

WELCOME!
TYLER GODSEY



EXECUTIVE DIRECTOR ROUNDTABLE



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CULTURE CHECK
SHALEEN POWELL



ARTS & CULTURAL PLAN
JOHN CORNTHWAIT

ITS HERE NEXT STEPS
COLLECTIVE MARKETING
LEADERSHIP TEAM

UPCOMING EVENTS



CULTURE CHECK

SHALEEN POWELL



roanokeculturalendowment.org/culturecheck



Phase 1
December 2024

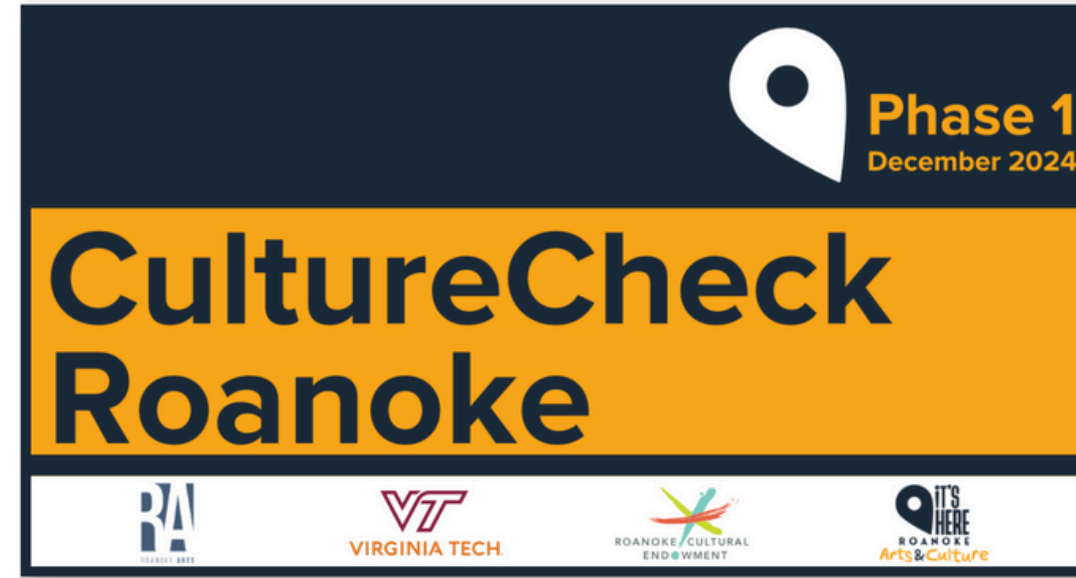
CultureCheck Roanoke



A joint project of the Roanoke Arts Commission and the Roanoke Cultural Endowment in collaboration with Virginia Tech's M.F.A. program in Theatre, Arts Leadership.

Project Description:

CultureCheck Roanoke is a multi-phase research project supported by the Roanoke Arts Commission and the Roanoke Cultural Endowment for the dual purposes of better understanding how arts and culture organizations are engaged with the community and how they are recovering



Roanoke's arts and culture organizations have been **resilient** post-pandemic and have **resourcefully** sought to adapt their engagement methods to maintain audiences and donors.

However, this research suggests that Roanoke's arts and culture organizations face **significant funding challenges**, including heavy reliance on grants, rising operational costs, and economic uncertainties.



**ROANOKE ARTS &
CULTURAL PLAN**
JOHN CORNTHWAIT

www.roanokearts.org/plan



Roanoke Arts &
Cultural Plan

Executive Directors Roundtable



END GOAL

What comes out of this process?

Roughly every 10 years, a new and updated Arts & Cultural Plan is developed.

A Shared Vision: A clear, community-driven roadmap for Roanoke's arts and cultural future.

Core Values and Focus Areas: The foundational principles that guide decisions and investments.

Actionable Goals: Tangible steps to enhance arts, culture, and placemaking across the city.

Community Impact: A plan that reflects the voices, needs, and aspirations of Roanoke's diverse communities.

Legacy for the Future: A sustainable framework to ensure arts and culture thrive for years to come.

