Charlotte Arts and Culture Plan
Community Conversation Guide

Do-It-Yourself Tool Kit
Arts and culture are for everyone.

The City of Charlotte is developing the Charlotte Arts and Culture Plan to sustain and grow arts and culture in Charlotte-Mecklenburg. You can shape the future by sharing your perspective.

Whether you like creating art—music, dance, video, crafts, etc.—or going out to museums, films, and enjoying culture heritage in your community, YOU can benefit from the Charlotte Arts and Culture Plan.
About the Charlotte Arts and Culture Plan

The Charlotte Arts and Culture Plan will be a comprehensive assessment and plan to guide the future of arts and culture in the Charlotte-Mecklenburg area.

What is an arts and culture plan?
An arts and culture plan includes a shared, community vision for the future of arts and culture, and spells out a pathway to achieve that vision. Along the way, the process involves listening to communities, and gathering and analyzing information and data. The plan is used to create policies and funding strategies that cultivate a thriving, sustainable arts and culture community that benefits everyone.

Why create an arts and culture plan for Charlotte?
Arts and culture provide a vibrant quality of life for all people, and play an important role in economic development by supporting local businesses, and attracting new businesses, new residents and visitors to a city.

To ensure local arts and culture in have a healthy future, the City of Charlotte is seeking input from people throughout the Charlotte-Mecklenburg area to develop policies and strategies that will stabilize the creative sector, incentivize growth opportunities for artists and arts and culture organizations, and respond to community needs and opportunities.

Guiding Principles

- Equity, inclusiveness and transparency in the city’s processes.
- Meaningful engagement at multiple levels of the community.
- Data-driven decision-making, and innovative and implementable approaches to supporting arts and culture.
- Valuing the full breadth of the cultural ecosystem, including artists and creatives, non-profits, creative businesses, partners, funders, educators, audiences and participants.
- Removing barriers to help the public engage with arts and culture, and to help artists and groups access funding and opportunities that have been less accessible to them historically.
- Sustainability, growth, resiliency, opportunity and collaboration across the arts and culture sector and beyond.
- Educating the public on the economic and social impact of arts and culture, and exciting residents and visitors about playing their role.
What will the Charlotte Arts and Culture Plan do?

• **Explore** ways that arts and culture can play a role in shaping the lives of Charlotte-Mecklenburg residents and the communities in which they live.

• **Ensure** that arts and culture are integrated throughout the city's infrastructure.

• **Increase** opportunities for public art, community art projects, individual artists, and arts and culture organizations of all sizes, and for communities to have greater access to arts and culture.

• **Drive** community and economic development that will assist in improving the quality of life in our communities.

• **Recommend** strategies and policies to equitably and inclusively support arts and culture that align with the City of Charlotte’s broader policy goals, to raise Charlotte’s profile as a destination city, and to address community issues such as social justice, education, workforce development, and equitable access to opportunity.
What Can You Do?

We need to hear your voice to ensure the Charlotte Arts and Culture Plan truly reflects Charlotte-Mecklenburg’s diverse communities — all backgrounds, generations, neighborhoods, and abilities. Sharing your thoughts is as easy as 1-2-3.

1. Gather a group of friends, colleagues or family
2. Use any or all of the activities in this toolkit to start your conversations
3. Take a photo or scan this document or your notes. Share your results with us at: outreach@cltartsandculture.org
Name a Creative Community

Introduce yourself and describe in a few words
Charlotte-Mecklenburg's cultural identity.

1. Name a Grade A creative community. List an example of a community in Charlotte-Mecklenburg that you think has great arts and culture.

   a. What makes it great? List the arts and culture features or assets of this Grade A creative community.

What grade from an A to an F would you give your neighborhood for arts and culture, and why?
Opportunities and Challenges

1. What do you love most about Charlotte-Mecklenburg’s arts and culture?

2. What would improve your access to arts and culture?

3. What would you like to see more of in the future?
The Charlotte Arts and Culture Plan process offers many ways for you to contribute your thoughts: community events, a survey, a tool kit to organize your own conversations with friends and neighbors, and more!

Please visit the City of Charlotte's website and follow @CLTgov on social media to get involved, stay involved, spread the word, and help make Charlotte-Mecklenburg a thriving community for arts and culture.

www.charlottenc.gov/arts-culture