigh Cultural District and the New Bern Avenue-Edenton Street Cultural District—are models for identification and designation. These areas also warrant creative enhancement to maintain their identities. There are also centers identified for development in the city's 2030 Comprehensive Plan, and other areas of interest, including the Warehouse District downtown, the Blue Ridge Corridor and Hillsborough Street Business Improvement District (Live It Up on Hillsborough).

Perhaps the largest-scale opportunity for Raleigh to expand its identity is through the city's acquisition of the Dorothea Dix property. Not only does it have buildings appropriate to repurpose as cultural facilities, but the property itself could be developed as an outdoor arts park, including both permanently-sited artworks as well as temporary installations. Other important opportunities include the development of new arts and cultural districts around the city, utilization of vacant storefronts, and street activation by artists in vibrant areas of the city and in downtown.

~~Local universities and their students play a notable role in contributing to Raleigh's cultural identity. North Carolina State University has a very strong arts department and is active in theater, arts and crafts, and music. A number of other colleges such as Wake Technical Community College, St. Augustine's College, and Peace College offer courses in graphic design, visual arts, theater and film, and music.~~

**Policy AC 5.1 Festivals and Arts and Cultural Events** Promote and market events that support and encourage cultural and heritage tourism. Partner with art galleries, independent theaters, local universities and colleges, and the private sector in hosting and organizing annual festivals and arts events to establish a cultural identity for Raleigh. (1, 5, 6)

**Policy AC 5.2 Engaging the Arts Community in Planning** Engage the arts community in local planning to understand how the city can support their activities and help them to expand and grow. (6)

**Policy AC 5.3 Cultural Districts** ~~Promote the creation of Cultural Districts and/ or Heritage Trails to highlight the rich cultural identity of Raleigh. (1, 6) Reserved~~

**Policy AC 5.4 Community Identity** Encourage the use of public art to create an identity for the City of Raleigh and its many communities. (6)

**Action AC 5.1 South Park and Olde East Cultural Districts** ~~Implement the planned Cultural Districts for South Park and Olde East Raleigh.~~

**Action AC 5.1 South Park-East Raleigh Cultural District and New Bern Avenue- Edenton Street Cultural District** Implement the planned Cultural Districts for South Park-East Raleigh and New Bern Avenue-Edenton Street.

**Action AC 5.2 Cultural Heritage Office** ~~Consider establishment of a new cultural heritage office tasked with managing City cultural assets and programs by coordinating departments with responsibilities for historic resources. Removed 2018~~

**Action AC 5.3 Community Arts Training Program** Develop a Community Arts Training Program for artists and other community members to develop their capacity to utilize the arts in community settings, to support cross-sector uses of the arts, and to foster a network of individuals engaged in community-based arts.

**Action AC 5.4 Creative Districts** Include the formation of arts or creative districts, building on and promoting concentrations of arts facilities, creative businesses, activities and events in Growth Centers.

**Action AC 5.5 Community Events** Remove barriers to all for informal placemaking and short-term arts events and programs arising from the community.

**Action AC 5.6 Creative Placemaking Working Group** Convene a creative placemaking working group representing various City of Raleigh departments such as Planning, Economic Development, Housing and Neighborhoods, Public Works, Parks, Recreation and Cultural Resources and others to identify and promote cooperative efforts for creative placemaking. When appropriate, additional stakeholders and community groups should be involved in the working group.