

A decorative graphic on the left side of the page consisting of several thin, dashed red lines that curve upwards and to the right, intersected by a solid grey diagonal line.

Durham Cultural Roadmap

Phase 1 Report: Situation Analysis

April 2024



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Introduction

The Durham Cultural Roadmap effort is a joint project of the City and County of Durham, with oversight by the Cultural Roadmap Planning Group. Building on Durham's 2004 cultural plan and responding to more than a two decades of transformation, the Cultural Roadmap is envisioned to bring together Durham's richly diverse communities to describe a vibrant cultural future.

Recognizing the sweeping research and analysis necessary to understand Durham's cultural ecosystem, the City and County have engaged AMS Planning & Research as its lead consultant. AMS joined with respected local experts, V. Dianne Pledger and Dr. LaSaundra Booth, who bring insight into an array of cultural sector issues, broadly and distinct to Durham and the region.

In addition, The City and County identified a team of "Community Cultural Partners (CCP), to complement the consultant's research effort, specifically in activating historically under-served communities. It is our pleasure, as a team, to provide the following Phase 1 report to the Cultural Roadmap Planning Group, and by extension to the City and County of Durham.

This report codifies our learnings from the first stage of work, in which we heard from over 1,350 voices through interviews, surveys, workshops, focus groups, and a public open house. While putting these learnings together in a report might suggest that the work is nearing completion, it is critical to state otherwise. This is the beginning. As Cultural Roadmap Planning Group leaders have stated, the planning process must be focused toward implementation, and an ongoing commitment to nurturing Durham's creative and cultural landscape. This is the long game for Durham, formally in the hands of elected officials and public servants, and informally in the hands of thousands of residents, visitors, business leaders, educators, and more.

An Equitable, Inclusive Process

The Cultural Roadmap planning process is designed in alignment with the City of Durham's *Equitable Community Engagement Blueprint*. AMS worked with the Phase 1 Creative Community Partners, local expert V. Dianne Pledger, Dr. LaSaundra Booth, and City staff to reach Durham's diverse communities and elicit input. The input tools and number of participants to date are summarized in the graphic below.





Executive Summary: Durham is Dynamic

Key Questions

- 1) What are the community's(ies) goals for arts and cultural opportunity [Cultural Roadmap]?
- 2) What resources will be required to implement a new roadmap for Durham?
- 3) How might a newly established Office of Arts & Culture facilitate and advance the City's arts and cultural stakeholders' priorities?
- 4) How would a government Office Of Arts & Culture be structured and operate?
- 5) What would the impact be on other City and County arts services providers?
- 6) How would the Office sustain and maximize funding and streamline operations to service the arts and cultural sector?

Several themes have emerged from our research to date. They respond to key questions guiding the Cultural Roadmap process, at left, and to the economic, social, creative, and cultural environment in which Durham is ascendant.

Before articulating the research themes, the AMS team worked with stakeholders to understand what "success" would mean for Durham's arts, culture, and heritage sectors. Across 63 individual interviews and focus groups with 33 additional community members, an early definition came into focus. This provides clarity as the Cultural Roadmap process continues and will inform

the metrics used to chart progress by Durham's Cultural Roadmap Planning Group, the Durham Cultural Advisory Board, City leadership, and the community at large.

Success is...

- Accountability for cultural roadmap implementation.
- Means to secure dedicated funding.
- Guidance for supporting artists.
- Clear metrics of success.
- Widespread contribution to the plan's creation by diverse community and neighborhoods.
- Avenues to cultivate partnerships and collaborations identified.
- Leadership and advocacy (establishment of office of arts & culture).
- Steps are included to help preserve Durham's cultural heritage and identity.
- Space needs addressed.

The points above intentionally blend metrics, policies, practices, and values. They set a framework for the rest of the Cultural Roadmap process and will assist Durham’s leaders in holding themselves accountable over the long life of the Cultural Roadmap.

Themes

Durham’s growth impacts everything – especially arts and culture.

Dramatic population and economic growth ¹ has impacted the arts, culture, and heritage sector. Resources that are hard to create quickly – particularly housing – are a significant concern. While Durham is rising as a destination for knowledge workers and professionals, the creative community stands to lose its “share of mind” if new residents are unaware of the sector’s contributions and needs. Particularly, many contributors to the Cultural Roadmap process have conveyed a desire for developers to create affordable space for artists and culture-bearers – ranging from studios to housing.

Artists, arts workers, and culture makers in Durham are (very) diverse and need many kinds of support to thrive. The plethora of cultural traditions, styles, and genres in Durham cannot be overstated. However, the people behind the work are vulnerable to implicit and explicit biases. Deconstructing racist and classist systems is critical to meeting their wide range of needs, in ways that do not compromise their artistic and cultural contributions. This could include simplifying grant proposal processes, driving more funding and other resources to individual artists, and explicitly prioritizing support for historically marginalized artists, art forms, and cultural actors. The diversity of Durham’s arts and culture sector – in genre, form, and people – is its most distinctive strength, and its most delicate.

The public sector is essential to realizing a vibrant future for arts and culture. Community perceptions of the *opportunity* for the public sector are positive and aspirational. Confidence in the public sector’s

¹ City of Durham population has grown 300% since 1970; County population has grown 250% since 1970. County median household income has grown 60% since 2010; City median household income 70% since 2010.

capacity to implement a robust, flexible, inclusive policy and associated programs is fragile, however. There is healing to be done between legacy entities, including existing public agencies, and Durham’s historically marginalized communities before a fulsome partnership can be advanced. Listening sessions and other activities designed to repair the relationship between creative practitioners and legacy organizations could be an effective strategy, if paired with aligned policies and programs and co-designed with the creative practitioners themselves.

Physical access to culture is critical, impacting who has the opportunity to make culture and who gets to experience it. Durham’s venue inventory is consistent with a 20th century development strategy centering downtown stakeholders and their needs instead of the larger ecosystem of residents. Prioritizing local access to arts and culture across Durham’s diverse neighborhoods, and tailoring accessibility strategies to meet a wide range of needs, is envisioned by many Cultural Roadmap process participants as a key to success for the sector, the City, and the County. Areas particularly needing investment and attention include West Durham and Central Park.

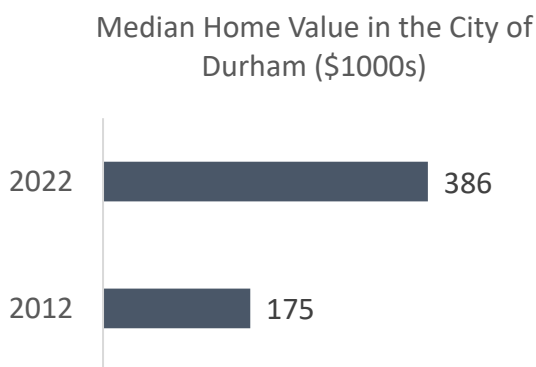
Helping Durham to keep evolving while also strengthening the existing arts and culture sector is a key to success. It is critical to explore strategies and policies to assist the arts, culture, and heritage sector and its communities to participate fully in Durham’s growth, while protecting their distinctiveness, authenticity, and deeply rooted role in Durham. Participants in interviews, surveys, focus groups, and the public input event all indicated an appetite for both new mechanisms to generate funding dedicated to arts and culture, and new strategies for distributing those resources equitably. Exploring possible structures is a part of the implementation stage of the work.



Themes In-Depth

Durham's growth impacts everything – especially arts and culture.

Durham's growth is well-documented. Durham County's population has more than doubled since 1970. The City of Durham has seen its population triple in the same time, surpassing 290,000 residents in 2022. Household income has also grown. Since 2010, County-wide median incomes have grown by a factor of 1.6, passing \$69,000/year in 2022, and City median household incomes have grown even more, passing \$78,000/year in 2022. Businesses in Durham County have seen parallel growth. In 2004, when Durham's last cultural plan was issued, there were 4,706 firms in the County across all industries.² In 2021, the most recent year for which data is available, there were 5,950 firms –a 26% increase. Importantly, while growth has occurred in nearly all sectors, arts and culture growth has not paced other sectors such as technology. Consequently, the arts, culture, and heritage sector represents a smaller relative share of firms – indicating a risk that, in an ever-busier business environment, greater effort is needed to drive "share of mind" among civic leadership, corporate leaders, and the community at large.



The built environment has also been challenged to keep pace with Durham's economic growth. Median home values more than doubled between 2012-2022, rising to a median home value (owner-occupied) of \$386,000. Census data indicates that Durham had a net gain of 27,000 housing units between 2012-2022; this accounts for the elimination of some 7,300 housing units built in 1990 or earlier.

² U.S. Census Bureau. "Business Dynamics Statistics: Establishment Age: 1978-2021." Economic Surveys, ECNSVY Business Dynamics Statistics, Table BDSEAGE, 2021, <https://data.census.gov/table/BDSTIMESERIES.BDSEAGE?q=Durham city, North Carolina&t=Business and Owner Characteristics:Employment Size&g=050XX00US37063>.

Importantly, more than 12,000 of the City's new units are in structures with 10 or more units, hinting at a change in how City residents engage with neighbors and the environment.

This growth has consequences for housing access, including for artists and culture-bearers. According to a 2016 report on City of Durham Affordable Housing Goals for 2016-2021, "for every 100 very low-income renter households, there are only 79 rental units affordable to them."³ And as recently as August 2023, affordable housing was a topic of significant concern within the Durham Comprehensive Plan process, with far-reaching policy and investment reforms on the table.⁴ Among artists and cultural workers who responded to the community survey (n=507) 62% reported that affordable housing was a "high priority" or their "top priority."

Among the hundreds of stakeholders who have contributed to the Cultural Roadmap, there is consensus that arts and culture are important to Durham's growth. Arts, culture, and heritage are a central part of Durham's appeal to prospective residents, businesses, and tourists. Simultaneously, stakeholders cite the richness of Durham's creative ecosystem as a reason they stay – or aspire to.

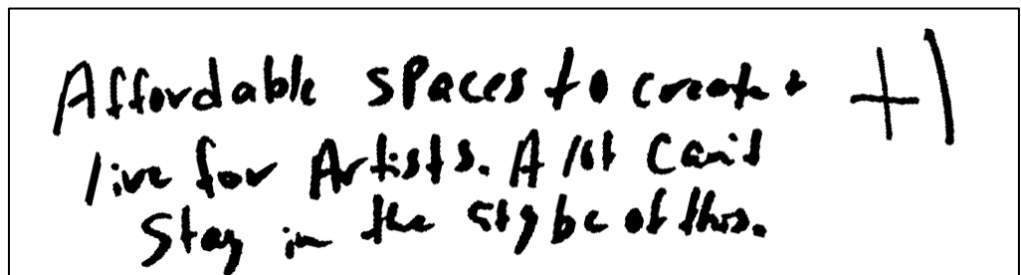


Figure 1: Community Workshop Feedback

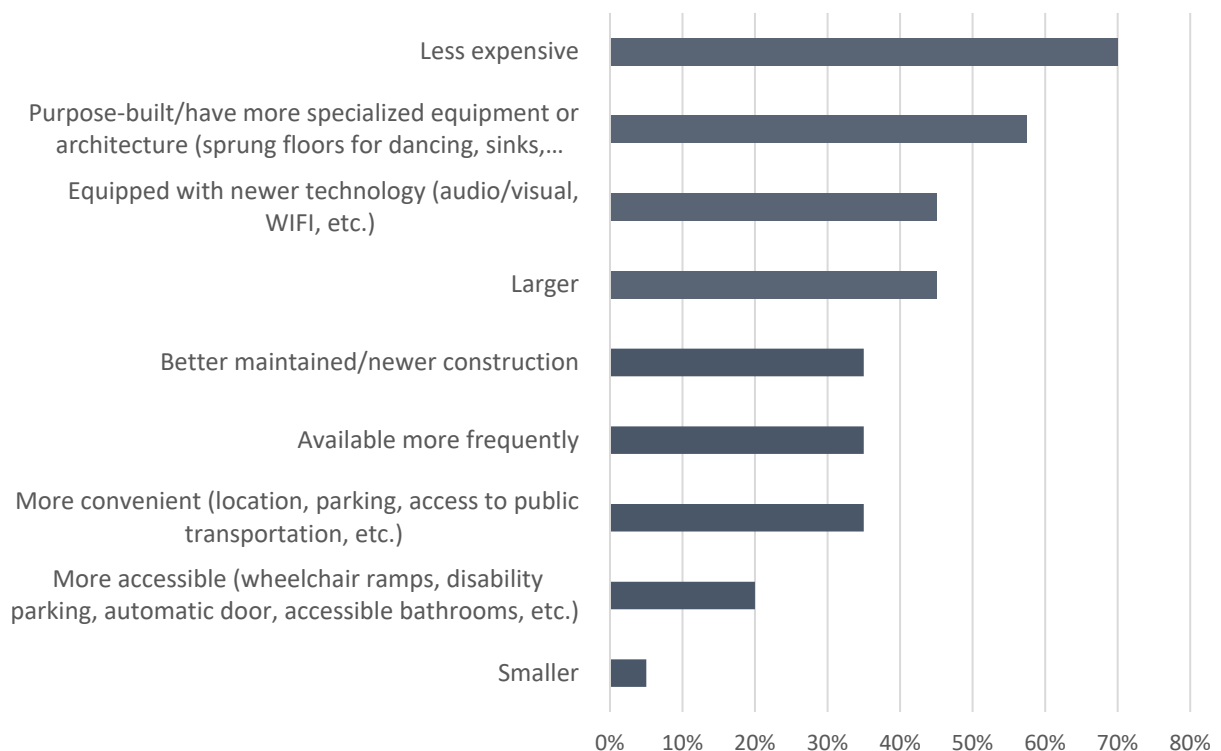
³ <https://www.durhamnc.gov/DocumentCenter/View/28819/Affordable-Housing-Goals>

⁴ <https://engagedurham.com/DocumentCenter/View/562/Elected-Officials-FAQs?bidId=#:~:text=A%20new%20policy%20that%20reads,30-80%25%20of%20AMI.>

Artists, arts workers, and culture makers in Durham are very diverse and need many kinds of support to thrive.

In community input received via over 100 in-person encounters (interviews and focus groups) as well as 987 responses to the community survey, an array of artists' needs were expressed. Core needs include affordable housing and creative space. Most participants in the Cultural Roadmap process assert that these resources are essential to ensuring artists and cultural workers can stay in Durham. In the following charts, respondents to the venue users survey (n=55) reported the specific barriers they experience when accessing (or attempting to access) facilities for making art.

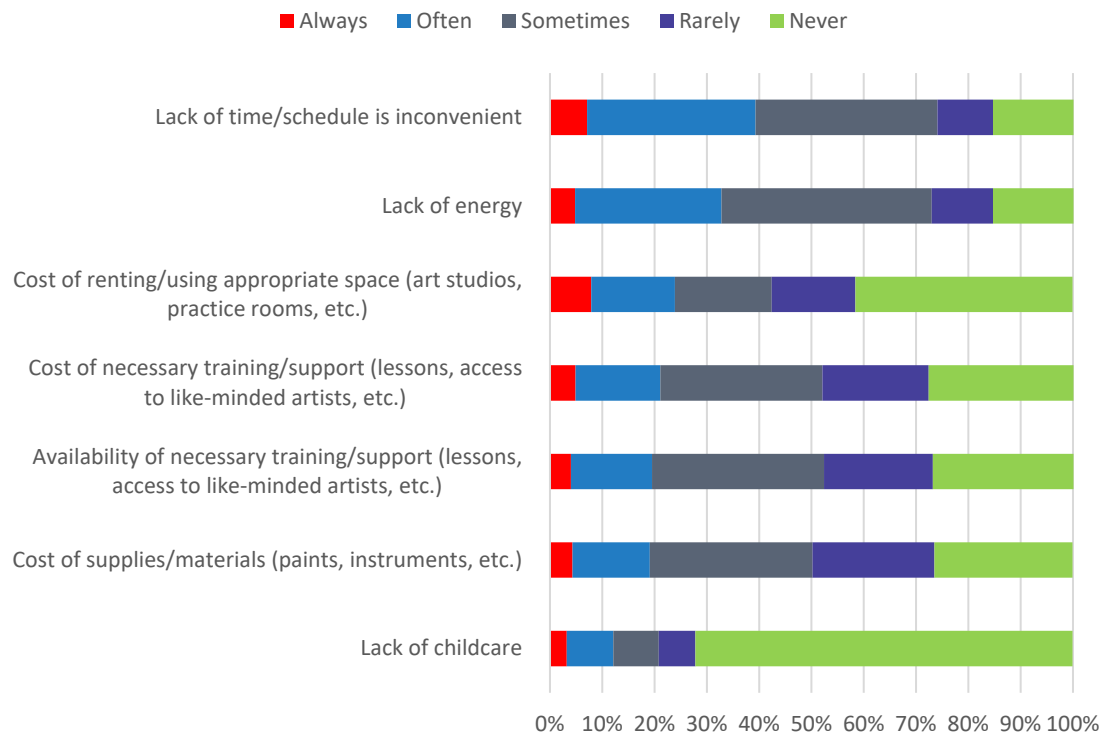
Thinking about the facilities that you currently uses for art-making, what space needs do you have that are not currently being met? (Please check all that apply) I need space(s) that are...



Expanding on the need for affordable housing and creative space, tailored support for artists who are Black, Indigenous, Latino/a, and/or

people of color is also a stated need. The NorthStar Church of the Arts, for example, was named by over a dozen Cultural Roadmap process participants as an illustration of what could be the model for Durham’s diverse neighborhoods and communities of creative practice. This innovative enterprise, founded by local artist-activists Phil and Nnenna Freelon, holistically links Durham’s past, present, and a vision of a thriving, just, whole future, “centering creative spiritual expression and fostering deep healing for artists of color.”⁵

How often do any of the following factors prevent you from creating art when, where, or how you would like to?



⁵ <https://www.northstardurham.com/>

The public sector is essential to realizing a vibrant future for arts and culture.

The appropriateness of creating a City-run office of arts and culture is an essential question of the Cultural Roadmap process. Feedback received during the December 11 Visioning Workshop, which engaged over 35 members of the Cultural Roadmap Planning Group and other stakeholders, strongly reinforced that there is an appetite for a public agency charged with advancing Durham's arts, culture, and heritage practices and communities. Interviews and focus groups with a diverse range of stakeholders further strengthened the sense that the public sector, especially City government, has a role to play that goes beyond existing structures and strategies.

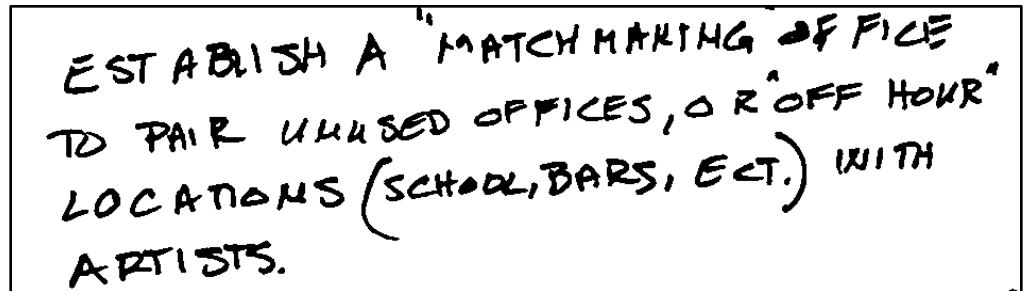


Figure 3: Community Workshop Feedback

There is also worry about the City's capacity to implement such an office, with several individuals citing the challenges of existing bureaucratic practices and policies. Concerns about timeliness, transparency, inclusion, and representation were cited in the same breath as aspirations for an office of arts and culture. The Cultural Roadmap Planning Group's definition of art and culture underscores the complexity of delivering service that is fully reflective of Durham:

Art and Culture is Expansive

The Durham Cultural Roadmap must encompass visual arts, performing arts, literary arts, history and heritage, science, the humanities, recreation, and individual creative expression. This wide-reaching "arts and culture ecosystem" impacts the quality of individual, community, and family life and influences tourism, investment, and economic opportunities.

Durham's vibrant community cultural expressions take place in neighborhoods, downtown, and outside of traditional arts venues.

Many stakeholders assert that patterns of funding are inequitable and reflected a dated, Eurocentric notion of “arts and culture.” Based on background materials provided to AMS, the City has historically relied on a top-down funding scheme, underscoring stakeholders’ concerns about inclusion and equity. In the chart which follows, AMS has documented

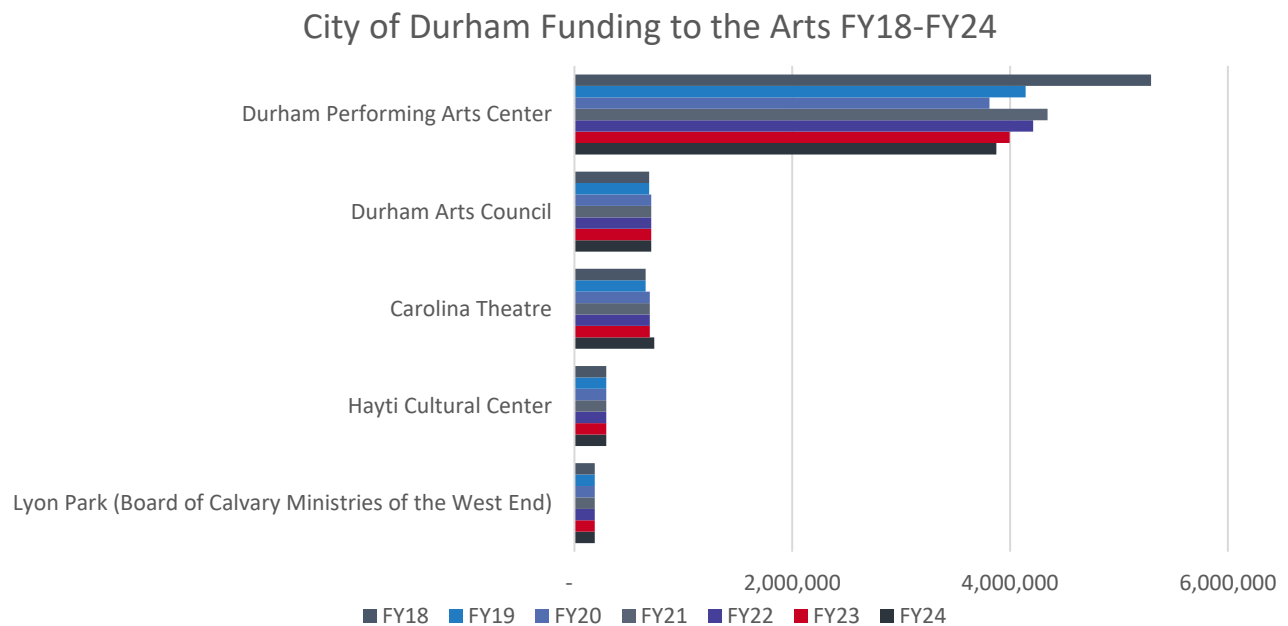


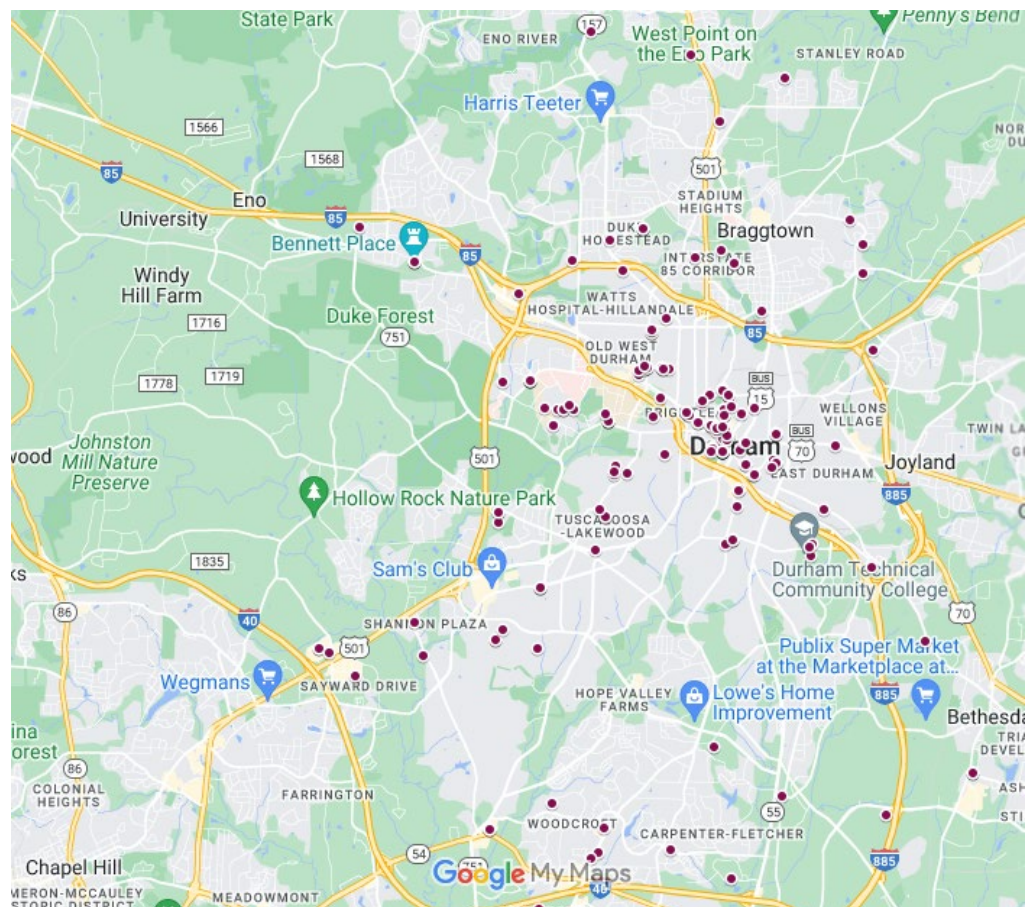
Figure 4: City funding to arts entities over a 7-year period, through FY2024.

City resources have remained flat or declined for the duration of this window. While changes in funding to the Durham Performing Arts Center reflect a planned reduction, resources to the Durham Arts Council, Carolina Theatre, Hayti Cultural Center, and Lyon Park have been near flat since FY2018. Coupled with the impacts of inflation, this results in an approximately 25% reduction in spending power.⁶

⁶ We reached this conclusion using the SmartAsset.com inflation calculator. The tool shows cumulative inflation between 2018 and 2024 of 24.92%.

Physical access to culture is critical, impacting who has the opportunity to make culture and who gets to experience it.

Durham has nearly 245 identifiable facilities that house arts, culture, and heritage organizations and/or programs. It is likely that spaces used for arts production – rehearsal spaces, workshops, and studios, for instance – are integrated into individuals' homes and other spaces, and therefore complicate the process of documenting creative space fully. As the map below illustrates, while venues are distributed widely, most are concentrated in downtown Durham. Interviewees, focus group participants, survey respondents, and CRPG members collectively report a sense of “threshold anxiety” is felt by historically marginalized communities in relation to downtown venues.



For example, the January 20, 2024, community input session, which was held at the Durham Arts Council, was thought after the fact to be insufficiently welcoming to artists, culture-bearers, and other community members of color. The feeling that “culture” is reserved for traditionally White spaces and people is one that this Cultural Roadmap process will continue to navigate.

Cultural Roadmap participants have also asserted that the means to physically access culture could be improved. First, through improved public transportation, reaching more places at more predictable times. It is felt that this would encourage potential participants to venture out of their neighborhoods. Second, driving resources to more neighborhoods so that cultural offerings could be more widely distributed, eliminating, or reducing the need to travel for cultural experiences.

Accessibility also turns on uniquely human needs, connected to but not solely focused on physical location. More comprehensive language interpretation was mentioned in interviews, focus groups, and the Visioning Workshop. Cultural Roadmap participants have also expressed a need for written materials, including calendars and arts coverage, in more languages than English.

Still more noted that more staff in arts spaces are necessary to ensure that participants, artists, and other stakeholders had a positive experience of using arts venues. While the operational decisions of specific venue operators are beyond the scope of this study, there are techniques the City could employ to incentivize strategies that drive a sense of welcome. Support for talent development is another potential funding area. Coordination of recruitment and retention programs that diversify the front-of-house and professional workforce might be another area of opportunity. Self-assessment resources, grounded in the *Equitable Community Engagement Blueprint*, would be a third means to develop more welcoming, inclusive arts spaces.

Helping Durham keep evolving while also strengthening the existing arts and culture sector is a key to success.

Durham's continuing evolution – culturally, economically, and otherwise – is seen as positive and deeply complex. The notion of evolution tells us that growth does not merely involve getting bigger. It requires fundamental systems change.

Throughout this first wave of listening to Durham's diverse community members, the AMS team and our collaborators have heard about issues springing from Durham's evolution economically, culturally, and socially. A preponderance of contributors to the Cultural Roadmap Process have posited solutions that would distribute City and County resources in a way that is more equitable than historic precedents. These ideas are often shared in the same breath and speak to changing systems in subtle yet profound ways.

Frustration with the lack of a comprehensive cultural news source was paired with dreams of a digital cultural calendar, especially one that foregrounded work by, about, and for Durham's residents who are Black, Indigenous, Hispanic/Latine, and people of color is one example. Anxiety about real estate development was paired with aspirations to a "percent for art"-style funding mechanism – a potential pathway we will explore in the next phase of work.

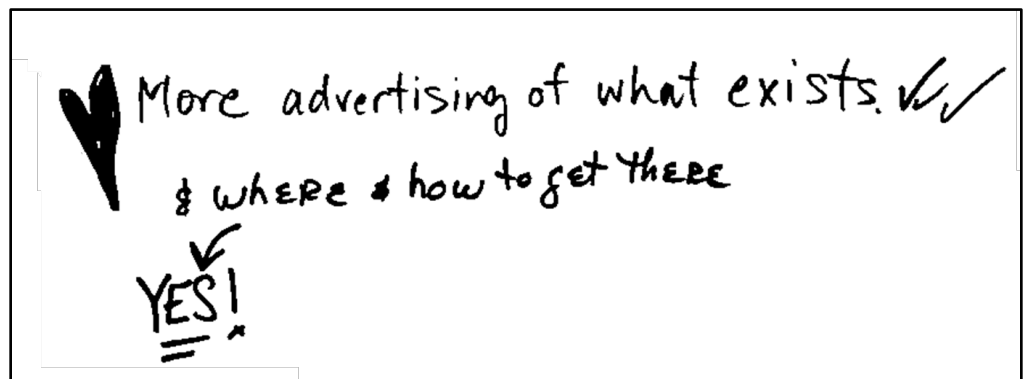


Figure 5: Community Workshop Feedback

Improved information-sharing about arts and culture is of significant interest to Cultural Roadmap participants, with attention to both the long-established peoples and organizations and the continual emergence of new work, new artists and culture-makers, and new creative business

ventures and communities. One participant illustrated their ideal future for Durham, in the image which follows.

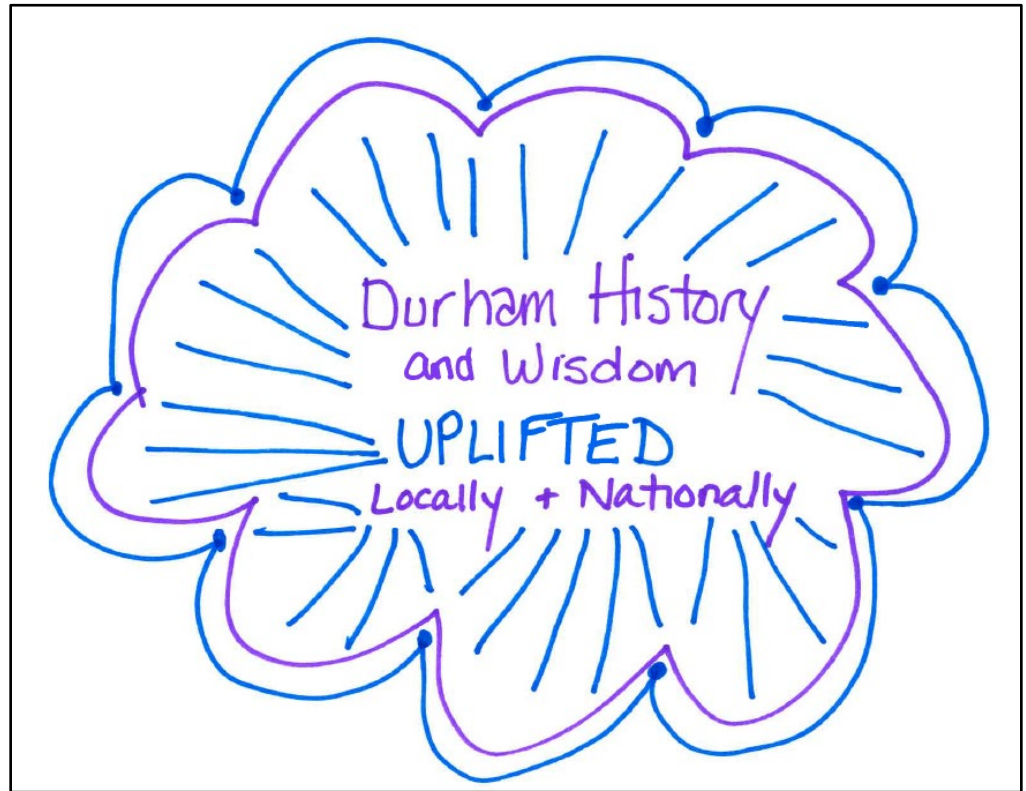


Figure 6: Community Workshop Feedback

The Cultural Roadmap looks to harmonize these overlapping notes of continuity and innovation, community place-keeping, and growth. In the upcoming research and engagement tasks, the AMS team and our collaborators will explore how a set of to-be-determined exemplar cities have advanced arts, culture, and heritage.



What We Aspire To: Stakeholder Priorities

One word was overwhelmingly common in the feedback received during the January 20, 2024, community input session: **More.**

- Participants described the desire for more recognition of Durham’s art, artists, culture-bearers, and cultural practices.
- More accessibility of venues and funding.
- More diversity, especially on not-for-profit boards and other decision-making bodies.
- More housing; more *affordable* housing.
- More communication on more platforms, spanning traditional and new media, and organized more accessibly and coherently.
- More art, especially more public art, and in more places.

Durham’s collective appetite for arts, culture, and heritage is vast, and the Cultural Roadmap will need to set forth not just one but many pathways to a vibrant, inclusive, and vital future.

The many voices who have contributed to the Cultural Roadmap to date have coalesced into five priority areas, each noted below. These are particularly well-illustrated by two data streams: first, comments received during the first community input session on January 20th, and second, the 111 narrative comments from community survey respondents. From the 140 participants in the day-long event on January 20, we received over two dozen specific descriptions of participants’ vision for Durham’s future, as well as hundreds of additional comments responding to structured prompts. Community survey respondents reinforced and reiterated many of the same comments, some positing specific actions (e.g., more support for music in food establishments) and some praising or criticizing the sector in sweeping terms.

Future Visions

Economic Access

- More funding: fund thematic focus areas (climate change, etc.) and diversity funding sources (universities, corporates, etc.).
- More affordable attendance/participation opportunities.

- More (larger) funding streams dedicated to arts, culture, and heritage.
- More access to venues for presentation and creation (lower rents/use fees).

Spatial Equity

- More affordability: affordable housing for artists.
- More public engagement: in the process of developing artwork and in the communities of color or in outside-downtown areas.
- More cleanliness: consistent maintenance and cleanliness of venues and neighborhoods.
- More public art: public art that reflects Durham’s diverse communities, celebrates local history, embraces nature, strengthens interactivity, and receives culturally relevant, substantial promotion.
- Broader activation of neighborhoods via public art and (subsidized/funded) culturally relevant programs.

Equity, Accessibility, & Inclusion

- More accessibility: more new venues and more utilization of existing venues.
- More diversity: representation of underrepresented communities; more diversity on nonprofit boards.
- More youth-focused programs and initiatives; more offerings in day-parts appropriate for youth and family engagement.
- More racially equitable support; more racially inclusive (e.g., Black, African/African American, Hispanic, etc.) programming, and more culturally distinctive pathways to promotion.
- More affordable housing earmarked for artists; more affordable housing for BIPOC artists and culture-bearers.

Information & Awareness

- More recognition of Durham’s art and history: “Durham History and Wisdom Uplifted Locally and Nationally.”
- More communication: leverage social media as a communication platform and a way to showcase artwork.

- More arts learning opportunities; arts learning delivered in inclusive and culturally relevant ways (e.g., youth- or older adult-focused; tailored to and delivered by Hispanic communities, etc.)

Distinctiveness

- More programs: programs to nurture local artists and talents, public street fairs and music festivals, thematic programs (climate change, etc.).
- More clarity and support for Durham’s history, identity, and “brand” as a center of cultural practice and creativity.
- Protection for the diversity of Durham’s creative ecosystem; resources to halt closure of small and mid-size arts and culture organizations (e.g., over 10 mentions of Manbites Dog Theater’s 2018 transition from producing to project grants).

These ideas and aspirations form the basis for the next phase of work, described in the following section.



Next Steps

As this initial phase of work draws to a close, the AMS team and our collaborators are preparing to begin the *Assets and Opportunities* phase of work.

The tasks include close study of 3-5 exemplar cities, to understand how municipal governments, along with partners in the private sector, have realized goals aligned with the themes and issues Durham residents have identified. We will examine how arts and culture funding has – and, potentially, has not – served sector stakeholders and the wider community. We will explore whether and how arts criticism has received distinct investment, and the possible sector impacts related to that focus.

Throughout this task engagement with and input from the many Durham communities is critical to building confidence in the recommendations of the Cultural Roadmap process.



Appendices

Creative Community Partners

Key Informants

Kickoff Presentations

Surveys

Methodology

Community Survey

Facility User Survey

Visioning Workshop

Community Input – Slides Delivered on January 20, 2024

Creative Community Partners

The City and County of Durham devised a program called the Creative Community Partners as part of the Cultural Roadmap Process. This was to be a subcontractor of the lead consultant who would drive meaningful engagement with historically marginalized populations in Durham using arts-based strategies.

In July 2023, the City developed and issued a separate Request for Qualifications seeking proponents for the Creative Community Partners program. Responses from diverse creative genres, disciplines, and cultural heritage were sought out. A team comprised of Cultural Roadmap Planning Group representatives reviewed 37 submitted responses and identified Solidarity Team of Artistic Revolutionaries (S.T.A.R.) as the finalist. S.T.A.R. was a group of five individuals. Their biographies are included at the end of this section.

At the City's direction, AMS worked with S.T.A.R. to develop an Equitable Community Engagement Plan and to support S.T.A.R. in their development and implementation of community engagement activities. The group delivered two events, one in October 2023 and another in November 2023. Both were reviewed by AMS and the City for alignment with the Cultural Roadmap process and goals.

In **October 2023**, S.T.A.R. sent one representative to the Really Really Free Market, organized by North Durham Mutual Aid. Set up at one of nine tables at the event, Ms. Alexandre distributed survey flyers and coasters and engaged participants in a "ripple mapping activity" where they responded to the prompt, "Why the arts matter to them." S.T.A.R.'s report on the event indicated that 45 people engaged with Ms. Alexandre over two hours, with 13 submitting note cards or other material responding to the above-noted prompt.

In **November 2023**, S.T.A.R. members Taari Felice and Littlebird Dee participated in the Fall Community Culture Fest. This three-hour event was held in a physically accessible venue and S.T.A.R. reported engaging with 40 individuals during the event. While the event was also live-streamed, the report did not indicate the number of participants online.

S.T.A.R. Biographies

Claire Alexandre is a queer Afro-Caribbean public artist and student of ecologies. Through mixed media paintings and street art, her work centers abolition, community prosperity, Diaspora folklore and sustainable land stewardship. Claire understands her art to be the material form of a radical imagination. It is a powerful tool she chooses to use to counter narratives that have repeatedly harmed people and places in her community, particularly women and queer BIPOC and their ability to relate to their environment. She also speaks fluent French and Spanish. Claire is excited at the opportunity to participate in shaping a tool that will build solidarity across Durham and be of aid to artists of all ages to find their place in our community.

Dr. Amanda Bennett is a queer Black Southern poet and educator living in Durham, North Carolina. As a doctoral candidate at Duke University, she completed a dissertation centering practices of Black femme magic within Black women's literary history. As a graduate student, she collaborated with her students to create the community poetry workshop series "Poetry as Pedagogy: Finding Healing and Community Through Writing." Previously, Amanda has published her short fiction and poetry in Obsidian, Triangle Poets Series, The Concern Reading Series, Murder Journal, and Jellyfish Magazine. She has performed her poetry at Triangle poetry reading series including Octopod, Paradiso, Death Faire, and P.E.S.C.Y. She is also the founder of the Black feminist consulting and education collective, "define&empower". Amanda is interested in being involved in the Durham Cultural Roadmap because she wants to draw on established connections within the Durham poetry community to continue developing spaces for poetry and creative expression that center queer and trans people of color.

Littlebird Dee creates as a singer, piano player, signer, weaver, farmer, potter, knitter, needle felter and connector. They are drawn to spaces, communities and places that welcome exuberant expression, curate containers for grief and seek out joy. They identify as a white, queer/trans/nonbinary, chronically ill/Disabled, autistic littlebird with values and intentions deeply rooted in the Justice and Liberation Movements. Born and raised in the Triangle region, they now spend their time between the Piedmont and the Mountain regions. From the first moment they saw the call for Creative Community Partners they knew this was a project that needed queer artists, organizers, POC leadership and

Disabled voices speaking at the table. With their skills in connecting and resourcing their community, organizing and collaborative team building they are ecstatic for the involvement in this project with this well-resourced team to keep Durham's expansive creativity true to the heart of the people in this city.

*Maxine Eloi is an award-winning filmmaker, actor, musician, writer and director, classically trained at Boston University the London Academy of Music and Dramatic Arts. Maxine has continued to pursue their creative passions through film, theater and music since graduating with a Bachelor of Fine Arts. Maxine has acted in over a dozen films, including sci-fi fantasy feature film *The Broken Swords* and her award-winning film, *Sunday Funday*. Maxine has most recently been cast as one of the leads in a film produced by Durham based production studio Comfrey Films, *Under False Colors*; this film will be coming out in 2024. They are a company member of Theater Delta, Aggregate, Vault, Rise Up and Curious Theatre Collective. Maxine also acts, writes, produces and directs on the comedy web series *Dot Org*, a mockumentary series available on Vimeo and Youtube. Maxine believes that through art, storytelling, community and education, we can collectively move toward liberation.*

Taari Felice is an activist looking to find truth through the way love expresses itself on Earth; creating whatever they can to tell the stories that seek them, find them, trust them. They spend a lot of time thinking about the ways that individualism, exceptionalism, and many of the other -isms of the world have jaded love and actively work to keep us separated from both each other and the earth itself. Taari creates to express and release some of the deep pain felt from the ways so many of us are systematically deprioritized; how decisions made about us, without us, are never for us. They create, seeking connection with those who know that a better world is possible and are ready to build it. Taari currently lives in Durham.

