

**Goals 4 and 5:
Endorse and Evaluate**



Goal 4: Endorse and promote the value of arts and culture to residents, visitors, civic and community leaders.

Goal 5: Evaluate community needs and the impact of Public and Cultural Arts programs and activities.

Marketing is the process by which we come to understand the relationship between what we do and our audience. Marketing is necessary to promote our programs and activities (our product) and grow our audience in both number and diversity. Appendix A outlines the current programs that the Office of Public and Cultural Arts offers to people in our community. Public and decision-maker awareness of these and future

Objective 4.1: Expand internal communication about the value of the arts and Town’s cultural programs.

Strategy: Inform Town Council and other authorizing officials of our mission, activities and successful arts programs and events.

Actions:

Present evidence of program successes to Manager and Council as part of an Annual Art Plan and Report.

Present periodic (three times per year) updates or reports on projects to Parks and Recreation Director and Town Manager.

Develop economic impact data and statements to demonstrate value of arts and cultural development.



2011 Bus Card Promotion for Summer Cultural Arts Programs

programs and activities is essential to continuing the value of Town-supported arts and cultural activities in the community. Key to this marketing effort is better understanding the needs and desires of our community; therefore evaluation becomes an important tool for determining a future programmatic direction and the impact those programs have on the quality of life and the economy of our community.

Objective 4.2: Expand external communication about the value of the arts and the Town’s cultural programs.

Strategy: Establish a clear marketing and communication plan.

Actions:

Determine a brand and positioning strategy for Chapel Hill as it relates to arts and culture.

Involve stakeholders in communicating news and event information through a variety of external channels.

Develop an application to aggregate arts and cultural events information to establish Chapel Hill as a leader in the arts.

Objective 5.1: Prioritize programs and activities based on community needs.

Strategy: Develop evaluation tools to assess how current programs and events meet the mission, goals and community needs, and determine future needs.

Actions:

Incorporate arts questions in Town’s community survey. Use survey data to inform programming.

Conduct before and after surveys for Artist in Residency Program participants, as well as patrons of other programs, events and public art installations.

Capture testimonials from people experiencing an arts event.



Park McArthur’s 2010 “Presence is Progress” project

Present the Chapel Hill Arts Plan to community cultural arts organizations and neighborhood groups for their feedback.

Hold an annual review with the Cultural Arts Division and the Chapel Hill Public Arts Commission to assess progress on planning goals.

Objective 5.2: Measure the economic impact and cost/benefit of programs and events.

Strategy: Develop analytics for cost/benefits of cultural development activities.

Actions:

Make use of existing or future cultural asset mapping and economic impact studies.

Collect information from residents and visitors.



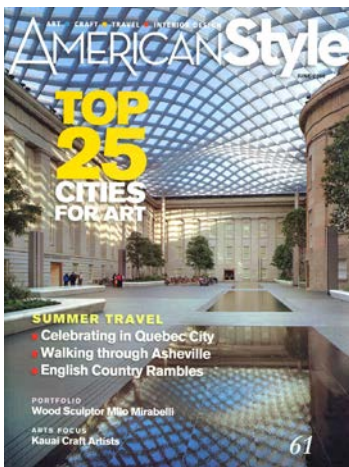
The 2013 Outdoor Entertainment Series “Locally Grown” held on the Wallace Deck Downtown

Goal 6: Expand



Expand the Cultural Arts Division staff and resources.

Both the Chapel Hill 2020 Plan and this Arts Plan provide a blue print for expanding arts and cultural activities in Chapel Hill. Organizational structure, programmatic development and sustainability of programs and resources must occur to achieve the goals of this plan. With the current structure, staffing and funding, little to none of this plan will be possible. This goal begins to address ways in which the Cultural Arts Division can grow and succeed in implementing this Plan.



Chapel Hill has repeatedly ranked in the Top 25 Cities for Art

Objective 6.1: Complete the integration of the division’s Office of Public and Cultural Arts with the Office of Events and Community Celebrations.

Strategy: Develop a shared vision within the division.

Actions:

Hold a staff and management retreat to formulate shared a shared vision and goals for the division.

Implement inter-divisional sharing of personnel, systems, practices and financial resources.

Objective 6.2: Increase program funding and staffing for the Cultural Arts Division.

Strategy: Develop a plan for Cultural Arts Division growth with the Council, Manager and Parks & Recreation Director.

Actions:

Research alternative funding and ways other towns operate and provide financial stability.

Establish a list of Local and Regional Foundations that could support funding efforts.

Produce a Chapel Hill Public Arts Commission annual fundraiser.

Increase financial program partnerships and collaborations.

Consider a resident per capita fee, or “round up” tax on utility bills that support the arts through a special fund (e.g. Raleigh).

Objective 6.3: Adjust Chapel Hill Public Arts Commission focus to complement Cultural Arts Division goals and Arts Plan.

Strategy: Realign Public Arts Commission in accordance with changes being made to all Town boards and commissions (spring 2014).

Actions:

Make sure Public Arts Commission retains a seat on those boards and commissions that affect community design and livability.