—

The Path Ahead



VALUES



VALUES

- INNOVATIVE - forward thinking, durable
- INCLUSIVE (voices of all organizations)
- Broadly Collaborative (across sectors)
- APPROACHABLE - ACCESSIBLE
- DIVERSE → inclusive
- EFFICACY - effective
- QUALITY ↑ (efficacy)
- UNITED (inclusive) ↑
- TENACITY ↑ (efficacy)
- RESPONSIVENESS → approachable

VALUES - 2

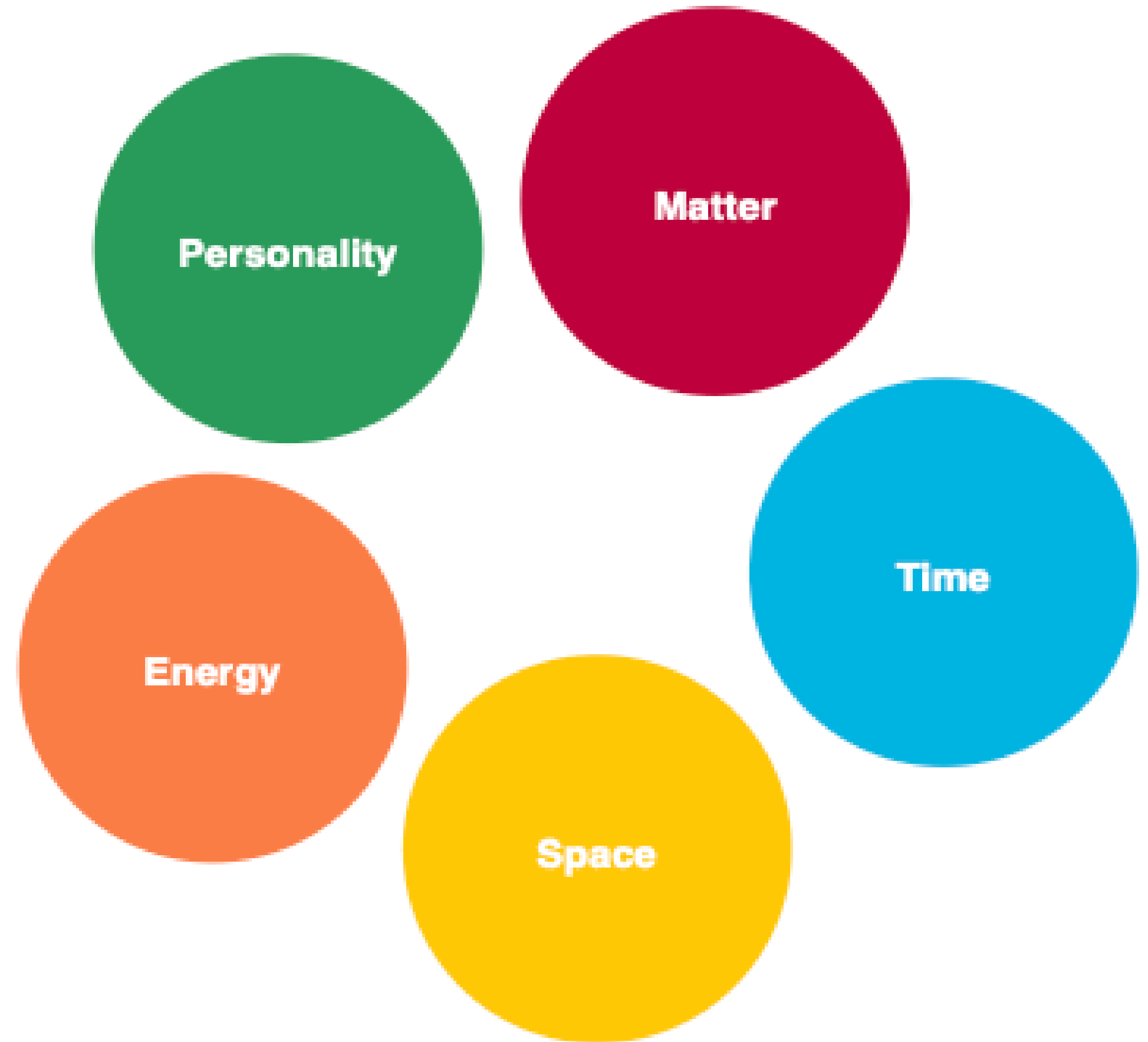
- ENERGETIC (tenacity/effective)
- EQUALITY (inclusive)

