



it's  
HERE

ROANOKE

Arts &  
Culture

Creating

EVERY DAY

THE  
PLACE  
WE  
WANT  
TO BE.



**Shaleen Powell**

Roanoke Cultural Endowment



**Douglas Jackson**

City of Roanoke

Roanoke Arts Commission



# AGENDA

- **Arts as a key asset in building a stronger Roanoke**
- **The arts & cultural ecosystem**
- **Resources at work**
- **Where we're headed together**





# Asset Based Community Development

# TOP TEN REASONS TO SUPPORT ARTS & CULTURE

## They improve healthcare

Nearly one-half of the nation's healthcare institutions provide arts programming. 78% deliver these programs because of their healing benefits, including shorter hospital stays, better pain management, and less medication.

## They promote true prosperity

The arts and culture are fundamental to our humanity. They help us express our values, build bridges between cultures, and bring us together.

## They strengthen the economy

The arts and culture is a \$699 billion industry, representing 4.3% of the nation's GDP and supporting 4.1 million jobs and \$135 billion in economic activity.

## They are great for local merchants

Attendees of nonprofit arts and culture events spend \$24.60 per person, per event, beyond the cost of admission. Attendees who live outside the county in which the event takes place spend twice as much.

## They have huge social impact

A high concentration of arts and culture in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower crime and poverty rates.

## They support business growth

There are 702,771 arts and culture businesses in the U.S. employing 2.9 million people - representing 3.9 % of all businesses and 1.9 % of all employees.

## They drive tourism

Arts travelers are ideal tourists, staying longer and spending more to seek cultural experiences.

## They are an export industry

U.S. exports of arts goods grew to \$75 billion in 2012, while imports were just \$27 billion - an arts trade surplus of \$47 billion.

## They spark creativity and innovation

The Conference Board reports that creativity is among the top five skills sought by business leaders, with 72% saying creativity is of high importance when hiring.

## They improve academic performance

Students with arts education have higher GPAs, higher test scores, and lower dropout rates.

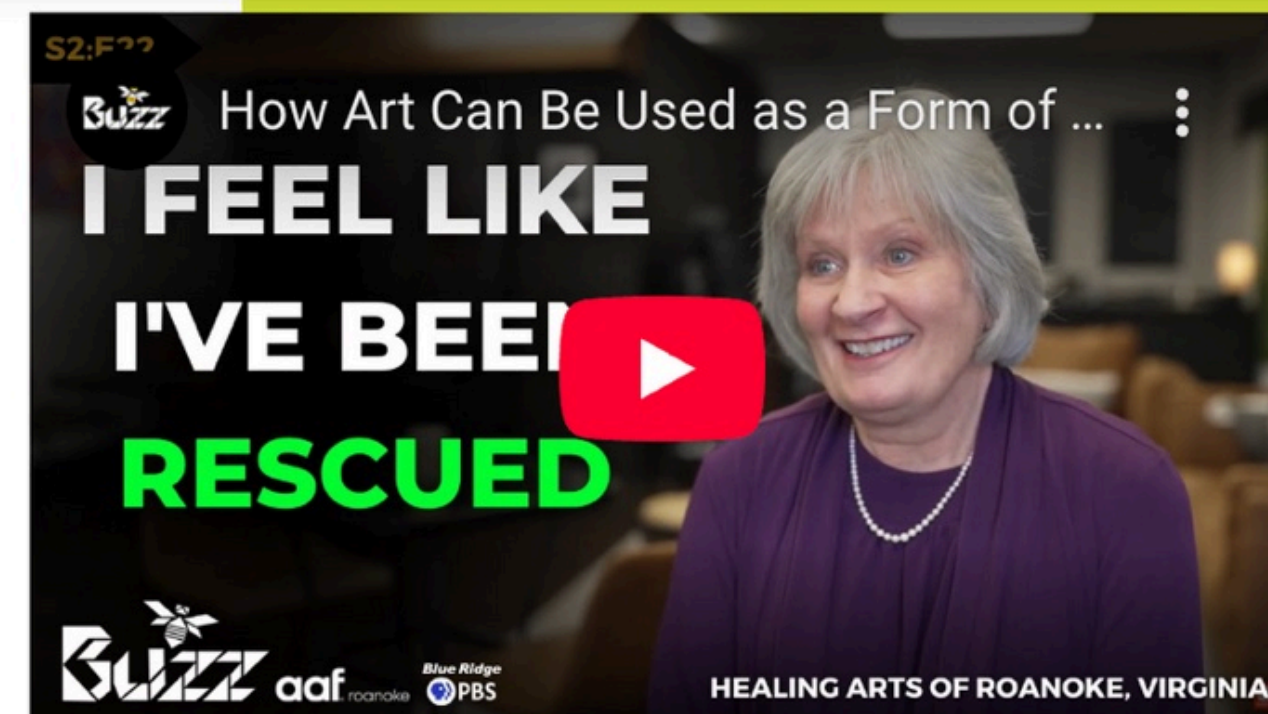




## Episode 3: Arts in Healthcare

The third episode in this series centers around the various Healing Arts in Roanoke, focusing on how the arts contribute to creating a healthy community.

