Implementation Timeline

Year 1: Foundation – Adoption & Planning
Recommended spending – maintain current funding

Years 2–3: Implementation - recommended
Year 2: Maintain Year 1 funding and add $1.5 Million
Year 3: Maintain Year 2 funding and add $635,000

Years 4–10: Growth and sustainability – To be determined

American Dance Festival. Choreographed by Mark Dendy at Nasher Museum of Art. Photo by Ben McKeown

DURHAM CULTURAL ROADMAP

Recommendations Year 1

- Maintain current staffing & funding
- DCAB request/advocacy
  - Prepare for roll out of the Cultural Roadmap
    - Engage dedicated staff/contractor to coordinate and plan launch
    - Implement public information campaign
    - Develop job descriptions, grant guidelines, etc.

Artist Credit: Top: Mural of Brother Ray Equart by Claire Alexandre & YouthWorks. Youth Home Murals by Max Dowdle

DURHAM CULTURAL ROADMAP

Build Management Capacity
Year 2

Recommended Investment: $1.5M

- **Management Capacity Building:** $500K
- **Program Funding:** $600K–$700K
- **System Launch + Infrastructure:** $250K–$300K

This is in addition to current funding levels

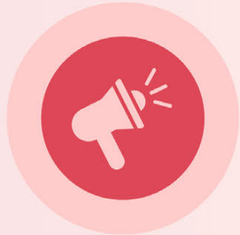
DURHAM CULTURAL ROADMAP

What This Funds in Year 2

3–4 core grant programs

Public-facing grants portal

Community workshops + technical assistance



Citywide outreach & communications

Coordinated grant review process

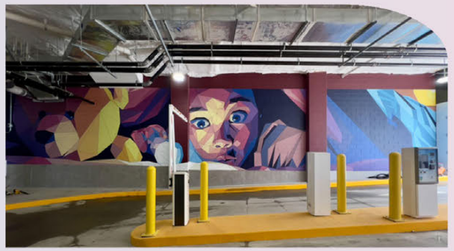
DURHAM CULTURAL ROADMAP

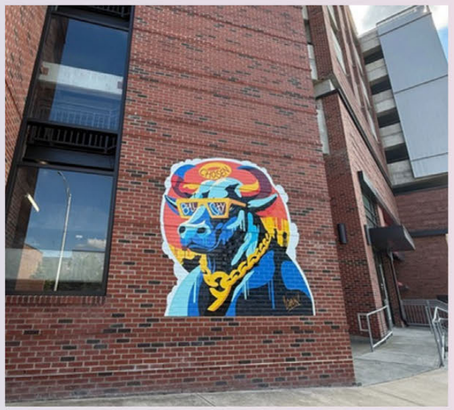
Recommended Grant Program Categories
Year 2

- Neighborhood access grants
- Individual artist support
- Cultural organization support
- Public program contracts
- Final allocations refined during implementation

DURHAM CULTURAL ROADMAP

Recommended Budget Year 2





Artist Credit: Top: Art of Anon by Jhonattan and Samantha Arango (County) Bottom: Chaun “Zion” Pierce (City)

Mini Grant Program	$300,000
Creative Neighborhood (DIY) Projects (11)	$335,000
Temporary Public Art Initiatives (11)	$110,000
Public Participation/Panelist Development	$60,000
Partnerships	$240,000
City/County Ongoing Responses	$40,000
Creative Durham Branding Campaign	$150,000
Build Management Capacity	$265,000
Total	**$1,500,000**

DURHAM CULTURAL ROADMAP

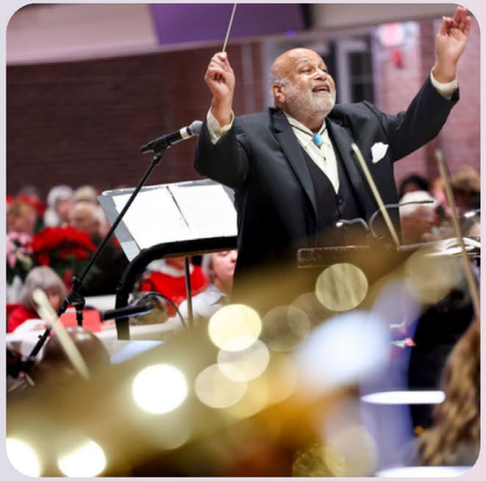
Recommended Investments
Year 3

- **Program expansion:** $635,000
- Launch incubator(s)
- Planning for arts learning initiative
- Increased grant funding
- Expanded program reach
- Evaluation-informed adjustments

Photo Credit top to bottom: Bloomberg Philathophy, Our Oasis by Candy Carver. Liberty Arts Iron Pour. Durham County Purple S.T.E.A.M. by Volkan Alkanoglu

DURHAM CULTURAL ROADMAP

Recommended Budget Year 3



Mini Grant Program	$309,000
Creative Neighborhood (DIY) Projects (11)	$345,050
Temporary Public Art Initiative (11)	$113,300
Public Participation/Panelist Development	$61,800
Partnerships	$247,200
City/County Ongoing Responses	$41,200
Creative Durham Banding Campaign	$154,500
Legacy Grants (Operating Grants)	$300,000
Artist Resource Centers (Incubators)	$200,000
Feasibility Studies: Artist Resource Center/Latino Cultural Center*	$90,000
Managment Capacity Building	$272,950
Total	**$2,135,000**

Photo Credit: Durham Symphony. Top: HuthPhoto. Bottom: Tom Barta.

DURHAM CULTURAL ROADMAP