- Innovative
- Broadly collaborative
- Accessible
- High-Impact

CREATING CLARITY

The Colon Classification

We're using the PMEST framework—Personality, Matter, Energy, Space, and Time—to break down and explore our focus areas for the Arts & Cultural Plan.



PERSONALITY

Who are we serving?

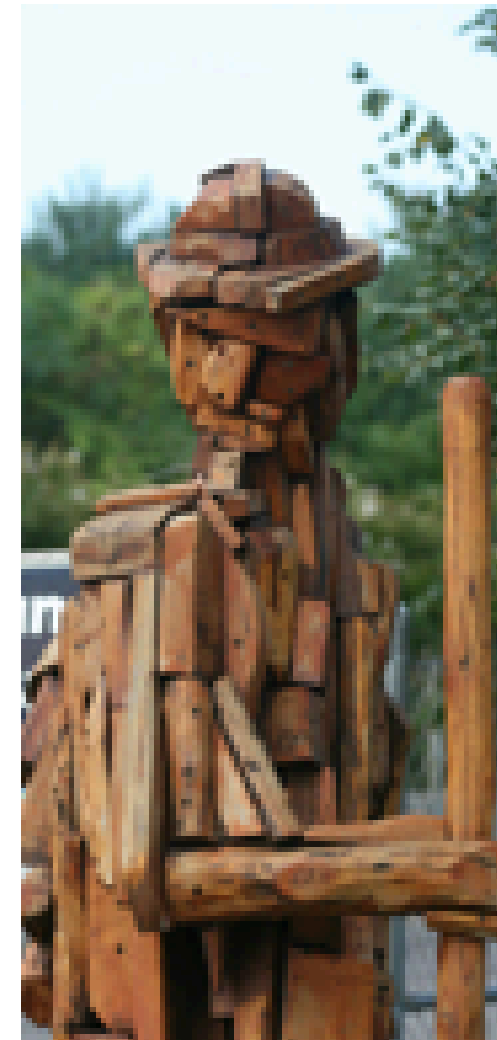
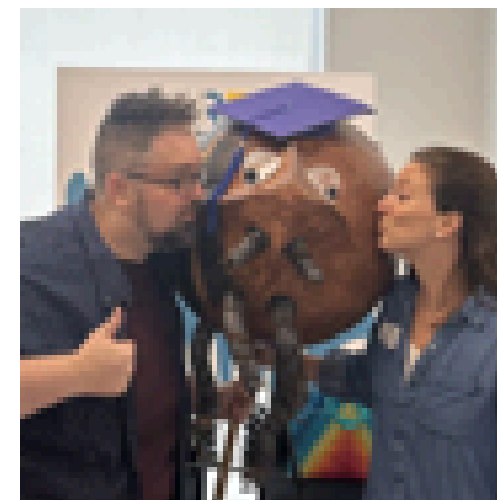
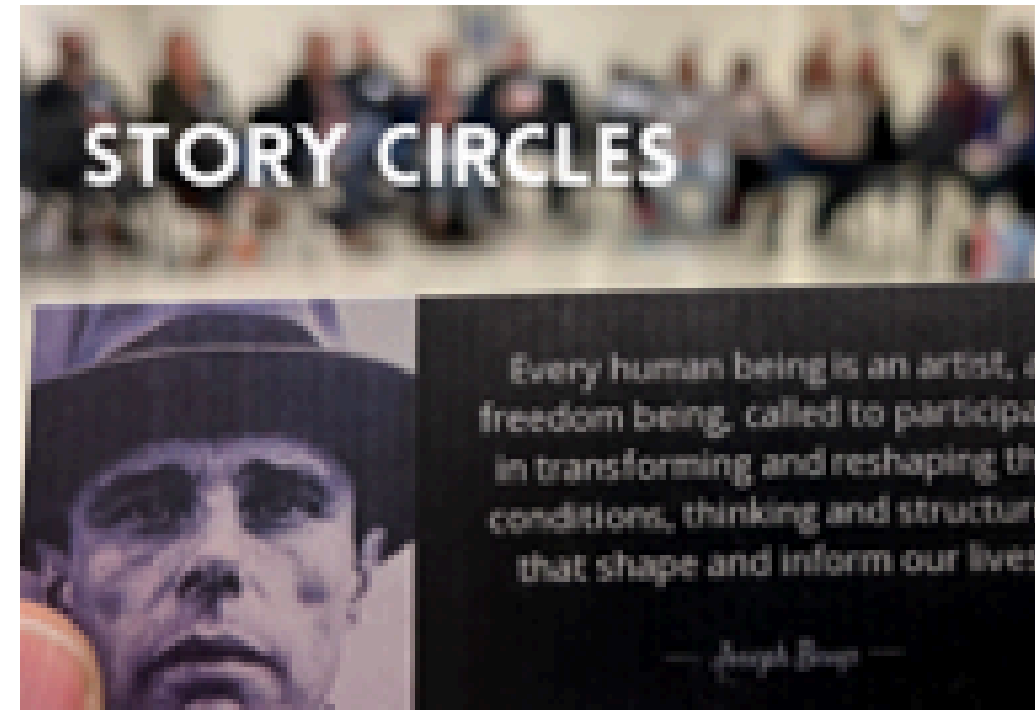
Personality is all about the people—the communities, groups, and individuals that the Arts & Cultural Plan serves. It's about understanding who benefits from this plan, whose voices need to be heard, and who plays a role in making it happen.