Key Informants

City of Durham

- Summer Alston, Division Manager, Arts, Culture and Sustainable Communities
- Ajani Anderson , CPAP Project Coordinator
- Chief Andrews, Durham Fire Department
- Amy Armbruster, City Sustainability and Greening
- Rebecca Brown, Cultural and Public Art Program Director
- Keith Chadwell, Deputy City Manager
- Tania Dautlik, City Sustainability and Greening
- Sean Egan, Director, Transportation
- Sterling Elliott, Cultural Roadmap Intern and NCCU Student
- A'lice Frazier, Office of Youth-Program Manager
- Bertha Johnson, Deputy City Manager
- Reginald Johnson, Director, Community Development & Neighborhood Revitalization, Affordable Housing
- Mark-Anthony Middleton, Mayor Pro Tempore-Honorary Chair
- Stephanie Minor, CPAP Project Coordinator
- Wanda Page, City Manager
- Stacy Poston, Assistant Director of General Services
- Jina Propst, Director of General Services
- Cory Rawlinson, Community Intervention Support Services
- Annette Smith, Grants and Special Projects Analyst, Sr.
- Constance Stanvil, Director, Neighborhood Improvement Services
- Sara Young, Director of City/County Planning, City/County
- Robert Zoldos, Chief, Fire Department

Durham County

- Tammy Baggett, Director, Library
- Brenda Hayes-Bright, County Public Art Coordinator
- Peri Manns, Deputy Director, County Engineering; oversight of City of Durham Public Art
- Kristen Patterson, Deputy Director, Durham Public Health Department
- R. Mark Strange, Durham Criminal Justice Resource Center

Durham Cultural Roadmap Planning Group

- Javiera Caballero, Member; Durham City Council
- E'Vonne Coleman, Member; Chair, Durham Cultural Advisory Board
- Akiva Fox, Member; Artist, Bulldog Ensemble Theatre
- Zena Howard, Co-Chair, CRPG, City of Durham
- Brenda Howerton, Honorary Co-Chair; Chair, Board of County Commissioners, Durham Arts Council
- Barbara Lau, Member; , Founding Director, Paul Murray Center
- Laura Ritchie, Member
- Steve Schewel, Co-Chair
- Andre Vann, Member; Archivist, NCCU

Durham Community Leaders

- Susan Amey, CEO, Discover Durham
- Bob Ashley, Board Chair, Museum of Durham History
- JP Buxton, President , Durham Technical Community College
- Mya Castel-Marte, Co-Chair, Public Art Committee
- Heather Anne Cook, Founder, Scrap Exchange
- Sarah Edwards, INDYweek
- Margaret DeMott
- Sherry DeVries
- Rodrigo Dorfman, Filmmaker, Writer, Arts advocate
- Geoff Durham, CEO, Durham Chamber of Commerce
- Nnenna Freelon, Founder, Northstar Church of the Arts
- Rick Grant, Durham Arts Council
- Lily Hester, Head of External Affairs, South East Google
- Germain James, Executive Director, North Star Church of the Arts
- Angela Lee, Executive Director, Hayti Heritage Center
- Monet Marshals
- Randy McKay, CEO, Carolina Theatre
- Sarah Meiners, Sr., Marketing Manager, Longfellow Real Estate
- Molly Mocklock, Co-Chair, Public Art Committee
- Patrick Mucklow, Museum of Durham History
- Kai Riedl, Sling Shot Festival & Beats and Bars Festival
- Jeremy Roth, Motorco Music Hall

- Sarah Schmader, Director of Community Outreach, Scrap Exchange
- Crystal Taylor, Sling Shot Festival & Beats and Bars Festival
- Nicole Thompson, President and CEO, Downtown Durham, Inc.
- Angela Thorpe, Executive Director, Pauli Murray Center
- Timothy Walter, Owner, The Fruit Performance Venue
- Mayme Webb-Bledsoe, Board Chair, Pauli Murray Center

Kickoff Presentations



Durham Cultural Roadmap Development

Project Kickoff Meeting

June 6, 2023



AMS
PLANNING
& RESEARCH



Agenda & goals

Agenda

- Opening Welcome Remarks – Steve Schewel CRPG Co-Chair
- Welcome and Introductions – *who we are*
- Approach – *how we work*
- Process – *what we'll do (and when)*
- Initial Observations – *what we've learned so far*
- SWOT Analysis
- Next Steps – *action items*

Goals

- Begin to know Durham and the CRPG
- Build consensus on the work ahead
- Address questions
- Share near-term action items

Meeting Agreements

- Practice “Active” Listening
- Use “I” statements
- Transparency-say what you mean; mean what you say
- Encourage and invite participation by all; be aware that historically unheard voices may be in the room
- Acknowledge and address power dynamics and be aware of white hierarchy patterns
- Be mindful of the real presence of anti-Blackness
- Be willing to sit in the silence
- Operate from a space of non-judgment and compassion
- Unresolved is OK

Our Project Team-Roles and Responsibilities



Steven Wolff, Lynette Turner, Michele Walter, Meg Friedman, Janet Starke, Yuwen Shen, Dr. LaSaundra Booth, Dianne Pledger, and Jessica Rhodes

Our team has deep knowledge of the sector. We have partnered with Dr. LaSaundra Booth and V. Dianne Pledger, both of whom are local to Durham and have extensive experience within its arts and culture ecosystem. We have additionally engaged the skills of Jessica Rhodes, J&R Strategies for website design. Our team is highly adept at engaging with stakeholders to develop plans that support the needs and reflect the vibrancy of the communities they serve.



Our approach for the City and County of Durham seeks to build upon the successes of Durham's 2004 Cultural Master Plan and ongoing work of the Durham Cultural Advisory Board to engage arts and cultural supporters and partners that advance Durham's arts and culture community as they look to the future in a changing world.



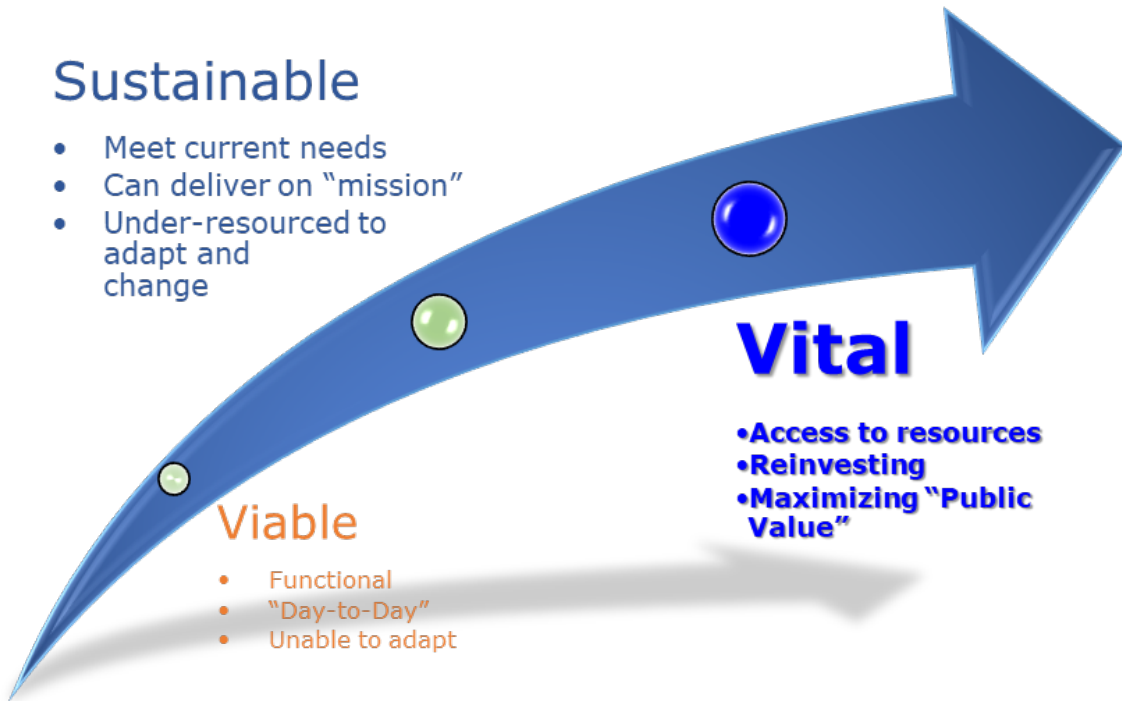
AMS & EDIA





Key Questions

- 1) What are the community's(ies) goals for arts and cultural opportunity [Cultural Roadmap]?
- 2) What resources will be required to implement a new roadmap for Durham?
- 3) How might a newly established Office of arts and culture facilitate and advance the City's arts and cultural stakeholders' priorities?
- 4) How would a government Office Of Arts & Culture be structured and operate?
- 5) What would the impact be on other City and County arts services providers?
- 6) How would the Office sustain and maximize funding and streamline operations to service the arts and cultural sector?



Cultural Roadmap Vision

- a thriving arts and culture sector in Durham
- preservation of Durham's cultural heritage
- protection of cultural assets and equitable distribution of resources

Mission

"...to maintain, grow and sustain the arts and cultural sector in Durham for the next decade and beyond."

Values

- collaboration
- creative expression
- the labor of artists and cultural workers

Scope and Timing

Months 1-7 (May-Nov. 2023)

Phase 1: Situation Analysis

Months 5-11 (Sept.-March)

Phase 2: Articulating the Vision

Months 10-15 (Feb.-July)

Phase 3: Designing the Plan

Project Scope

Background & Project Launch
Key Stakeholder Interviews
Focus Groups
Community Survey
360° Market Scan
Visioning Workshop
Community Input
Phase 1 Review Meeting

Potential Operating Structures
Exemplars
Funding Analysis
Assets and Opportunities
Community Input
Phase 2 Review

Roadmap Goals & Strategies
Draft Cultural Roadmap
Public Presentations
Final Roadmap

Project Deliverables

Situation Analysis Report (presentation)

- *Equitable Community Engagement Plan*
- *Summary of stakeholder inputs*
- *SWOT analysis*
- *Initial findings organized into observations, key issues, and emerging priorities*

Opportunity and Vision Report (presentation)

- *Summary of Phase 2 inputs and findings*
- *Funding and structural analysis*
- *Future scenarios with accompanying evaluation*

Final Plan (narrative report + appendices; presentation)

- *Executive Summary*
- *Goals*
- *Objectives*
- *Recommendations*
- *Appendices summarizing public engagement, methodology, intermediate findings, and secondary research*

Roles and Responsibilities

An Inclusive Process

- Cultural Roadmap Planning Group (CRPG) and Durham's Cultural Advisory Board (DCAB)
 - Monitor process, assure broad community input, provide feedback on findings and recommendations
- Creative Community Partners (CCP)
 - Project Advisement/Project Community Ambassadors
- Durham City Council
 - Project/Tasks Review meetings
- Durham Residents
 - Community Participation (interviews, focus groups, community survey, community meetings)



What We've Learned So Far





400,000

People participate in Durham
County cultural activities annually




72 48

Arts, Culture &
Humanities not-for-
profits in Durham
County

with average annual
revenues < \$1M

Durham, At the Core

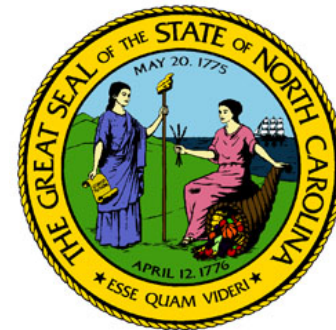
An Expansive Background Review...Yielded Three Big Themes

 Equity	 Leadership	 Cultural Connection
<p>Equitable processes and measurement strategies are critical to success.</p> <p>Our conversations with Durham stakeholder reinforce its importance.</p>	<p>Durham's civic leadership is engaged and diverse, with several African-American women in positions of authority (Mayor, City Attorney, City Manager, Police Chief).</p>	<p>Durham's cultural stakeholders have a history of being deeply networked with each other and with Durham's diverse communities.</p>

We Received 100+ Documents

Laying the Foundation for Our Work Together

- Durham Cultural Master Plan 2004
- City of Durham Strategic Plans 2015-2022
- Equitable Community Engagement Blueprint 2018
- DCAB Annual Reports 2019-2021
- Proposal for Durham Independent Arts Grant Funding FY21-22
- City of Durham FY2022 Annual Report
- City Managers' Annual Report FY2022 Strategic Initiatives
- Durham Comprehensive Plan Draft 2023
- List of all Durham County Arts Cultural Organizations 2023
- North Carolina Arts Council Grants Summary
- Arts and Economic Prosperity 5 & 6 Documents



Durham Is a Dynamic City – With the Arts Woven Throughout

Annual reports, the 2004 cultural plan, and the comprehensive plan



CITY MANAGER'S ANNUAL REPORT

FY 2022 STRATEGIC INITIATIVES



Office of Performance
and Innovation,
Budget & Management
Services

Wolf, Keens & Company

Page 5

The Key Goals of the Durham Cultural Master Plan

The Durham Cultural Master Plan outlines initiatives over the next 15 years that reflect community priorities and provides a road-map to fulfill them. The full plan document outlines in-depth the multiple initiatives and strategies to achieve each goal.

Goal 1: ORGANIZATIONS AND ARTISTS – Strengthen the organizational structure and build the capacity of Durham's existing cultural assets, including organizations, events, festivals, and artists.

Goal 2: DIVERSITY – Use arts and culture as a way to increase understanding and communication among people of diverse backgrounds.

Goal 3: ECONOMIC DEVELOPMENT – Use Durham's many arts and cultural assets as a key component of strategies to foster economic development throughout Durham County.

Goal 4: EDUCATION – Improve access to formal and informal arts and cultural education for people of all ages and in all walks of life.

Goal 5: AUDIENCES – Build cultural audiences by increasing participation of existing audience members and bringing new attendees to activities.

Goal 6: FACILITIES – Strengthen and diversify Durham's mix of cultural facilities throughout the County.

Goal 7: COMMUNITY-WIDE ORGANIZATIONAL INFRASTRUCTURE – Sustain and strengthen existing community-wide organizations that support the arts and cultural sector.

Goal 8: RESOURCES – Build a stronger resource base for arts and culture in Durham to ensure effective program delivery.

Durham Comprehensive Plan

City of Durham and Durham County, North Carolina

DRAFT | JANUARY 2023

ENGAGE Durham



People Are the Heart of Durham's Creative Vibrancy

Durham has a high proportion of “arts people,” individuals who make, enjoy, and/or support the arts and culture. Arts affiliations are tied to civic engagement.

Study: Durham's Arts and Culture Industry Generates \$154 Million in Economic Activity a Year

by Sarah Willets

06/20/2017



By INDYV... county's nonprofit arts and culture industry generates \$154 million in annual economic activity, according to a new study

ARTS & ECONOMIC PROSPERITY 6



The Economic Impact of Nonprofit Arts & Cultural Organizations & Their Audiences Creating Jobs. Generating Commerce. Increasing Revenue.

From coast to coast and from our smallest rural towns to our largest urban cities, America's 120,000 nonprofit arts and culture organizations make their communities more desirable places to live and work every day of the year. The arts beautify our downtowns, unify our communities, make us feel creative in the workplace, and infuse our lives with joy. Arts organizations are also businesses. They attract audiences, spur business development, support jobs, generate government revenue, and are the cornerstone of tourism.

Arts & Economic Prosperity 6 (AEP6) is an economic impact study of the nation's nonprofit arts and culture industry. It is the largest and most inclusive study of its kind ever conducted, with a specific focus on 394 participating communities from across all 50 states plus the District of Columbia.

The arts are a much bigger industry than most people realize. In 2017, AEP5 documented that the nonprofit arts industry generated \$166.3 billion in economic activity (spending by organizations plus the event-related spending by their audiences) which supported 4.6 million jobs and generated \$27.5 billion in government revenue. AEP demonstrates that an investment in the arts provides both cultural and economic benefits.



Nonprofit arts and culture organizations are businesses. They employ people locally, purchase goods and services from within the community, are members of their chambers of commerce, and attract tourists to their regions.

The arts drive commerce to local businesses. The arts, unlike most industries, leverage significant amounts of event-related spending by their audiences. In 2017, arts attendees spent \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and lodging—vital income for local businesses.

Arts travelers are ideal tourists. They stay longer and spend more to seek out authentic cultural experiences. One-third of attendees travel from outside the county in which the activity takes place and spend an average of \$48 per person. Why are they visiting? 69% say they traveled specifically to attend the activity.

Small Investments. Big returns. In 2017, the combined \$5 billion in direct arts funding by local, state, and federal governments yielded \$27.5 billion in government revenue: \$6.9 billion to local governments, \$7.7 billion to state governments, and \$12.9 billion in federal government revenue.



North
Carolina
Arts
Council

The community has a robust presence of high-quality, professional arts and cultural organizations who are aptly leveraging public funding in support of the arts. Durham-based arts organizations saw a 74% increase in funding by the NCAC between 2019 – 2022.

This suggests significant increased capacity among arts groups, which can be affirmed during the course of this project.

Engagement Grounds Our Work Together

The cultural roadmap development process is designed to center intentional, equitable engagement.



Equitable Community Engagement Blueprint

Introduction

The Neighborhood Improvement Services Department (NIS) works to preserve and improve quality of life conditions for Durham residents, and to encourage active participation in neighborhood redevelopment and public policy and decision making dialogue. The Community Engagement Team strives to inform, engage, partner and empower the Durham community.

The City has not executed a standardized process for conducting community engagement that is shared or adopted by all Departments. Furthermore, the City has not developed an equitable community engagement process that ensures that its outreach or information-gathering approaches include an intentional effort to engage a representation of the City's diversity. The Community Engagement Team of NIS, to match the goal of encouraging active participation in neighborhood redevelopment and public policy and decision making dialogue, has created an Equitable Community Engagement Blueprint through conversation with other departments and community leaders.

Background

The City of Durham strives to be a welcoming, diverse and innovative community. Equity and resident engagement are key components of the City's FY2019-2021 Strategic Plan, includes Advance a More Inclusive and Equitable Durham, Shared Economic Prosperity, and the Language Access Plan.

Proposal for a Durham Independent Arts Granting Fund, FY 2021-22 Final Draft, February 2020

Compiled for City Council by Marshall Botvinick, Monica Byrne, and Akiva Fox

Durham is booming. New businesses and housing complexes are springing up downtown, and new residents are flocking to our city from all over the world. While this swift growth is a positive force in some ways, it also leaves behind long-time pillars of the community who helped to make Durham what it is today. This includes a diverse and resourceful independent arts scene.

In 2004, anticipating this trend, the city adopted an ambitious cultural master plan designed to "strengthen the organizational structure and build the capacity of Durham's existing cultural assets, including organizations, festivals, events, and artists." The city made some progress on this goal when it began to offer funding for festivals and special events, but sixteen years later, the promise to support arts organizations and artists remains unfulfilled.

Now is the time to take bold steps to keep the arts in Durham vibrant and affordable for all, so that the city doesn't lose the very culture that made it a desirable place to live in the first place.

For this reason, we request that, starting in the next fiscal year, the city allocate \$1,325,750 to create a direct granting program for arts organizations and individual artists. In addition, given that the population of Durham is more than 50% people of color, and that people and artists of color have been

City of Durham Pre-Qualified Artist Registry

101 CITY HALL PLAZA, DURHAM NC 27701



Charging Durham, 2017 by Frank Kreacic. Located at 101 City Hall Plaza.

Project Overview

The City of Durham's Cultural and Public Art Program invites artists and artist teams to submit portfolios to be selected to join the City of Durham Pre-Qualified Artist Registry. This registry will serve as a resource for the program's selection of artists and artist teams to create City cultural and public art projects. Access to a predetermined network of qualified professional artists saves our staff valuable time by making the process for responding to the numerous calls issued by the City more efficient. It also strengthens and streamlines the program by maintaining a database of artists in the community with particular skill sets.

Submission Requirements

Application materials must be received on **Cafe**. Items required include :

- Artist Statement
- Images
- Resume
- References

Early Observations

Strong platform of arts engagement; opportunity for deeper
“entanglement”

Strengths	Weaknesses
<ul style="list-style-type: none">• Highly regarded nationally• Strong leadership (CRPG, DCAB, Durham Arts Council, City Council, American Dance Festival)• Strong creative/cultural community including historic preservation• Diverse talent base and range of offerings, leveraging Durham’s ethnic diversity and inclusiveness• City and County values the arts and culture of the community	<ul style="list-style-type: none">• Less than robust arts in public and charter schools• Stable Funding and mechanism to increase funding for the sector, including funding for youth/arts education programming• Training for those running facilities• Target marketing for some populations• Quality of life issues: Affordable housing, area neighborhood safety
Opportunities	Threats/Challenges
<ul style="list-style-type: none">• Tech Industry Growth• Collaborations• Increased support for arts education• Creative Development (innovation and entrepreneurs)• Workforce Development- training the new workers in the culture environment	<ul style="list-style-type: none">• Lack of succession planning• Funding loss/decline• Burn out by those working in the sector• Missed opportunities to develop arts education programs and initiatives• Transportation issues

CRPG Role

Mostly individual
or small group
(up to 2 to 3
people each)
interviews (up to
30 total)

■ Who Should We Interview?

Internal Interviewee Affiliations

- Members of the CRPG
- Members of the Durham Cultural Advisory Board, including student members
- Discover Durham leadership
- City of Durham Cultural and Public Art Program Leadership
- Public Art Committee members
- Durham Housing Authority
- Durham County Engineering
- Durham General Services Department's Arts, Culture and Sustainable Communities Division
- City and County officials
- Others?

Next Steps

- Select Creative Community Partner Participants
- Development of Equitable Community Engagement Plan (with CCP involvement)
- Key Stakeholder Interviews
- Focus Groups



Thank you!

Surveys

Methodology

Two surveys were fielded as part of the Phase 1 work. A community survey was developed by the AMS team with input from the City and our local partners, V. Dianne Pledger and Dr. LaSaundra Booth. Both were distributed using an open link, via email, social media, and additional channels utilizing a QR code on lawn signs, bar coasters, and other tools.

The resulting data is known as a “convenience sample,”⁷ where respondents self-select to participate. It is generally accepted that convenience samples are not representative of any population.

The **community survey** was fielded from September 25-November 20, 2023. At the City’s request following the December 11, 2023, Visioning Workshop, AMS reopened the survey from January 1-31, 2024. A survey “station” was included in the design of the January 20 community input session, during which 32 more responses were submitted. In total, 987 responses were recorded throughout the time the survey was fielded.

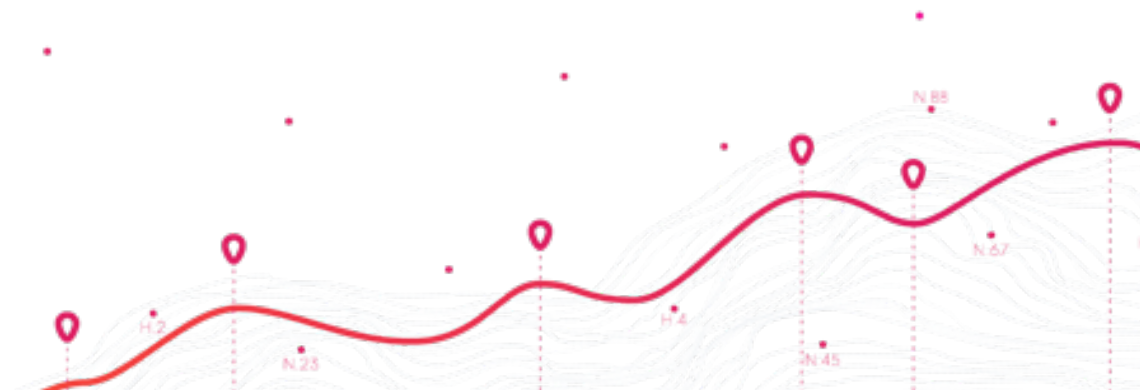
The **facility survey** was fielded from November 1-18, 2024. It received 55 usable responses from individuals and organizations.

⁷ https://en.wikipedia.org/wiki/Convenience_sampling

Durham Cultural Roadmap Community Survey Analysis

November 2023

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Respondents

Among those
who chose to
share
demographic
information...

- 78.2% of respondents are White, 14.2% identified themselves as Black/African American, 5% are Hispanic/Latinx, 3.3% are Asian/Pacific Islander, 0.9% are Native American/Inuit, and 3.4% indicate some other race/ethnicity.
- 25.9% are male, 67.8% are female, 4.9% are non-binary, and 1.4% prefer to self-describe.
- 10.8% of the respondents are under 30 years old, 26.2% are 30 to 39 years old, 63.0% are 40 and above 40 years old.
- 76.2% own and 21.7% rent their current residence.
- 45.4% have total annual household income above \$100,000.
- 21.0% of the respondents have lived in Durham for less than 5 years, 22.7% have lived for 5-9 years, and over 56.3% have lived for 10 and more than 10 years.²

Key Takeaways

- Over 69% of the respondents expressed extreme interest in arts and cultural activities.
- 52.3% of respondents identify themselves as artists/cultural workers.
- 27.7% of the respondents make a living as artists/cultural workers.
- Arts organizations, contacts, and artists or other creative workers are the top three sources of information about arts and cultural activities in Durham, social media, email, and word of mouth are the top 4 methods.
- 87.9% have attended a public performance, presentation, or display of artistic or cultural work in the past 12 months, and 41% have attended a class, lesson, or group session with a focus on artistic or cultural activity.

Key Takeaways

- Dedicated buildings, festivals/fairs, and natural spaces are the top types of spaces where respondents most frequently engage with arts and cultural activities.
- Cultural consumption, donation, and membership are the top 3 methods of supporting arts and culture.
- 82.3% of respondents agree that Durham has a vibrant arts and cultural ecosystem
- Public art, affordable housing, local performances, and adult classes are desired the most to be seen more in Durham.
- Accessibility, equity, and youth engagement are considered top priorities.
- Lack of time and information as well as the costs are major concerns in attendance and participation, and space costs, lack of time, and lack of energy are primary issues in artistic creation.

Respondents

Complete Rate 69.7%

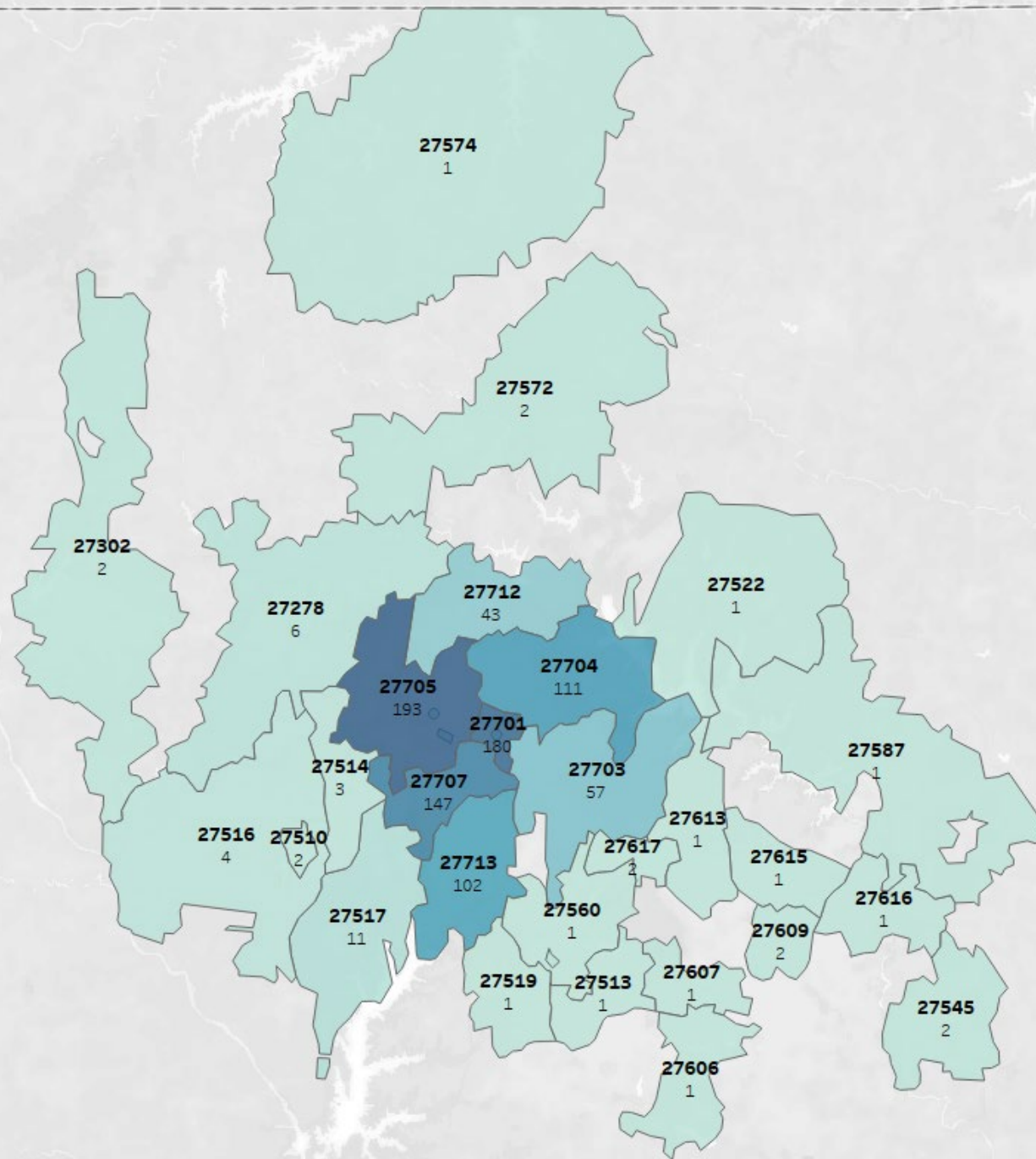
Complete 903

Partial 393

All responses are recorded to ensure
inclusiveness of the responses

Community Survey Respondents Reside in a Core Area

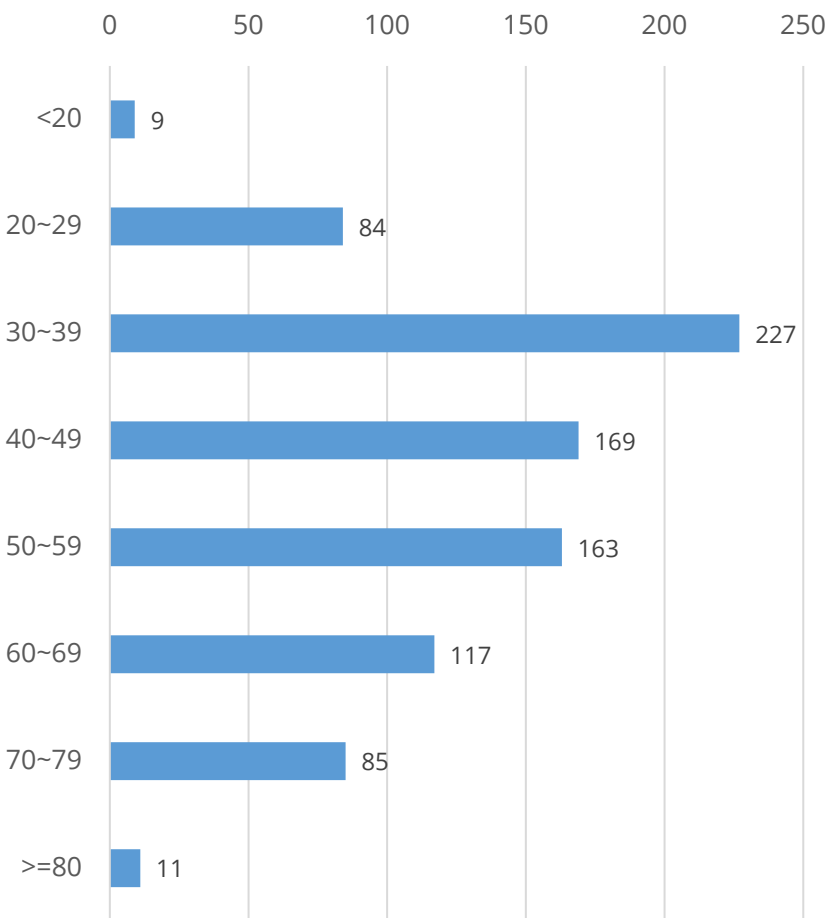
Among **900+ respondents**,
more than 700 reported living
in **5 central ZIP codes**.



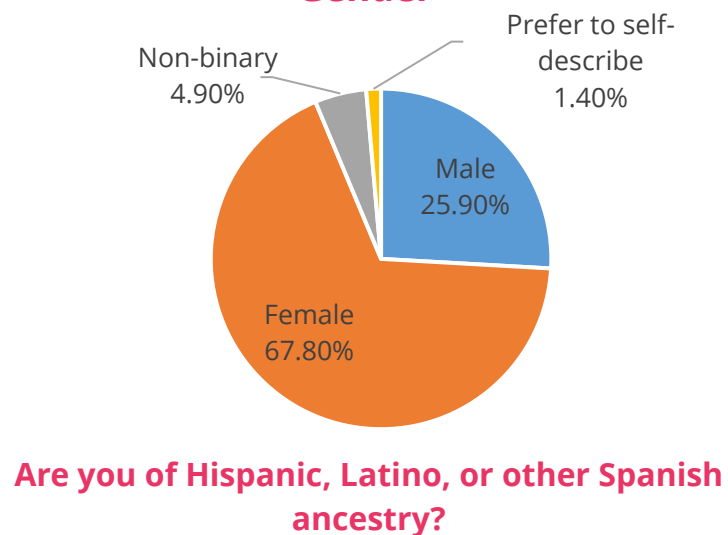
Respondents Are Working-Age, White Women

Demographics are Only Part of the Story

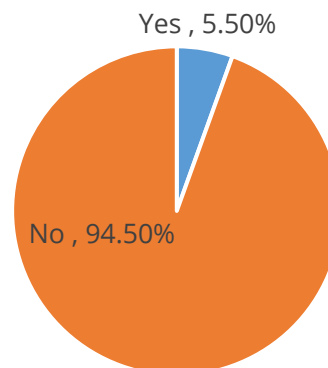
What is your age?



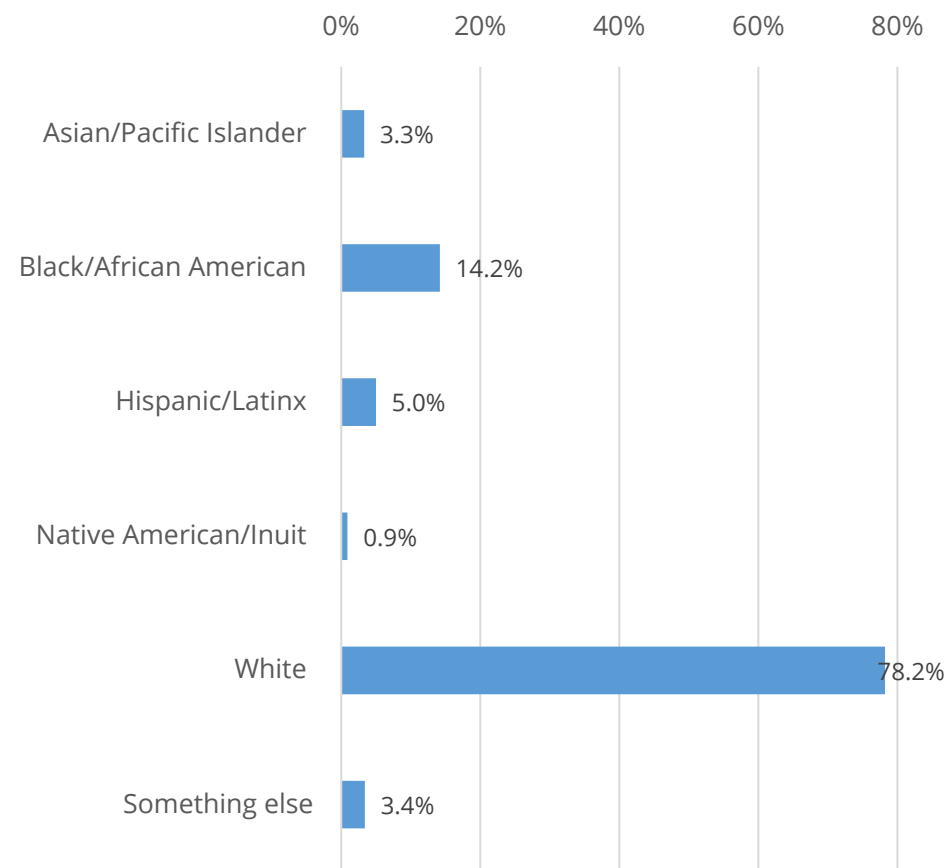
Gender



Are you of Hispanic, Latino, or other Spanish ancestry?



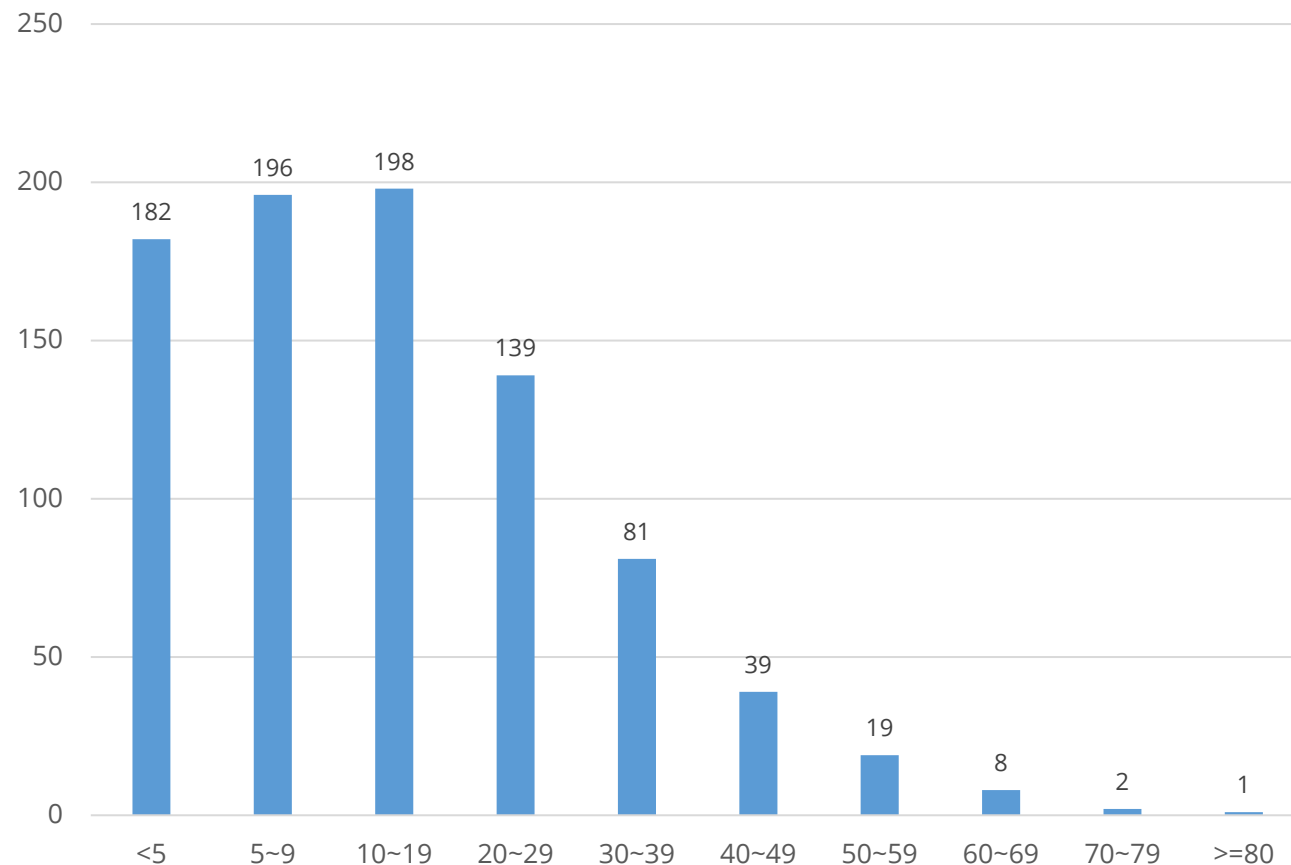
Race/ethnicity
(Please check all that apply)



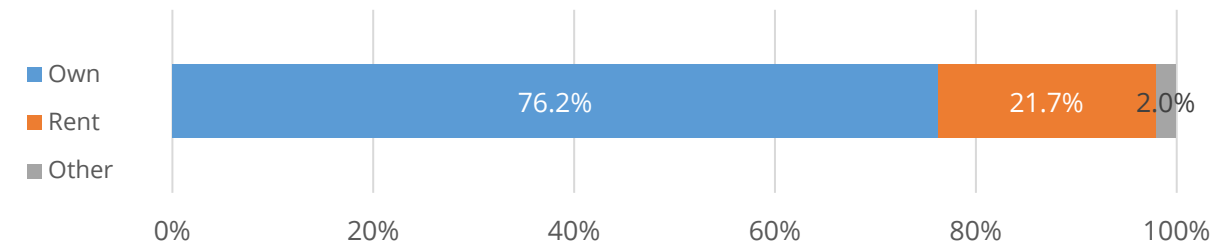
Most Respondents are Newer to Durham, Own Their Residence, and Reside in Higher-Income Households

Segmenting Responses by Time Lived in Durham and Income Brackets Shines Light on Emerging Priorities

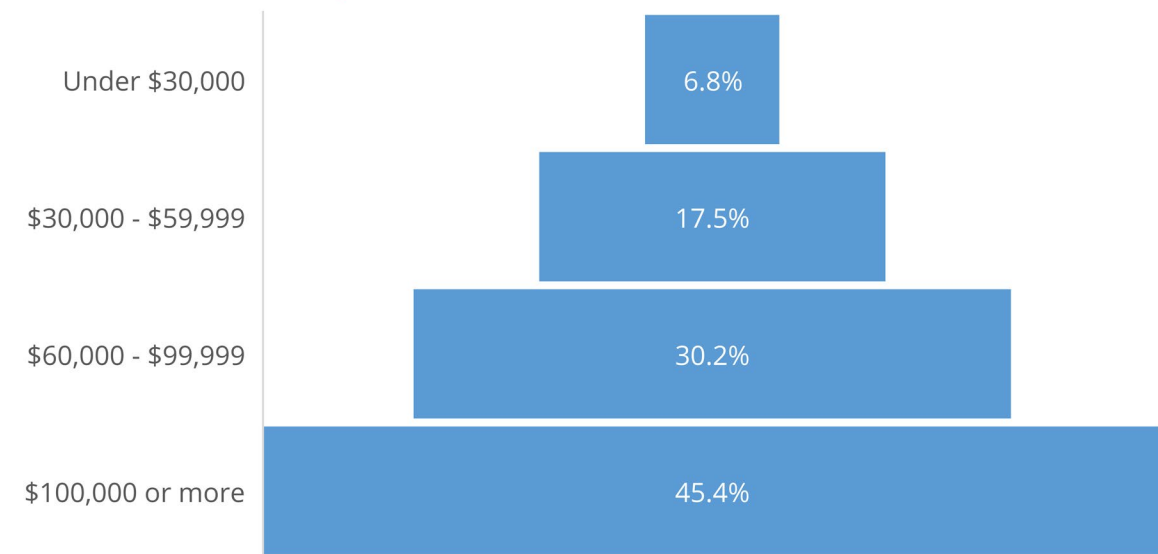
Approximately how many years have you lived in Durham?



