

Greensboro City Council:

It is our pleasure to forward to you the draft of Creative Greensboro, the cultural arts master plan that has been in development since early in 2018.

Creative Greensboro is the result of an extensive process anchored by a range of community engagement activities to receive input from the residents of Greensboro. Nearly 700 individuals participated in a series of Town Halls, discussion groups, pop-up booths at two farmers markets and in individual interviews. An additional 1,100-plus participated in an on-line survey. The process was guided by a dedicated Task Force who worked with the consulting team in reviewing input from residents and a range of secondary data in shaping the vision, values and strategies of Creative Greensboro.

In the council session on Tuesday we will review the planning process in greater detail, but as you review the attached draft, a few points that may be helpful to consider. Creative Greensboro is built around four strategies to fulfill Greensboro's vision for its arts, cultural and creative future, reflecting the input from residents, community and arts leaders, artists and creative entrepreneurs. Each strategy is accompanied by a set of actions and implementation steps providing for more specific direction.

The four strategies derived from the engagement process are to:

- 1) Provide Sustained Support for Arts and Culture by Enhancing and Expanding Resources.
- 2) Foster Cultural Equity and Arts Participation for All.
- 3) Create a Prosperous Environment for Artists and Arts and Cultural Organizations.
- 4) Support Development of a Vibrant City by Raising Awareness and Enhancing Visibility of the Arts.

Several of the most salient actions to fulfill these strategies include:

- Create an Office of Arts and Culture with a dedicated manager reporting to the City Manager's Office who will consolidate existing arts activities and support into a focused office.
- Establish a Cultural Affairs Commission for oversight of the Office and to serve as policy advisors to City Council.
- Establish an annual Grants for the Arts program – formalizing resources that are currently distributed through the Community Partners Program (averaging \$500,000 a year) into an intentional program.
- Prepare for establishing a dedicated revenue source to fully elevate the role of arts, culture and creativity in Greensboro and provide the resources needed to sustain and further develop arts in Greensboro.
- Adopt a public art ordinance similar to those in over 725 municipalities across the country and create a formal city public art program
- Establish a cultural districts and cultural hubs programs for economic development, promotion of the arts and community development.

The *Creative Greensboro* Planning Team

The Cultural Planning Group, LLC and The Harris Partners, LLC