MATTER

What are we focusing on?

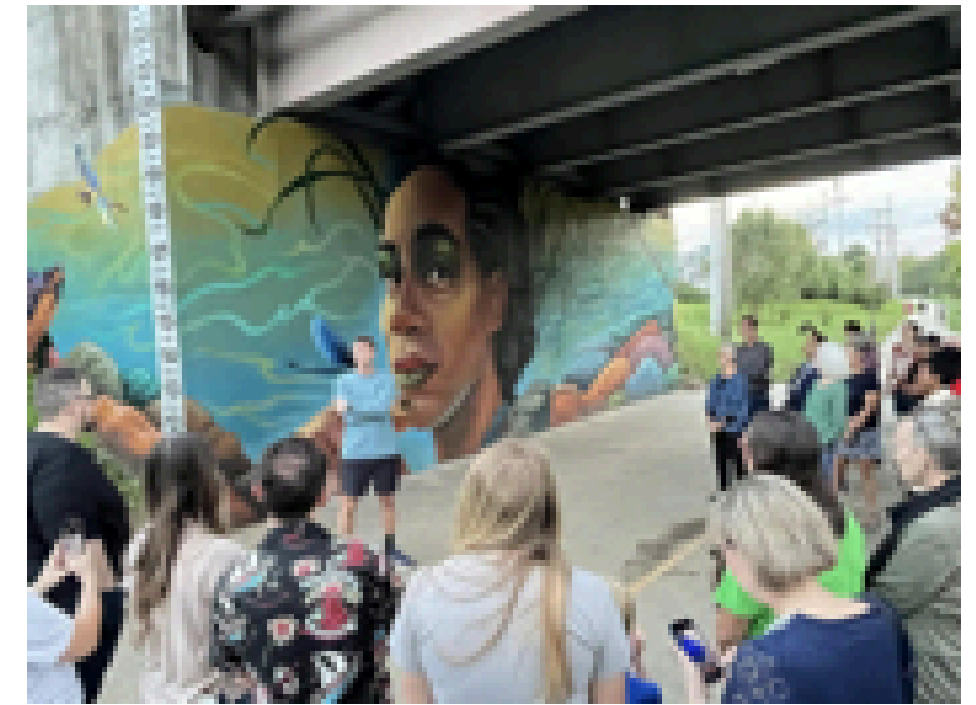
Matter is the 'what' of the plan. What are the key elements of Roanoke's arts and culture that we should prioritize? Think about the programs, traditions, or creative initiatives that are most essential to shaping our cultural landscape.