Do you own or rent your current residence?



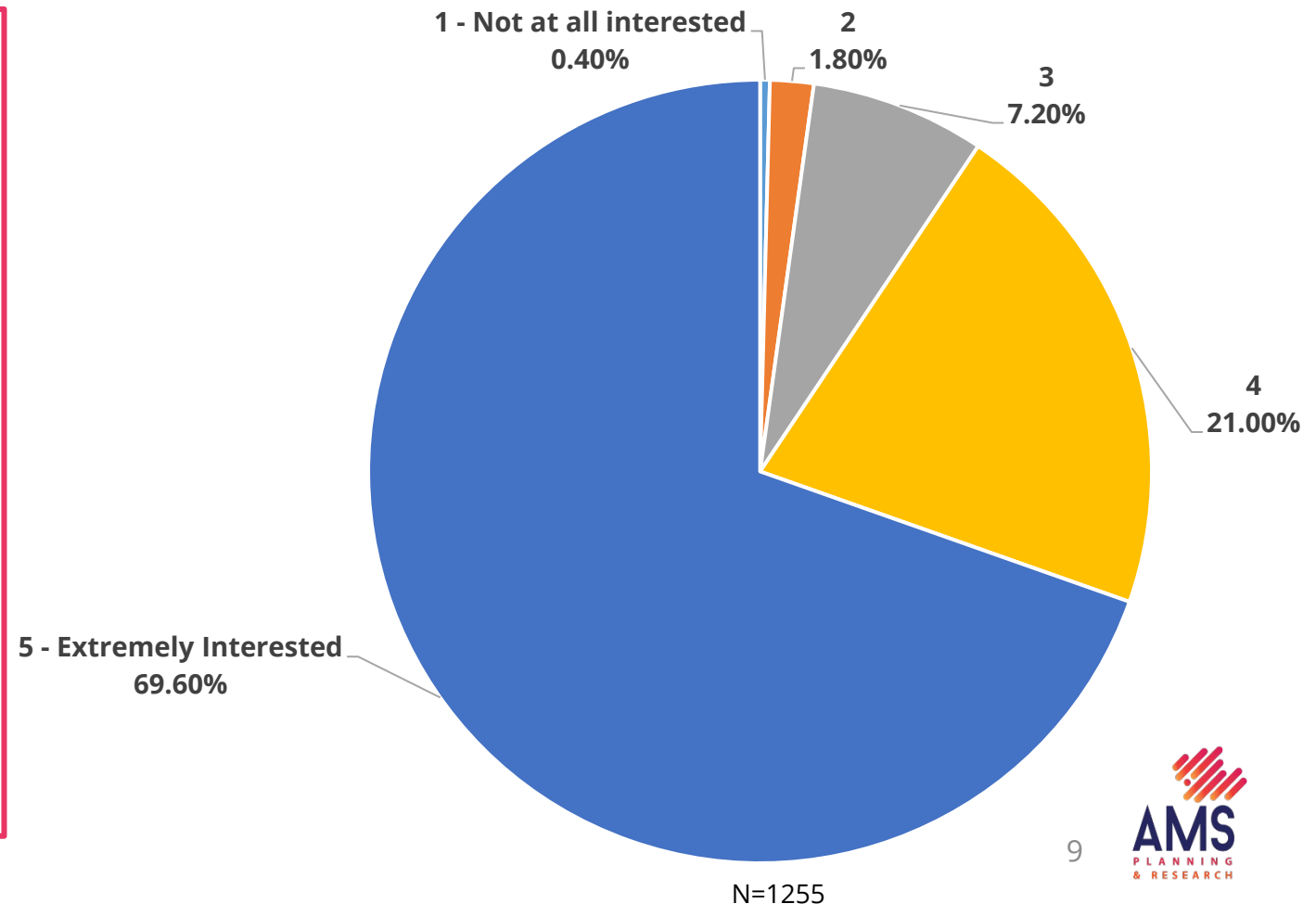
What is your total annual household income?



On a scale of 1-5, what is your interest in these types of activities?

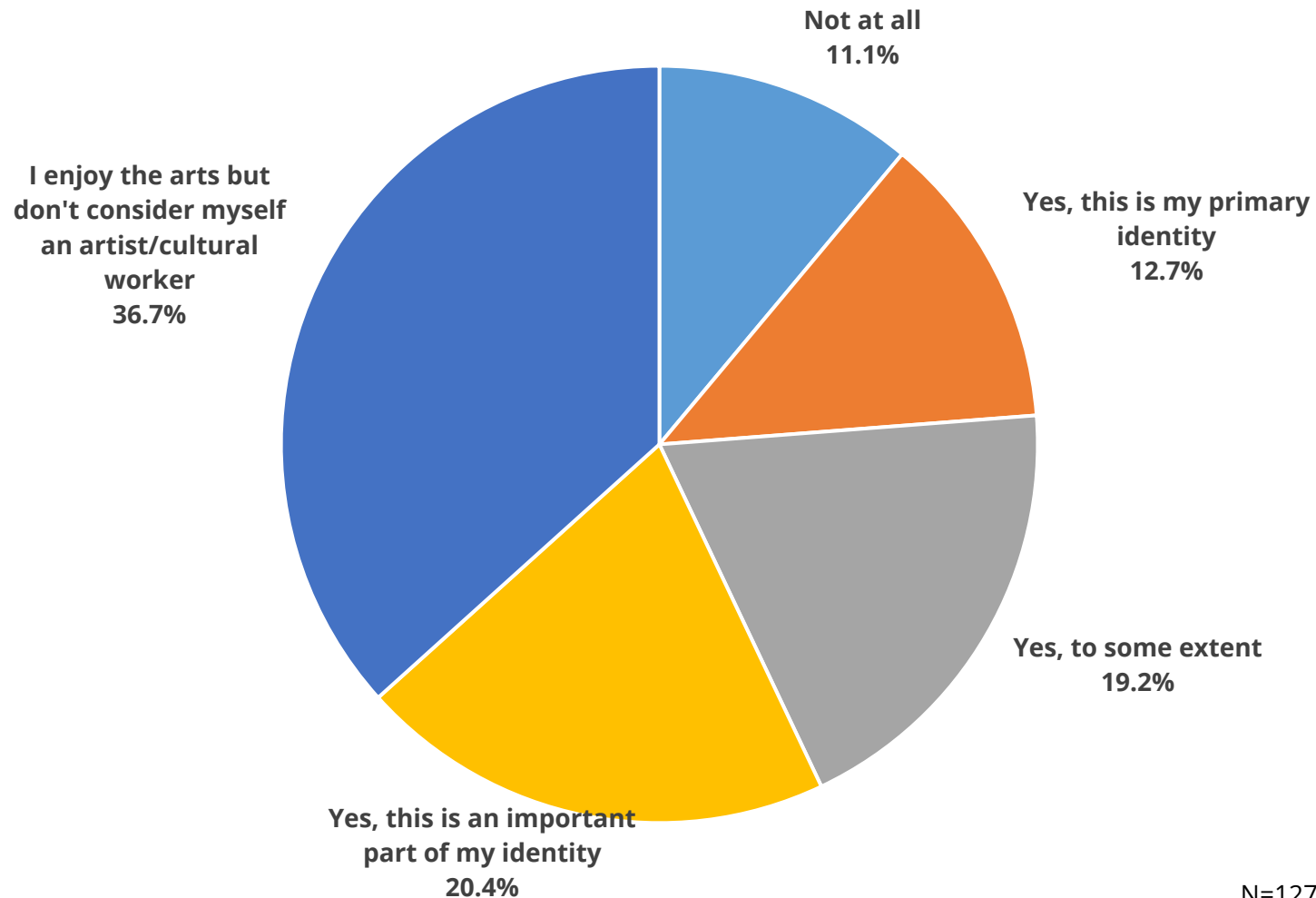
Over 69% of the respondents expressed extreme interests

- Durham County and the City of Durham define **arts and cultural activities** expansively, to include activities relating to performing arts, visual arts, literary arts, film, history and heritage, the humanities, and individual creative expression.
- **Examples of arts and cultural activities** include creating art yourself (e.g., crafting, painting, writing, singing, or playing an instrument), teaching art, learning about art, attending live performances of music, dance, or theater, visiting museums and galleries, and attending fairs and festivals, among other activities.



Do you identify as an artist and/or cultural worker?

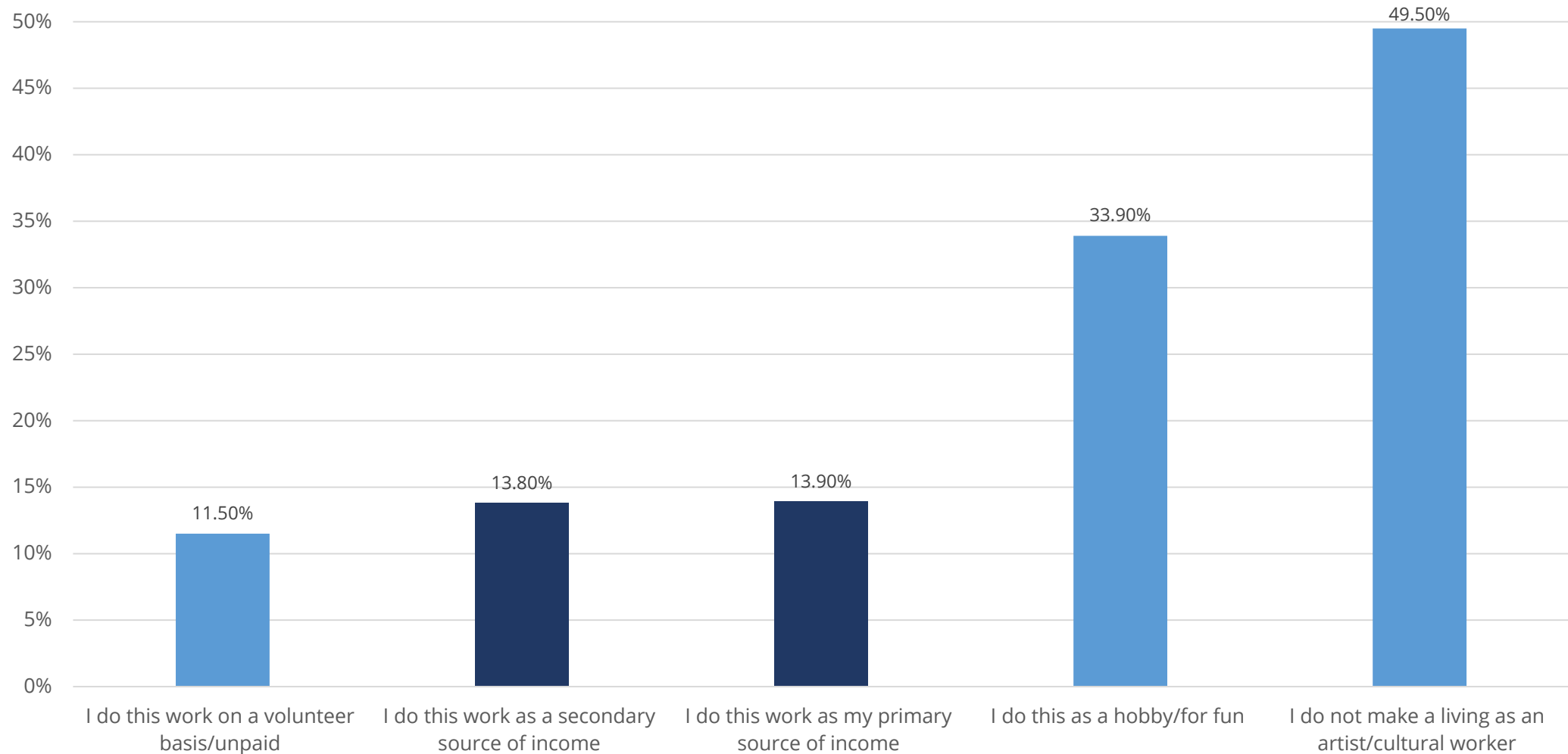
52.3% of respondents identify themselves as artists/cultural workers



N=1272

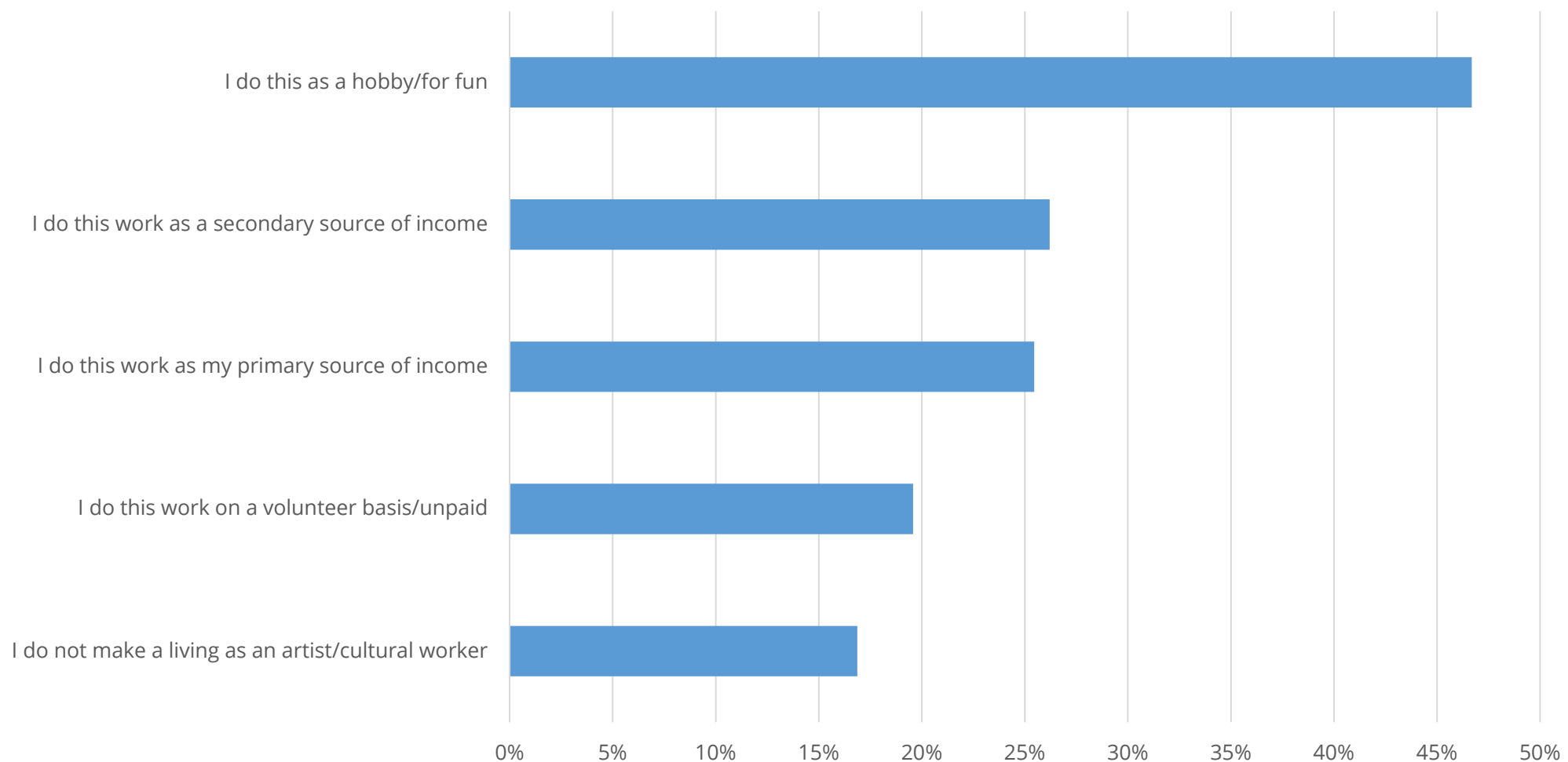
To what extent do you make a living as an artist and/or cultural worker? (Please select all that apply)

27.7% of the respondents make a living as an artist and/or cultural worker



For those who self-identify as artists/cultural workers

51.7% do this work as a primary or secondary source of income

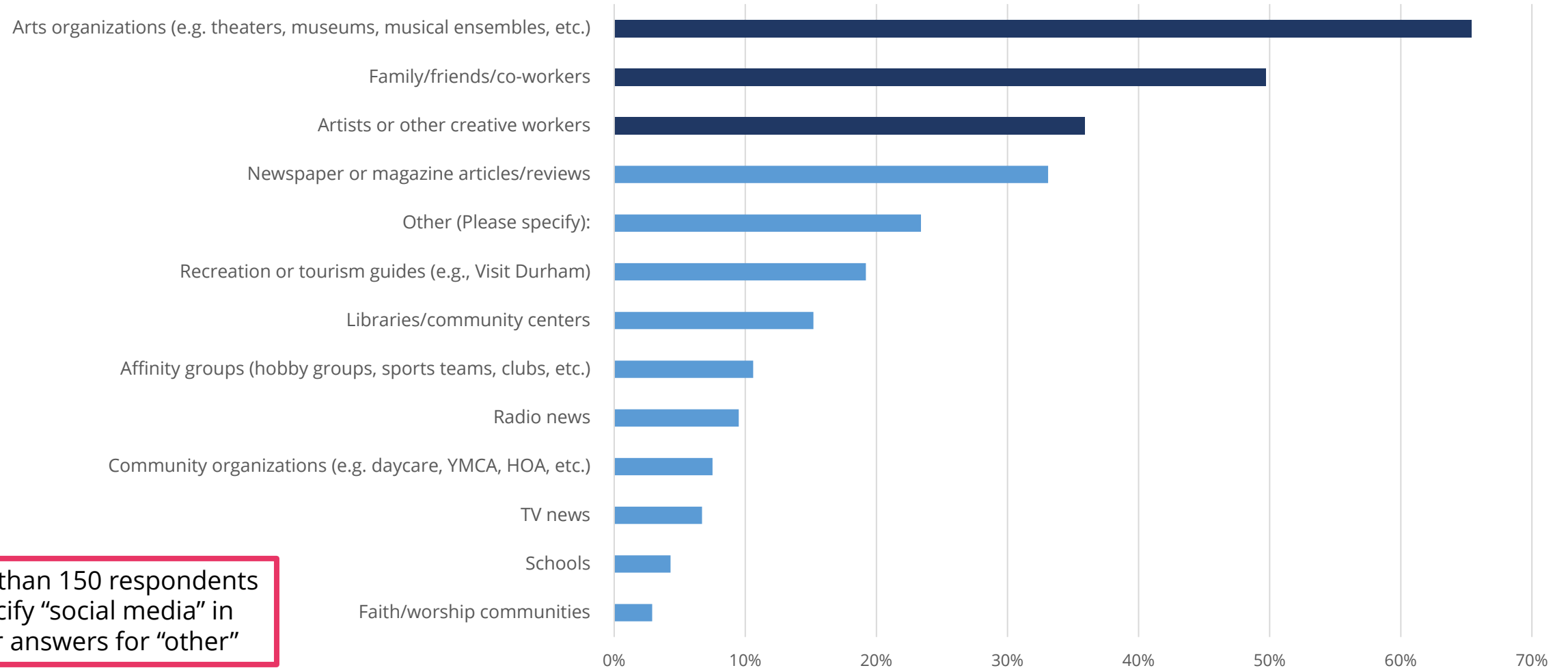




Engagement

What are your top three sources of information about arts and cultural activities in Durham?

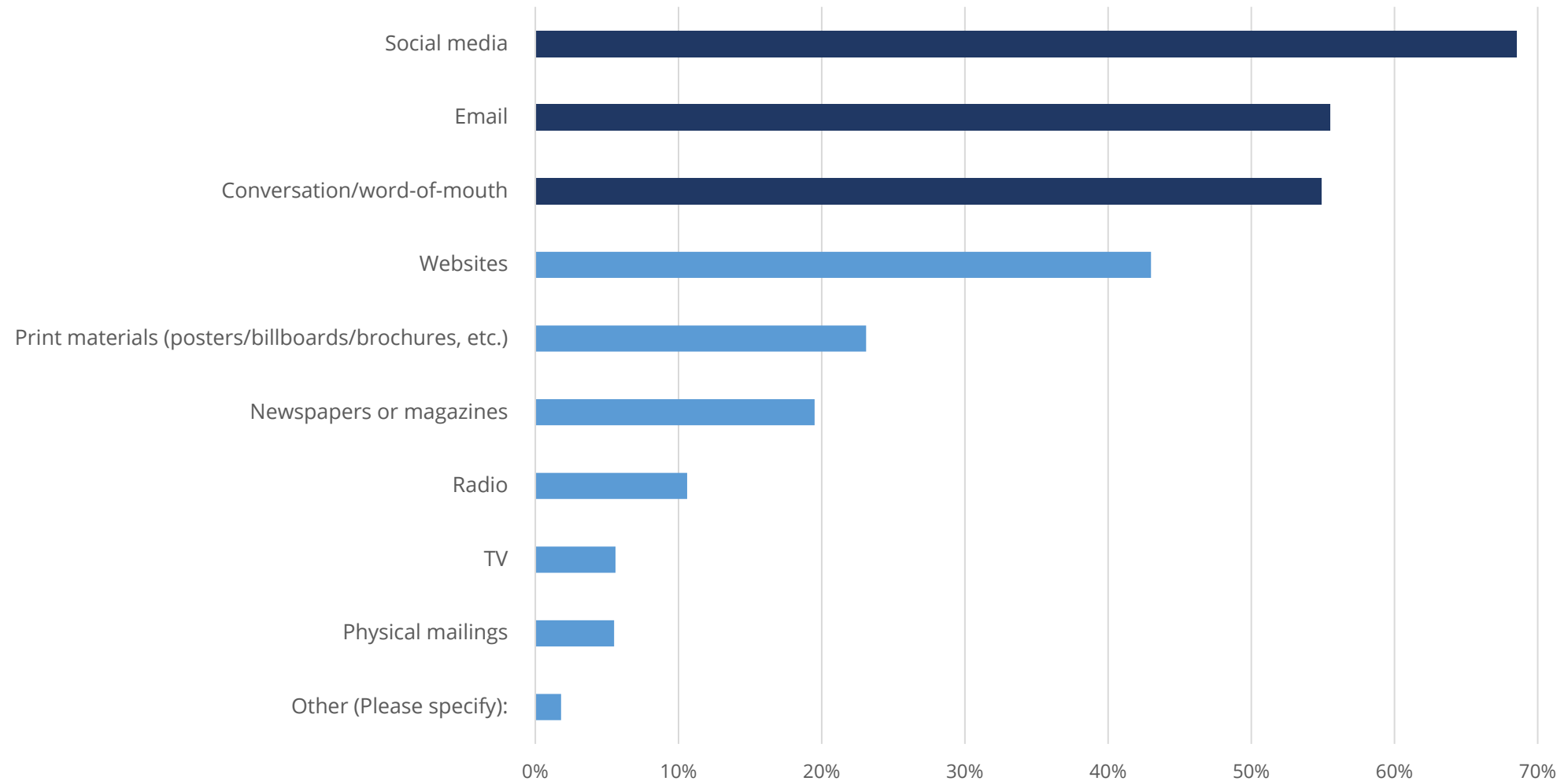
Arts organizations, contacts, and artists or other creative workers



More than 150 respondents specify "social media" in their answers for "other"

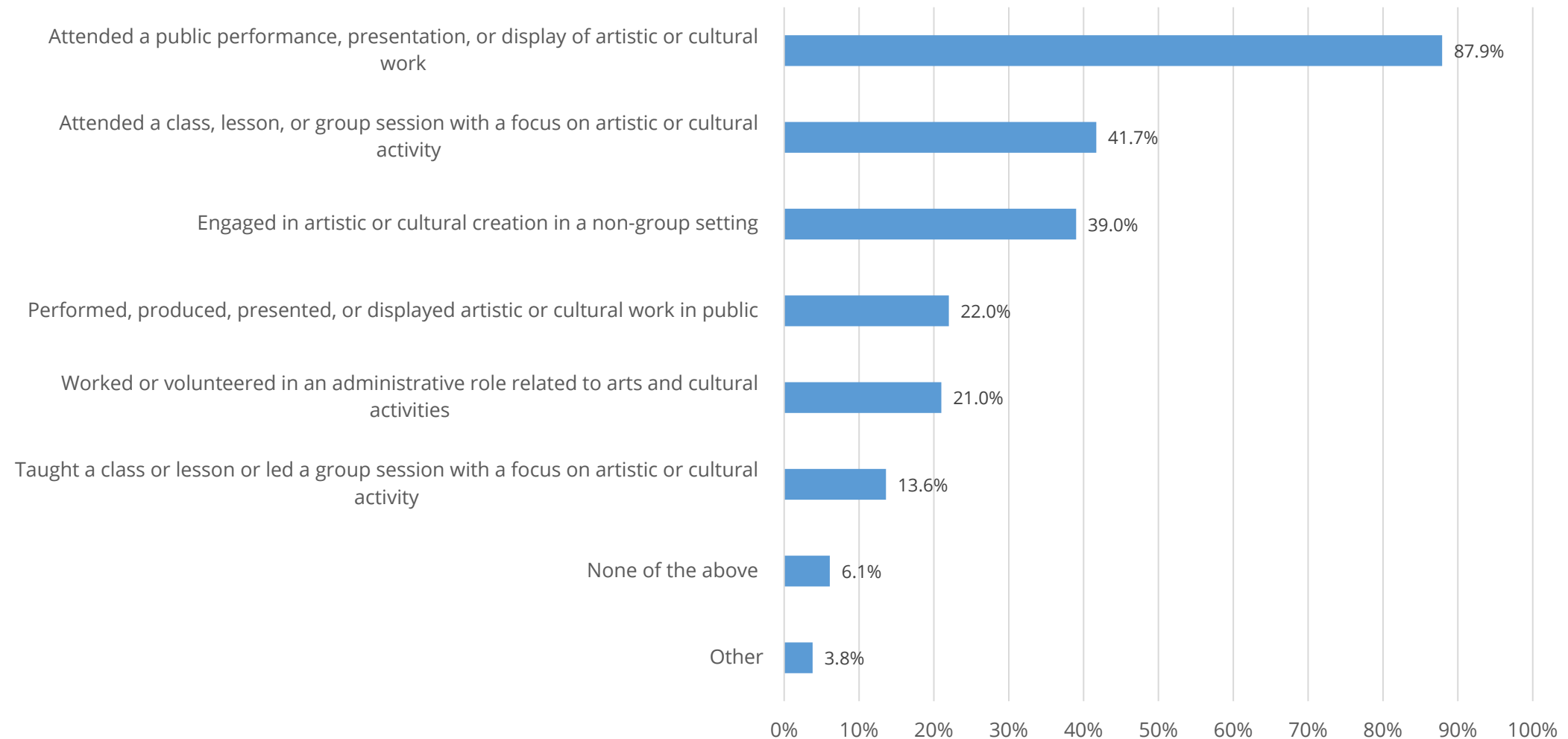
What are the top three methods by which you receive information about arts and cultural activities in Durham?

Online engagement is most effective, while word of mouth still plays its role



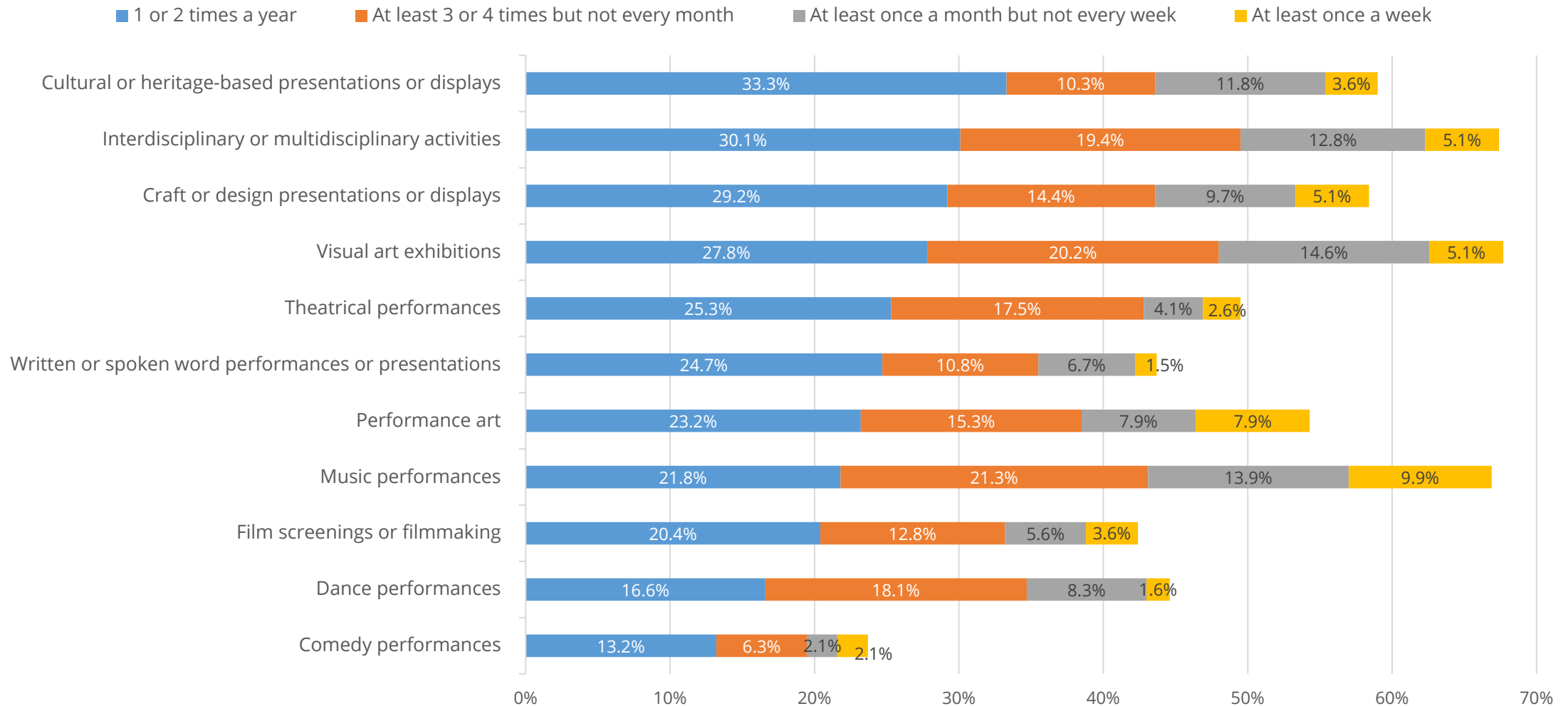
In the past 12 months, how have you participated in arts and cultural activities in Durham?

Respondents mostly attended performances and cultural events



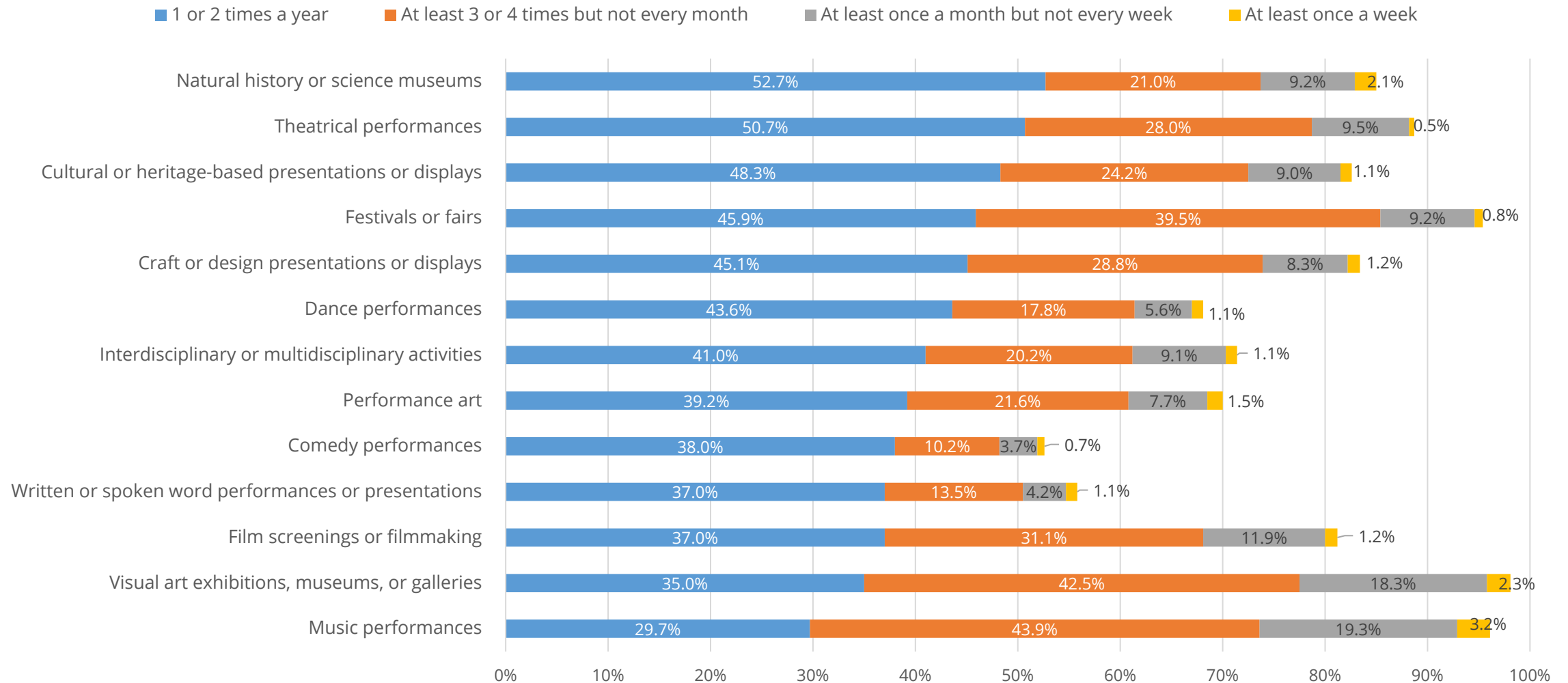
How often - performed, produced, presented, or displayed artistic or cultural work in Durham in the past 12 months

Music performances and performance art have the most frequency



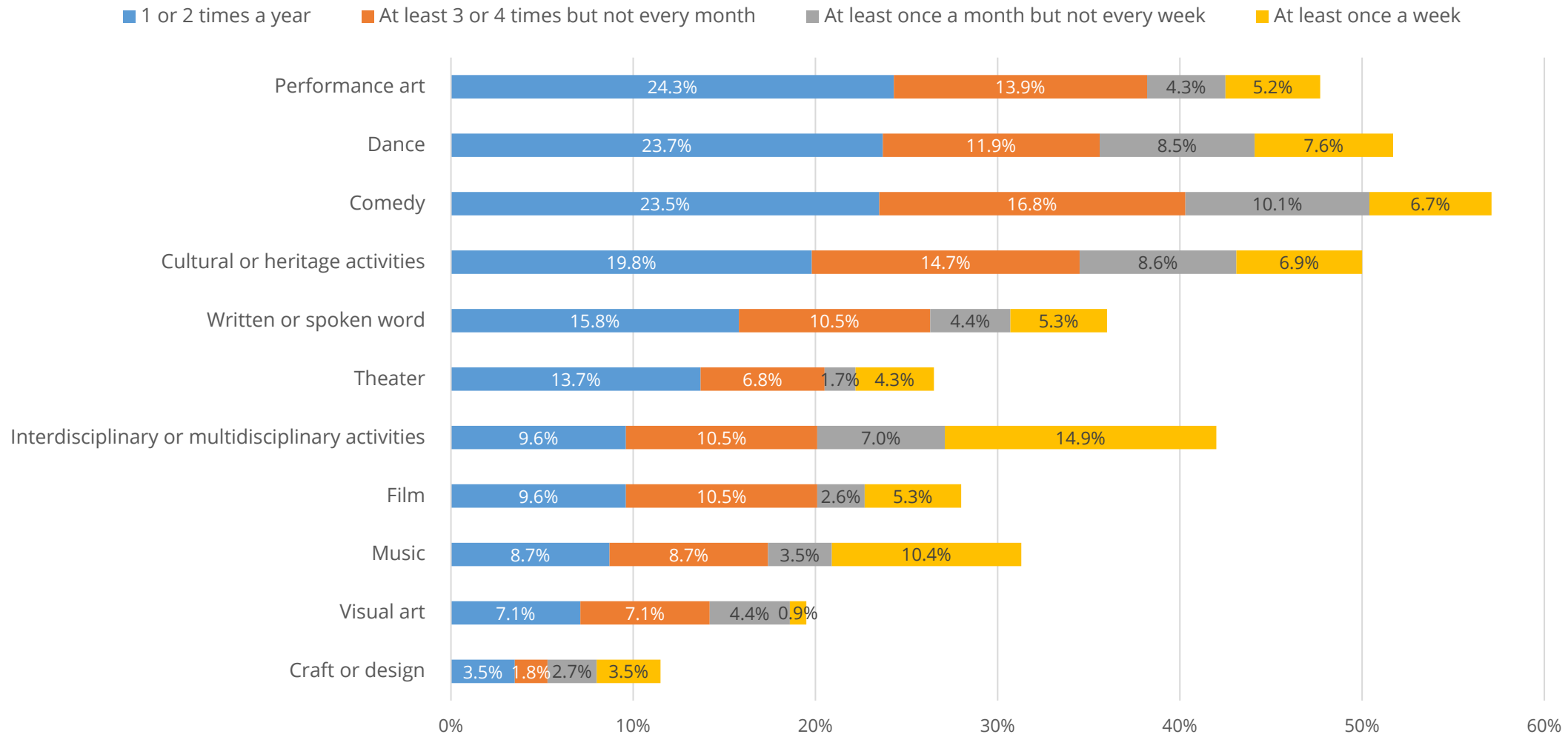
How often - attended a public performance, presentation, or display of artistic or cultural work in Durham in the past 12 months

Visiting natural history or science museums is a general option



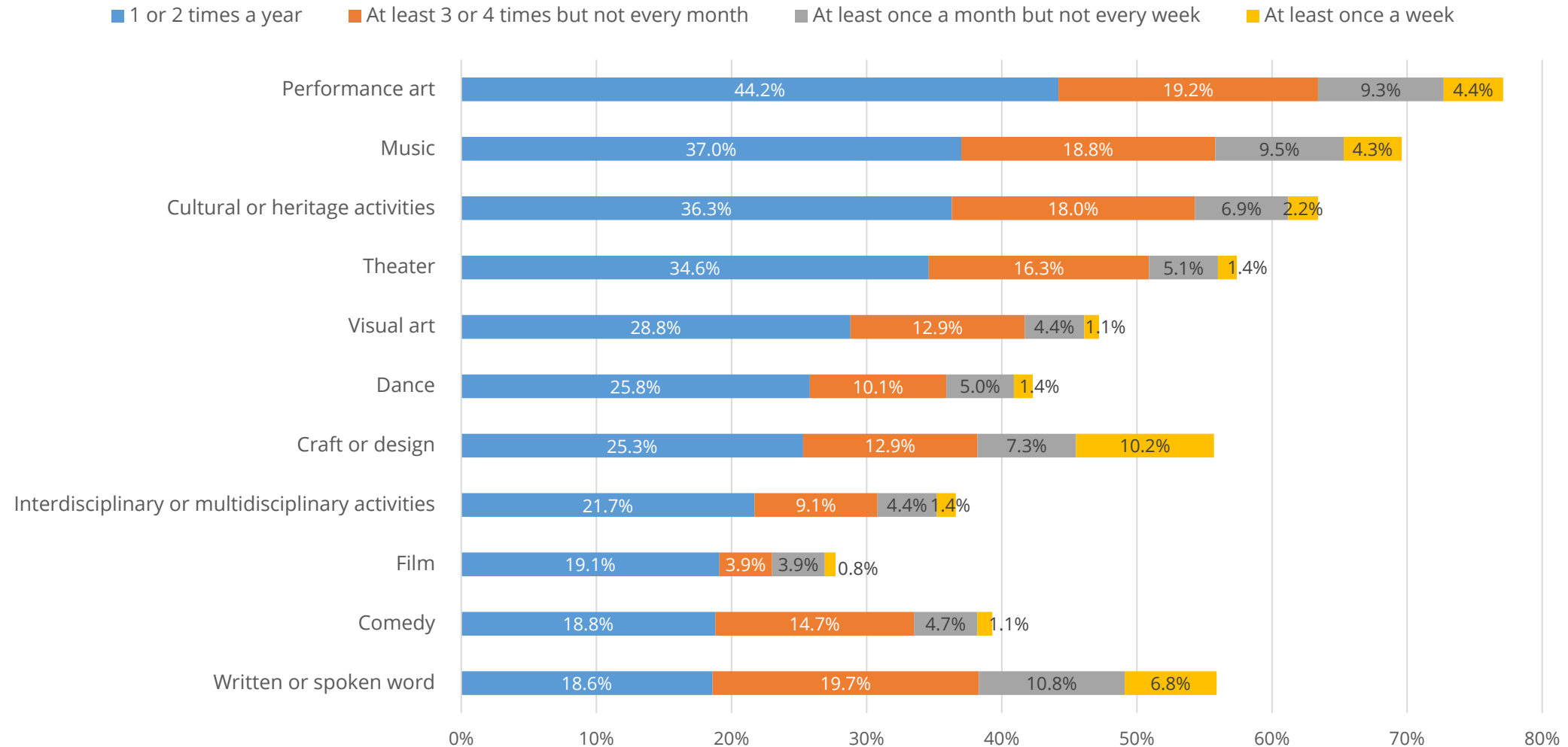
How often - taught a class or lesson or led a group session with a focus on artistic or cultural activity in Durham in the past 12 months

Interdisciplinary activities and music are most frequent in teaching



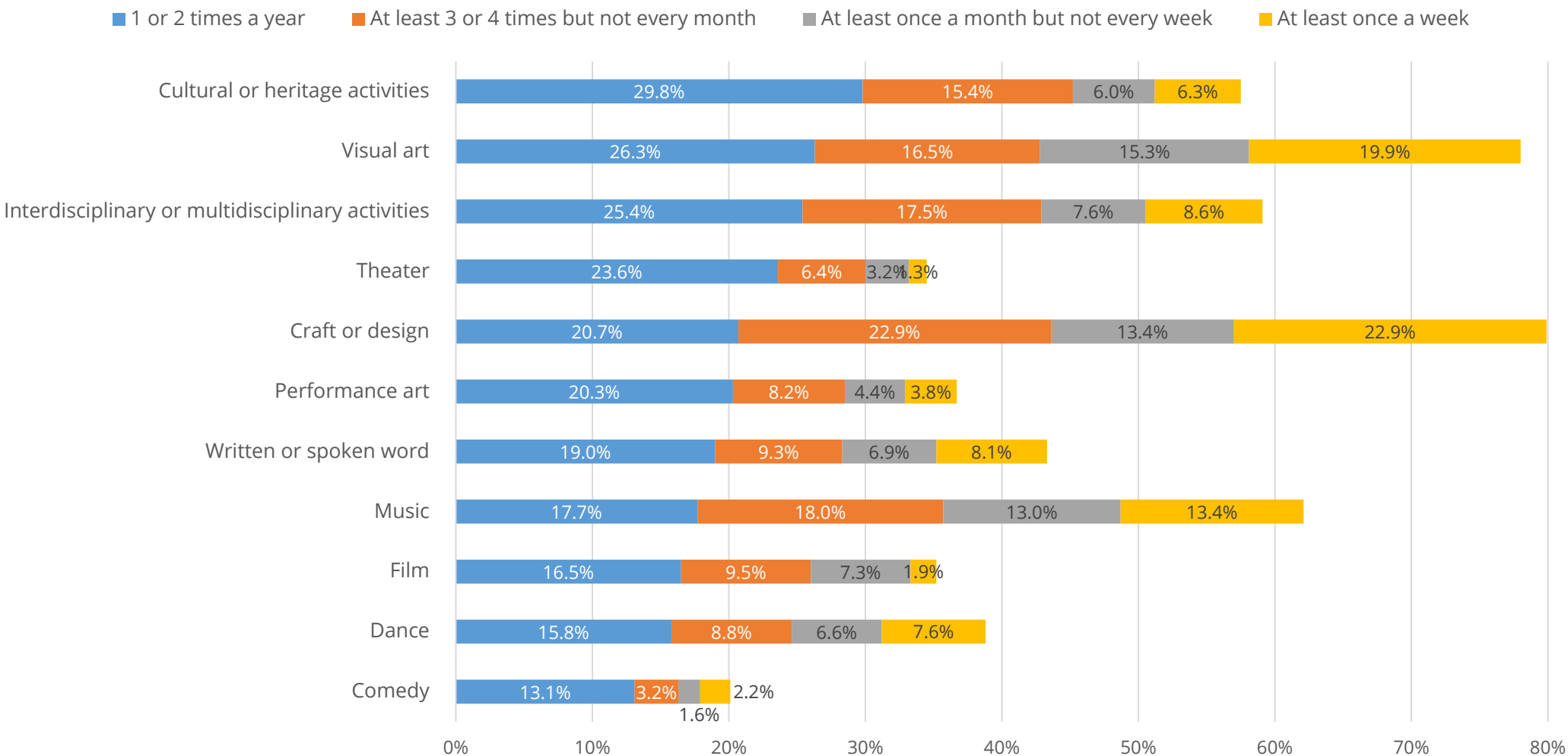
How often - attended a class, lesson, or group session with a focus on artistic or cultural activity in Durham in the past 12 months

Craft or design class/session has the most frequent participants



How often - engaged in artistic or cultural creation in a non-group setting in Durham in the past 12 months

Craft/design and visual art involve the most frequent creators



What are the top three types of spaces in which you most frequently engage with arts and cultural activities?

