

Partner Organizations

The Arts Council of the Blue Ridge

Rhonda Morgan, Executive Director
www.theartscouncil.org

Council of Community Services

Pam Kestner, President
www.councilofcommunityservices.org

Downtown Roanoke Incorporated

Sean Luther, President
www.downtownroanoke.org

Roanoke Civic Center

Robyn Schon, General Manager
<http://roanokeciviccenter.com>

Roanoke Valley-Alleghany Regional Commission

Wayne Strickland, Executive Director
<http://rvarc.org>

Roanoke Valley Convention and Visitors Bureau

Landon Howard, Executive Director
www.visitroanokeva.com

“The recommendations have an excellent chance of leaping off the page and into the community because the plan was developed by and for Roanoke by the people most invested in its success. The best part is that an effort to foster partnerships doesn’t require substantial dollars, but an emerging willingness to work together.”

The Roanoke Times
August 21, 2011

*On the cover, clockwise from top left (with photo credits):
Local Colors Festival (Debbie Moore); Roanoke Symphony
Orchestra Youth Symphony (RSO); Sidewalk Art Show (Jessica
Dodds); Virginia Museum of Transportation’s J-611 (VMT).*



“The plan sets forth a consensus-built vision for a prosperous community where innovation in arts and culture engages people in all aspects of life while contributing to sustained economic growth and development.”

Information

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To see the entire Arts and Cultural Plan
and the most recent Progress Bulletin,
go to www.roanokeva.gov/artsplan.



ARTS and CULTURAL PLAN



Progress Bulletin No. 1
February 2012



Arts and Cultural Plan

Vibrant Region,
Healthy Economy

Livable Communities,
Engaged Neighborhoods

People,
Education,
Lifelong Learning

The foundation for the City of Roanoke's Arts and Cultural Plan consists of the three building blocks of economy, community, and education. Outlined below is the Arts Commission's list of **first actions** aimed at addressing these components as the plan moves forward.

Economy

Short-term (0-2 years):

1. Structure city grants, capital and line-item funding to implement plan recommendations for collaboration, neighborhood outreach and pursuit of diverse audiences.
2. Study and recommend funding strategies to sustain arts and culture organizations including dedicated funding sources, united arts fund drive, assets district, funder collaboration.
3. Task appropriate city staff with initiating plan actions and establishing an Office of Arts and Culture similar to the Office of Neighborhood Services to oversee plan implementation.
4. Include arts and culture in City Council legislative agendas.
5. Map use of existing arts and cultural venues and develop a plan to expand use of underutilized spaces.
6. Explore creation of a Sister Cities artist exchange.
7. Use public art to identify downtown districts.

Mid-term (2-5 years):

1. Develop a joint marketing effort for arts and culture.

Community

Short-term (0-2 years):

1. Establish a neighborhood grant category and include a first round of grants to support neighborhood festivals, art shows, poetry, events, improved infrastructure for art and music performance, competitions where neighborhood talent is featured, and similar events.
2. Establish an advisory group of artists to help develop arts and cultural elements of neighborhood plans and assist neighborhoods to initiate, plan and support neighborhood arts and cultural events.

Mid-term (2-5 years):

1. Develop a public art project in collaboration with colleges and universities.
2. Promote a program to highlight museums, arts and cultural organizations, galleries and local artists on tours of neighborhood festivals, schools, meetings, community centers, and other possible tie-ins.

Education

Short-term (0-2 years):

1. Establish an annual showcase for educators of what artists and organizations have to offer.
2. Continue to expand the library system's programs.
3. Link arts and culture to other participatory activities such as biking and greenways.
4. Continue established events such as Roanoke Valley Reads and Art by Night.

Mid-term (2-5 years):

1. Convene regular meetings with arts and cultural organization administrators and educators to facilitate development of partnerships, programs and activities that create opportunities for multigenerational participation and learning.