ENERGY

How do we make it happen?

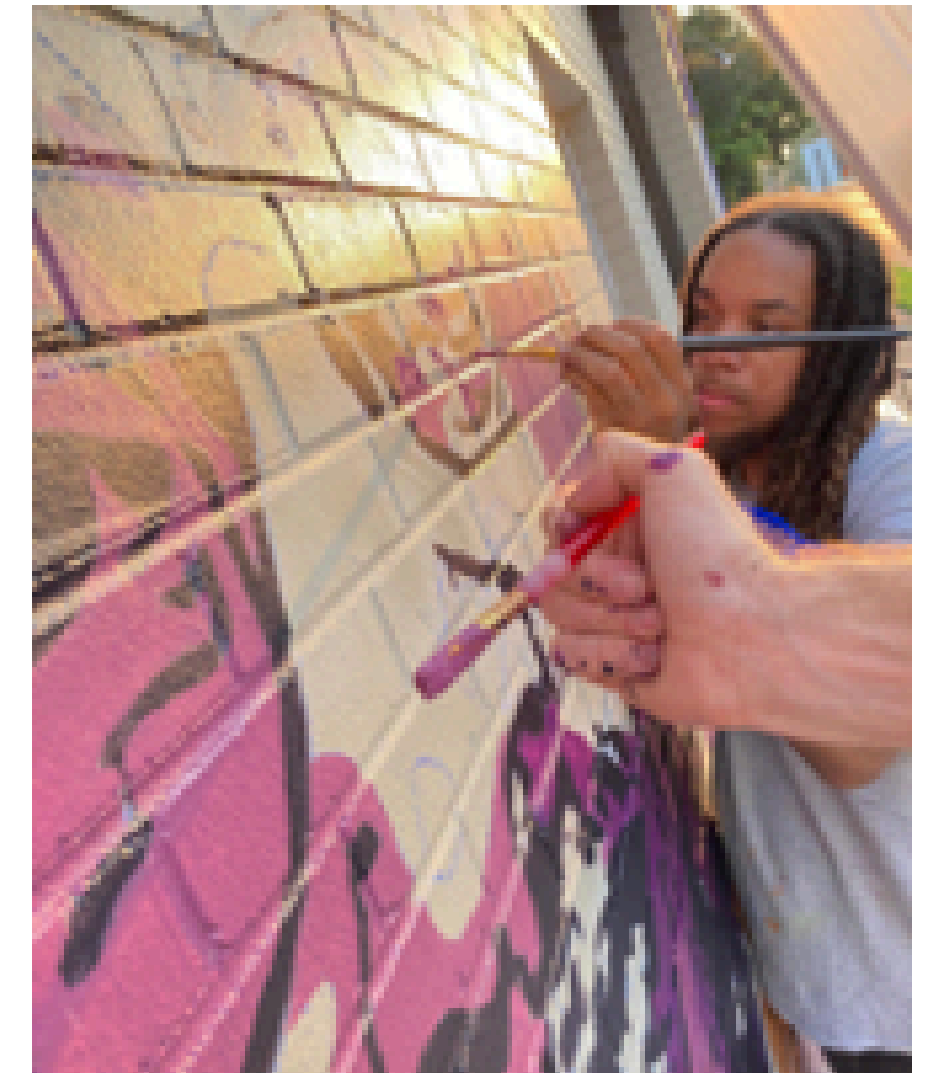
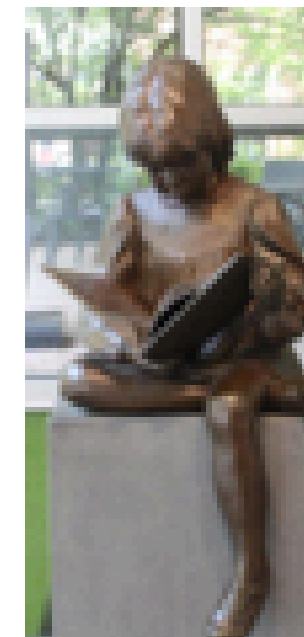
Energy is the 'how.' How do we make Roanoke's arts and culture thrive? What processes, collaborations, or approaches should drive our efforts? Consider what values or actions are essential to supporting creativity and fostering a dynamic arts ecosystem.