Dedicated buildings, festivals/fairs, and natural spaces are the top3 types

Buildings dedicated to arts and culture as a primary use (museums, studios, theaters, etc.)

Festivals/fairs

Natural spaces (parks, etc.)

Restaurants/bars/cafes

Multi-use public buildings (community centers, libraries, etc.)

Homes/private spaces

Cultural centers

School-owned buildings

Houses of worship

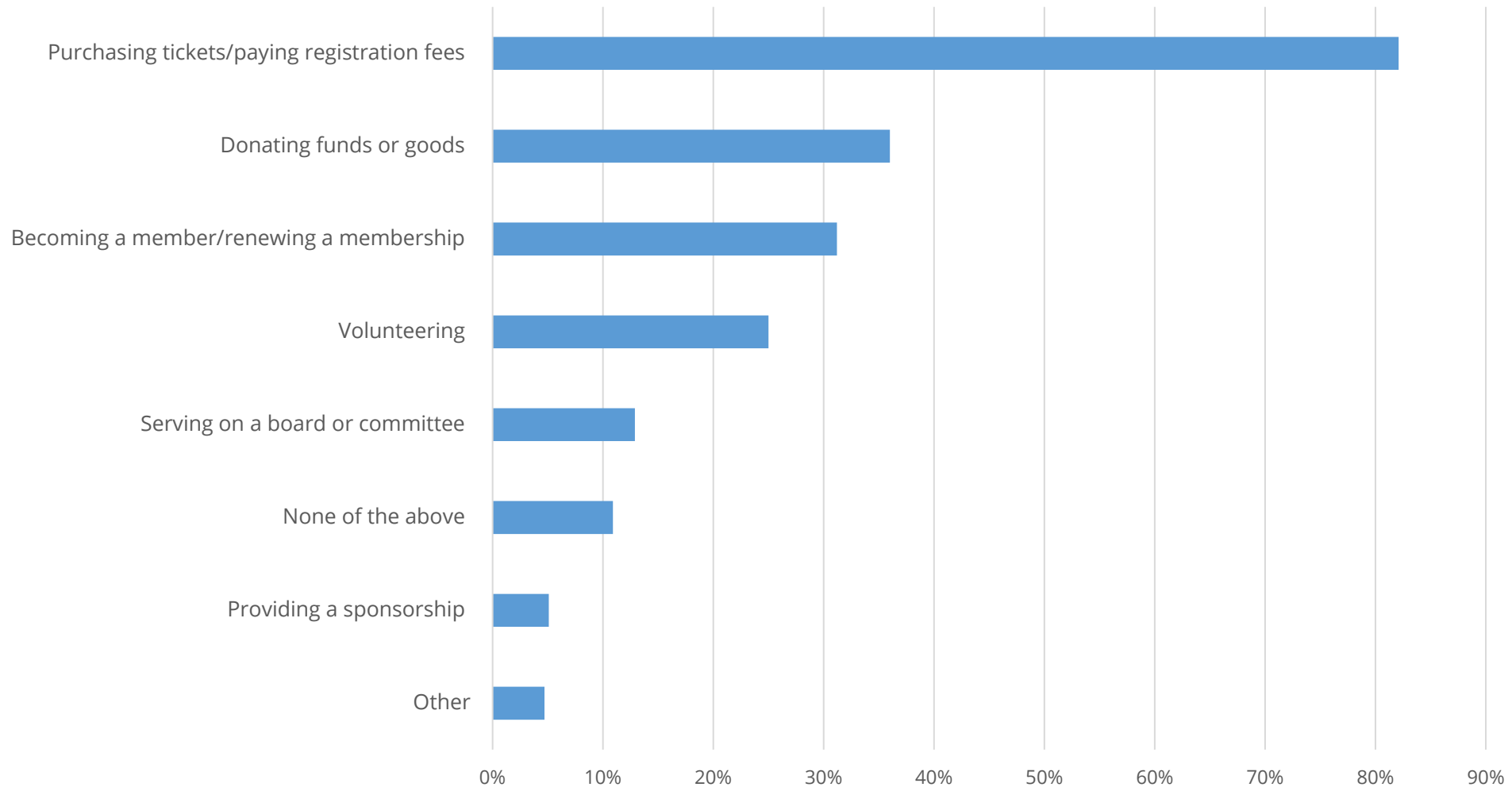
Other (Please specify)

None of the above

0% 10% 20% 30% 40% 50% 60% 70% 80%

In the past 12 months, have you supported any artists, arts and cultural organizations, or arts and culture programs in Durham in any of the following ways?

Cultural consumption, donation, and membership are the top3 methods

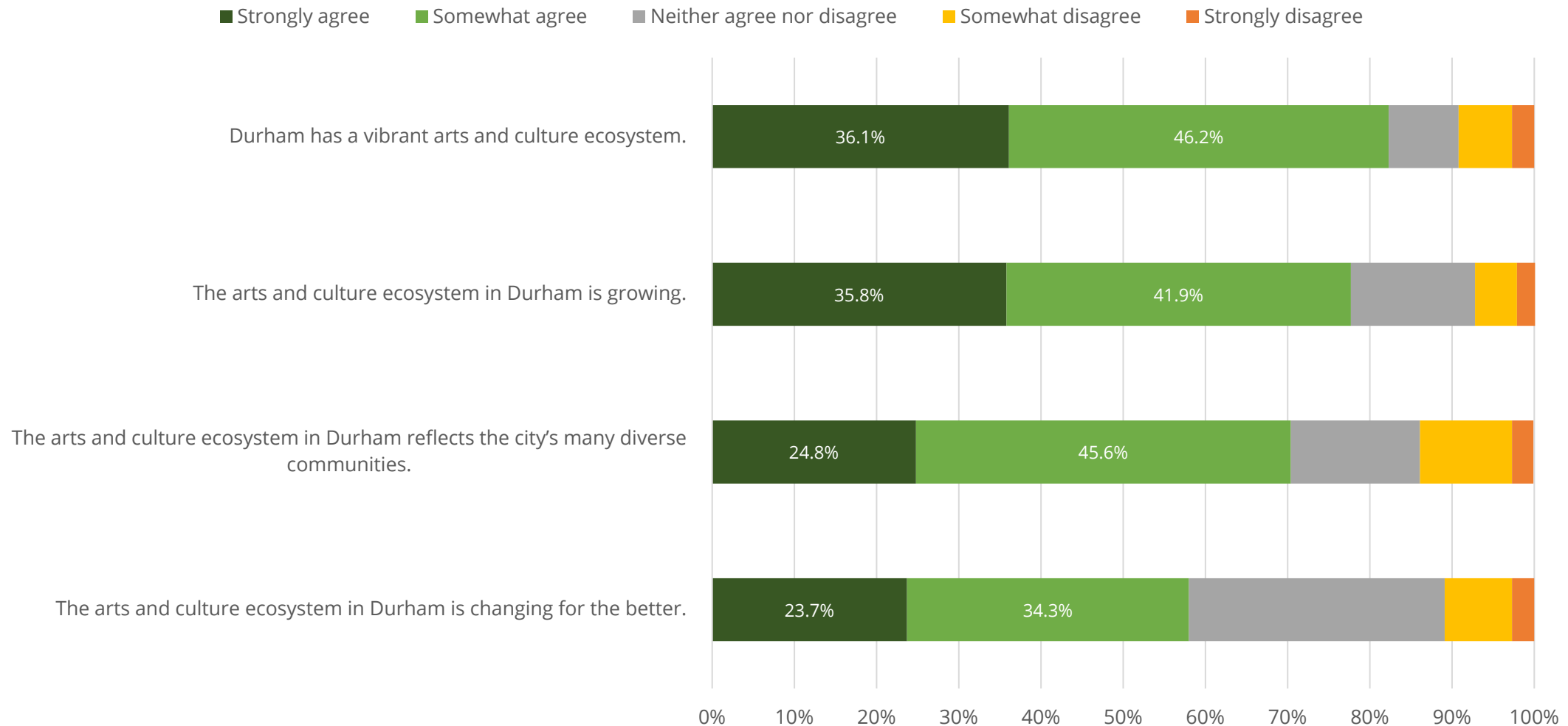




Priorities

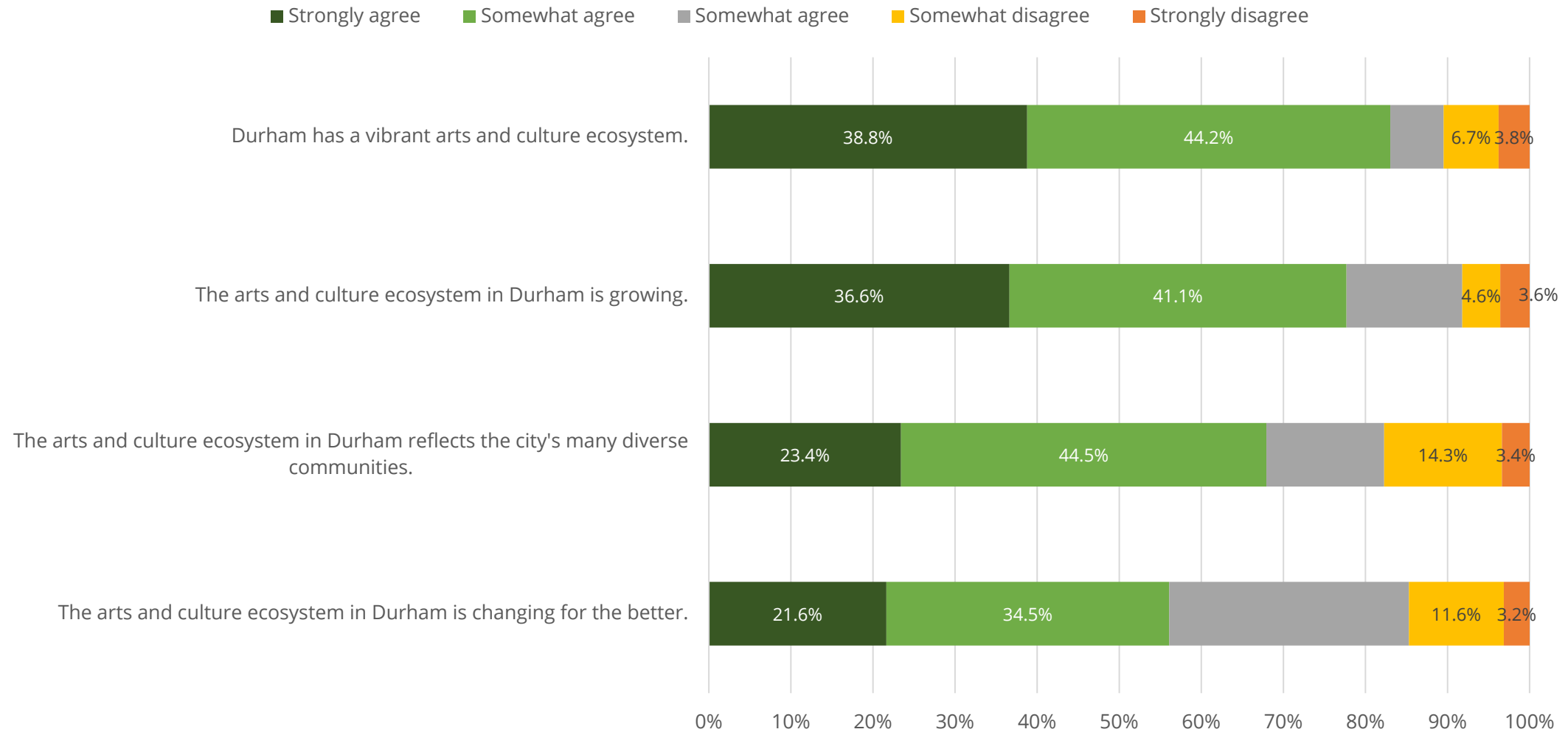
Please indicate your level of agreement or disagreement with each of the following statements

82.3% of respondents agree that Durham has a vibrant arts and cultural ecosystem



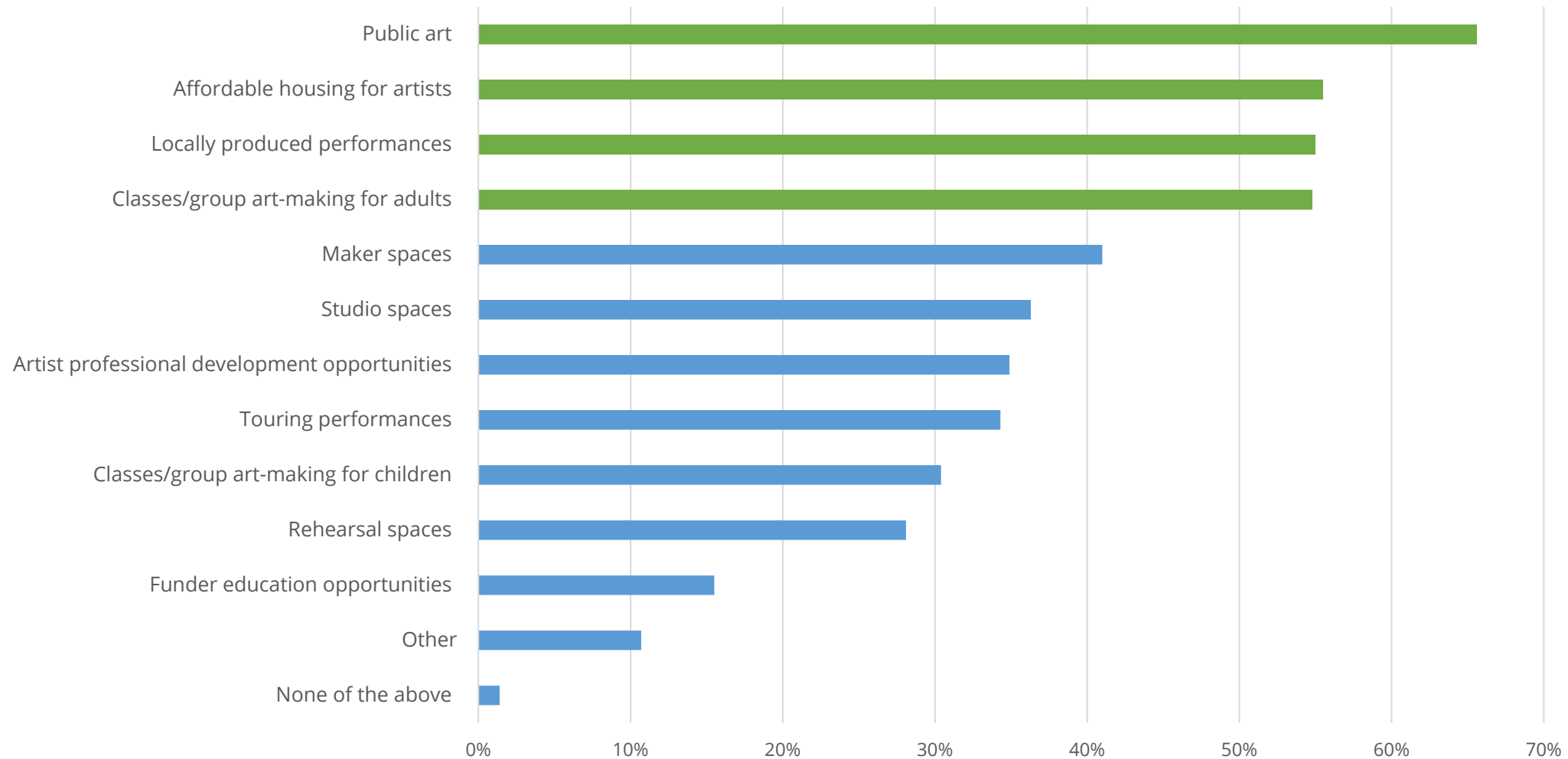
Among those who self-identify as artists/cultural workers

82.3% agree that Durham has a vibrant arts and cultural ecosystem



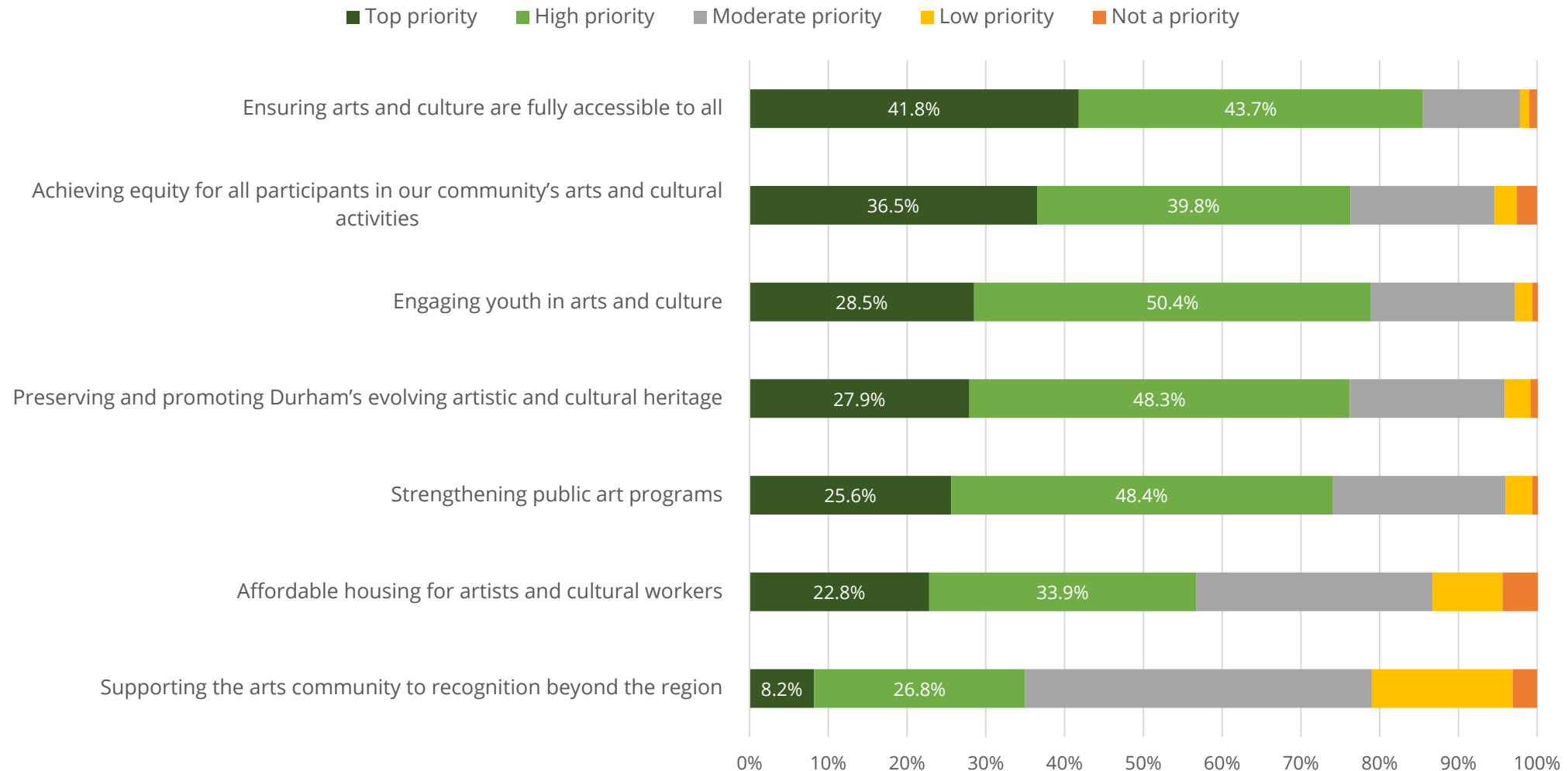
What types of arts and cultural activities and support would you like to see more of in Durham?

Public art, affordable housing, local performances, and adult classes are desired the most



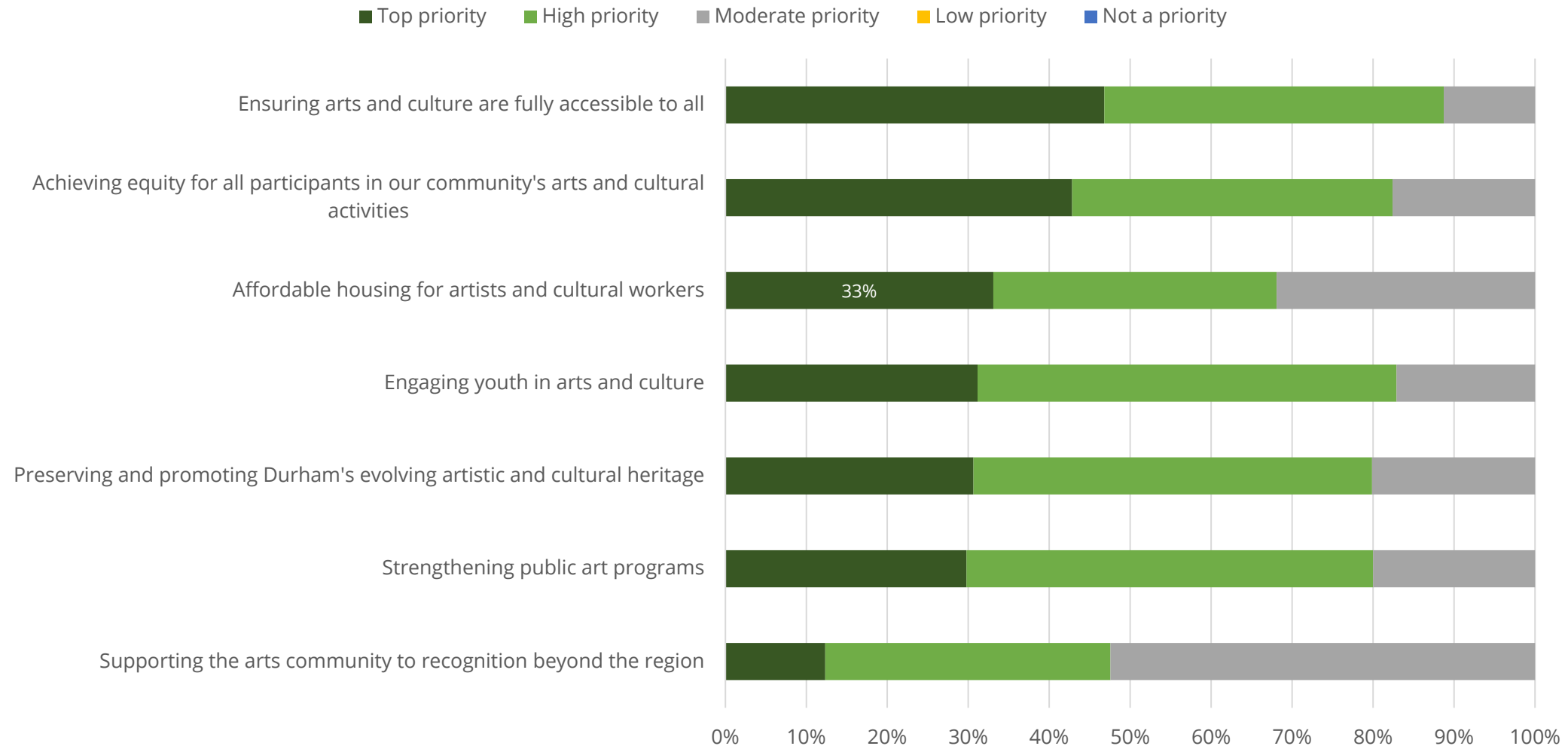
What priority level do you feel each of the following should be for those supporting the arts and culture ecosystem in Durham?

Accessibility, equity, and youth engagement are mostly prioritized



Among those who self-identify as artists/cultural workers

Affordable housing is prioritized besides accessibility and equity



Top Priorities by Income Level

Affordable housing, preservation and promotion, youth engagement, and public art programs raise different levels of concerns

Annual Household Income Range	Top 3 of Top Priorities
Under \$30,000	<ol style="list-style-type: none">1. Ensuring arts and culture are fully accessible to all2. Affordable housing for artists and cultural workers3. Achieving equity for all participants in our community's arts and cultural activities
\$30,000 - \$59,999	<ol style="list-style-type: none">1. Ensuring arts and culture are fully accessible to all2. Achieving equity for all participants in our community's arts and cultural activities3. Preserving and promoting Durham's evolving artistic and cultural heritage
\$60,000 - \$99,999	<ol style="list-style-type: none">1. Ensuring arts and culture are fully accessible to all2. Achieving equity for all participants in our community's arts and cultural activities3. Engaging youth in arts and culture
\$100,000 or more	<ol style="list-style-type: none">1. Ensuring arts and culture are fully accessible to all2. Achieving equity for all participants in our community's arts and cultural activities3. Strengthening public art programs3. Engaging youth in arts and culture

Top Priorities by Interest Level

Accessibility, equity, and youth engage stay as top priorities

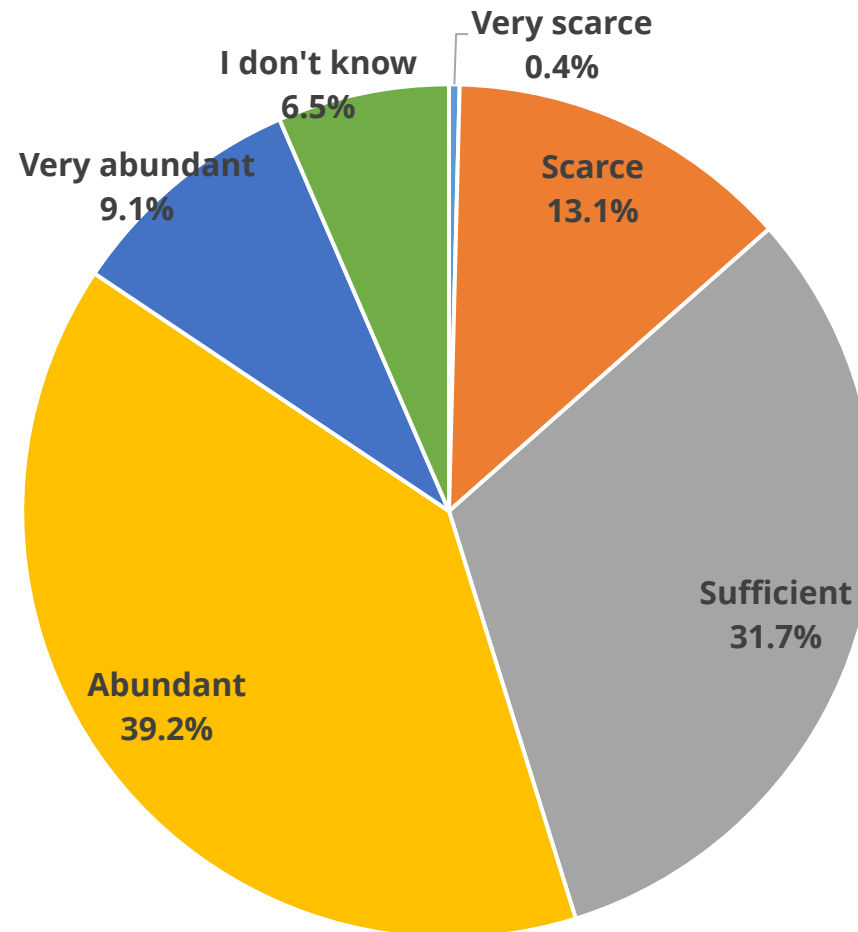
Interest Level of Arts and Cultural Activities	Top 3 of Top Priorities
5 - Extremely interested	<ol style="list-style-type: none">1. Ensuring arts and culture are fully accessible to all2. Achieving equity for all participants in our community's arts and cultural activities3. Engaging youth in arts and culture
4	<ol style="list-style-type: none">1. Ensuring arts and culture are fully accessible to all2. Achieving equity for all participants in our community's arts and cultural activities3. Engaging youth in arts and culture
3	<ol style="list-style-type: none">1. Achieving equity for all participants in our community's arts and cultural activities2. Ensuring arts and culture are fully accessible to all3. Engaging youth in arts and culture
2 & 1 (Not at all interested)	<ol style="list-style-type: none">1. Achieving equity for all participants in our community's arts and cultural activities2. Supporting the arts community to recognition beyond the region3. Ensuring arts and culture are fully accessible to all



Access

How would you describe the number of arts and cultural activities available in Durham?

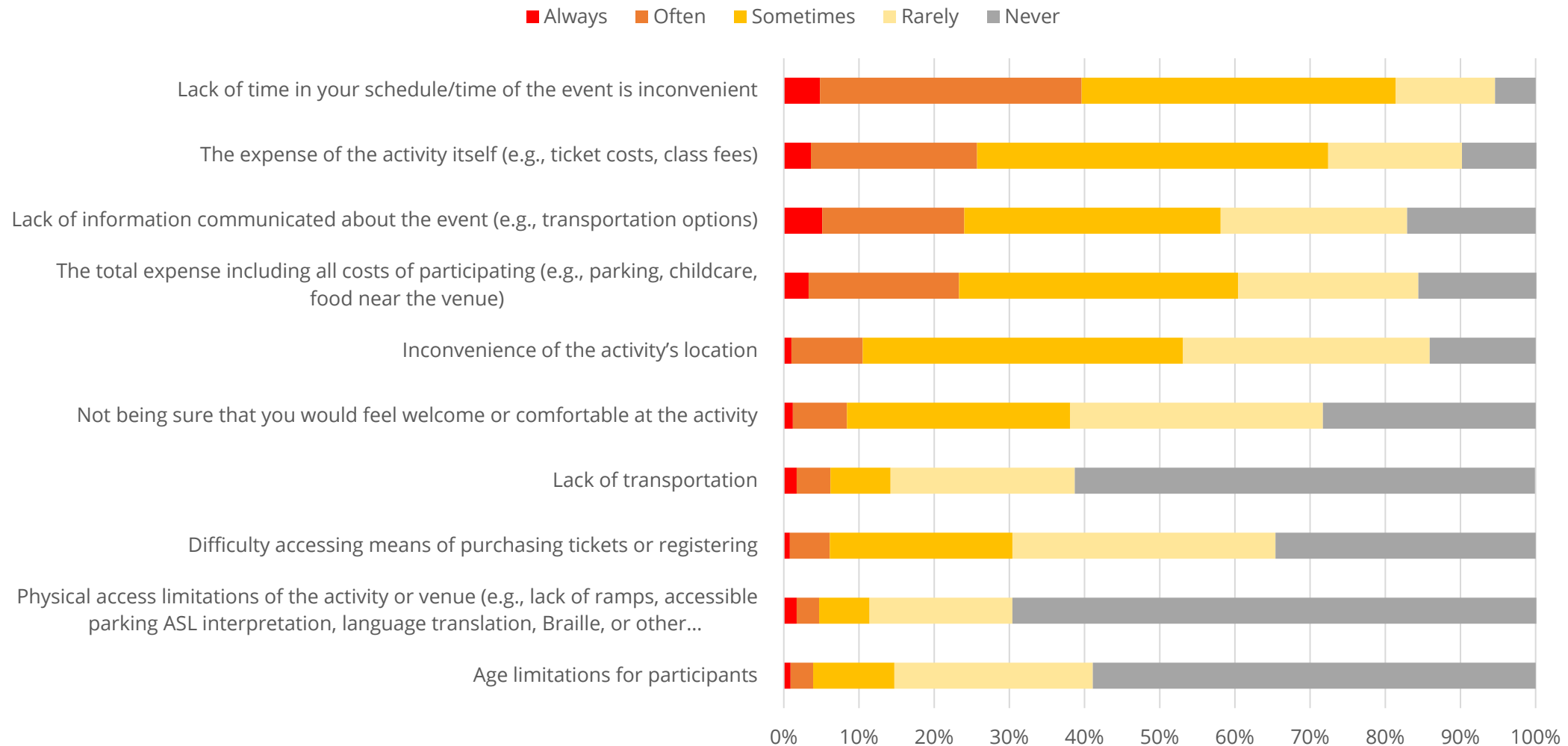
80% of the respondents are satisfied with the sufficiency of the offerings



N=903

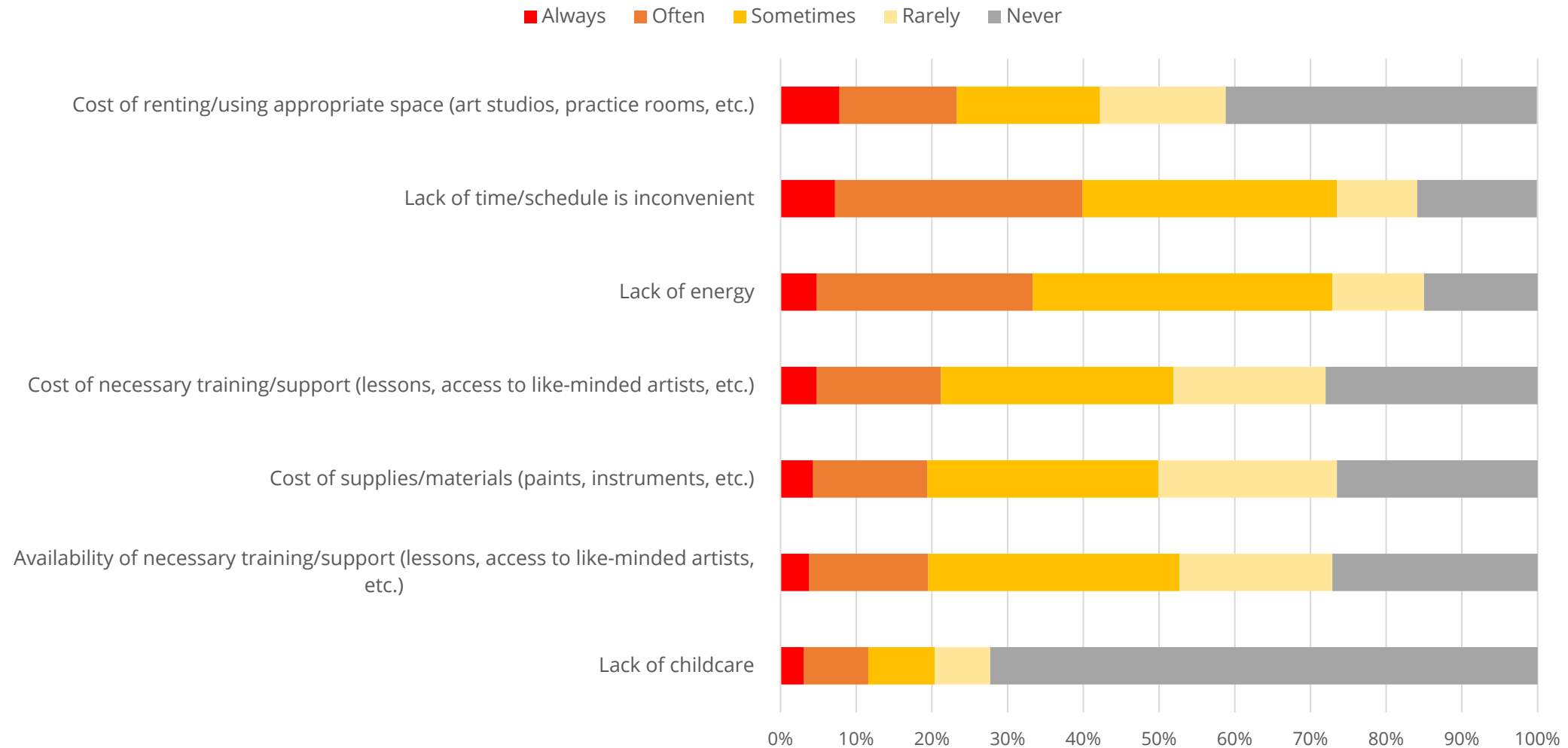
How often do any of the following factors prevent you from attending or participating in an arts and cultural activity that you would like to access?

Lack of time and information as well as the costs are major concerns



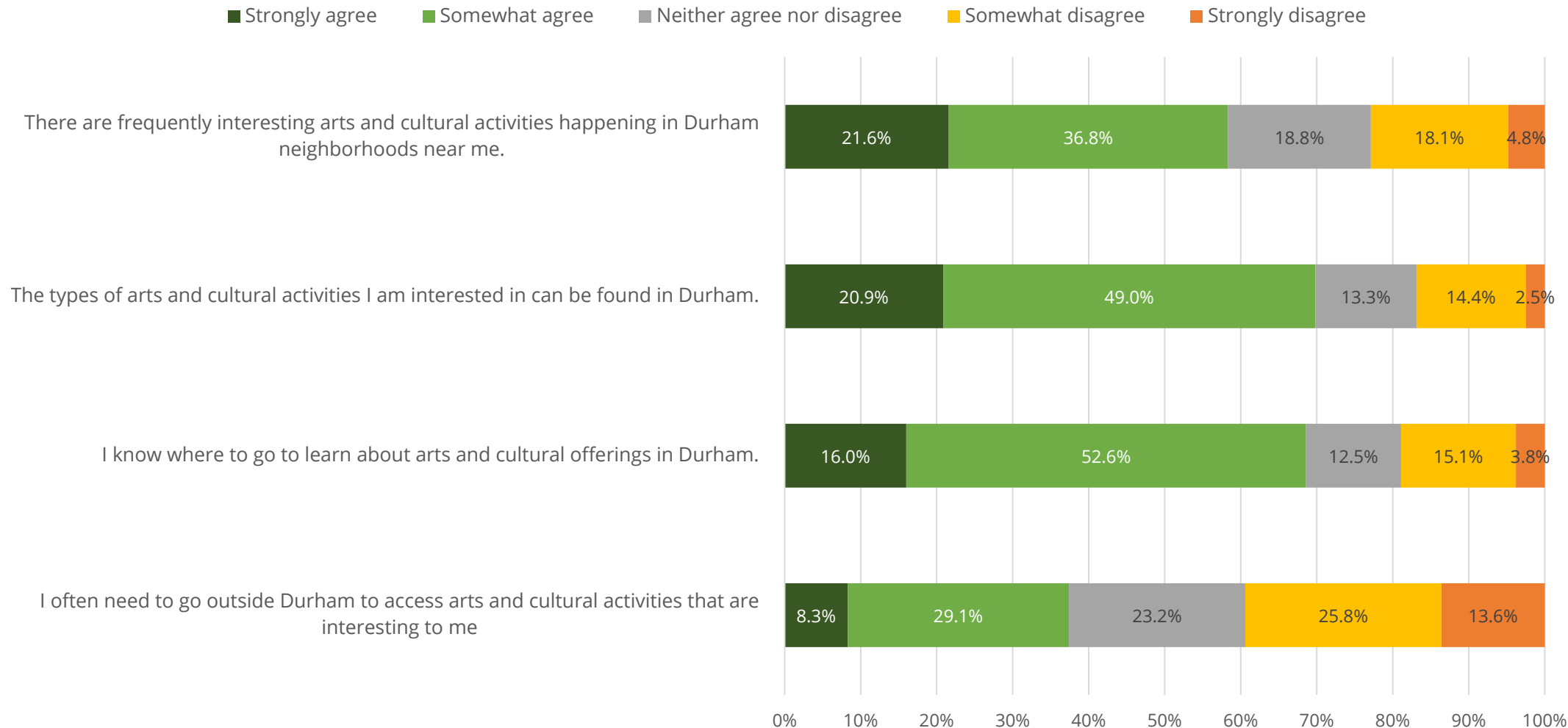
How often do any of the following factors prevent you from creating art when, where, or how you would like to?

