



CULTURAL ROADMAP

Vision, Mission, Values

VISION

We envision a thriving arts and culture sector in Durham. We celebrate the cultural practices, histories, institutions, and individuals that define Durham's art and culture sector. We 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 sector for the benefit of all Durham residents. We welcome new stories and strive to embrace and extend Durham's cultural community to all residents and visitors of Durham.

MISSION

Our mission is to create a five-year plan through inclusive, accessible, and equitable county-wide engagement processes that will maintain, grow, and sustain the arts and culture sector in Durham for the next decade and beyond.

VALUES

The Cultural Roadmap planning and engagement process will follow recommendations outlined in the City's [Equitable Community Engagement Blueprint](#).

We recognize that equitable engagement requires a specific emphasis on those who are most often marginalized in these conversations. Our planning process invites participation from all residents of the community while prioritizing racial equity, engagement with youth and families, and focusing on the inclusion of historically excluded communities.

The Durham Cultural Advisory Board defines "historically excluded communities" as any group of people (by gender, ability, race, ethnicity, sexual orientation, or other identity) who have been or are currently underrepresented either numerically, systemically, in ways of power, in positions of authority, or in adequacy of resources in Durham's arts and cultural social structures.

We value collaboration, creative expression, and the labor of artists and cultural workers. We will integrate creative learning strategies into our planning and decision-making processes. We will listen to and follow the lead of artists and cultural workers, as well as audience members and participants in the arts and culture sector.

We value, acknowledge, and build upon previous advocacy work completed by artists, cultural workers, and Durham residents including, but not limited to, the [2004 Cultural Master Plan](#), the 2020

[Proposal for a Durham Independent Arts Granting Fund](#), [Historic Preservation Plans](#), the Report of the [Durham Racial Equity Task Force: An Urgent and Loving Call To Action](#) and the [Durham Comprehensive Plan](#) (in progress).

The Cultural Roadmap seeks to expand, enhance, and improve artistic and cultural opportunities for creative expression for all members of the community. We believe in the transformative power of arts and culture. We intend for the Cultural Roadmap to extend this transformative power to address contemporary issues such as neighborhood preservation, education access, mental health, safety and wellness, and upward mobility.

Our definition of art and culture is expansive. The Cultural Roadmap must encompass visual arts, performing arts, literary arts, film, history and heritage, humanities, recreation, and individual creative expression. The wide-reaching “arts and culture sector” we refer to includes cultural and educational institutions such as libraries, museums, arts-presenting venues, and nonprofit and grassroots arts organizations working in all artistic disciplines.

Art and culture are vital to the health of our community, impacting the quality of individual, community, and family life, in addition to tourism, investment, and economic opportunities. We acknowledge that the sector is foundational to Durham’s unique history, identity, strength, and future growth.

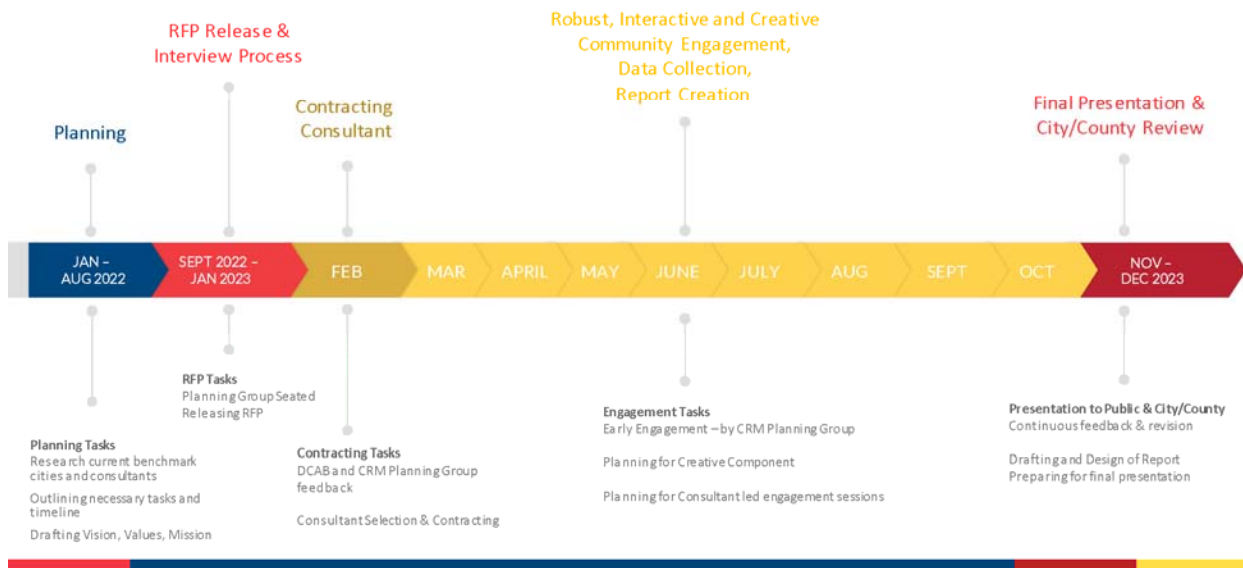
TIMELINE

We envision a five-year plan. The plan will be supported by the Cultural Roadmap Planning Group. Planning Group members will be selected by the Durham Cultural Advisory Board. The City of Durham City and County cultural and public art staff will provide administrative support for the planning process.

The anticipated timeline will involve a year of research, data collection, engagement, town halls, analysis, feedback and plan development. The Planning Group will begin work in November 2022 and by informing development of the professional planning consultant scope of work and selection process to support a City issued solicitation process to select a professional consultant and engagement partners. Consultant contracts are anticipated to be complete in early 2023. Targeted community engagement is anticipated by March 2023. The engagement processes will be a continuous conversation with regular opportunities for confirmation and/or course correction. Engagement methods may include surveys, direct conversations, active creative practices, and digital feedback.

The completed Cultural Roadmap will be presented to residents, City Council and the Board of County Commissioners in late 2023.

Cultural Road Map



Definitions

- **Cultural Roadmap:** Cultural planning is a process to assess what we, the community, like about what we have, what is missing, and what we would like to see. A cultural roadmap includes strategies to expand offerings, stabilize and sustain projects and organizations, examine our local infrastructure, and recommend best practices.
- **Durham:** City of Durham and Durham County
- **Arts and Culture Sector:** The wide-reaching “arts and culture sector” we refer to includes cultural and educational institutions such as libraries, museums, arts-presenting venues, and nonprofit and grassroots arts organizations working in all artistic disciplines including but not limited to visual arts, performing arts, literary arts, history and heritage, science, the humanities, recreation, and individual creative expression.
- **Artists:** individuals and groups who create art (such as painting, sculpture, music, or writing) using conscious skill and creative imagination
- **Cultural Workers:** all individuals whose technical and administrative work is essential to the production of goods and services in cultural and creative industries
- **Audiences:** residents and visitors of Durham who attend venues for the purpose of seeing, hearing and/or otherwise encountering a cultural event or product
- **Participants:** residents and visitors of Durham who actively engage in cultural programming, classes, workshops, etc.
- **Historically Excluded Communities:** The Durham Cultural Advisory Board defines "historically excluded communities" as any group of people (by gender, ability, race, ethnicity, sexual orientation, or other identity) who have been or are currently underrepresented either numerically, systemically, in ways of power, in positions of authority, or in adequacy of resources in Durham's arts and cultural social structures.