SPACE

Where does arts & culture thrive?

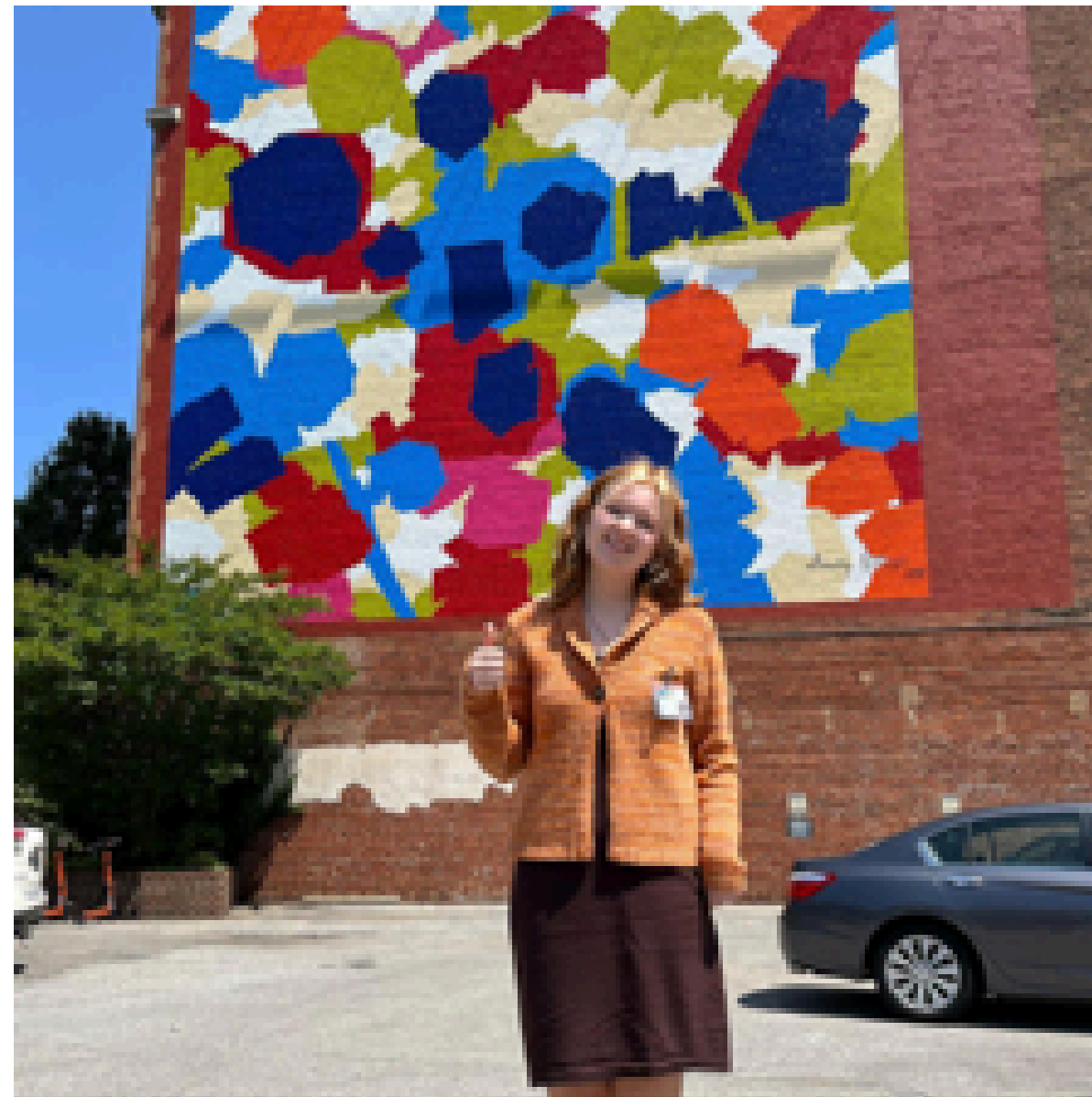
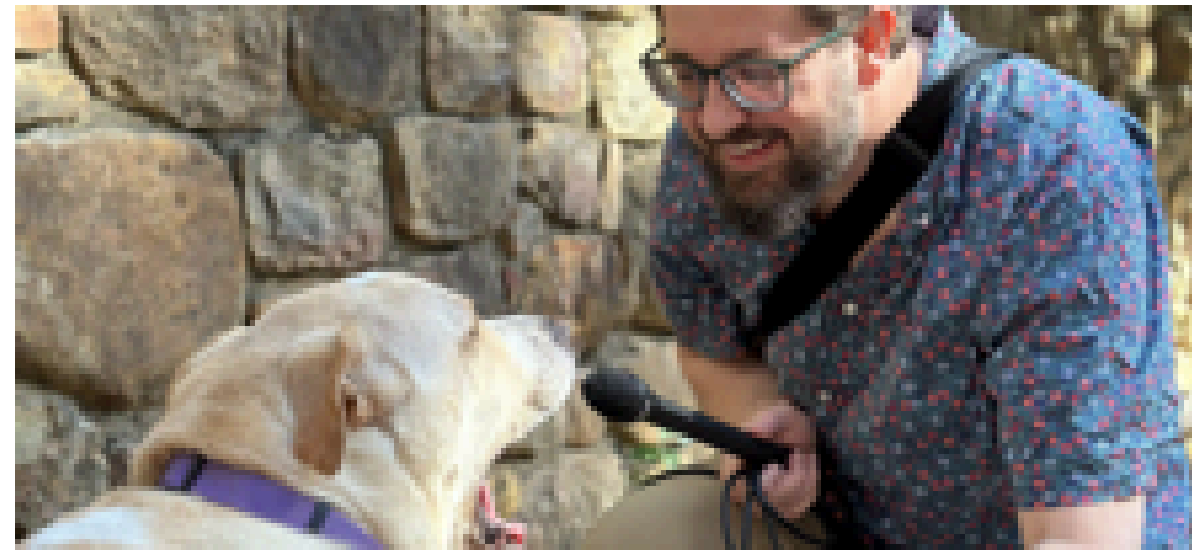
Space focuses on the 'where.' Where does Roanoke's arts and culture come to life? What places need more attention or investment? Think about the physical spaces like parks and galleries, as well as virtual spaces where creativity can flourish.



