

The Importance of Arts and Culture in Regional Development

**Presented by Wayne Strickland, Executive Director,
Roanoke Valley-Alleghany Regional Commission**

**2011 NADO Training Conference
South Beach, FL**

Why should RDO's get involved with Arts/Culture?

- Big Question: Arts/Culture versus infrastructure
 - Economic development
 - Community building
- What's in it for an RDO?
 - Help diversify the local economy
 - Gain some recognition
- Who benefits: both cities and smaller rural areas

RVARC's Work with Arts/Culture

- **Support of Blueprint 2000: A Regional Arts and Cultural Plan (1994)**
 - Purpose to heighten awareness about arts/culture, assess strengths/weaknesses, look at funding alternatives to stabilize organizations, and promote collaboration among organizations.
 - Efforts to implement the Blueprint: outlined mechanisms for collaboration (joint ticketing, shared services); alternatives for enhancing funds (Blue Ridge Assets District, United Way for the Arts, Arts in K-12)

Blueprint 2000



A Vision for the Cultural Community

of the Roanoke Region of Western Virginia

Final Report and Recommendations







- **Using Regional Assets to Promote Arts/Culture:** Formation of Virginia's Western Highlands
 - Purpose: to build an artisans trail and promote tourism in the rural areas of our district.
 - Used an ARC grant for community meetings to develop assets. Process modeled after Hand Made in America.
 - Worked with the Artisans Center of Virginia to collect listing of artists. Developed web site to draw visitors.