Space costs, lack of time, and lack of energy are primary issues



Please indicate your level of agreement or disagreement with each of the following statements

There is still potential to meet the interests of residents with proper dissemination of information





Durham Cultural Roadmap Community Survey

SECTION I: WELCOME

Page description:

1. On a scale of 1-5, what is your interest in these types of activities?

1 - Not at all
interested

2

3

4

5 - Extremely
Interested

☐☐☐☐☐

2. Do you identify as an artist and/or cultural worker?

- ☐ Not at all
- ☐ I enjoy the arts but don't consider myself an artist/cultural worker
- ☐ Yes, to some extent
- ☐ Yes, this is an important part of my identity
- ☐ Yes, this is my primary identity

3. To what extent do you make a living as an artist and/or cultural worker? (Please select all that apply)

- ☐ I do this work as my primary source of income
- ☐ I do this work as a secondary source of income
- ☐ I do this work on a volunteer basis/unpaid
- ☐ I do this as a hobby/for fun
- ☐ I do not make a living as an artist/cultural worker

SECTION II: ENGAGEMENT

Page description:

This section asks about your engagement with arts and cultural activities in Durham.

4. What are your top three **sources** of information about arts and cultural activities in Durham? (Please select **up to 3 choices**)

- ☐ Artists or other creative workers
- ☐ Radio news
- ☐ Faith/worship communities
- ☐ TV news
- ☐ Family/friends/co-workers
- ☐ Newspaper or magazine articles/reviews
- ☐ Arts organizations (e.g. theaters, museums, musical ensembles, etc.)
- ☐ Community organizations (e.g. daycare, YMCA, HOA, etc.)
- ☐ Libraries/community centers
- ☐ Schools
- ☐ Recreation or tourism guides (e.g., Visit Durham)
- ☐ Affinity groups (hobby groups, sports teams, clubs, etc.)
- ☐ Other (Please specify):

*

5. What are the top three **methods** by which you receive information about arts and cultural activities in Durham? (Please select **up to 3** choices)

- ☐ Physical mailings
- ☐ Print materials (posters/billboards/brochures, etc.)
- ☐ Websites
- ☐ Newspapers or magazines
- ☐ Radio
- ☐ Social media
- ☐ Email
- ☐ TV
- ☐ Conversation/word-of-mouth
- ☐ Other (Please specify):

*

6. **In the past 12 months**, how have you participated in arts and cultural activities in Durham? (Please check all that apply)

- ☐ Attended a class, lesson, or group session with a focus on artistic or cultural activity
- ☐ Attended a public performance, presentation, or display of artistic or cultural work
- ☐ Performed, produced, presented, or displayed artistic or cultural work in public
- ☐ Engaged in artistic or cultural creation in a non-group setting
- ☐ Taught a class or lesson or led a group session with a focus on artistic or cultural activity
- ☐ Worked or volunteered in an administrative role related to arts and cultural activities
- ☐ Other (Please specify)
*
- ☐ None of the above

(untitled)

7. You indicated that you've **performed, produced, presented, or displayed artistic or cultural work** in Durham in the past 12 months.

In the grid below, please indicate approximately **how often** you participated in these types of activities, for each **activity area**.

	At least once a week	At least once a month but not every week	At least 3 or 4 times but not every month	1 or 2 times a year	Never
Interdisciplinary or multidisciplinary activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comedy performances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Performance art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Film screenings or filmmaking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dance performances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Craft or design presentations or displays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visual art exhibitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Theatrical performances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural or heritage-based presentations or displays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music performances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Written or spoken word performances or presentations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text" value="Other (Please specify)"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. You indicated that you've **attended a public performance, presentation, or display of artistic or cultural work** in Durham in the past 12 months.

In the grid below, please indicate approximately **how often** you attended these types of activities, for each **activity area**.

	At least once a week	At least once a month but not every week	At least 3 or 4 times but not every month	1 or 2 times a year	Never
Cultural or heritage-based presentations or displays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music performances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Craft or design presentations or displays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Written or spoken word performances or presentations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dance performances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visual art exhibitions, museums, or galleries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comedy performances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural history or science museums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festivals or fairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Film screenings or filmmaking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interdisciplinary or multidisciplinary activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Theatrical performances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Performance art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text" value="Other (Please specify)"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. You indicated that you've **taught a class or lesson or led a group session with a focus on artistic or cultural activity** in Durham in the past 12 months.

In the grid below, please indicate approximately **how often** you led these types of activities, for each **activity area**.

	At least once a week	At least once a month but not every week	At least 3 or 4 times but not every month	1 or 2 times a year	Never
Theater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Performance art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Written or spoken word	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Craft or design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interdisciplinary or multidisciplinary activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural or heritage activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Film	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comedy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visual art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text" value="Other (Please specify)"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. You indicated that you've **attended a class, lesson, or group session with a focus on artistic or cultural activity** in Durham in the past 12 months.

In the grid below, please indicate approximately **how often** you attended these types of activities, for each **activity area**.

	At least once a week	At least once a month but not every week	At least 3 or 4 times but not every month	1 or 2 times a year	Never
Film	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Craft or design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural or heritage activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interdisciplinary or multidisciplinary activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Performance art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comedy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Theater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Written or spoken word	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visual art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text" value="Other (Please specify)"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. You indicated that you've **engaged in artistic or cultural creation in a non-group setting** in Durham in the past 12 months.

In the grid below, please indicate approximately **how often** you engaged in these types of activities, for each **activity area**.

	At least once a week	At least once a month but not every week	At least 3 or 4 times but not every month	1 or 2 times a year	Never
Performance art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural or heritage activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visual art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Written or spoken word	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Craft or design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comedy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Theater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interdisciplinary or multidisciplinary activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Film	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text" value="Other (Please specify)"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(untitled)

12. What are the top three types of spaces in which you **most frequently** engage with arts and cultural activities? (Please select **up to 3** choices)

- ☐ Restaurants/bars/cafes
- ☐ Festivals/fairs
- ☐ Multi-use public buildings (community centers, libraries, etc.)
- ☐ Homes/private spaces
- ☐ School-owned buildings
- ☐ Buildings dedicated to arts and culture as a primary use (museums, studios, theaters, etc.)
- ☐ Cultural centers
- ☐ Natural spaces (parks, etc.)
- ☐ Houses of worship
- ☐ Other (Please specify)

*

- ☐ None of the above

13. **In the past 12 months**, have you supported any artists, arts and cultural organizations, or arts and culture programs **in Durham** in any of the following ways? (Please select all that apply)

- ☐ Providing a sponsorship
- ☐ Becoming a member/renewing a membership
- ☐ Volunteering
- ☐ Purchasing tickets/paying registration fees
- ☐ Serving on a board or committee
- ☐ Donating funds or goods
- ☐ Other (Please specify):
- ☐ None of the above

SECTION III: PRIORITIES

Page description:

Next, a few questions about your perceptions, interests, and priorities for arts and cultural activities in Durham.

14. Please indicate your level of agreement or disagreement with each of the following statements:

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Durham has a vibrant arts and culture ecosystem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The arts and culture ecosystem in Durham is growing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The arts and culture ecosystem in Durham reflects the city's many diverse communities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The arts and culture ecosystem in Durham is changing for the better.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. What types of arts and cultural activities and support would you like to see **more** of in Durham?

- ☐ Classes/group art-making for adults
- ☐ Public art
- ☐ Studio spaces
- ☐ Maker spaces
- ☐ Rehearsal spaces
- ☐ Artist professional development opportunities
- ☐ Locally produced performances
- ☐ Touring performances
- ☐ Affordable housing for artists
- ☐ Classes/group art-making for children
- ☐ Funder education opportunities
- ☐ Other (Please specify):
- ☐ None of the above

*

16. What priority level do you feel each of the following should be for those supporting the arts and culture ecosystem in Durham?

	Not a priority	Low priority	Moderate priority	High priority	Top priority
Achieving equity for all participants in our community's arts and cultural activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Engaging youth in arts and culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strengthening public art programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preserving and promoting Durham's evolving artistic and cultural heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ensuring arts and culture are fully accessible to all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting the arts community to recognition beyond the region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordable housing for artists and cultural workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text" value="Other (Please specify)"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SECTION IV: ACCESS

Page description:

The next few questions will ask about the accessibility and availability of arts and cultural activities in Durham.

17. How would you describe the number of arts and cultural activities available in Durham?

- ☐ Very scarce
- ☐ Scarce
- ☐ Sufficient
- ☐ Abundant
- ☐ Very abundant
- ☐ I don't know

18. How often do any of the following factors **prevent** you from attending or participating in an arts and cultural activity that you would like to access?

	Always	Often	Sometimes	Rarely	Never
Lack of information communicated about the event (e.g., transportation options)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Age limitations for participants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not being sure that you would feel welcome or comfortable at the activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The expense of the activity itself (e.g., ticket costs, class fees)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of time in your schedule/time of the event is inconvenient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The total expense including all costs of participating (e.g., parking, childcare, food near the venue)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Physical access limitations of the activity or venue (e.g., lack of ramps, accessible parking ASL interpretation, language translation, Braille, or other accommodations)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Difficulty accessing means of purchasing tickets or registering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inconvenience of the activity's location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text" value="Other (Please specify)"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. How often do any of the following factors **prevent** you from creating art when, where, or how you would like to?

	Always	Often	Sometimes	Rarely	Never
Availability of necessary training/support (lessons, access to like-minded artists, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of time/schedule is inconvenient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of childcare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost of supplies/materials (paints, instruments, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost of necessary training/support (lessons, access to like-minded artists, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost of renting/using appropriate space (art studios, practice rooms, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text" value="Other (Please specify)"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Please indicate your level of agreement or disagreement with each of the following statements:

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I know where to go to learn about arts and cultural offerings in Durham.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The types of arts and cultural activities I am interested in can be found in Durham.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are frequently interesting arts and cultural activities happening in Durham neighborhoods near me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often need to go outside Durham to access arts and cultural activities that are interesting to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. Please share any additional thoughts or comments you have in the space below:

SECTION V: DEMOGRAPHICS

Page description:

Last section! Information in this section will only be used to tabulate data. Please respond as completely as you are comfortable with.

22. Please provide the 5-digit ZIP code where you reside:

23. Approximately how many years have you lived in Durham?

24. What is your age?

25. What is your gender?

- ☐ Male
- ☐ Female
- ☐ Non-binary
- ☐ Prefer to self-describe:

26. Do you own or rent your current residence?

- ☐ Own
- ☐ Rent
- ☐ Other (Please specify):

27. Which of the following best describes your race/ethnicity? (Please check all that apply)

- ☐ Asian/Pacific Islander
- ☐ Black/African American
- ☐ Hispanic/Latinx
- ☐ Native American/Inuit
- ☐ White
- ☐ Something else (Please specify):

28. Are you of Hispanic, Latino, or other Spanish ancestry?

- ☐ Yes
- ☐ No

29. Last question! Would you say your total annual household income is...

- ☐ Under \$30,000
- ☐ \$30,000 - \$59,999
- ☐ \$60,000 - \$99,999
- ☐ \$100,000 or more

Durham Facility Needs Survey



AMS
PLANNING
& RESEARCH



Facility Needs Survey

Key Takeaways

11 arts
organizations

- 55 respondents:
 - 11 are on behalf of arts organizations, and 44 are individual artists
- Among the 11 arts organizations
 - 4 are arts-producing or presenting nonprofits, and 2 are arts-education nonprofits
 - Most organizations have cultural and heritage activities and visual arts
 - The annual budgets range from \$50,000 to \$3.4 million
 - 90% of the organizations typically receive project grants only
 - 28 venues and spaces have been mentioned
 - 5 organizations use its primary space(s) by per day rental
 - The expenses of the facilities they use for your arts activities range from \$0 to \$120,000
 - Organizations desire the most to have spaces that are more convenient(location, parking, access to public transportation, etc.) and more accessible (wheelchair ramps, disability parking, automatic doors, accessible bathrooms, etc.)
 - 6 organizations have facilities that they would like to use, but currently do not and 4 of them have concerns about the cost

Facility Survey

Organizations
as respondents

- Durham Art Guild
- BULLDOG ENSEMBLE THEATER
- Durham Central Park, Inc.
- Claymakers Arts Community
- American Dance Festival
- Hayti Heritage Center
- Black feminist Film School
- Proxemic Media
- The Underground Collective
- St. Sya Academy
- BUMP: The Triangle

Venues Mentioned in the Facility Survey

Facilities most frequently used by these organizations

- Bull City Music School
- Carolina Theatre
- Claymakers
- Duke Memorial UMC
- Durham Arts Council
- Durham Bottling Co.
- Fullframe Theater at American Tobacco Power Plant
- Goff House Studios
- Golden Belt
- Hayti Heritage Center
- Holton Career and Resource Center
- Lyon Park Community Center
- Mettlesome
- Museum of Life & Science
- Nasher Museum of Art
- North Star Church of the Arts
- Not a venue but private spaces in Durham
- outdoors
- Page Auditorium
- Parking lots
- Pavilion at Durham Central Park
- Reynolds Industries Theater
- Spaces
- St Joseph's Hayti
- The Fruit
- The Pinhook
- Von der Heyden Studio Theater
- Walltown Children's Theater

Facility Needs Survey

Key Takeaways

44 individual
artists



Among the 44 individual artists

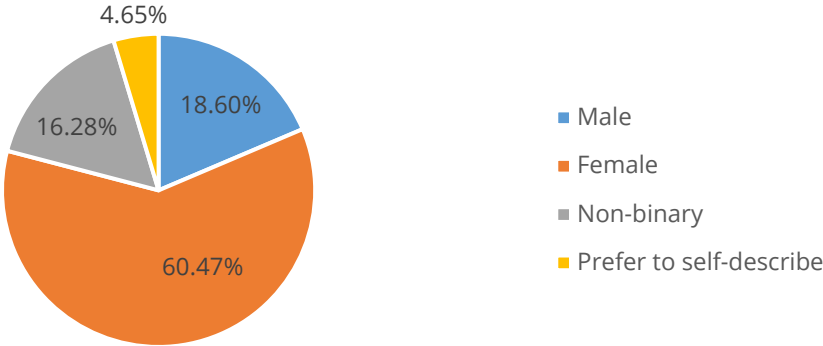
- 56.82% of them make visual arts, followed by 31.82% have interdisciplinary or multidisciplinary activities, and 25.00% are dance artists
- Free/public spaces outside the home, and personal living spaces that are rented and owned by artists are the top 3 types of facilities that artists use for their art-making
- The personal living spaces rented and owned by artists, and dedicated art-making spaces outside the home are the top 3 types of space where artists spend most of their time
- The annual household income range from \$5,000 to \$225,000
- Artists pay \$5,000 to \$48,000 annually for housing, and \$0 to \$20,000
- Excluding jobs relating to their art, 14 out of 34 artists had at least 1 full-time job at the same time in the past year, 15 out of 34 had at least 1 part-time job, 11 out of 34 had at least one gig-work.
- All of the artists moved their residences once in the past year
- For 81.8%, the income made from art is the primary or secondary source
- 70.0% desire the spaces to be less expensive
- 69.3% have facilities that they would like to use but currently do not
- 78.6% cannot use the facilities they are interested in because they are too expensive
- 52.3% are very likely to be living in Durham 5 years from now



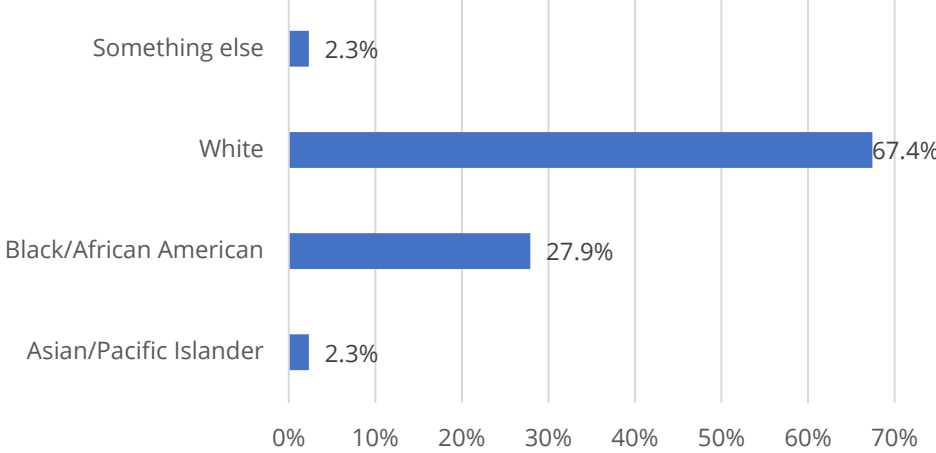
Individual Artists

Artist Respondents

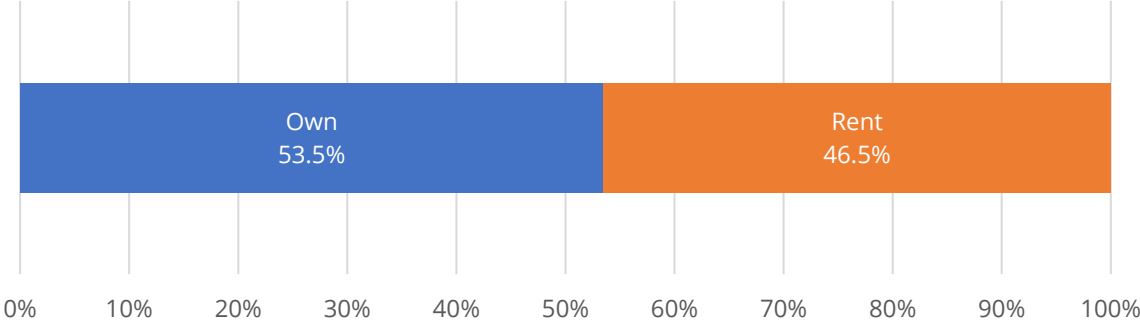
Gender



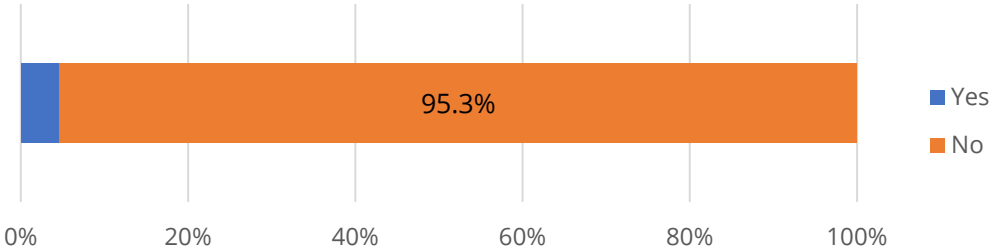
Race/Ethnicity



Do you own or rent your current residence?

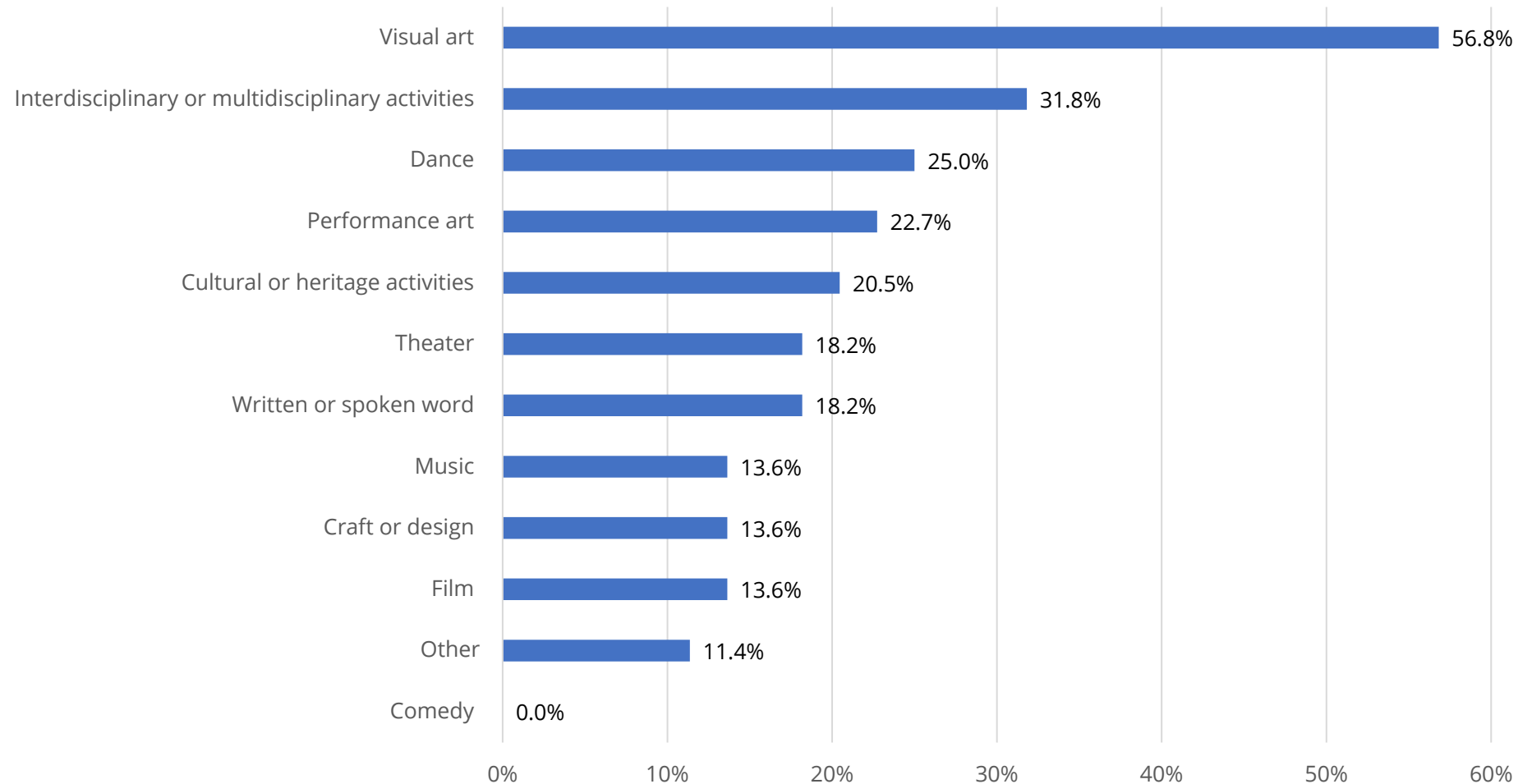


With Hispanic, Latino, or other Spanish ancestry



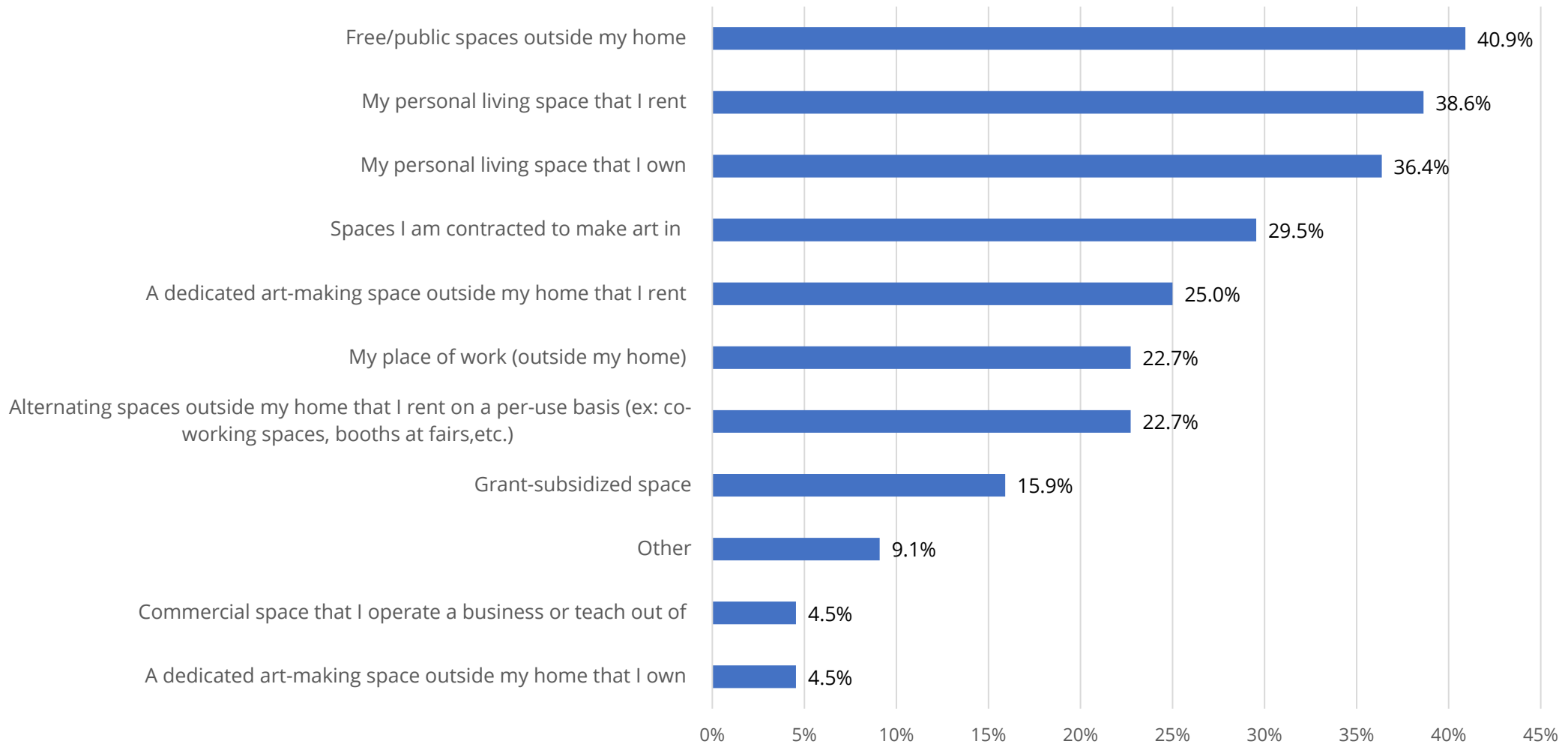
Which of the following best describe(s) your artistic practice? (Please check all that apply)

More than half of the respondents are visual artists



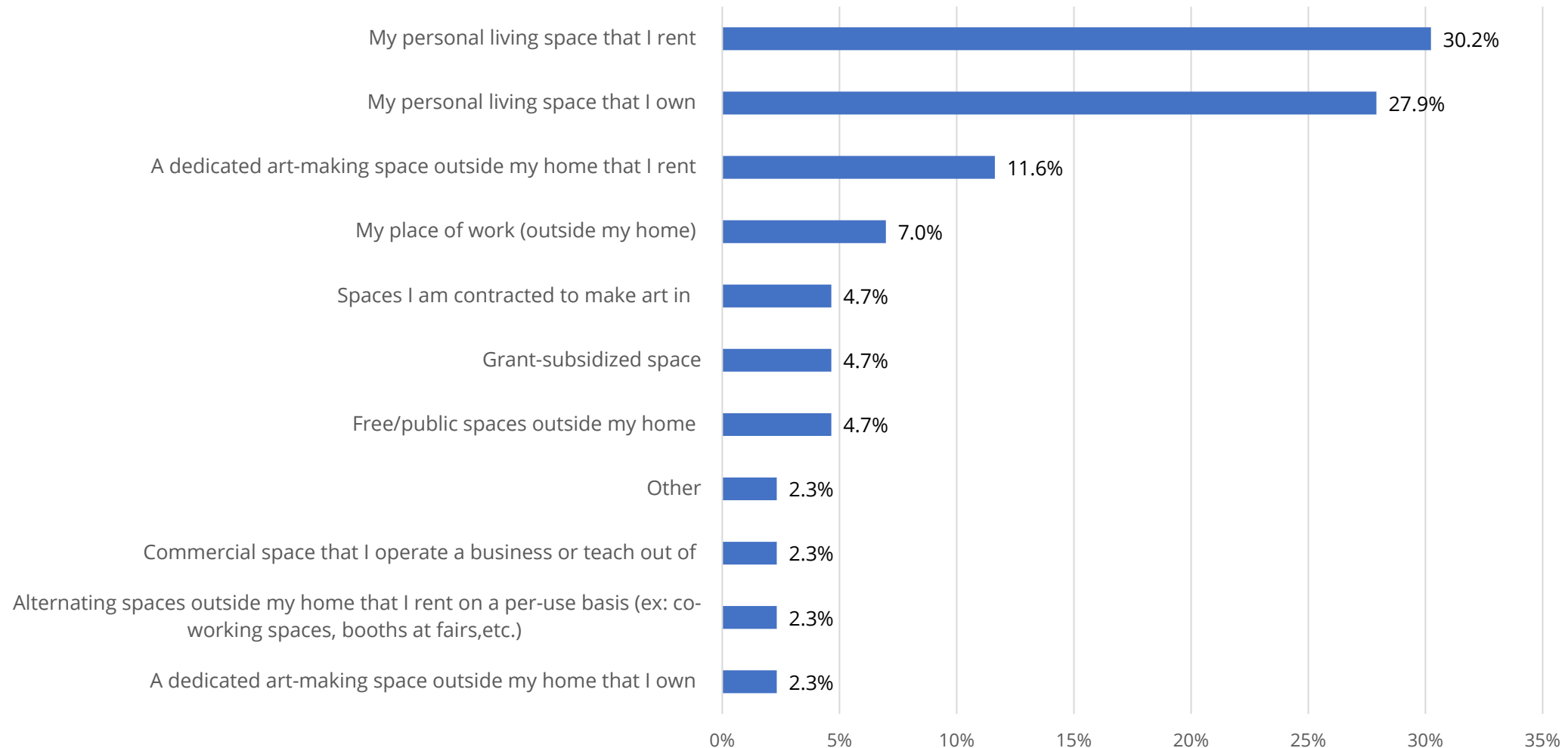
What type of facilities in Durham do you currently use for your art-making? (Please check all that apply)

Free/public spaces and artist-rent/owned spaces are most-commonly used



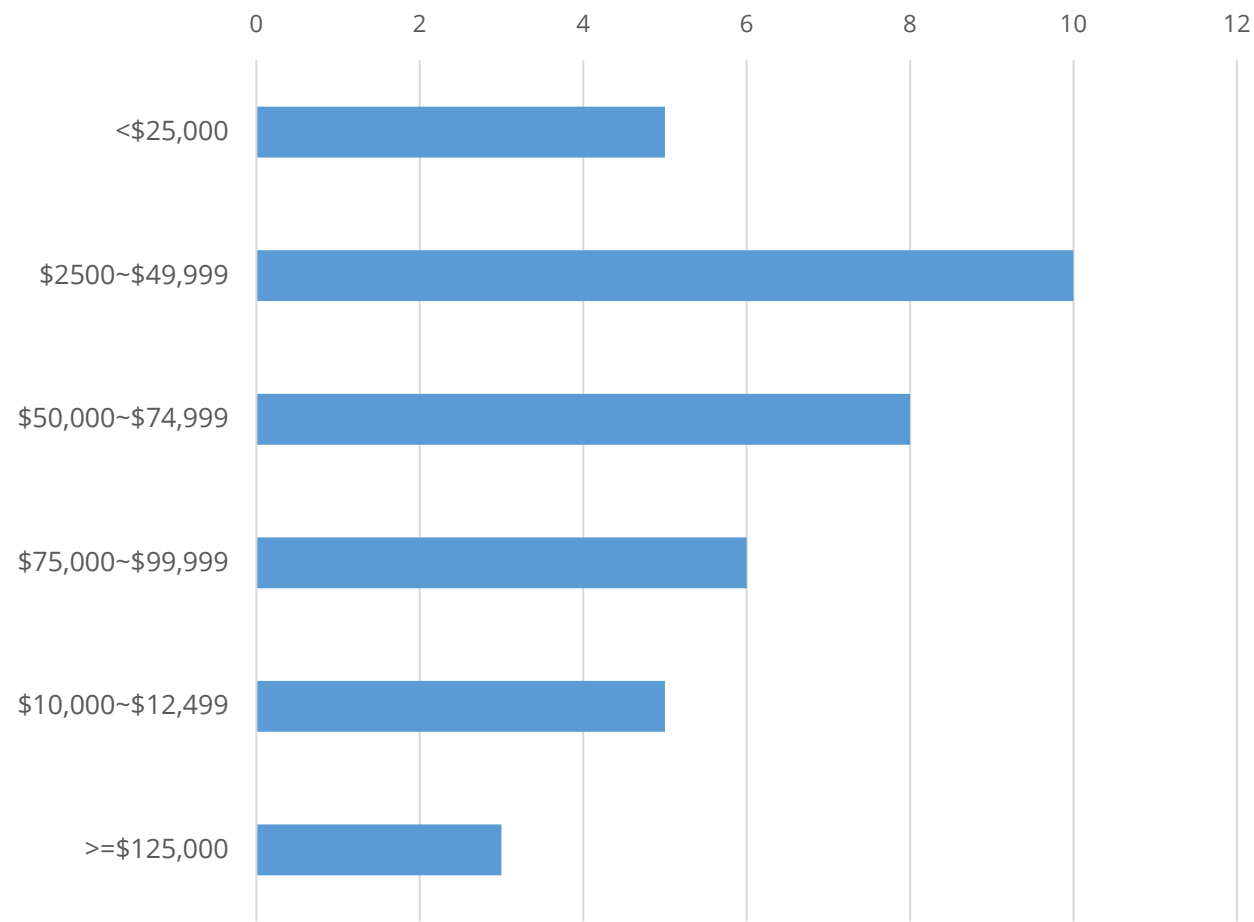
For the facilities that you currently use for your art-making, which space do you use for most of the time?

Rent/owned personal living spaces are where most artists spend their time

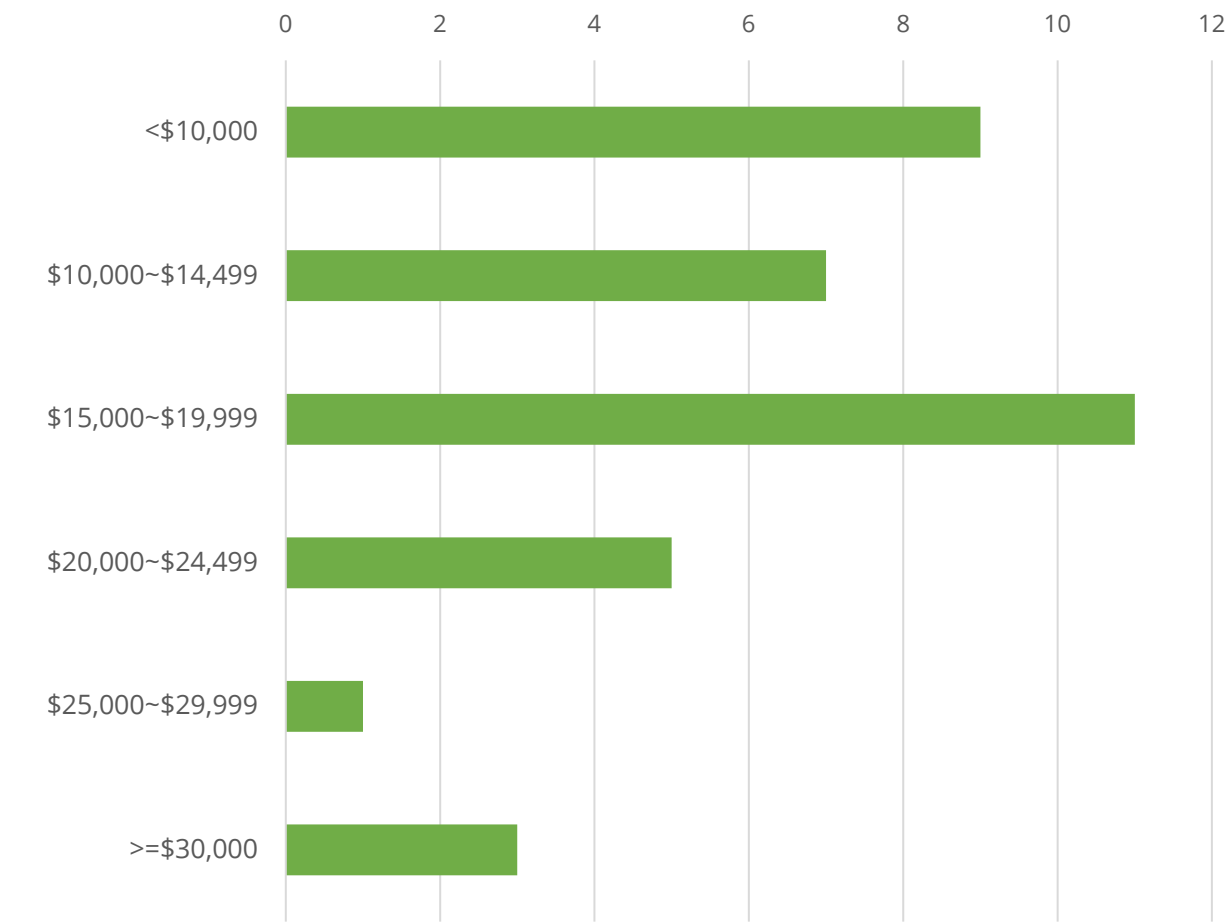


Annual Household Income & Expenses for Housing

Annual Household Income



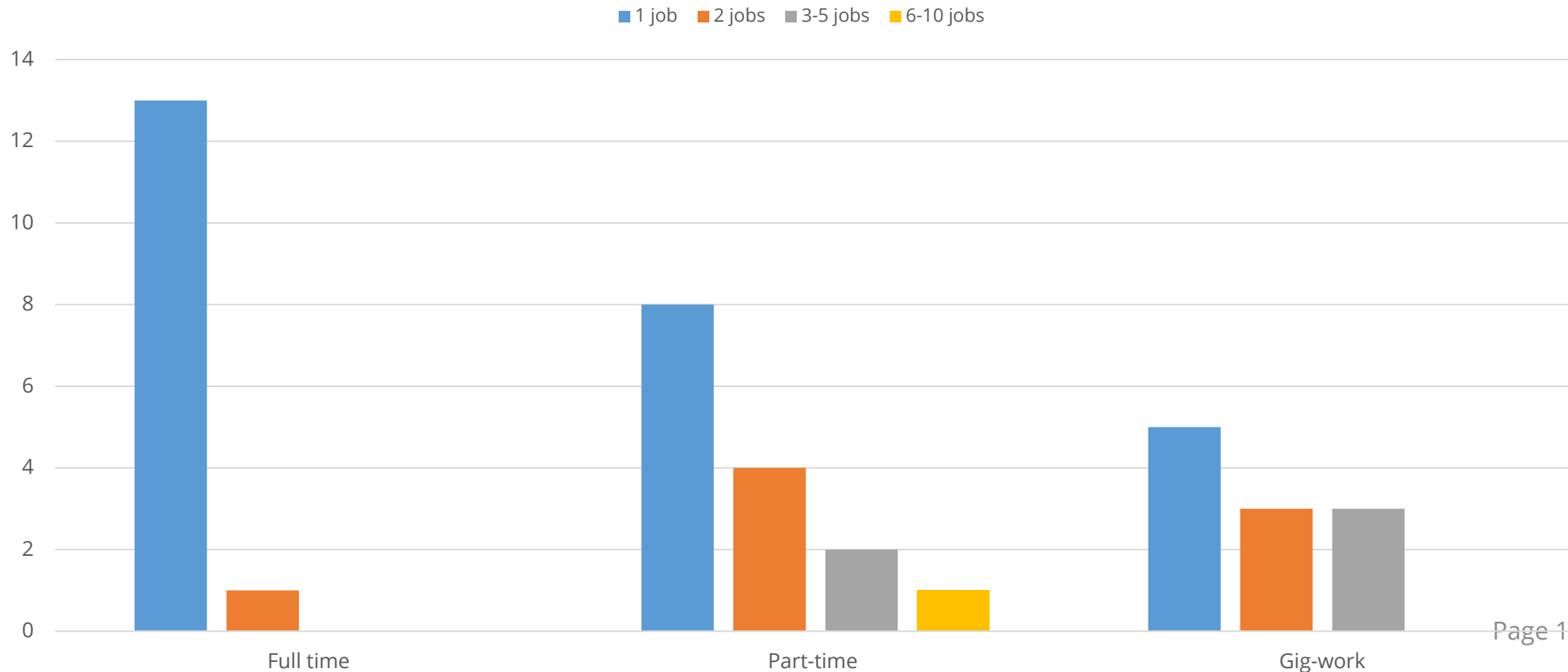
Annual Expenses for Housing



Work excluding jobs relating to your art

Artists have other jobs excluding art-related work

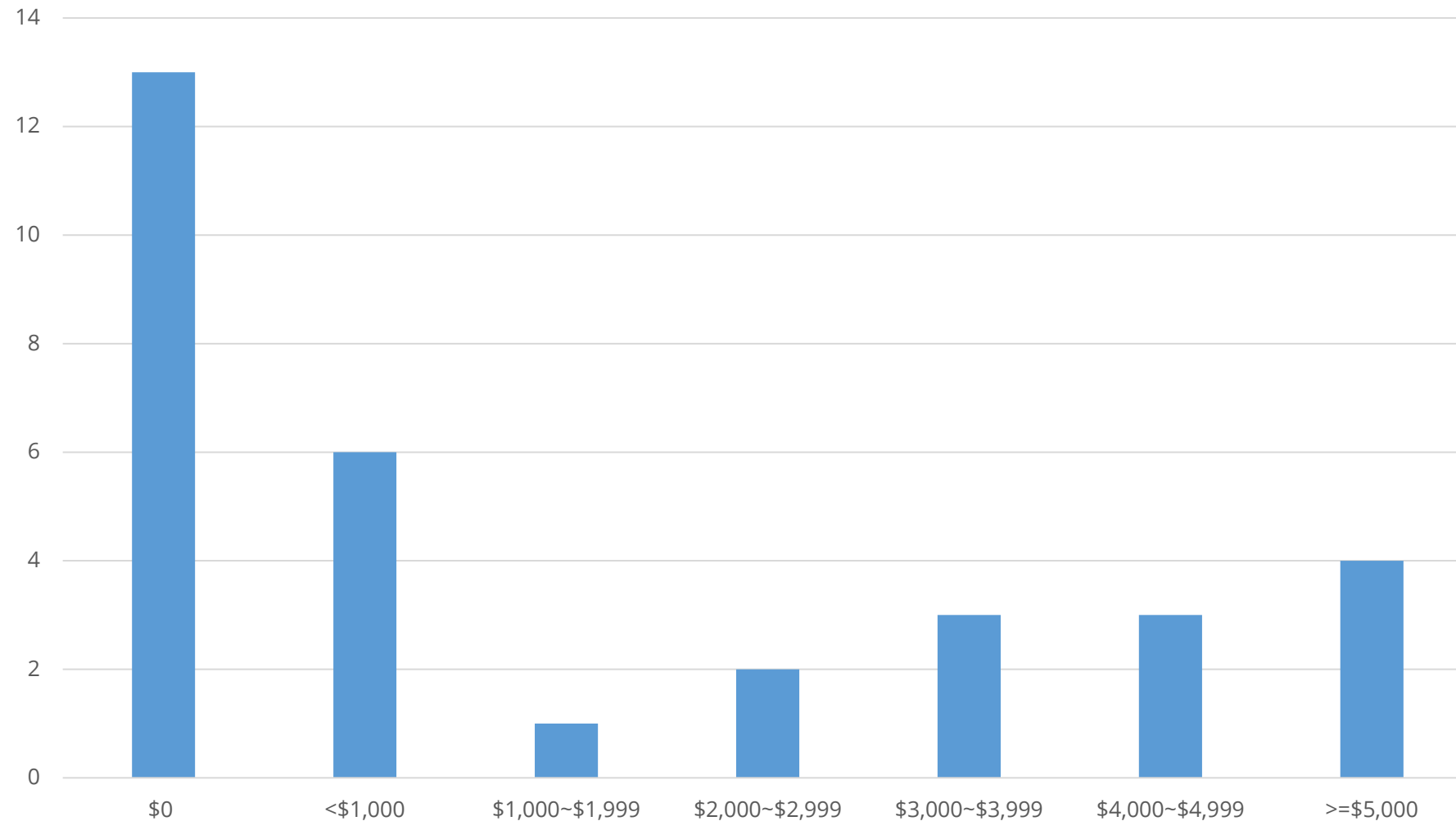
Excluding jobs relating to your art, how many jobs did you work at the same time in the past year?