TIME

When and how do we ensure long-term impact?

Time is the 'when.' How do we ensure this plan has a meaningful, long-term impact? What timelines should we be considering? Think about both the near future and the legacy we want to leave for generations to come.



**What does your
organization need from this
plan to make the biggest
impact?**



IT'S HERE ROANOKE
COLLECTIVE
MARKETING
LEADERSHIP
TEAM

www.itshereroanoke.org





WEBSITE PROCESS

OUR NEXT WORK TOGETHER



www.itshereroanoke.org

Creating
EVERY DAY
THE
PLACE
WE
WANT
TO BE.



Adaptive Leadership - Final Debrief - Nov 9, 2022 - Video 3 of 4



Share

Adaptive Leadership FINAL DEBRIEF



NOV. 9, 2022

LINK

Part 3 of 4

Watch on  YouTube

FIVE

THEMES

1) **Convening and sustaining connections.** Will require some type of structure.

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2) Capacity building and professional development.

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3) Sustained collaborative project development. How do we create a structure for this?

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4) Visibility, engagement, calendar.

This is woefully lacking in Roanoke and the region. There is an imperative to create access to everything arts and culturally that is going on.

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5) Links to other sectors.

Healthcare, Education, Outdoors...

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FIVE THEMES

1) **Convening and sustaining connections.** Will require some type of structure.

2) **Capacity building and professional development.**

3) **Sustained collaborative project development.**

How do we create a structure for this?