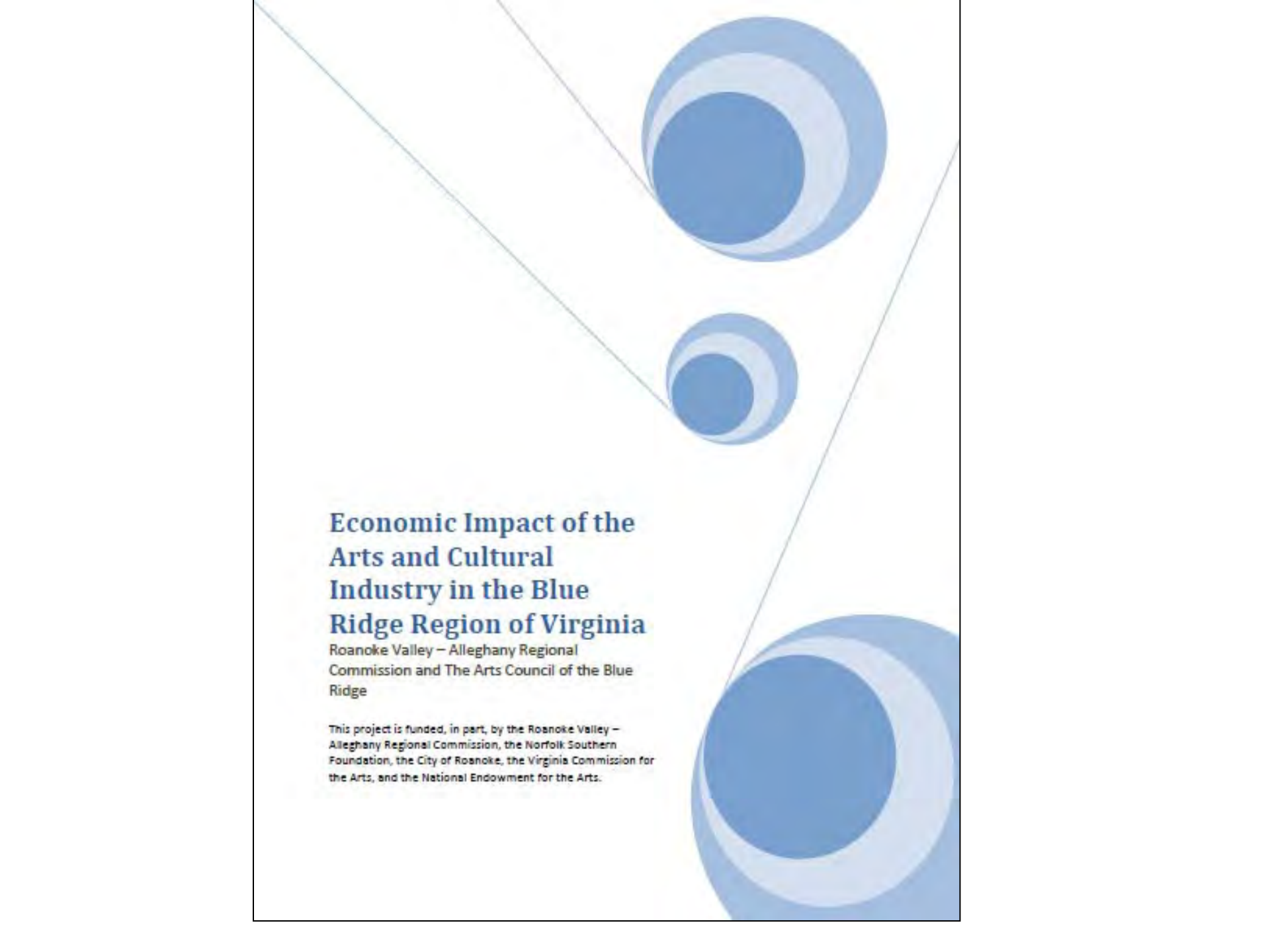
VIRGINIA'S



Western Highlands



- **Economic Impact Assessments:** used the impact studies to illustrate economic benefits of arts/culture on region.
 - 4 regional economic impact assessments over 12 years.
 - Most recent impact assessment showed that arts/cultural organizations brought in \$12 million in outside money into the region and employed more than 150 people. This doesn't include the multiplier affect within the region.
 - Economic impact studies also conducted for arts/craft festivals.
 - Analyzed economic impact of a community center and incubator in Highland County.

The background of the page features an abstract graphic design. It consists of three concentric circles in shades of blue, arranged diagonally from the top right towards the bottom left. Two thin, light blue lines intersect to form a large 'V' shape that frames the text on the left side of the page. The circles and lines are set against a plain white background.

Economic Impact of the Arts and Cultural Industry in the Blue Ridge Region of Virginia

Roanoke Valley – Alleghany Regional
Commission and The Arts Council of the Blue
Ridge

This project is funded, in part, by the Roanoke Valley –
Alleghany Regional Commission, the Norfolk Southern
Foundation, the City of Roanoke, the Virginia Commission for
the Arts, and the National Endowment for the Arts.

The Highland Center Restoration Economic Impact Analysis



Prepared by:



September 2011



- **Partnered with the City of Roanoke's Art Commission in preparing the City's Arts and Cultural Plan**
 - Worked with focus groups to look at the needs of local neighborhoods
 - Will work with Arts Commission on specialized research activities related to arts and culture.

Artist Cheryl Foster installing art at Market Building | Photo courtesy of Stephanie Doyle



Roanoke Arts Commission

The Arts and Cultural Plan was developed under the leadership of the Roanoke Arts Commission with the engagement of area residents, artists, and arts and cultural organization leaders.



- **Prepared a Roanoke Regional Arts and Culture Analysis:**
 - The regional Business Council contracted with the Regional Commission to examine the existing financial condition of arts and cultural organizations.
 - Examined revenue streams, expenditures, and net assets.
 - Compared results for our region with five other comparable regions.