N=34

Annual Expenses for Art-Making Spaces Outside of Home

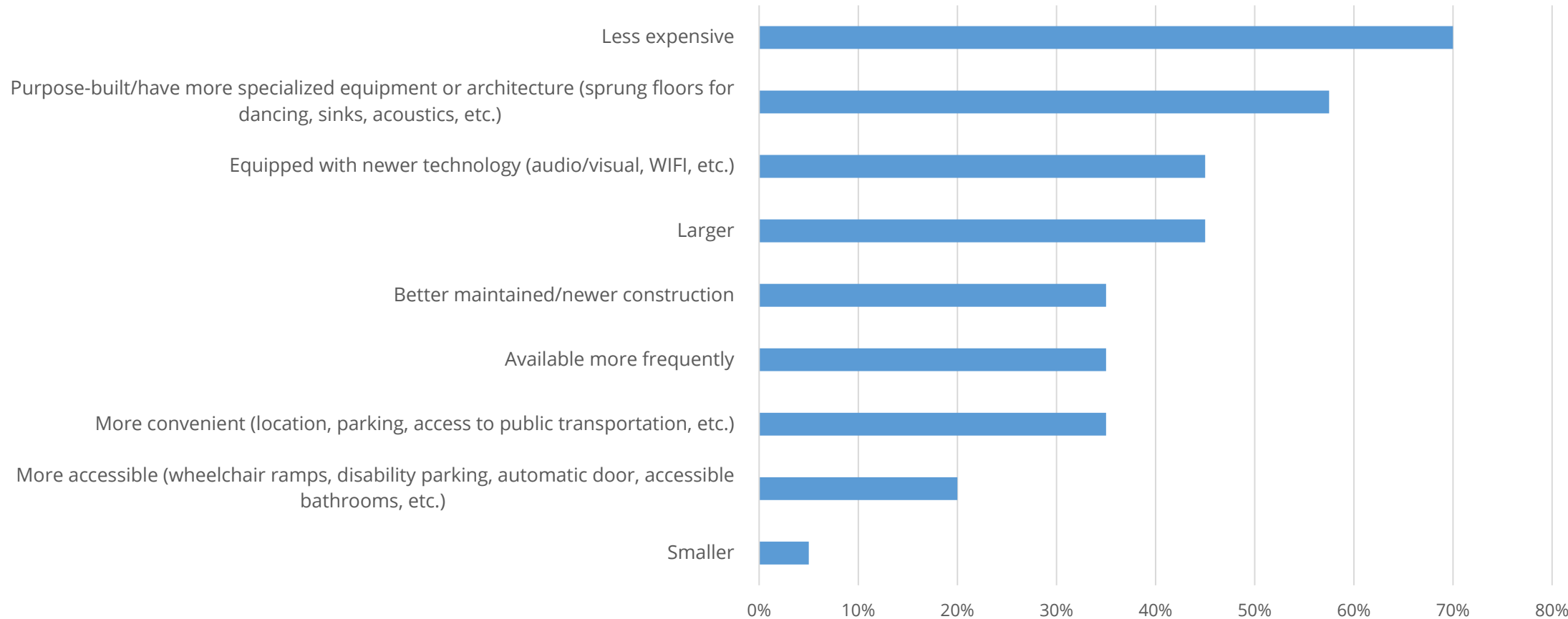
59% of the respondents spend less than \$1,000 annually



Facility Survey – Desired Space Needs

Less expensive, purpose-built, more tech-equipped, and more spacious

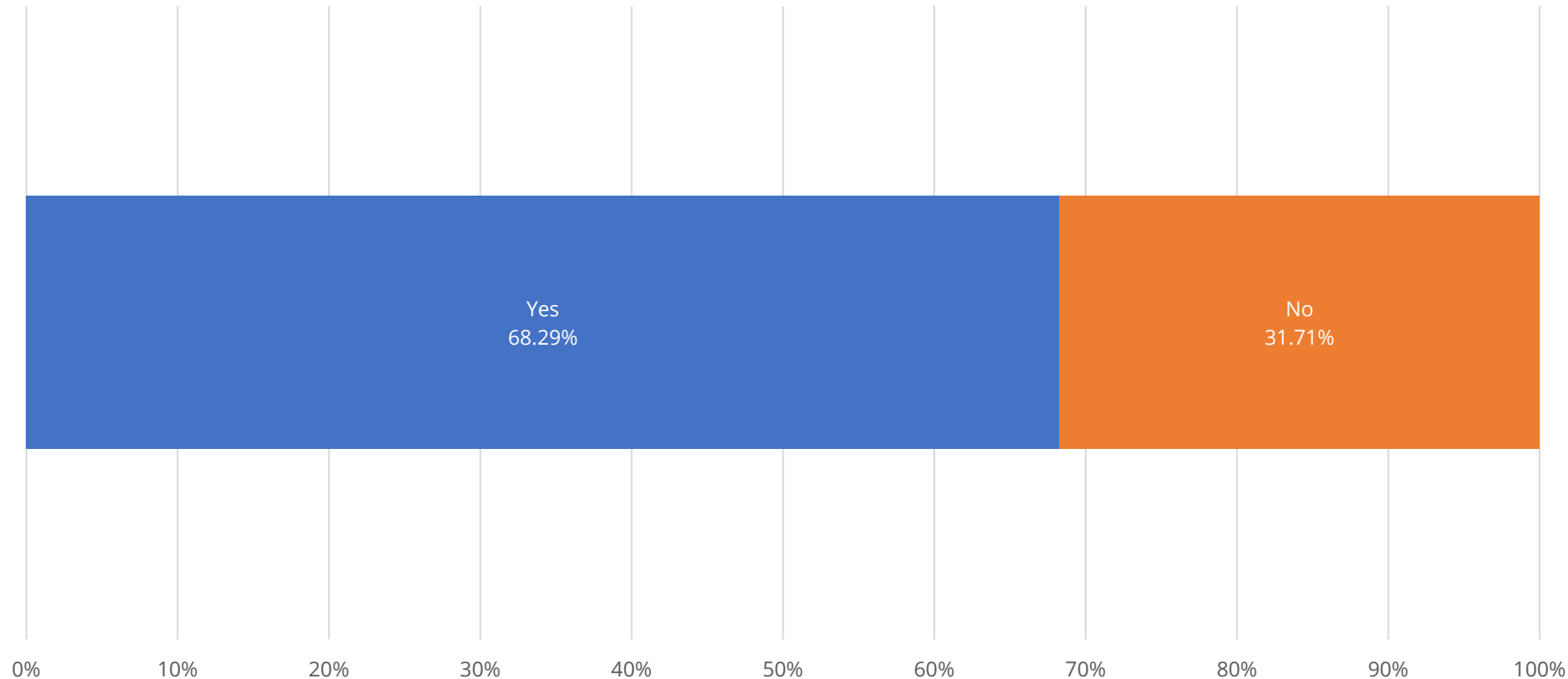
Thinking about the facilities that you currently uses for art-making, what space needs do you have that are not currently being met? (Please check all that apply) I need space(s) that are...



Desired Facilities

68% of the respondents have desired facilities that they are not using

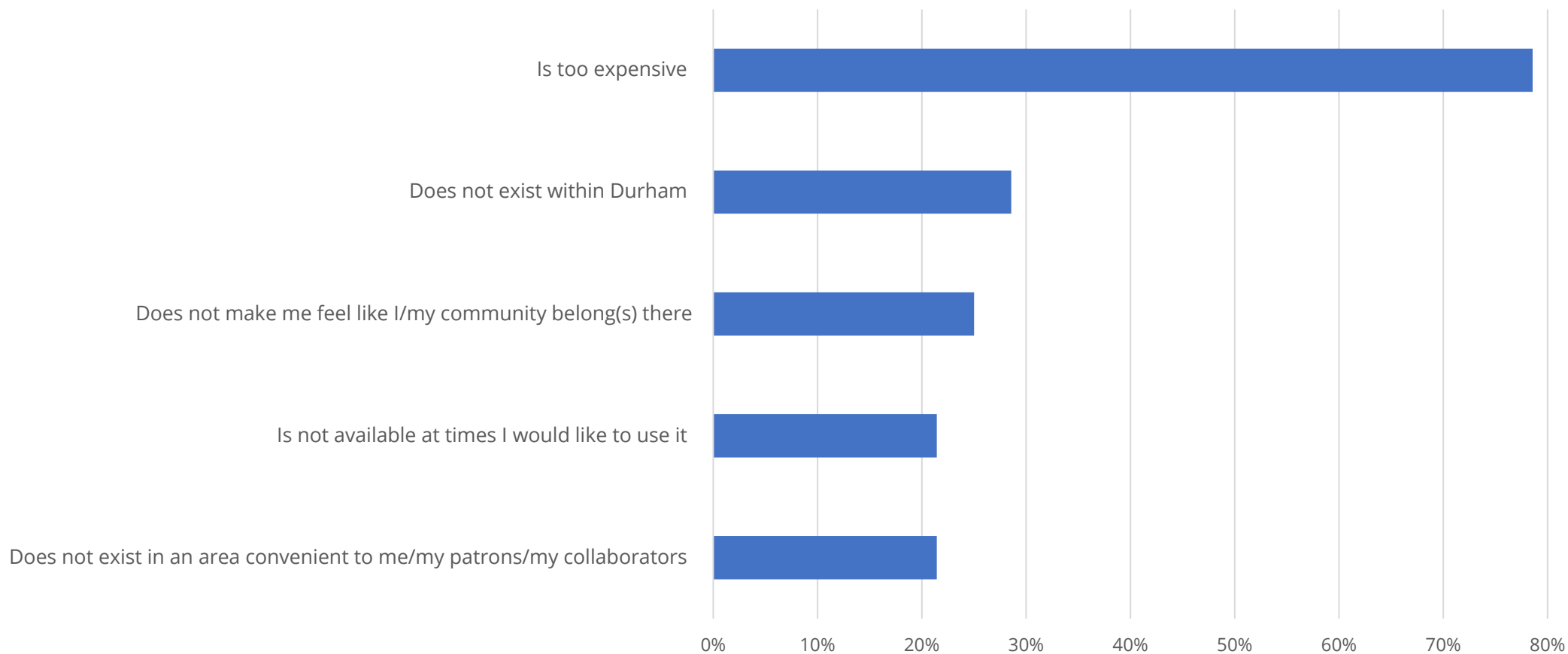
Are there facilities or types of facilities that you would like to use, but currently do not? (for example: practice rooms, recording studios, metalworking forges, etc.)



Facility Survey – Obstacles to Use the Desired Facilities

Cost is the primary concern for artists

What are some reasons you do not use those facilities/types of facilities? The facility/type I'm interested in...



Specific space needs

Collaborative (4)

"Would be great to have more collaborative space where you can be in close proximity to other artists."

Affordable (7)

"Affordable theater/black box rental space w/tech expertise and support for planning, rehearsals, and performance"
"Affordable studios"

Family-friendly (2)

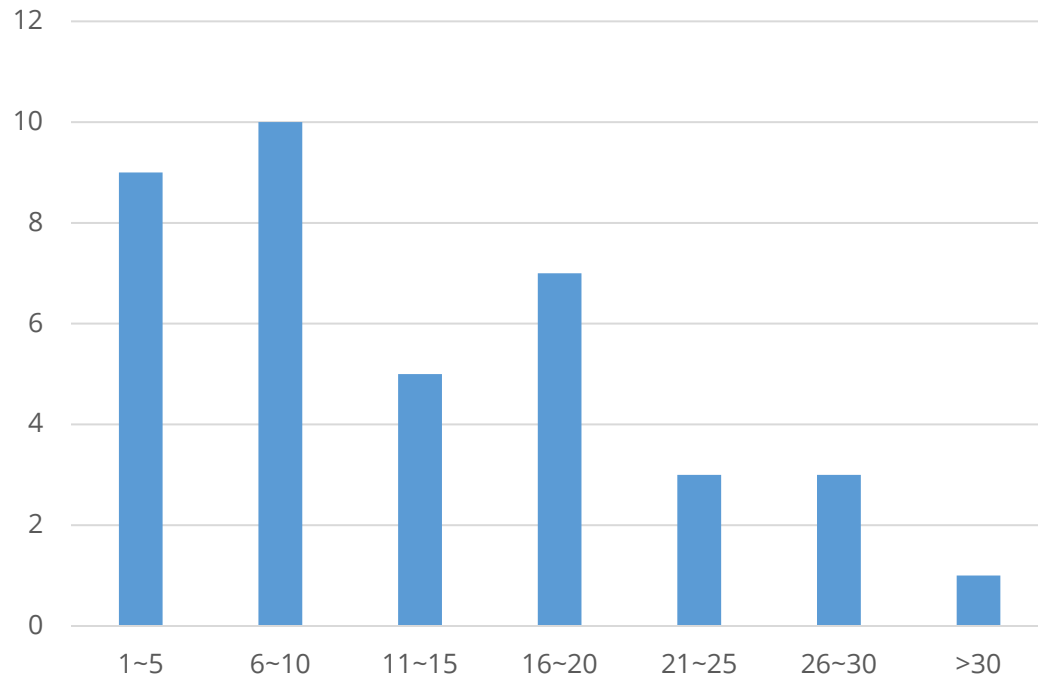
"Spaces that are for children and parents"

"I would love for there to be a true support system for artists in the area."

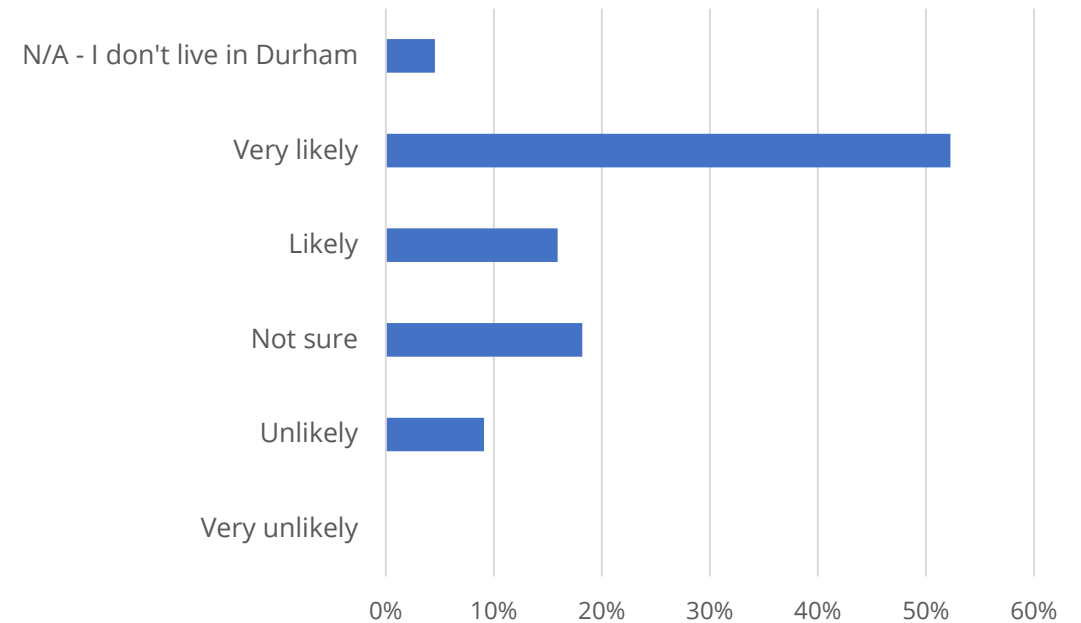
Residence

19 out of 44 artists have moved once in the past year

Years of Residence in Durham



How likely do you think you are to be living in Durham 5 years from now?



Durham Facility Needs Survey

Durham County, the City of Durham, and AMS Planning & Research are seeking your input regarding **what artists and arts organizations in Durham need**, particularly related to **space and resources**. If you're an artist who lives or works in Durham or a leader of one of Durham's many community organizations, we want to hear from you!

This survey should take about **10 minutes**. Your responses will remain confidential and will only be reported in aggregate. No sales calls will result from your participation in this survey.

Please select your language

☐ English

☐ Spanish (Mexico)

Durham Facility Needs Survey

Introduction

This survey asks questions about spaces and resources used by both **arts organizations** and **individual artists**. You can complete it on behalf of an organization that you lead, on behalf of your work as an individual artist, or both. If you would like to submit the survey for multiple arts organizations, please complete it once for each organization.

For arts organizations: please submit only one survey per organization!

How would you like to complete this survey? Please select all that apply.

- ☐ On behalf of an arts organization
- ☐ On behalf of myself as an individual artist

Durham Facility Needs Survey

Organizations

First, a few questions about you and your organization:

Please enter your contact information in the boxes below:

Organization Name	<input type="text"/>
Organization Address	<input type="text"/>
EIN (if applicable)	<input type="text"/>
Contact Name	<input type="text"/>
Contact Role/Title	<input type="text"/>
Contact Email Address	<input type="text"/>

Which of the following best describes your knowledge of your organization’s space needs?

- ☐ I have direct input into/oversight of decisions about the facilities our organization uses and I will answer questions on those topics from my own knowledge.
- ☐ I am not directly involved in decisions about our organization’s space needs, and I will gather information from relevant staff members to answer questions on that topic.

Which of the following best describes your organization?

- ☐ Arts producing or presenting nonprofit
- ☐ Arts education nonprofit
- ☐ Arts service organization (supporting other organizations with funding, communications, marketing, etc.)
- ☐ Educational institution
- ☐ Non-arts nonprofit
- ☐ Governmental/public entity
- ☐ Commercial enterprise
- ☐ Other (Please specify):

Which of the following best describe(s) your organization's arts activities? (Please check all that apply)

- ☐ Visual art
- ☐ Comedy
- ☐ Written or spoken word
- ☐ Cultural or heritage activities
- ☐ Interdisciplinary or multidisciplinary activities
- ☐ Dance
- ☐ Film
- ☐ Performance art
- ☐ Craft or design
- ☐ Music
- ☐ Theater
- ☐ Other (Please Specify):

What is your organization's approximate annual budget?

What type(s) of grant funding does your organization typically receive? (Check all that apply)

- ☐ Project grant only
- ☐ Single-year unrestricted grant
- ☐ Multi-year unrestricted grant

Durham Facility Needs Survey

Next, we'd like to know a bit about the **current facilities** in which your arts organization primarily works.

What Durham facilities does your organization currently use most frequently for performances, events, exhibitions, classes, or other arts-related activities?
Please list up to 5 below, in order of how frequently you use them:

	Venue Name	Venue Address
Venue 1	<input type="text"/>	<input type="text"/>
Venue 2	<input type="text"/>	<input type="text"/>
Venue 3	<input type="text"/>	<input type="text"/>
Venue 4	<input type="text"/>	<input type="text"/>
Venue 5	<input type="text"/>	<input type="text"/>

On what terms does your organization currently use its **primary space(s)? (Please check all that apply)**

- ☐ Per-day rental
- ☐ Month-to-month rental
- ☐ 12-month lease
- ☐ Multi-year lease
- ☐ Subsidized lease
- ☐ We contract to provide programs (no rent/lease)
- ☐ We use free/public space(s)
- ☐ We own our primary space(s) outright
- ☐ We own our primary space(s) and have a mortgage
- ☐ Other (Please specify):

Approximately how much per year, in total, does your organization spend on the facilities you use for your arts activities? (Rent, maintenance, utilities, insurance, etc.) An estimate is fine.

Durham Facility Needs Survey

Finally, we'd like to know your organization's **needs** as they relate to facilities.

Thinking about the facilities that your organization currently uses for its arts activities, what space needs does your organization have that are not currently being met? (Please check all that apply)

We need space(s) that are...

- ☐ Less expensive
- ☐ Larger
- ☐ More accessible (wheelchair ramps, disability parking, automatic doors, accessible bathrooms, etc.)
- ☐ More convenient (location, parking, access to public transportation, etc.)
- ☐ Purpose-built/have more specialized equipment or architecture (sprung floors for dancing, sinks, acoustics, etc.)
- ☐ Available more frequently
- ☐ Better maintained/newer construction
- ☐ Smaller
- ☐ Equipped with newer technology (audio/visual, WIFI, etc.)
- ☐ Other (Please specify):

Are there facilities or types of facilities that your organization would like to use, but currently does not? (for example: theaters with proscenium stages, recording studios, metalworking forges, etc.)

- ☐ Yes
- ☐ No

What are some reasons your organization does not use those facilities/types of facilities?

The facility/type we're interested in...

- ☐ Does not exist within Durham
- ☐ Does not exist in an area convenient to our organization/patrons
- ☐ Is too expensive
- ☐ Does not meet accessibility requirements for our organization/patrons
- ☐ Is not available at times we would like to use it
- ☐ Does not make our organization feel like we belong there
- ☐ Other

Please share anything else you'd like to tell us about your organization's specific space needs below:

Durham Facility Needs Survey

Individuals

First, we'd like to know a bit about you and the current conditions your art-making takes places in:

Please enter your contact information in the boxes below (optional) (We are asking this so that we can follow up with you if we have further questions. Your contact information will not be shared nor will you be quoted from this survey.)

Your Name

Your Email Address

Which of the following best describe(s) your artistic practice? (Please check all that apply)

- ☐ Visual art
- ☐ Comedy
- ☐ Written or spoken word
- ☐ Cultural or heritage activities
- ☐ Interdisciplinary or multidisciplinary activities
- ☐ Dance
- ☐ Film
- ☐ Performance art
- ☐ Craft or design
- ☐ Music
- ☐ Theater
- ☐ Other (Please specify):

What type of facilities in Durham do you currently use for your art-making? (Please check all that apply)

- ☐ My personal living space that I rent
- ☐ My personal living space that I own
- ☐ A dedicated art-making space outside my home that I rent
- ☐ A dedicated art-making space outside my home that I own
- ☐ Alternating spaces outside my home that I rent on a per-use basis (ex: co-working spaces, booths at fairs, etc.)
- ☐ Free/public spaces outside my home
- ☐ Grant-subsidized space
- ☐ Commercial space that I operate a business or teach out of
- ☐ My place of work (outside my home)
- ☐ Spaces I am contracted to make art in
- ☐ Other (please specify):

For the facilities that you currently use for your art-making, which space do you use for most of the time?

- ☐ My personal living space that I rent
- ☐ My personal living space that I own
- ☐ A dedicated art-making space outside my home that I rent
- ☐ A dedicated art-making space outside my home that I own
- ☐ Alternating spaces outside my home that I rent on a per-use basis (ex: co-working spaces, booths at fairs, etc.)
- ☐ Free/public spaces outside my home
- ☐ Grant-subsidized space
- ☐ Commercial space that I operate a business or teach out of
- ☐ My place of work (outside my home)
- ☐ Spaces I am contracted to make art in
- ☐ Other

Durham Facility Needs Survey

The following are questions about making a living as an artist in Durham. All of your responses are confidential and will only be analyzed in aggregate. Estimates are fine.

Approximately, how much is your annual household income?

Approximately, how much do you pay annually for housing?

Approximately, how much do you pay annually for any art-making spaces you use outside of your home?

How many times did you move residences in the past year?

Do you make income from your art?

- ☐ Yes, it is my primary source of income
- ☐ Yes, it is a secondary source of income
- ☐ No, I do not make income from it
- ☐ Other

Excluding jobs relating to your art, how many jobs did you work at the same time in the past year? For instance, if you left one full-time job and took another, enter “1” on the first line.

Full-time

Part-time

Gig-work (count each type, e.g. driving for Lyft, as 1 job)

Durham Facility Needs Survey

Next, we'd like to know your **needs** as they relate to art-making facilities.

Thinking about the facilities that you currently uses for art-making, what space needs do you have that are not currently being met? (Please check all that apply)

I need space(s) that are...

- ☐ Less expensive
- ☐ Larger
- ☐ More accessible (wheelchair ramps, disability parking, automatic door, accessible bathrooms, etc.)
- ☐ More convenient (location, parking, access to public transportation, etc.)
- ☐ Purpose-built/have more specialized equipment or architecture (sprung floors for dancing, sinks, acoustics, etc.)
- ☐ Available more frequently
- ☐ Better maintained/newer construction
- ☐ Smaller
- ☐ Equipped with newer technology (audio/visual, WIFI, etc.)
- ☐ Other (Please specify):

Are there facilities or types of facilities that you would like to use, but currently do not? (for example: practice rooms, recording studios, metalworking forges, etc.)

- ☐ Yes
- ☐ No

What are some reasons you **do not use those facilities/types of facilities?**

The facility/type I'm interested in...

- ☐ Does not exist within Durham
- ☐ Does not exist in an area convenient to me/my patrons/my collaborators
- ☐ Is too expensive
- ☐ Does not meet accessibility requirements for me/my patrons/my collaborators
- ☐ Is not available at times I would like to use it
- ☐ Does not make me feel like I/my community belong(s) there
- ☐ Other

Please share anything else you'd like to tell us about your specific space needs below:

Durham Facility Needs Survey

Almost done! How likely do you think you are to be living in Durham 5 years from now?

- ☐ Very unlikely
- ☐ Unlikely
- ☐ Not sure
- ☐ Likely
- ☐ Very likely
- ☐ N/A – I don't live in Durham

Durham Facility Needs Survey

Last section! Information in this section will only be used to analyze data. Please respond as completely as you are comfortable with.

Please provide the 5-digit ZIP code where you reside:

Approximately how many years have you lived in Durham?

What is your age?

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Non-binary
- ☐ Prefer to self-describe:

Do you own or rent your current residence?

- ☐ Own
- ☐ Rent
- ☐ Other (Please specify):

Which of the following best describes your race/ethnicity? (Please check all that apply)

- ☐ Asian/Pacific Islander
- ☐ Black/African American
- ☐ Hispanic/Latinx
- ☐ Native American/Inuit
- ☐ White
- ☐ Something else (Please specify):

Are you of Hispanic, Latino, or other Spanish ancestry?

- ☐ Yes
- ☐ No

Last question! Would you say your total annual household income is...

- ☐ Under \$30,000
- ☐ \$30,000 - \$59,999
- ☐ \$60,000 - \$99,999
- ☐ \$100,000 or more

Durham Facility Needs Survey

Thank you for taking this survey. Your time is valuable and we greatly appreciate your participation in this effort.

Visioning Workshop

As you get settled...



- Grab a **Press Release Worksheet** (on your table).
- **Write down 2-4 accomplishments** that will reflect Durham's cultural roadmap achievements (you can work during the presentation).
- **Save this worksheet.** We will use it later in today's workshop.



Durham Cultural Roadmap

Visioning and Defining Success Workshop

December 11, 2023



AMS
PLANNING
& RESEARCH



Today's conversation

Our Goals:

- Affirm Key Findings
- Define "Success" for the Durham Cultural Roadmap

Agenda

- Active Thinking
- Introductions
 - Steve Schewel, Cultural Roadmap Planning Group Co-Chair
 - AMS Planning & Research
 - Creative Community Partners
- Meeting Goals
- Study Process
- Vision and Mission
- Key Questions
- Draft SWOT

Lunch

- Emerging Themes
- Defining "Success"
- Next Steps

The Cultural Roadmap Process is (Very) Collaborative

AMS Planning & Research works with...



Steven Wolff

Lynette Turner

Michele Walter



Meg Friedman

Janet Starke

Yuwen Shen



Dr. LaSaundra
Booth

Dianne Pledger

Jessica Rhodes

...Creative Cultural Partners



Claire Alexandre
(She/Her)

Dr. Amanda
Bennett (She/Her)

Littlebird Dee
(They/Them)

Maxine Eloi
(They)

Tarri Felice
(They)

...and multiple groups of Durham's stakeholders.

**Cultural Roadmap
Planning Group
(CRPG)**

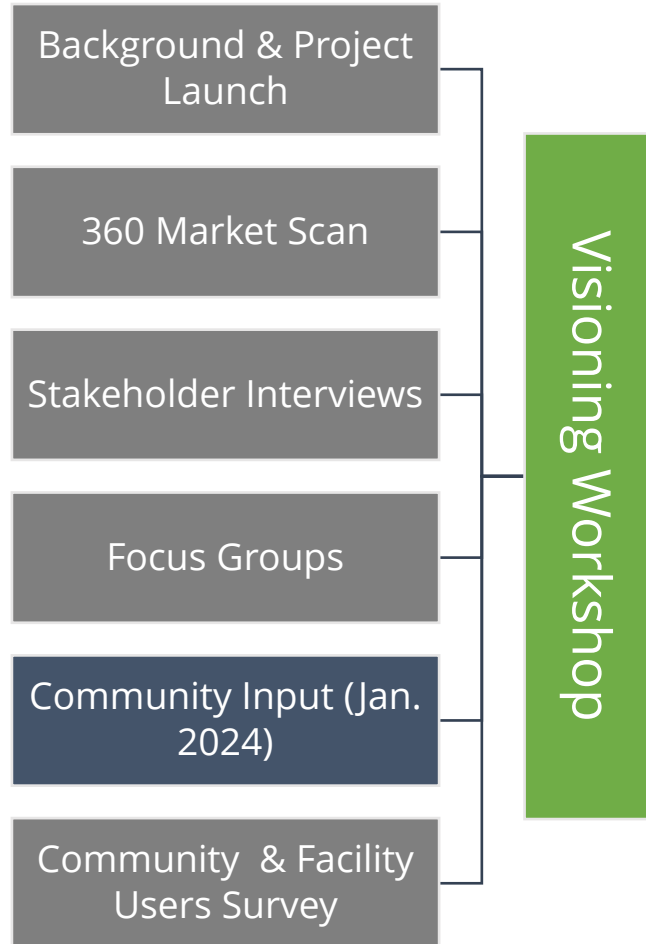
**Durham's Cultural
Advisory Board
(DCAB)**

**Durham
City Council**

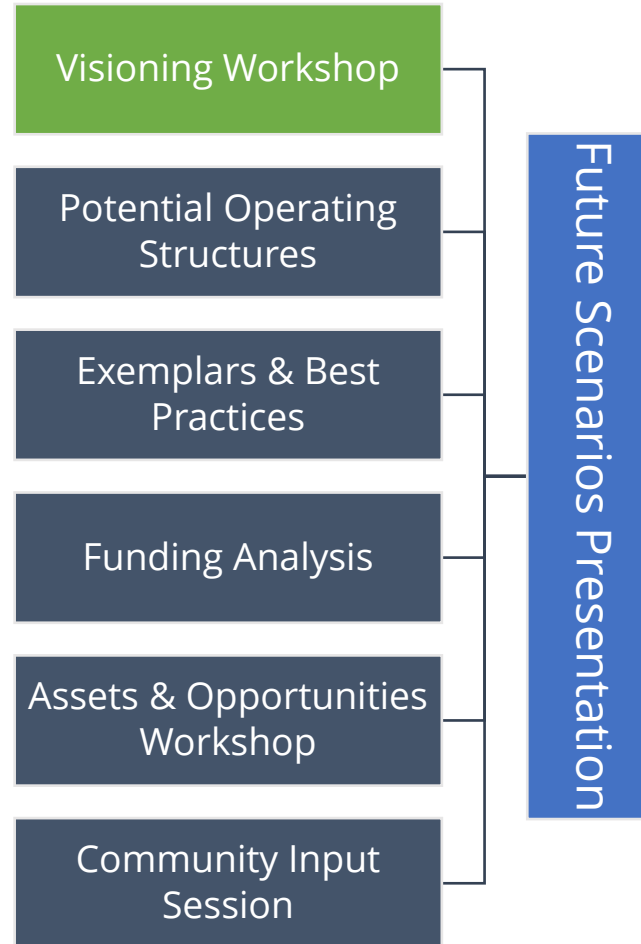
**Durham
Residents**

Our Partnership is Grounded in Data and Spans 12+ Months

Phase I: Situation Analysis May 2023-January 2024



Phase II: Articulating the Vision January-April 2024



Phase III: Designing the Plan May-August 2024





Key Questions

- 1) What are the community's(ies) goals for arts and cultural opportunity [Cultural Roadmap]?
- 2) What resources will be required to implement a new roadmap for Durham?
- 3) How might a newly established Office of Arts & Culture facilitate and advance the City's arts and cultural stakeholders' priorities?
- 4) How would a government Office Of Arts & Culture be structured and operate?
- 5) What would the impact be on other City and County arts services providers?
- 6) How would the Office sustain and maximize funding and streamline operations to service the arts and cultural sector?

VISION

Envision a thriving arts and culture sector in Durham. Celebrate the cultural practices, histories, institutions, and individuals that define Durham's art and culture sector. Work towards the preservation of Durham's cultural heritage, the protection of cultural assets and the equitable distribution of resources to artists, cultural workers, and organizations in the arts and culture



purple S.T.E.A.M.
kan Alkanoglu

Art and Culture is Expansive

The Durham Cultural Roadmap must encompass visual arts, performing arts, literary arts, history and heritage, science, the humanities, recreation, and individual creative expression. This wide-reaching "arts and culture ecosystem" impacts the quality of individual, community, and family life and influences tourism, investment, and economic opportunities.

Durham's vibrant community cultural expressions take place in neighborhoods, downtown, and outside of traditional arts venues.

equitable county-wide engagement that will maintain, grow, and sustain the arts and culture sector in Durham for the next decade and beyond.

To learn more about the Vision, Mission and Values:

[Cultural Roadmap Vision & Values \(PDF\) Hoja de Ruta](#)

[Cultural - Visión, misión y valores \(PDF\)](#)



'Club Crossing'
Candy Carver
Photo: Eric Waters

How Can the Cultural Roadmap Encourage a Balanced Ecosystem?

Durham's cultural ecosystem is **mature and diverse**. Growth has impacted every aspect of civic and creative life.

The overarching theme is a **desire for balance**, where artists, arts workers, culture bearers, and creative workers can **meet more than basic needs** while **contributing to Durham's civic and cultural vibrancy**.

We drew inspiration from a framework developed by UN economist Kate Raworth, "Doughnut Economics," to understand how Durham might keep people and organizations on the "doughnut" – the **safe and just space for arts and culture**.

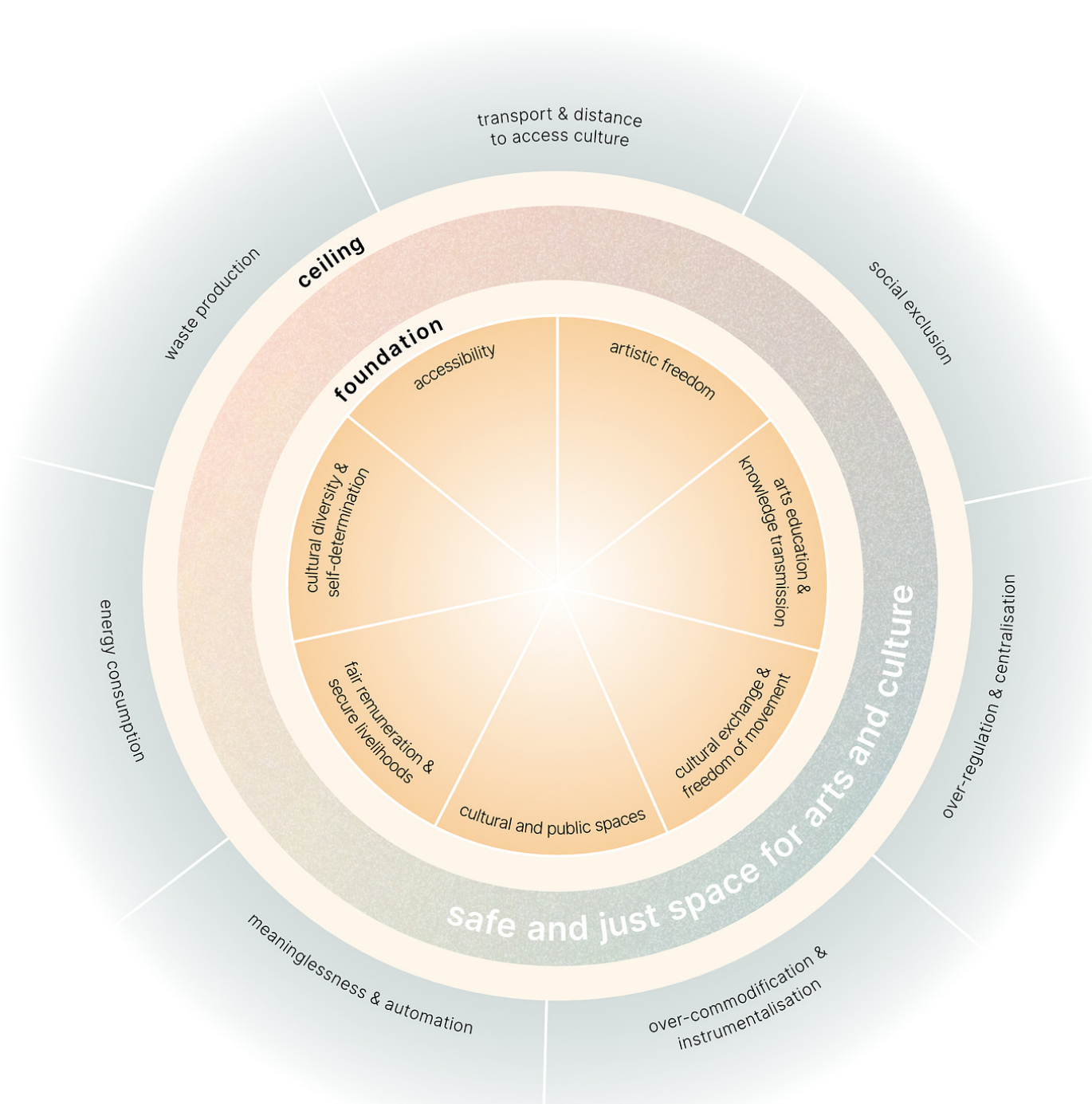


Image used courtesy of Kai Brannert, edge and story.

Success for the Roadmap: Thriving Culture in a Vibrant Durham

Balancing Resources to the Benefit of Individuals, Organizations, the Cultural Sector, and Durham at-large



Early “Success” Ideas

- Accountability for cultural roadmap implementation
- Means to secure dedicated funding
- Guidance for supporting artists
- Clear metrics of success
- Widespread contribution to the plan’s creation by diverse community and neighborhoods
- Avenues to cultivate partnerships and collaborations identified
- Leadership and advocacy (establishment of office of arts & culture)
- Steps are included to help preserve Durham’s cultural heritage and identity
- Space needs addressed



What We Have Learned

The Arts & Culture Landscape

Over 1,120 Voices Shape Our Understanding of Durham

We Used Many Tools to Hear Diverse Perspectives, and an Array of Artistic and Cultural Practices, Enriched by Secondary Data

Groups	Voices
Cultural Roadmap Planning Group	43
Durham Cultural Advisory Board	18
Creative Community Partners	5
Interviews (internal + external)	66
Focus Groups	33
Community Survey	903
Facility User Needs Survey	55
Durham Arts and Culture Stakeholders	1,120+

- Durham Comprehensive Plan Draft 2023
- List of all Durham County Arts Cultural Organizations 2023
- City of Durham FY2022 Annual Report
- City Managers' Annual Report FY2022 Strategic Initiatives
- North Carolina Arts Council Grants Summary
- Proposal for Durham Independent Arts Grant Funding FY21-22
- DCAB Annual Reports 2019-2021
- Equitable Community Engagement Blueprint 2018
- City of Durham Strategic Plans 2015-2022
- Durham Cultural Master Plan 2004
- *Census data*
- *IRS data (990s)*
- *Venue data*
- *AMS knowledge base*

Key Observations


Resources

What are Durham's critical cultural resources?

Values

How are Durham's resources distributed? How might they be?