4) **Visibility, engagement, calendar.** This is woefully lacking in Roanoke and the region. There is an imperative to create access to everything arts and culturally that is going on.

5) **Links to other sectors.**



DAVID CRANE
CYRUS PACE
CINDY PETERSEN

TEAM

LEADERSHIP

UPCOMING OPPORTUNITIES

"It's Here" community awareness opportunities

- Roanoke Arts Pop, March 7-8
- VBR Partner Summit, March 27
- Daisy Art Parade, May 10
- Local Colors Festival, May 17
- Arts Trivia Night?
- Carilion Virginia Tech Medical Students XPO, Aug.
- RCPS New Educators Orientation, Aug.
- RSO Symphony Under the Stars, Sept.

FIVE THEMES

1) **Convening and sustained connections.** Will require some type of structure.

2) **Capacity building and professional development.**

3) **Sustained collaborative project development.**

How do we create a structure for this?

4) **Visibility, engagement, calendar.** This is woefully lacking in Roanoke and the region. There is an imperative to create access to everything arts and culturally that is going on.

5) **Links to other sectors.**

COMING UP --

- Parade Workshop flyers
- Local colors sign up
- Arts Pop! March 7,8
- VBR Partner Summit, March 27
- Scout Guide Roanoke V2
 - Doodling: 8:30-10 AM
 - Wed. April 9, 16, or 23

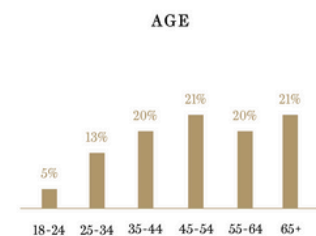
NEXT MEETING?

March 21, 8:30 hybrid

OUR AUDIENCE

A *LOYAL* AND *ENGAGED* FOLLOWING THAT ACTIVELY SEEKS OUT *HIGH-QUALITY* PRODUCTS AND SERVICES

LOCAL DEMOGRAPHICS



INTERESTS

DESIGN
and DECOR

STYLE
and BEAUTY

TRAVEL

SMALL BUSINESS
OWNER SPOTLIGHTS

ENTERTAINING
and RECIPES

READER BEHAVIOR

81%
DISCOVER LOCAL BUSINESSES

46%
FIND TRAVEL RESOURCES

41%
FIND LOCAL EVENTS

45%
DISCOVER TSG BY SEEING A PRINT GUIDE

LIFESTYLE

39%
TAKE 4+ TRIPS PER YEAR

54%
HAVE A HOUSEHOLD INCOME OF \$100,000 - \$499,000

28%
OWN 2+ RESIDENCES

Google Analytics from January 2023 to December 2023; Reader Survey 2024

THE SCOUT ROANOKE MEDIA KIT

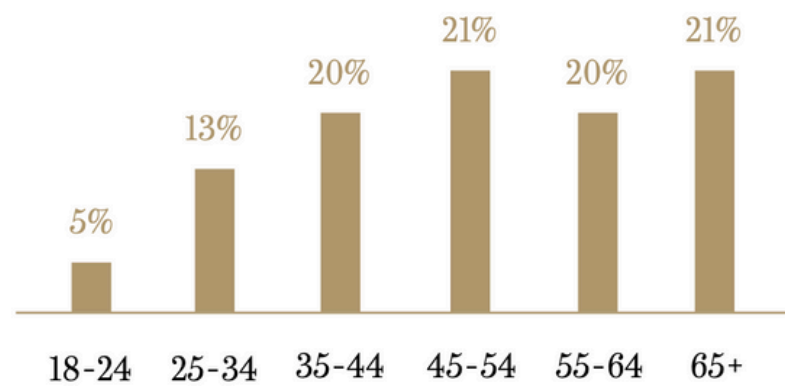
Vol. 2

OUT GUIDE'
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Vol. 1
CITY GUIDE

LOCAL DEMOGRAPHICS

AGE



GENDER



INTERESTS

DESIGN
and DECOR

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in *luxury* residential real estate

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THANKS, TYLER and the **5 POINTS TEAM!**