Roanoke Regional Arts and Culture Analysis



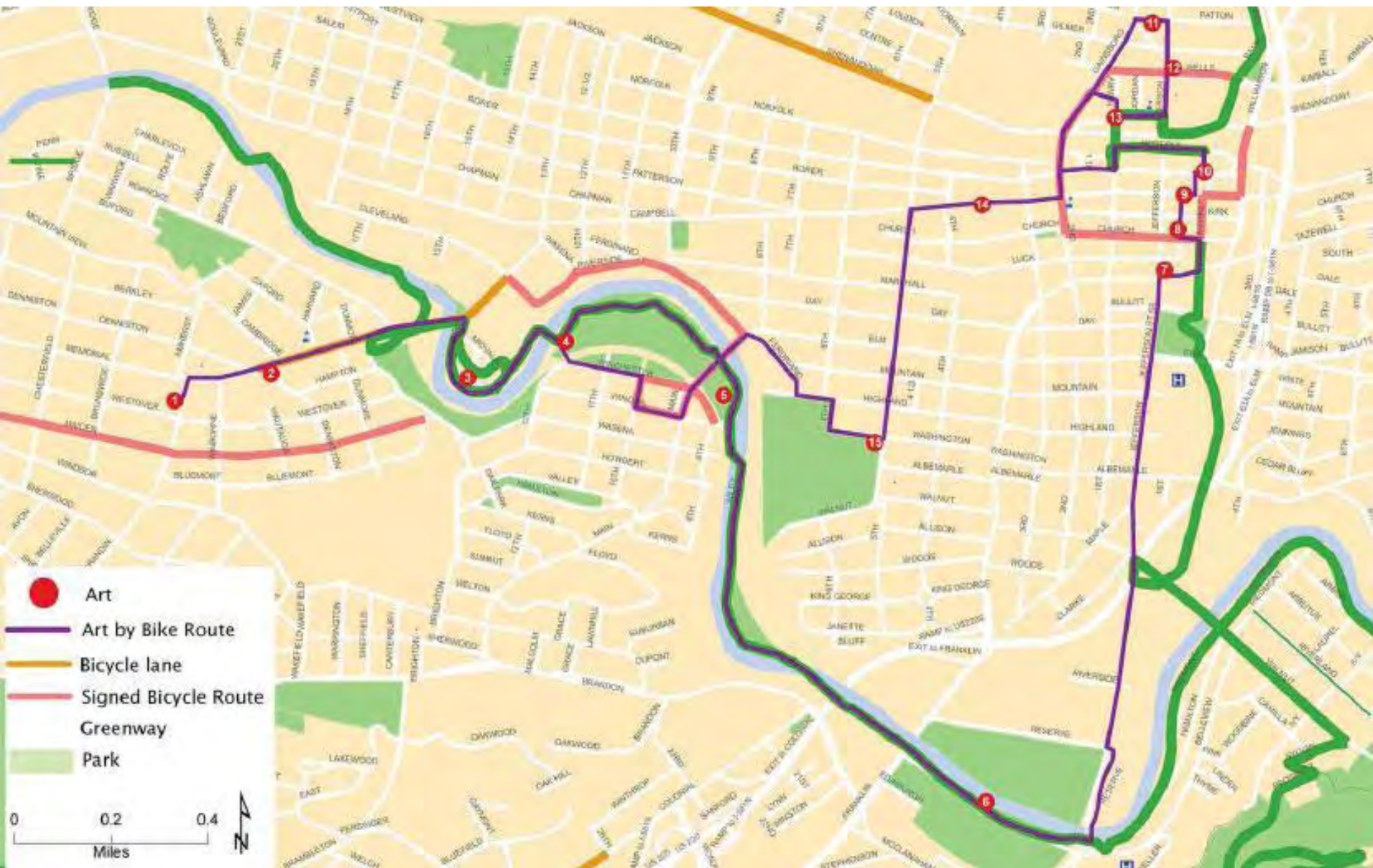
Commissioned By: The Business Council

Prepared By: The Roanoke Valley-Alleghany Regional Council

August 2011

- **Ride Solutions (our regional rideshare program) helped to develop an Art by Bike tour:**
 - The tour material was paid for through the rideshare program.
 - Additionally, we were able to pay for a “artsy” bike rack as a part of this effort.







Questions?