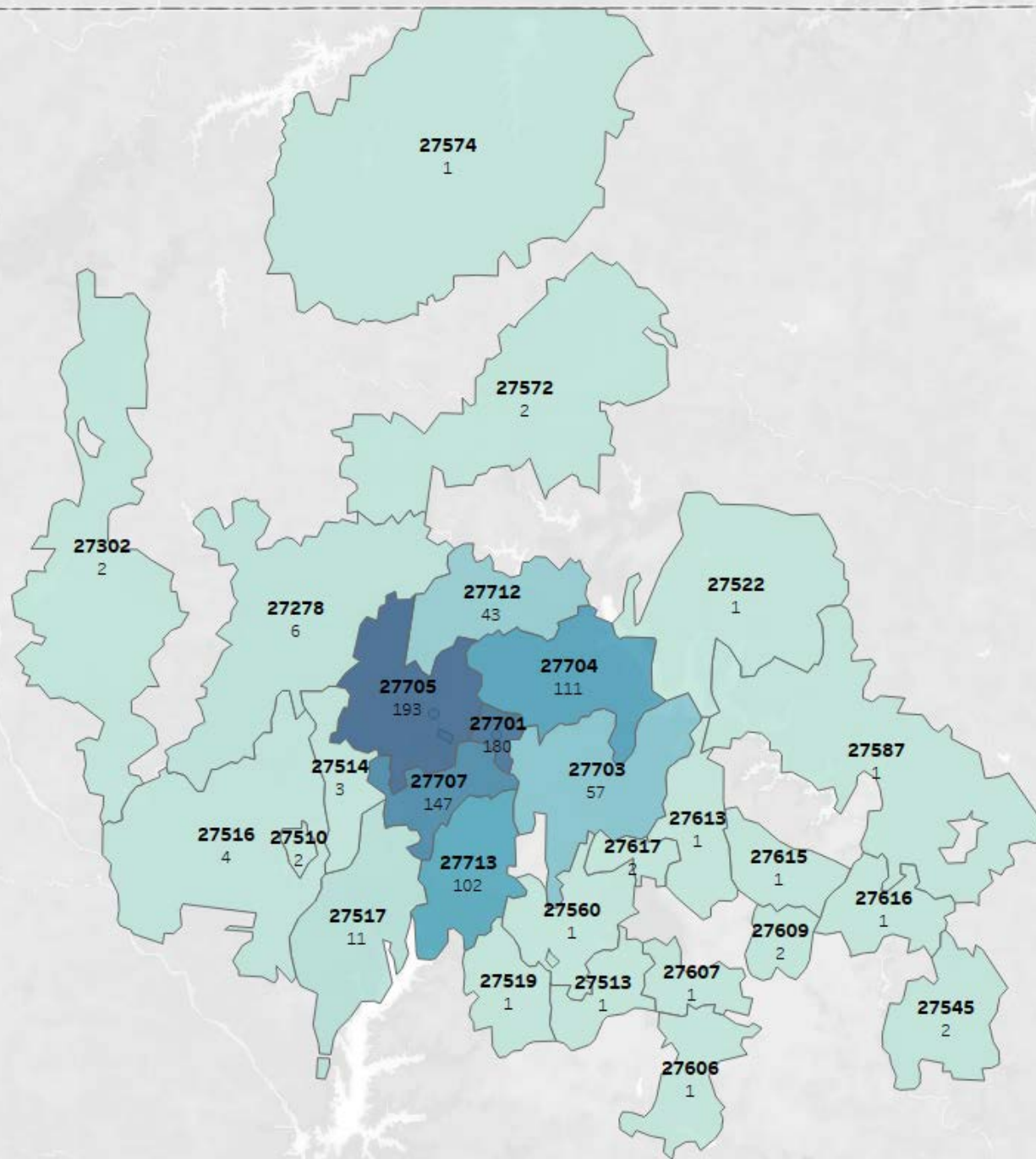
- **Durham residents assert a strong interest in arts and culture**, and that **access to culture is essential**.
- **Growth** in every industry in the County reflects a business-friendly environment, but also **heats up the competition for workers, dollars, and leisure time**.
- **Durham's resource base is deeply diverse**. Arts and culture not-for-profits draw from a diversified mix of financial resources, and a large talent base of employees, board members, and volunteers.
- Direct public investment in the arts is consistent over time. Given Durham's growing population, this means **there is declining *per capita* public support for the arts**.
- **The built environment is evolving rapidly, with implications for affordability and access**. Thousands of new housing units and arts, culture, and entertainment spaces have come online since the 2004 cultural plan.



Durham residents assert
a strong interest in arts
and culture, and that
access to culture is
essential.

Community Survey Respondents Reside in a Core Area

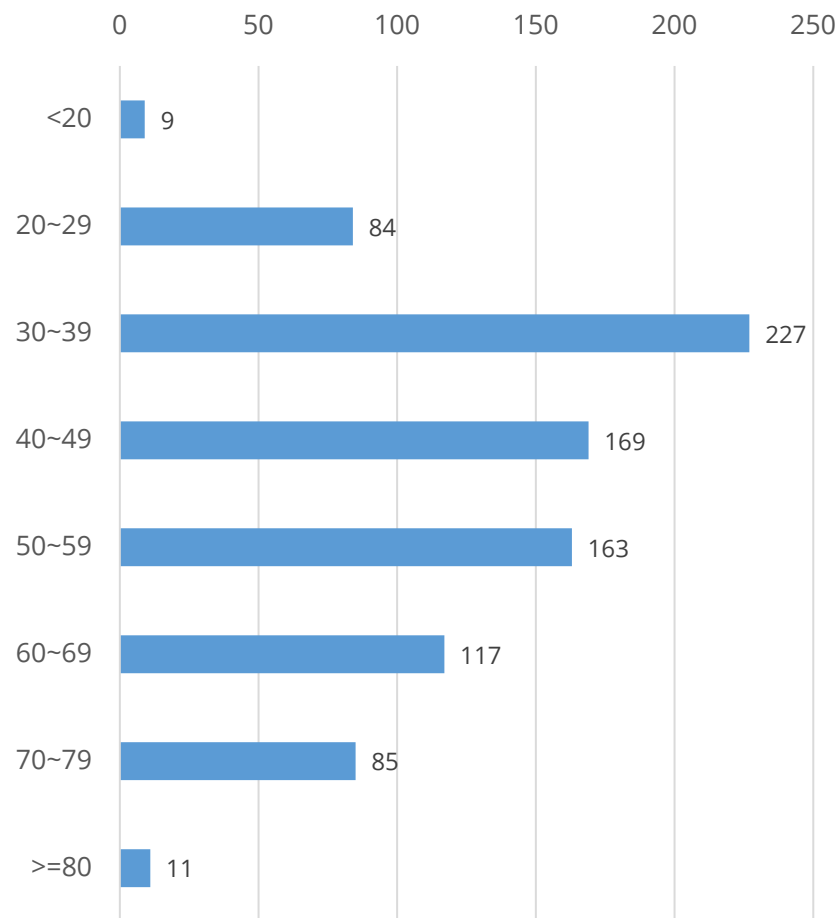
Among **900+ respondents**,
more than 700 reported living
in **5 central ZIP codes**.



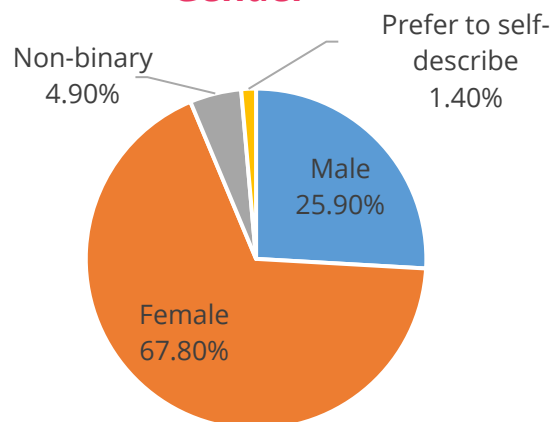
Respondents Are Working-Age, White Women

Demographics are Only Part of the Story

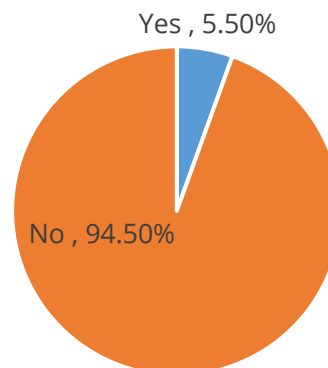
What is your age?



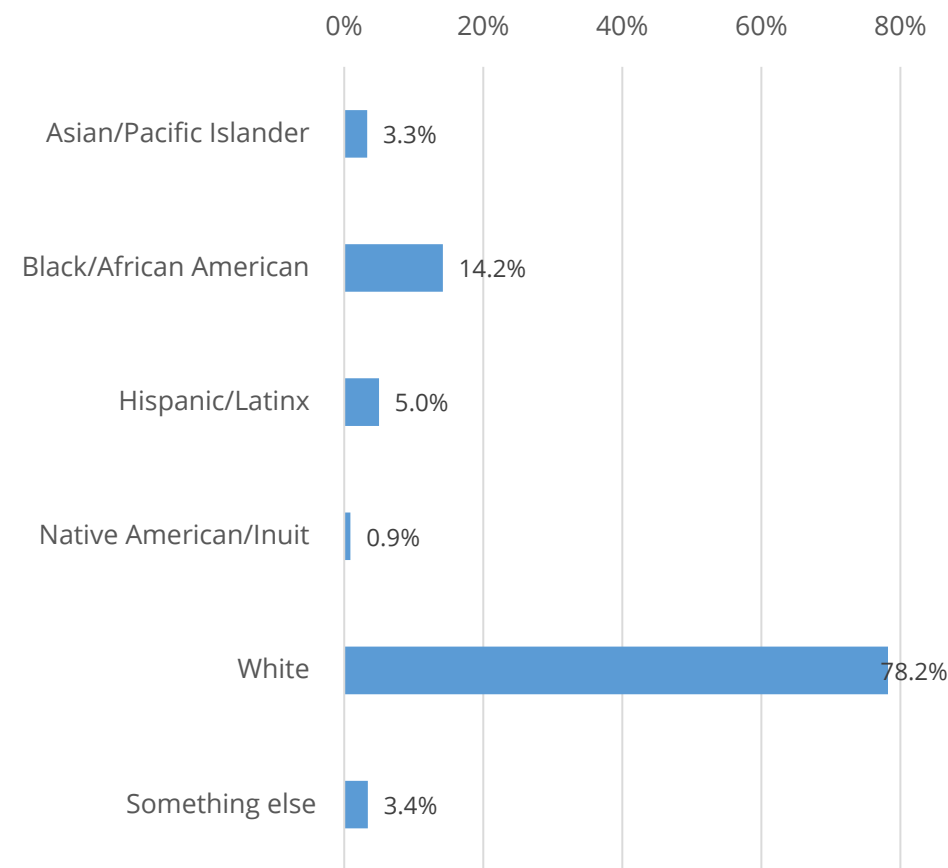
Gender



Are you of Hispanic, Latino, or other Spanish ancestry?



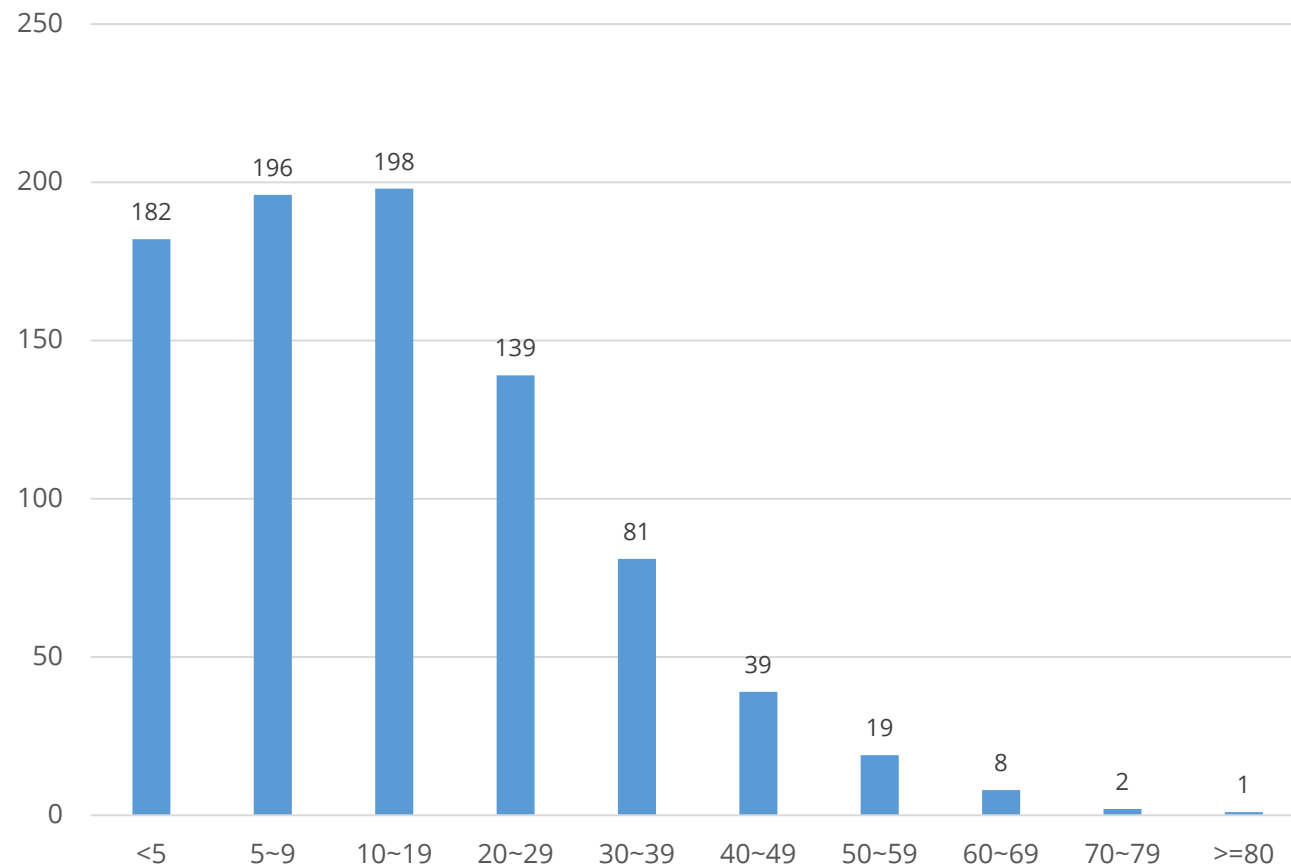
**Race/ethnicity
(Please check all that apply)**



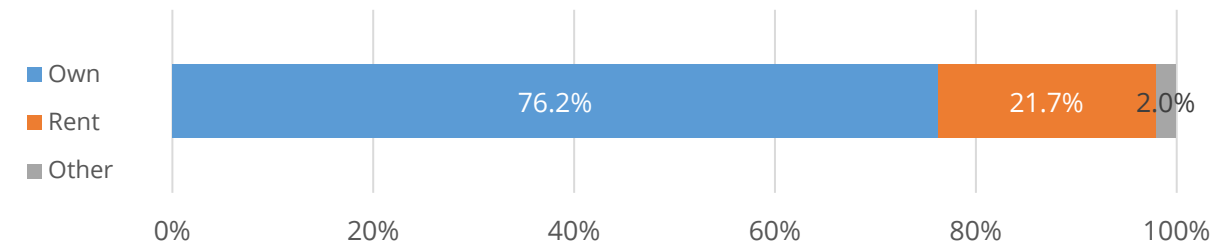
Most Respondents are Newer to Durham, Own Their Residence, and Reside in Higher-Income Households

Segmenting Responses by Time Lived in Durham and Income Brackets Shines Light on Emerging Priorities

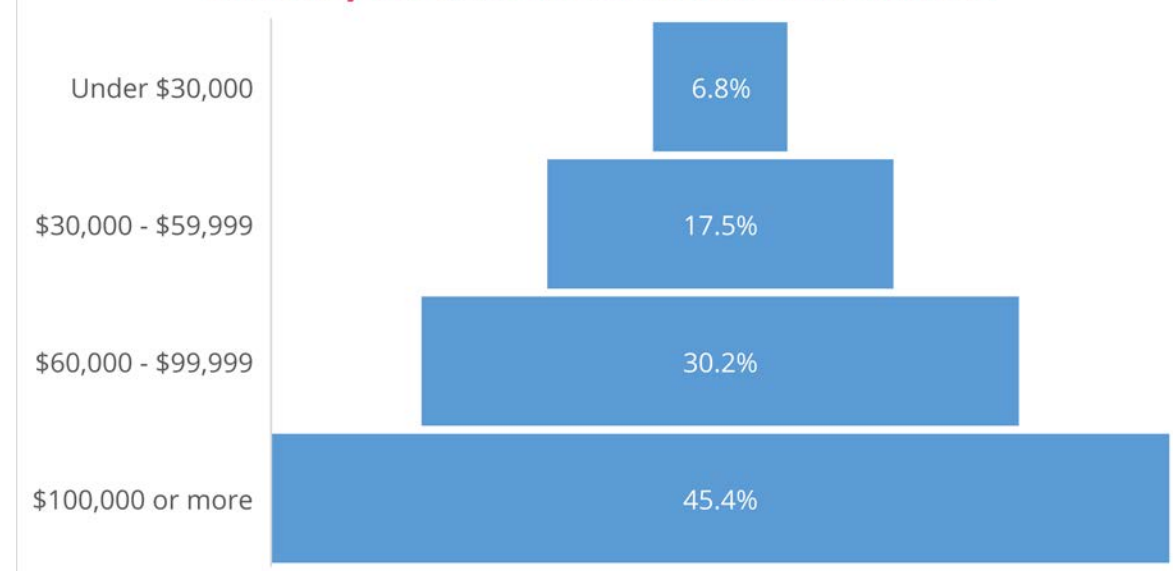
Approximately how many years have you lived in Durham?



Do you own or rent your current residence?

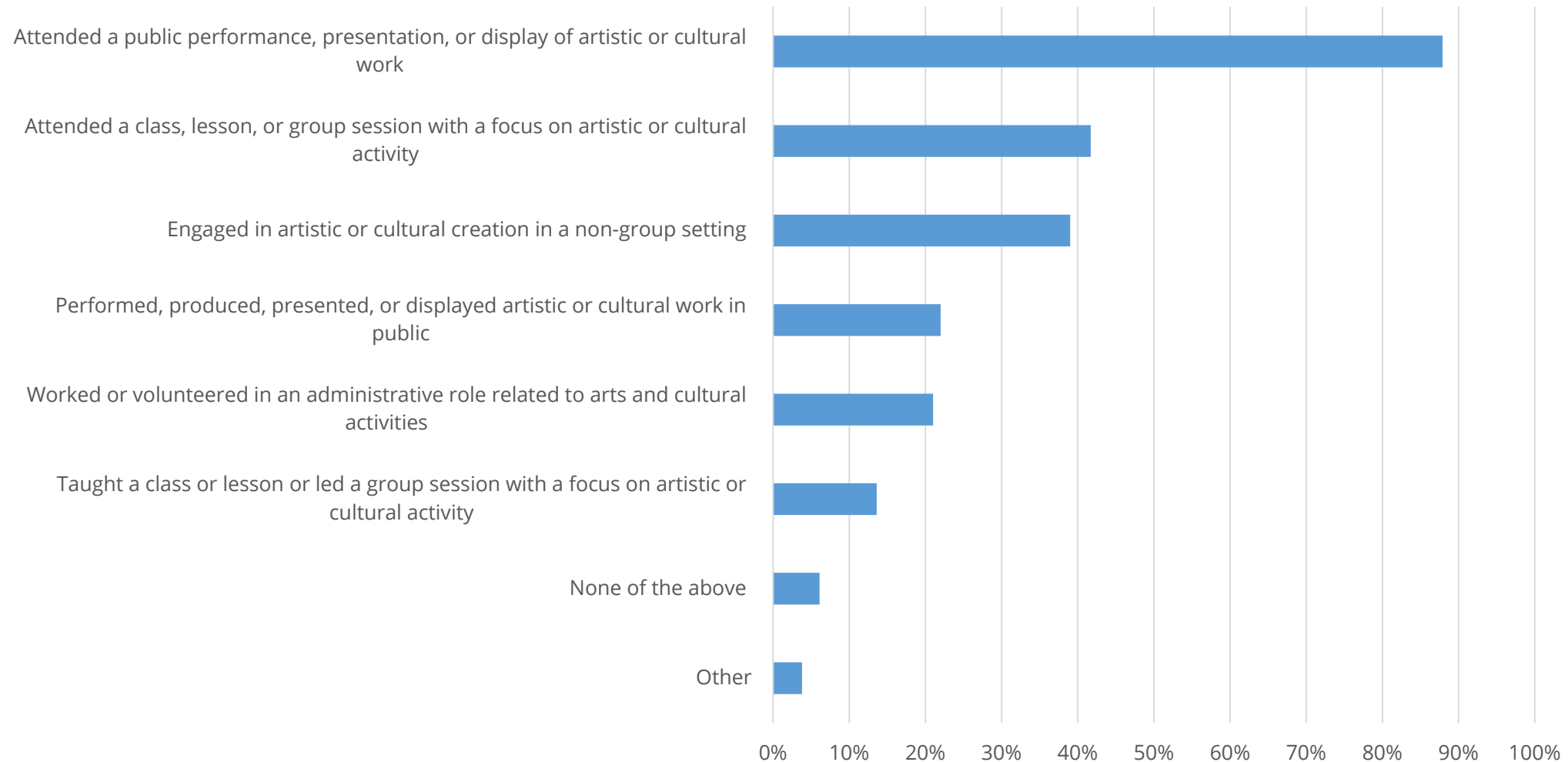


What is your total annual household income?



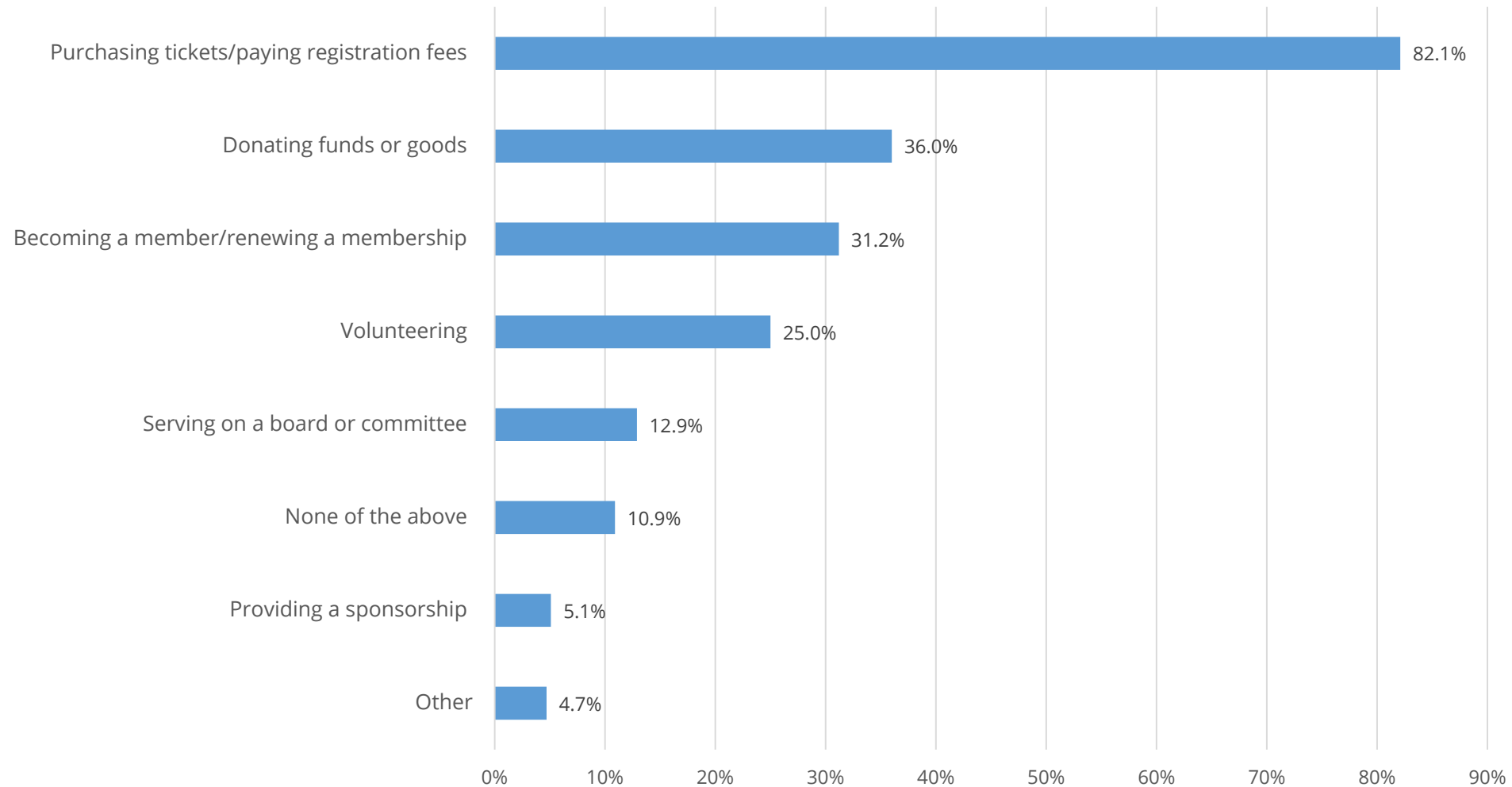
In the past 12 months, how have you participated in arts and cultural activities in Durham?

Respondents mostly attended performances and cultural events



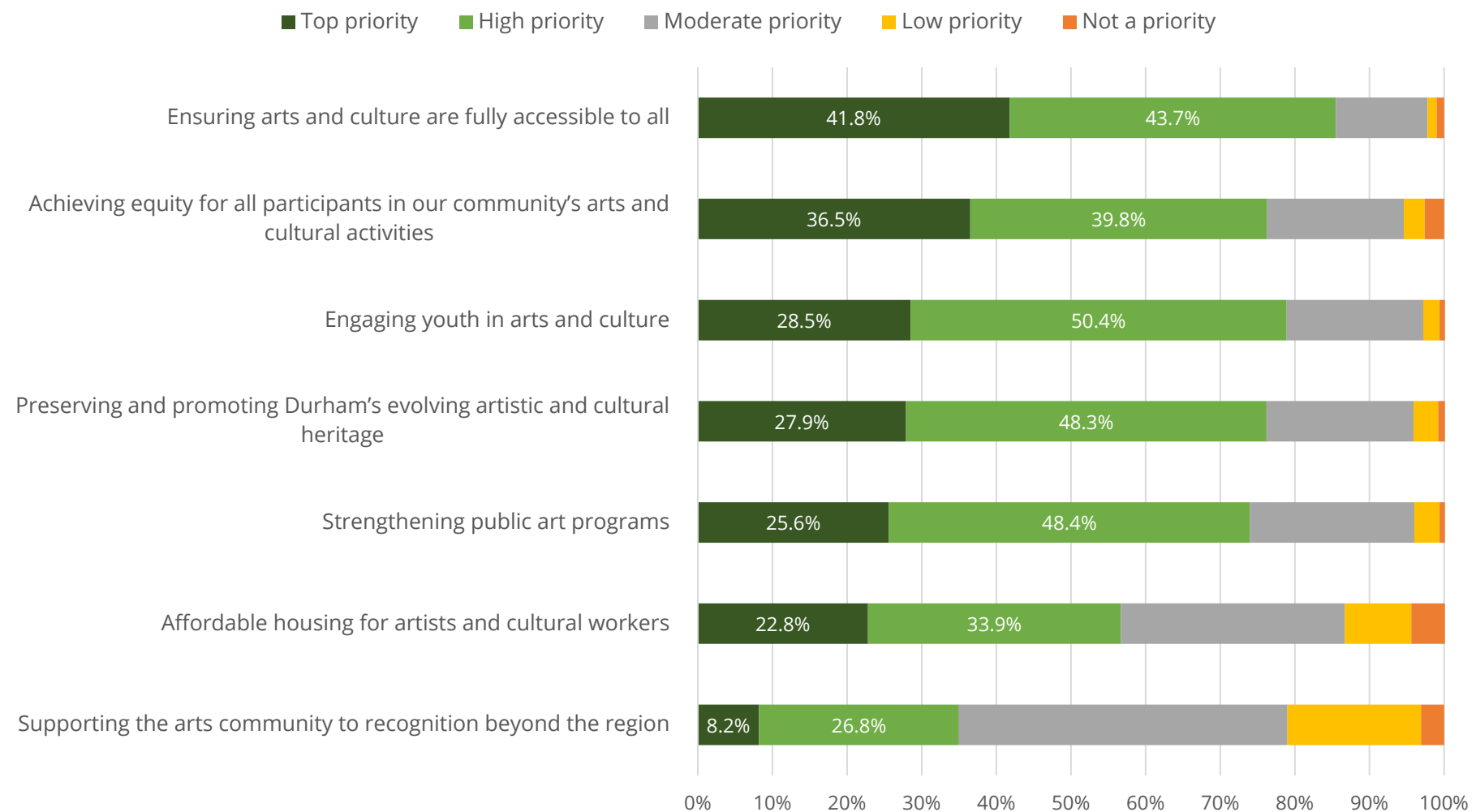
In the past 12 months, have you supported any artists, arts and cultural organizations, or arts and culture programs in Durham in any of the following ways?

Cultural consumption, donation, and membership are the top 3 methods



What priority level do you feel each of the following should be for those supporting the arts and culture ecosystem in Durham?

Accessibility, equity, and youth engagement are mostly prioritized



"Move beyond 'hidden in plain sight.' **Move it into each community.**"

3 Top Priorities by Income Level

Strong Alignment on Accessibility and Equity; Next-Level Priorities Diverge by HH Income Bracket

Annual HH Income	Ensuring arts and culture are fully accessible to all	Achieving equity for all participants in our community's arts and cultural activities	Preserving and promoting Durham's evolving artistic and cultural heritage	Strengthening public art programs	Engaging youth in arts and culture	Affordable housing for artists and cultural workers	Supporting the arts community to recognition beyond the region
<\$30,000							
\$30K-\$59,999							
\$60K-\$99,999							
\$100K+							

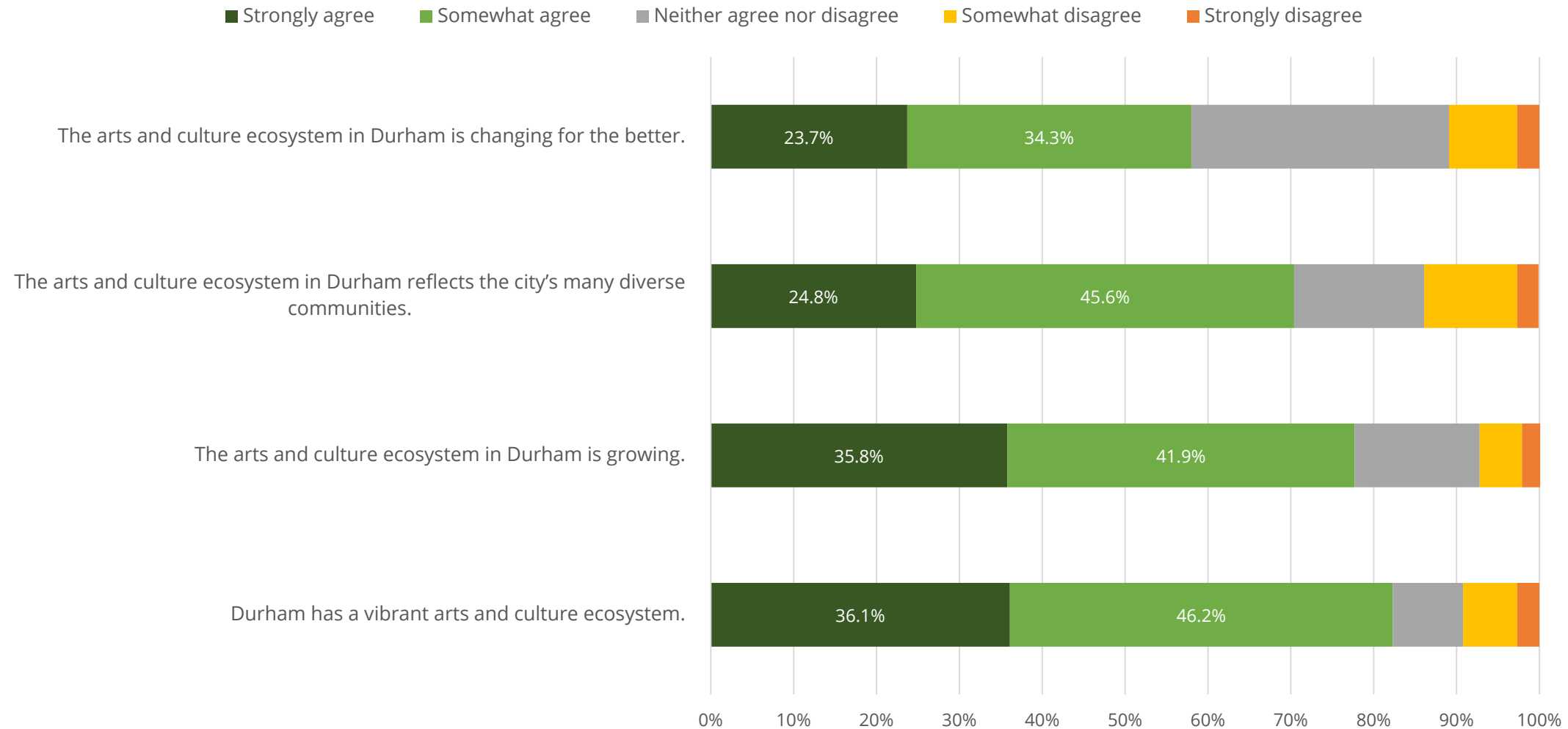
3 Top Priorities by Interest Level

Accessibility, equity, and youth engagement stay as top priorities

Interest Level in Arts and Cultural Activities	Ensuring arts and culture are fully accessible to all	Achieving equity for all participants in our community's arts and cultural activities	Preserving and promoting Durham's evolving artistic and cultural heritage	Strengthening public art programs	Engaging youth in arts and culture	Affordable housing for artists and cultural workers	Supporting the arts community to recognition beyond the region
5 - Extremely interested							
4							
3							
2 & 1 (Not at all interested)							

Please indicate your level of agreement or disagreement with each of the following statements

82.3% of respondents agree that Durham has a vibrant arts and cultural ecosystem

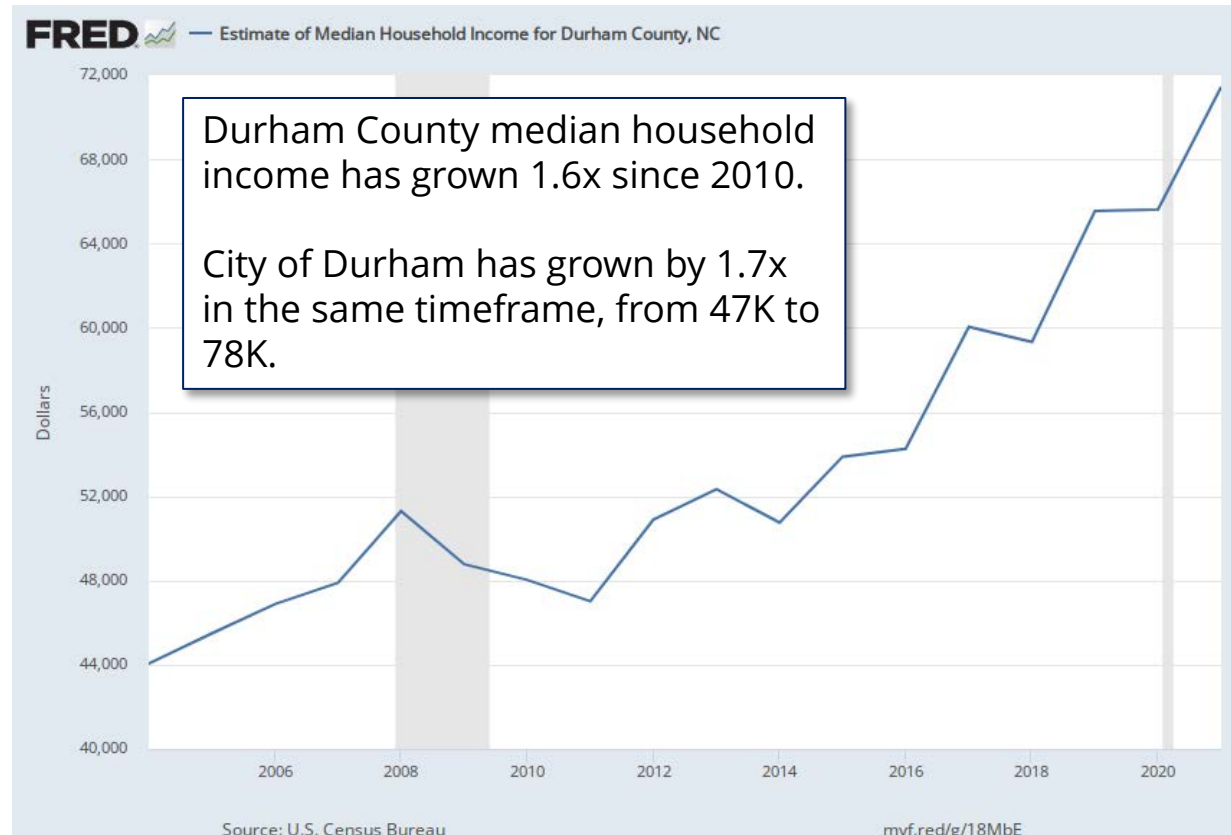
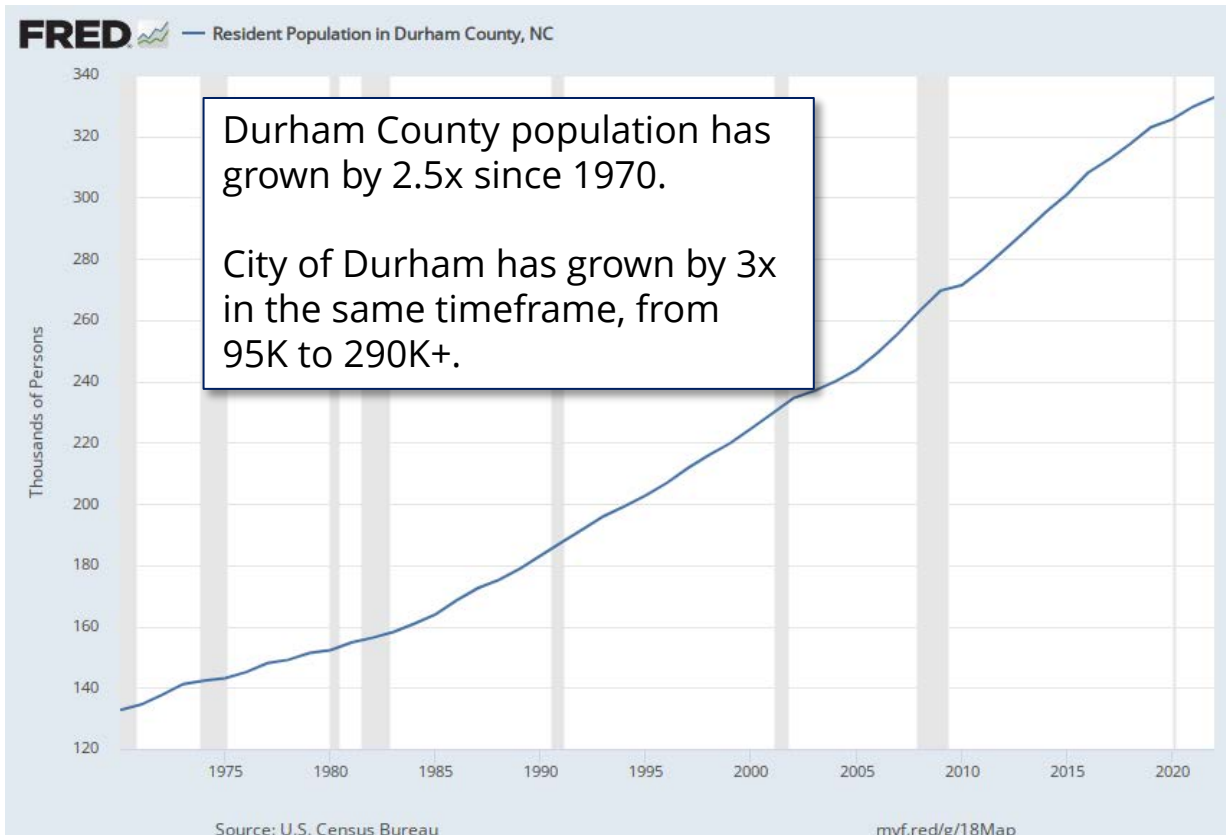




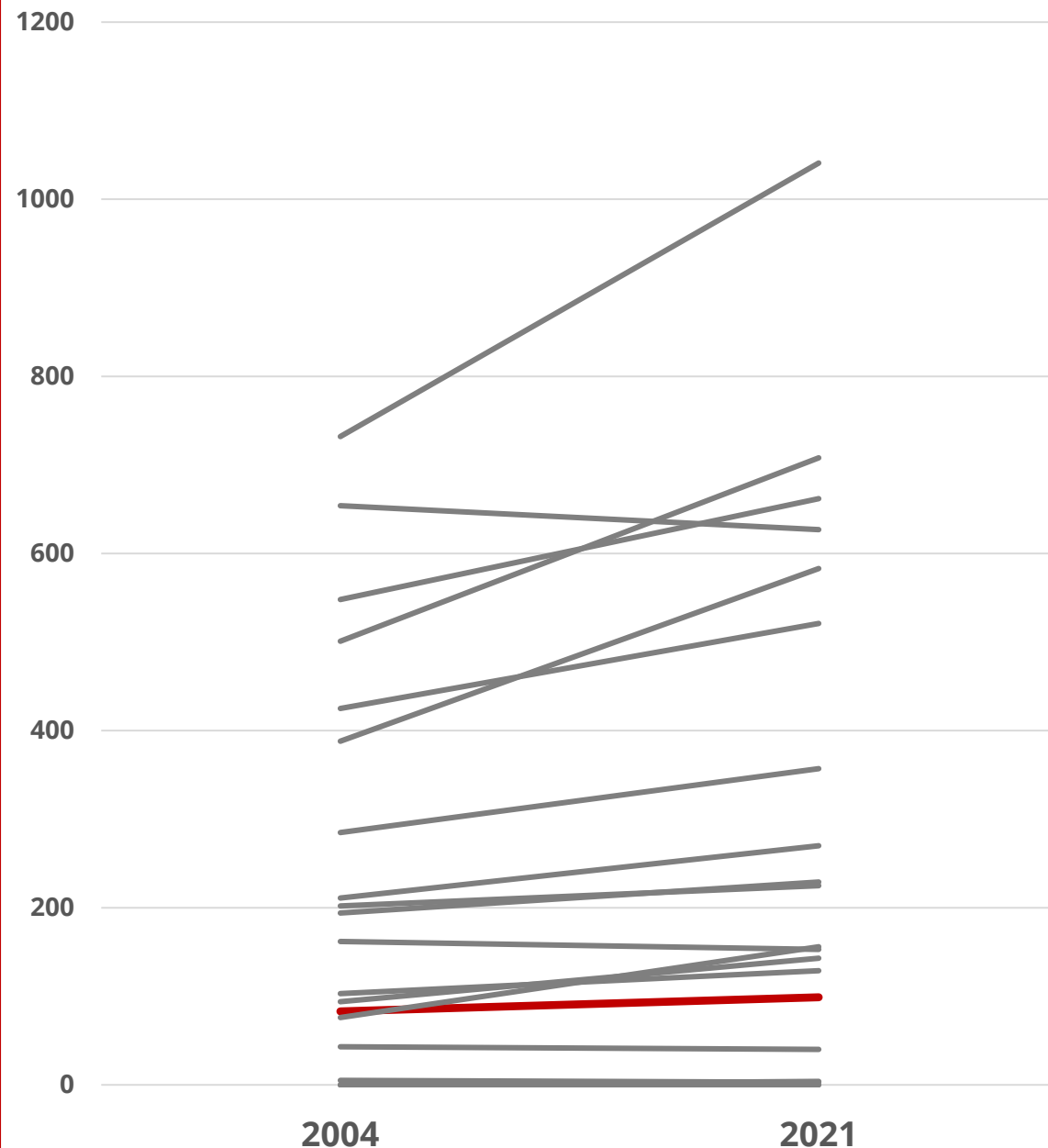
Growth heats up the
competition for workers,
dollars, and leisure time.

Durham's Evolution Impacts Everything

Population Growth; Built Environment; Ecosystems of Businesses and Organizations; Money - EVERYTHING is Changing



All Firms in Durham County, 2004 & 2021



In All Industries in Durham County, the Number of Firms has Increased Since the 2004 Cultural Plan

Between 2004 and 2021, **arts, entertainment, and recreation** firms increased from **83 to 99**.

But...

Firms in this category **declined as a share of all firms**, due to significant growth in other categories.

And...

The employment base in other categories – notably, wholesale trade, transportation and warehousing – has transformed where and how people work.

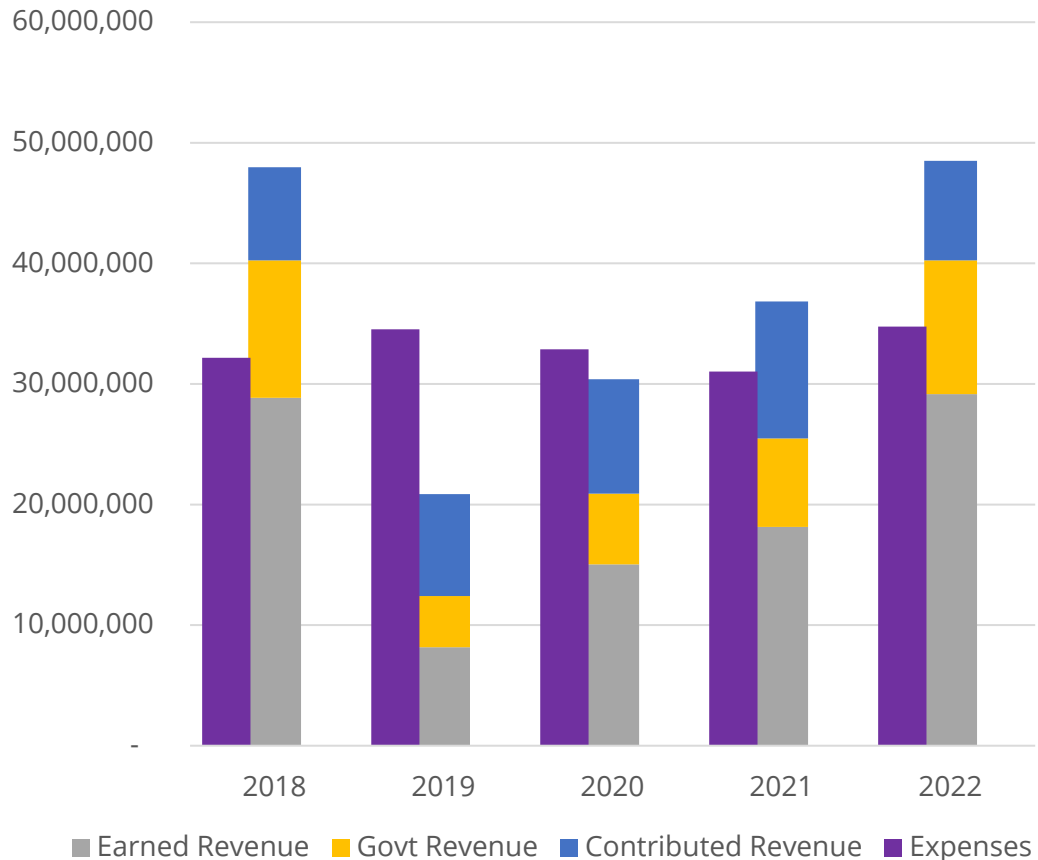


Durham's resource base
is broadly diverse.

Arts/Culture NFPs Draw From A Broad Mix of Financial and Human Resources

Financial Inputs are Only Part of the NFP Arts & Culture Asset Base. In an Average Year, 2,700+ People Make the Work Happen.

Durham County - All Arts/Culture NFPs Filing a 990



470

Average annual employees across NFP arts & culture per 990 data (2019-2022)

280

Average annual board members

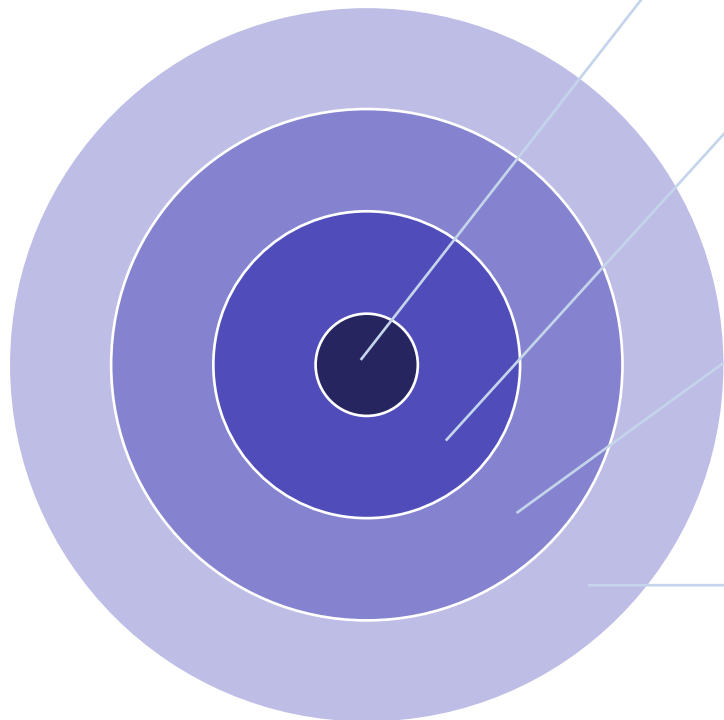
1,990

Average annual volunteers

Many Kinds of Stakeholder in the Arts and Culture Sector

These Roles are Additive – Not Distinct

The “Universe” of Stakeholders is Expansive



Makers

People directly responsible for creating, delivering, and generating awareness of arts and culture.

Participants

People who participate in arts and cultural activities.

Authorizers

People who provide essential resources (money, space, time, etc.) to support arts and cultural activity.

Beneficiaries

People who derive direct and/or indirect benefit from the presence of arts and cultural activities – this means everyone.

What is an Artist?

Many Agencies Have Attempted to Define; Few Formal Techniques Address the Diversity of Pathways to Being an “Artist” or Creative

- **US Census:** individuals primarily engaged in performing in artistic productions, in creating artistic and cultural works or productions, or in providing technical expertise necessary for these productions.
- **NEA:** Architects (except landscape and naval); landscape architects; art directors, fine artists, and animators; designers; actors; producers and directors; dancers and choreographers; music directors and composers; musicians; disk jockeys, except radio; entertainers; broadcast announcers and radio disk jockeys; other media and communication workers; writers and authors; and photographers.
- **Boulder:** practicing, professional artists are those that earn a portion of their income from their art and report those earnings to income tax filings.
- **Detroit:** Professional fine artists and performing artists may present art in forms of dance, theatre art, spoken word, painting, sculpture, printmaking, and more.
- **North Adams:** Self-described who lives or works in North Adams (including going to school), makes creative work in North Adams or regularly attends or participates in the arts in North Adams
- **Alexandria:** An artist is an individual who meets one or more of the following criteria:
 - realizes income through the sale, performance, publication or commission of original works of art;
 - has previously exhibited, presented, performed or published original works of art in museums, galleries or other recognized art venues and publications;
 - has formal training or education in a field of art; and
 - has received awards or other forms of recognition from arts juries, arts grant panels, and similar entities for his/her artistic abilities or accomplishments.
 - Environmental design professionals, such as architects or landscape architects, can be considered artists if they otherwise meet the criteria in this definition.
- **Los Angeles Census:** anyone who identifies as a visual artist and lives in Los Angeles County for at least six months of the year.
- **Chicago:** an [arts worker](#) is defined as anyone whose work or labor contributes to the public presentation or consciousness of art, music, dance, design, theater, writing, education, and more.

Mobile Participation

Share 3 adjectives that capture the essence of arts and culture in Durham.



Participants can also join at **slido.com** with **#3078664**

slido



Share 3 adjectives that capture the essence of arts and culture in Durham.

① Start presenting to display the poll results on this slide.



Share 3 adjectives that capture the essence of arts and culture in Durham.



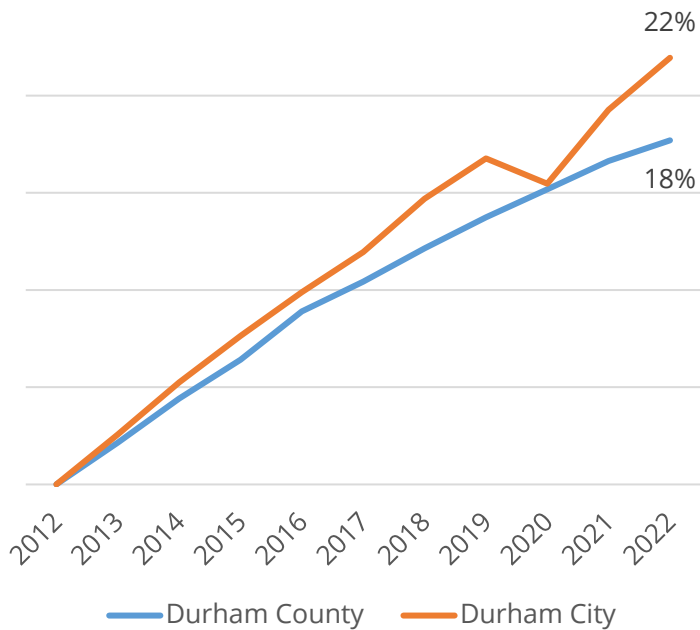


Public support for the
arts is declining, per
capita.

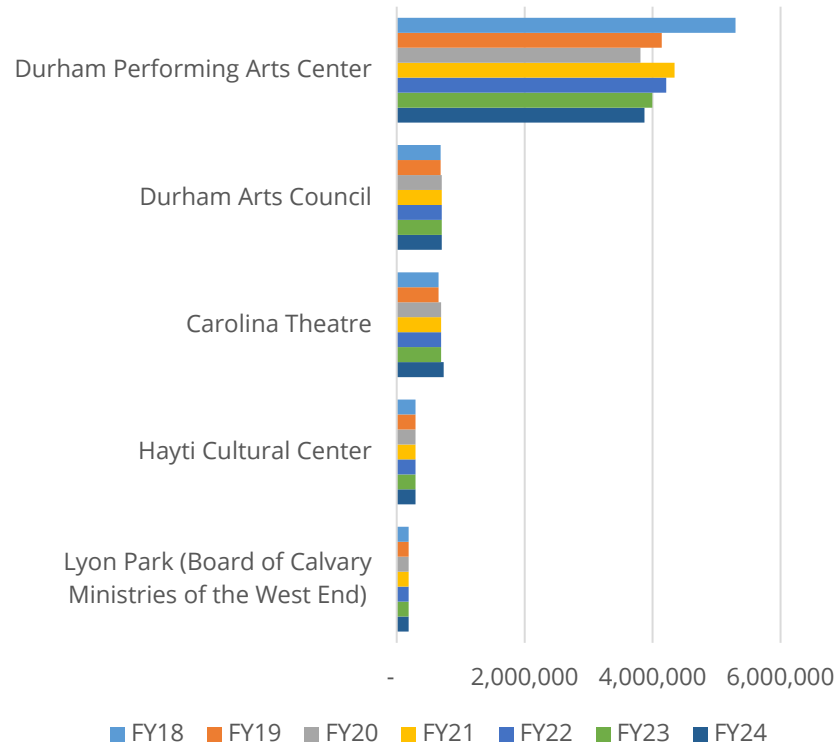
How to Balance Public Investment in a Time of Growth?

City and County See Steady Pop. Increase. City Allocations Arts/Culture Reach 5 Orgs, Flat or Aligned With Venue Ops. Per Capita Arts/Culture Resources Have Declined 20% due to Population Growth.

Population Growth in Durham County
& City of Durham, 2012-2022
(American Community Survey)



City of Durham Funding to the Arts



Durham City Per Capita
Arts/Culture Funding

\$20.86
2022

\$25.92
2018

Stakeholder Interviews Underscore Value of Institutional Support, Collaboration

Conceptually, Partnership is Appealing, But Execution Carries Risk

"Durham does collaboration better than most places. Good to partner with the criminal justice system."

"Community and business leaders need to find a way to partner with the community."

"We should explore more public and private partnerships to do what they are already doing and expand upon it."

"There is tension between those representing independent artist communities and larger institutions."

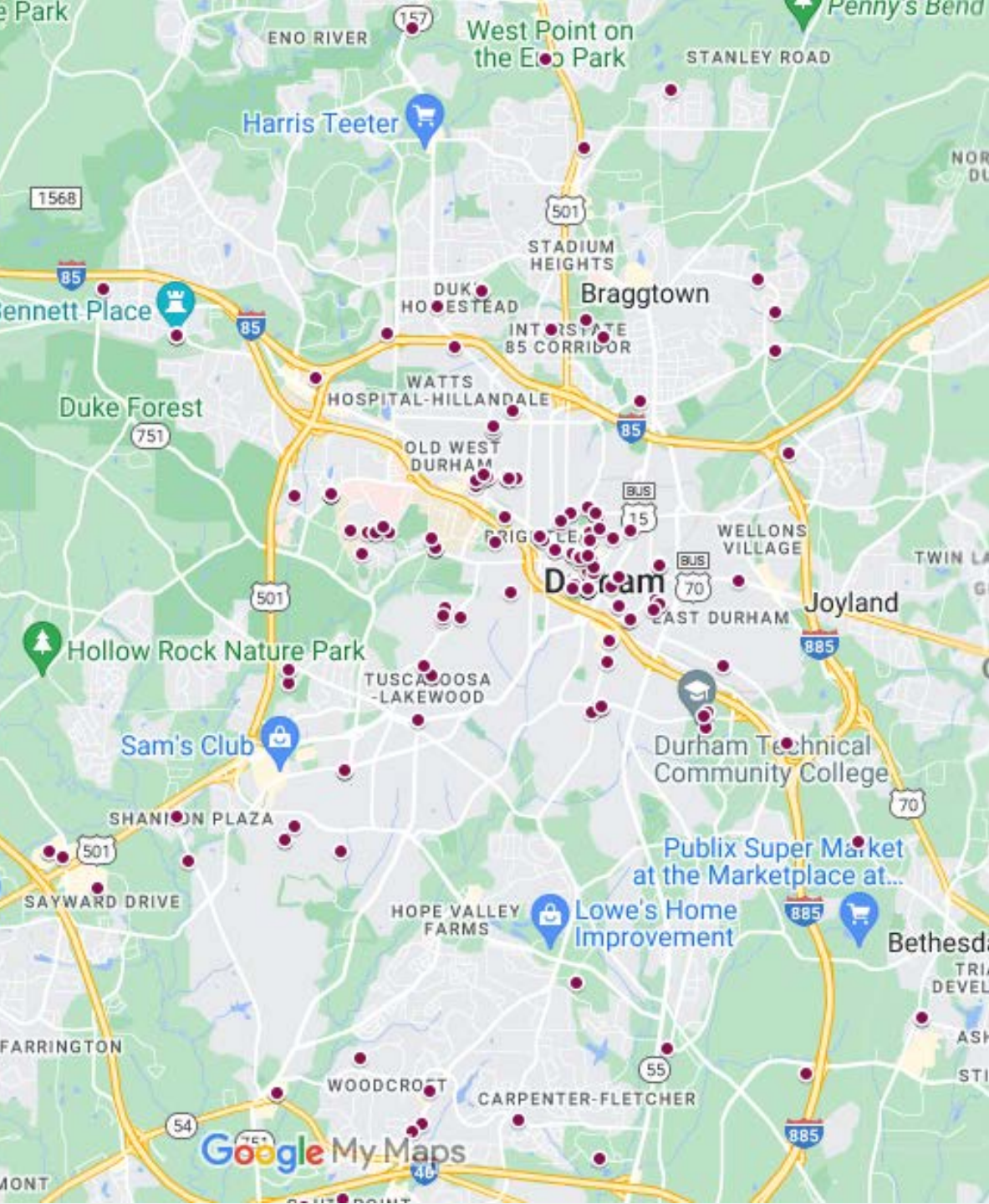
"This office is needed, but not sure the City is the correct place to house and manage it."



Lunch



The built environment is
evolving rapidly, with
implications for
affordability and access.



Durham has Lots of Arts and Culture Space.

Drawing on data from the City, County, 990s, and Google Maps, we identified **150+ arts and culture spaces**.

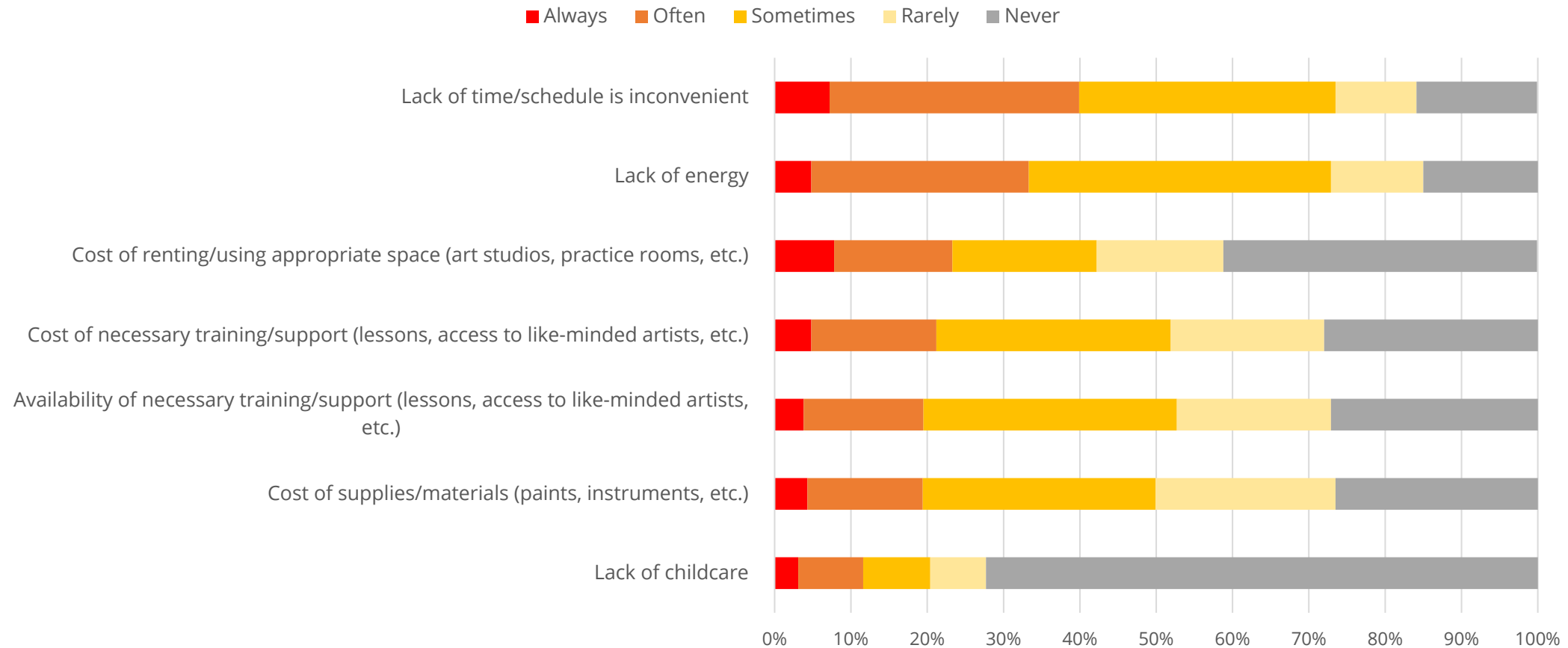
Across over a dozen space types, **performing arts spaces** are most prevalent, with 24 locations housing over 30 unique venues.

There are (at least) **17 art studio locations**, and **14 unique sites focused on arts learning**.

Artists and Arts Organizations: Cost of Space is “Always” or “Often” an Issue for 23% of Respondents

Lack of time (40%) and lack of energy (33%) are also significant barriers to creating art

How often do any of the following factors prevent you from creating art when, where, or how you would like to?



Housing: Dramatic Changes in Housing Supply and Value

New Housing Types Are Reshaping the Landscape, While Homes Appreciate Significantly

27K

Net gain in housing units in the City of Durham, from 2012-2022

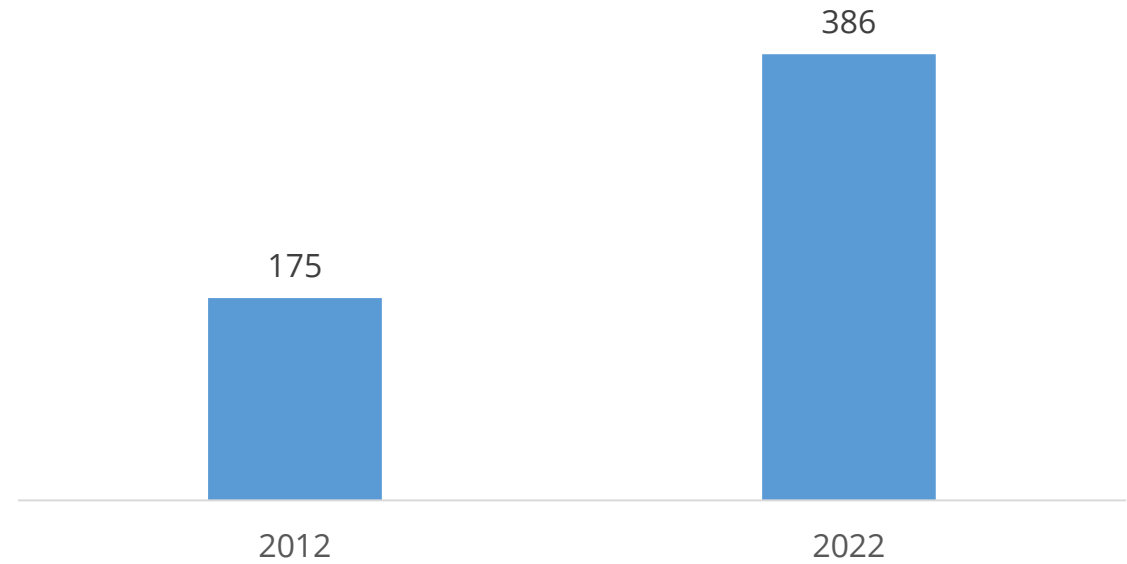
12K+

Net gain in units built in 10+ unit facilities

(7.3K)

Net loss of housing units built in 1990 or earlier

Median home value has more than doubled in the City of Durham, closing in on \$400K.



Core Priorities of Inclusion, Representation, Access, Engagement

Interviews Shine Light on Multiple Segments

"The arts in Durham are amazing, but public engagement is lacking."

"The Latino segment is overlooked. Finally, at least we're at the table".

"Anyone who doesn't speak English, farmers, the people who are invisible, those outside the county who live in trailer homes, Native Americans, anyone who doesn't have a voice, the arts can give them a voice."

"Never enough that represents the African American culture."

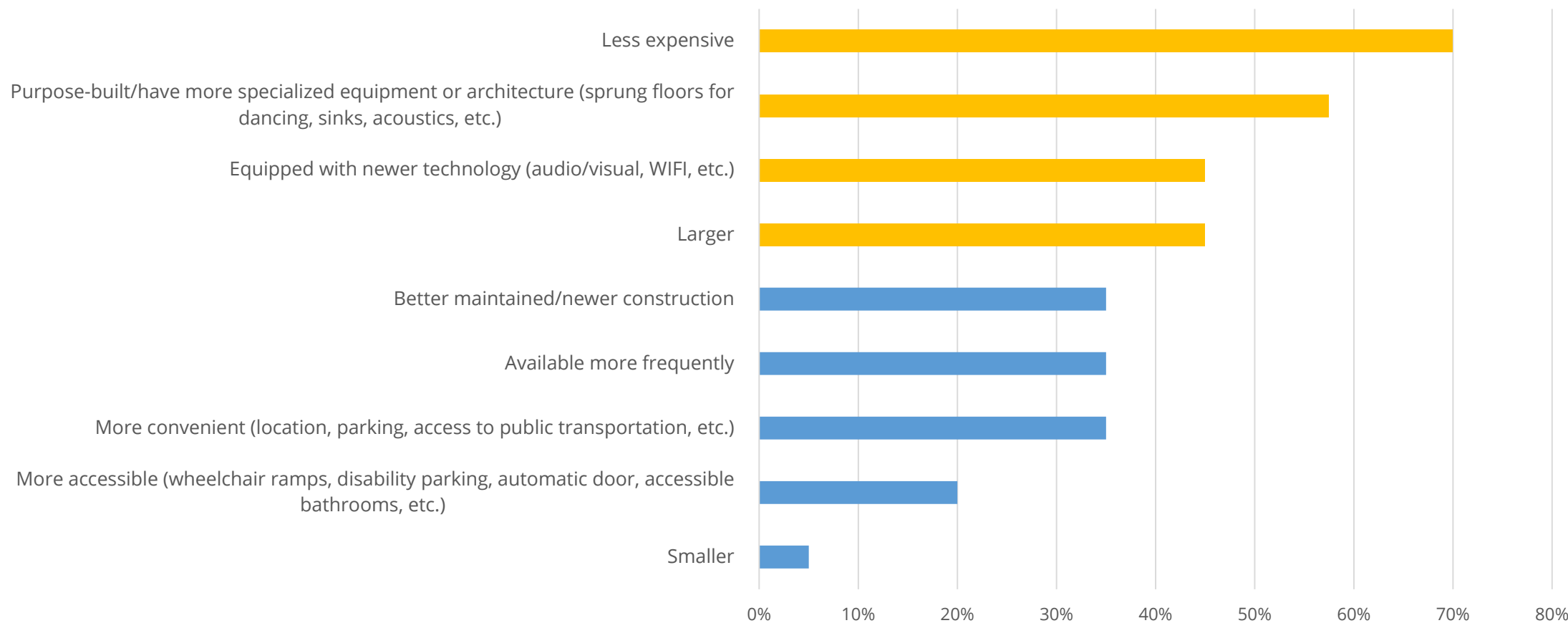
"Arts and culture are there but not everyone knows about it or how to access it."

"In the next 5 years, hope that it would be more diverse, more LGBTQ, more Latino-centered events, more things that integrate the various cultures and people that live here."

Facility Survey – Artists' Desired Space Needs

Less expensive, purpose-built, more tech-equipped, and more spacious

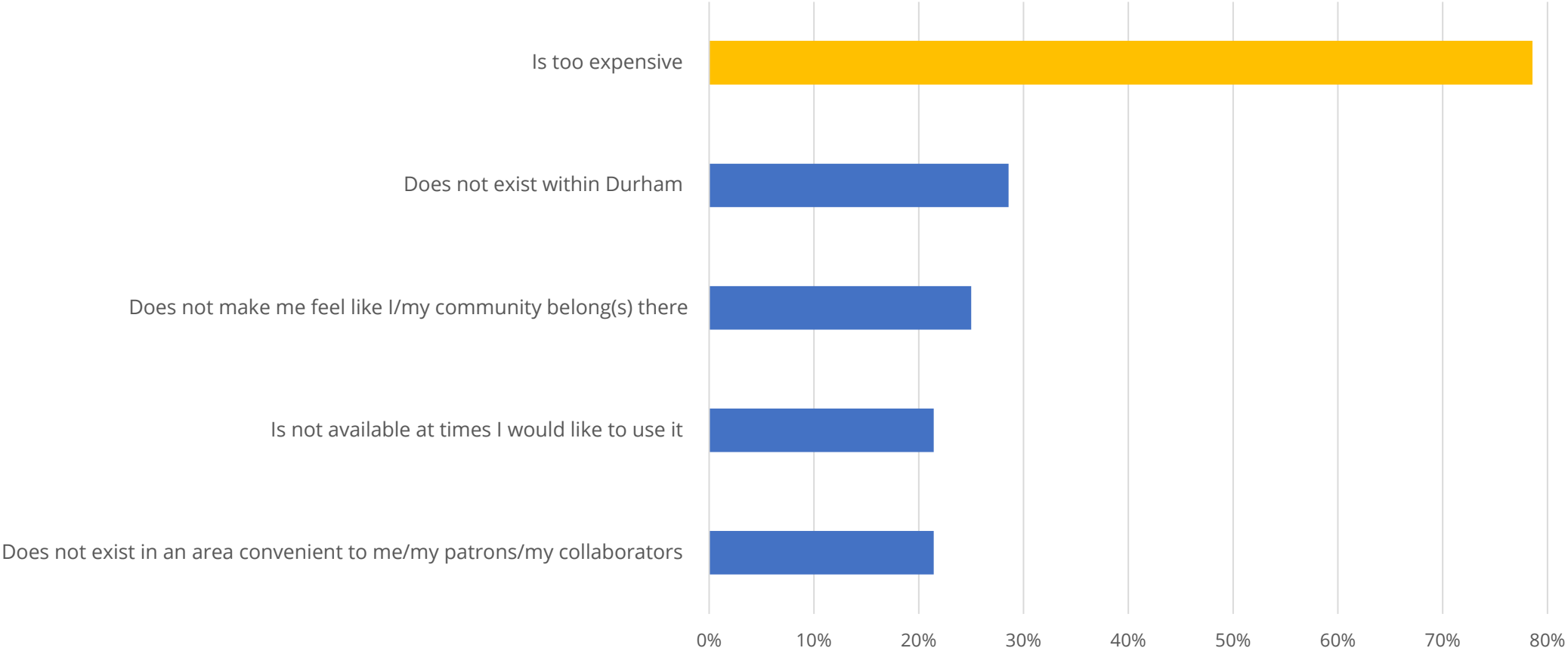
Thinking about the facilities that you currently uses for art-making, what space needs do you have that are not currently being met? (Please check all that apply) I need space(s) that are...



Facility Survey – Artists’ Obstacles to Using the Desired Facilities

Cost is the primary concern for artists

What are some reasons you do not use those facilities/types of facilities? The facility/type I'm interested in...



Remember that Press Release Worksheet?!

- **Individually**, revisit your Press Release Worksheet. Make any adjustments that are essential, now that we've explored the data. *(3 minutes)*
- **In your table groups**, create a press release that **synthesizes** the accomplishments you collectively agree on. Designate a reporter. *(15 minutes)*
- **Report out.** *(2-3 minutes per table)*

What are the “essential resources” to achieve success?

Creative/Production Space

Education Space

Housing

Leadership

Marketing

Money

Philanthropy

Professional Development

Public Sector Support

Staff

Technology

- **As a group**, return to your synthesized press release.
- **Identify the 3-5 resources** that are most important to achieving what you’ve described. These are what is needed, whether or not it already exists. *(10 minutes)*
- **Write these “essential resources” on sticky notes.** The AMS team will collect them. *(5 minutes)*



Break



Emerging Themes

Strengths, Weaknesses, Threats of Durham's Arts and Culture Sector

Is Anything Missing?

Strengths

Positive things that Durham/its constituents can control or influence

- National reputation for arts and culture
- Significant population and economic growth
- Community-wide alignment around the benefits of arts and culture
- Creative/cultural community
- Existing leadership of large organizations
- Diverse talent base and range of offerings

Weaknesses

Gaps in resources, knowledge, and/or practice that Durham's constituencies can control or influence

- Limited arts resources in public and charter schools
- Few pathways to increase public support for the arts, especially youth/arts education
- Gaps in professional development and succession planning
- Generalized marketing, not tailored for specific communities
- Burnout among workers in the arts and culture sector

Threats/Challenges

Challenges that impact Durham's arts and culture communities, and that can not be controlled or influenced directly (or at all)

- Shifting public sector priorities
- Underinvestment in youth arts programming/education
- Transportation infrastructure and services constraints
- Gentrification
- Perceptions of neighborhood safety

Next Steps

Coming up soon...

- Community Meeting – January 20, 2024
- Phase 1 Review Meeting – to be scheduled

Phase II

- Potential Operating Structures
- Exemplars/Best Practices
- Funding Analysis



For info contact:
ams@ams-online.com

Community Input – Slides Delivered on January 20, 2024



Durham Cultural Roadmap

LIVE Q & A

January 20, 2024 at the Durham Arts Council



AMS
PLANNING
& RESEARCH



Welcome

Goals

Gather input on what's **important**, what's **needed**, and what should be **celebrated** for Durham's arts and culture to thrive

The Cultural Roadmap Process is (Very) Collaborative



**AMS Planning &
Research (lead
consultant)**

**Creative
Community
Partners
(CCP)**

**Cultural
Roadmap
Planning Group
(CRPG)**

**Durham's
Cultural
Advisory Board
(DCAB)**

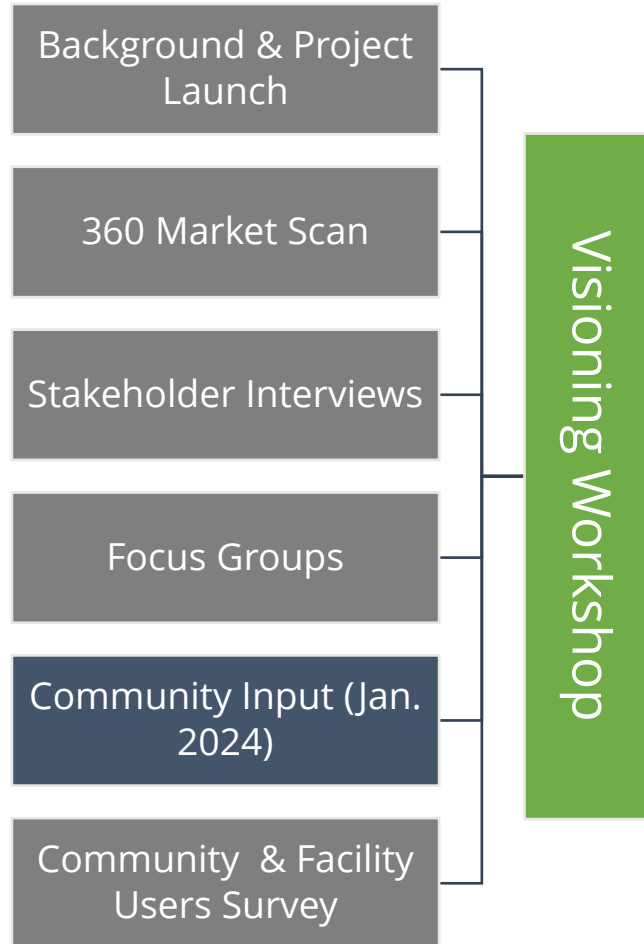
**Durham
City Council

Durham County
Board of
Commissioners**

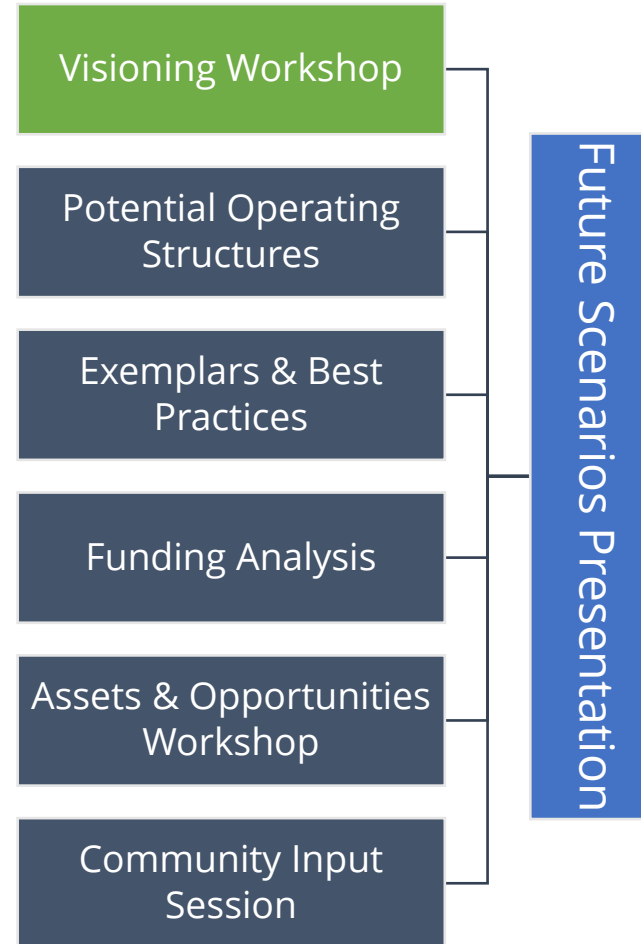
**Durham
Residents**

Our Partnership is Grounded in Data and Spans 12+ Months

Phase I: Situation Analysis May 2023-January 2024



Phase II: Articulating the Vision January-April 2024



Phase III: Designing the Plan May-August 2024





Key Questions

- 1) What are the community's(ies) goals for arts and cultural opportunity [Cultural Roadmap]?
- 2) What resources will be required to implement a new roadmap for Durham?
- 3) How might a newly established Office of Arts & Culture facilitate and advance the City's arts and cultural stakeholders' priorities?
- 4) How would a government Office Of Arts & Culture be structured and operate?
- 5) What would the impact be on other City and County arts services providers?
- 6) How would the Office sustain and maximize funding and streamline operations to service the arts and cultural sector?

VISION

Envision a thriving arts and culture sector in Durham. Celebrate the cultural practices, histories, institutions, and individuals that define Durham's art and culture sector. Work towards the preservation of Durham's cultural heritage, the protection of cultural assets and the equitable distribution of resources to artists, cultural workers, and organizations in the arts and culture



purple S.T.E.A.M.
kan Alkanoglu

Art and Culture is Expansive

The Durham Cultural Roadmap must encompass visual arts, performing arts, literary arts, history and heritage, science, the humanities, recreation, and individual creative expression. This wide-reaching "arts and culture ecosystem" impacts the quality of individual, community, and family life and influences tourism, investment, and economic opportunities.

Durham's vibrant community cultural expressions take place in neighborhoods, downtown, and outside of traditional arts venues.

equitable county-wide engagement that will maintain, grow, and sustain the arts and culture sector in Durham for the next decade and beyond.

To learn more about the Vision, Mission and Values:

[Cultural Roadmap Vision & Values \(PDF\) Hoja de Ruta](#)

[Cultural - Visión, misión y valores \(PDF\)](#)



'Club Crossing'
Candy Carver
Photo: Eric Waters

Over 1,120 Voices Shape Our Understanding of Durham

We Use Many Tools to Hear Diverse Perspectives

60+ Interviews

One-on-one conversations with arts leaders, civic leaders, DCAB and CRPG members, and more.

6 Focus Groups

Focus groups involving 30+ people, representing faith groups, artists, arts organizations, and more.

Cultural Roadmap Planning Group

A group of 43 individuals with strong ties to Durhams arts, culture, civic, educational, and other realms.

Community Survey

Over 900 community members responded to this 20-minute survey.

Want to take it? Start here:

Facility User Survey

Over 50 individuals and organizations shared how they access space and what their needs are for the future.

Durham Cultural Advisory Board

A group of 18 people with extensive experience in cultural work in Durham and beyond.

Community Engagement

*Creative Community Partners'
Completed Events*

Really, Really Free Market (October 2023)
Fall Community Culture Fest (November 2023)

Visioning Workshop

CRPG convened in December to review the work to-date and begin to identify the strengths, weaknesses, and threats Durham can collectively address in the Cultural Roadmap.

City and County of Durham

A dedicated team of City and County staff, who are collectively charged with working with AMS to realize the Cultural Roadmap.

How Can You Contribute Today?

Choose Any and All Stations to Share Your Input



Children's Activities
Activities for children to share their ideas about Durham's arts and culture.

Actividades para Niños Actividades para que los niños compartan sus ideas sobre el arte y la cultura de Durham.



Survey Station
Use the QR code to take the Community Survey.

Estación de encuestas
Utilice el código QR para realizar la Encuesta Comunitaria



Live Q&A
Listen to a brief presentation and ask questions.

Preguntas y Respuestas en Vivo y Directo
Escuche una breve presentación y formule preguntas



Where do you go?
Use dots to show where you go to satisfy your cultural cravings and creative needs.

¿Adónde vas?
Utiliza los puntos para indicar adónde vas para satisfacer tus ansias culturales y tus necesidades creativas.



Most Important Things
Answer questions about what's most important to you – and what's most needed.

Lo Más Importante
Responda a las preguntas sobre lo que es más importante para usted y lo que más necesita.



Dreaming Up Durham's Cultural Future
Write, draw, and/or record and upload your vision for Durham's cultural future.

Soñando el futuro cultural de Durham.
Escriba, dibuje y/o grabe y suba su visión del futuro cultural de Durham.

Stay informed about the Cultural Roadmap

More Input Opportunities

- Community Input Session #2 – April 27, 2024 (location and times TBD)
- Public Presentations of the Roadmap – August 2024 (dates, times and locations TBD)
- Visit **www.DurhamCulturalRoadmap.org** to stay informed and sign up for the mailing list.