Original airdate: July 27, 2022.



## Episode 4: Arts in Education

The fourth episode is in collaboration with Roanoke City Public Schools and highlights the various arts programming taking place in our City's schools.



**6-Part BUZZ Series:  
ARTS CONNECT Roanoke**



**AMERICANS**  
*for the* **ARTS**

## The Arts Mean Business in Roanoke, Generating:



**\$64.2 MILLION**  
In total economic activity



**1,774**  
Full-time equivalent jobs



**\$41 MILLION**  
In household income  
to local residents



**6.5 MILLION**  
In local and state  
government revenues



## Some Actors in Roanoke's Creative and Cultural Ecosystem

### Artists & Creators

Artists, Makers,  
Creatives,  
Culture Bearers

Creative-sector  
Businesses

Innovating  
Businesses

### Arts Organizations

Associations,  
Networks, Clubs  
& Cooperative  
Galleries

Nonprofit  
Arts & Cultural  
Organizations

### Community Partners

Neighborhoods  
&  
Communities

Community  
Development  
Partners &  
Institutions

Associations,  
Networks, Clubs,  
cooperatives,  
congregations...

Media,  
Marketing,  
Tourism &  
Promotional  
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306

LinDor Arts

A Fine Arts Gallery  
Professional Picture Framing

LinDor

Monday - 11am - 3pm  
Saturday 10am - 2pm

540-480-1111

By Appointment

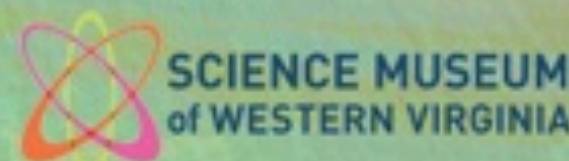
OPEN

VIRGINIA IS FOR ART LOVERS  
VBR  
winner  
HOME





ROANOKE CULTURAL  
ENDOWMENT



ROANOKE VALLEY



SISTER CITIES



MISH MOVES



OR OPERA ROANOKE



Artemis

JEFFERSON CENTER



TAUBMAN  
MUSEUM OF ART



ARTS  
CONNECT

CENTER  
IN THE  
SQUARE



Roanoke Valley  
Children's Choir



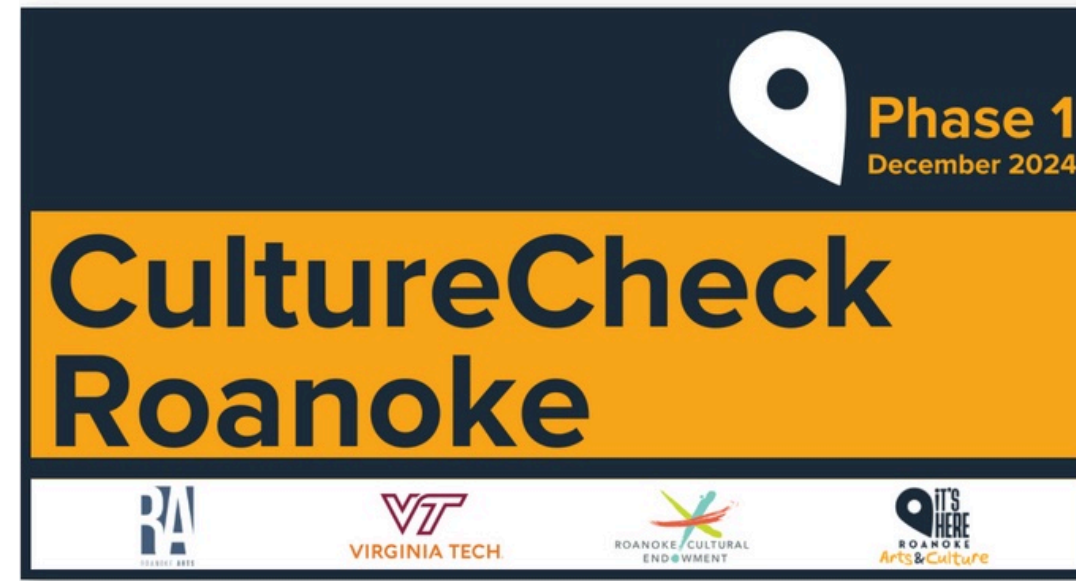


**Phase 1**  
December 2024

# CultureCheck Roanoke



[roanokeculturalendowment.org/culturecheck](https://roanokeculturalendowment.org/culturecheck)



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.



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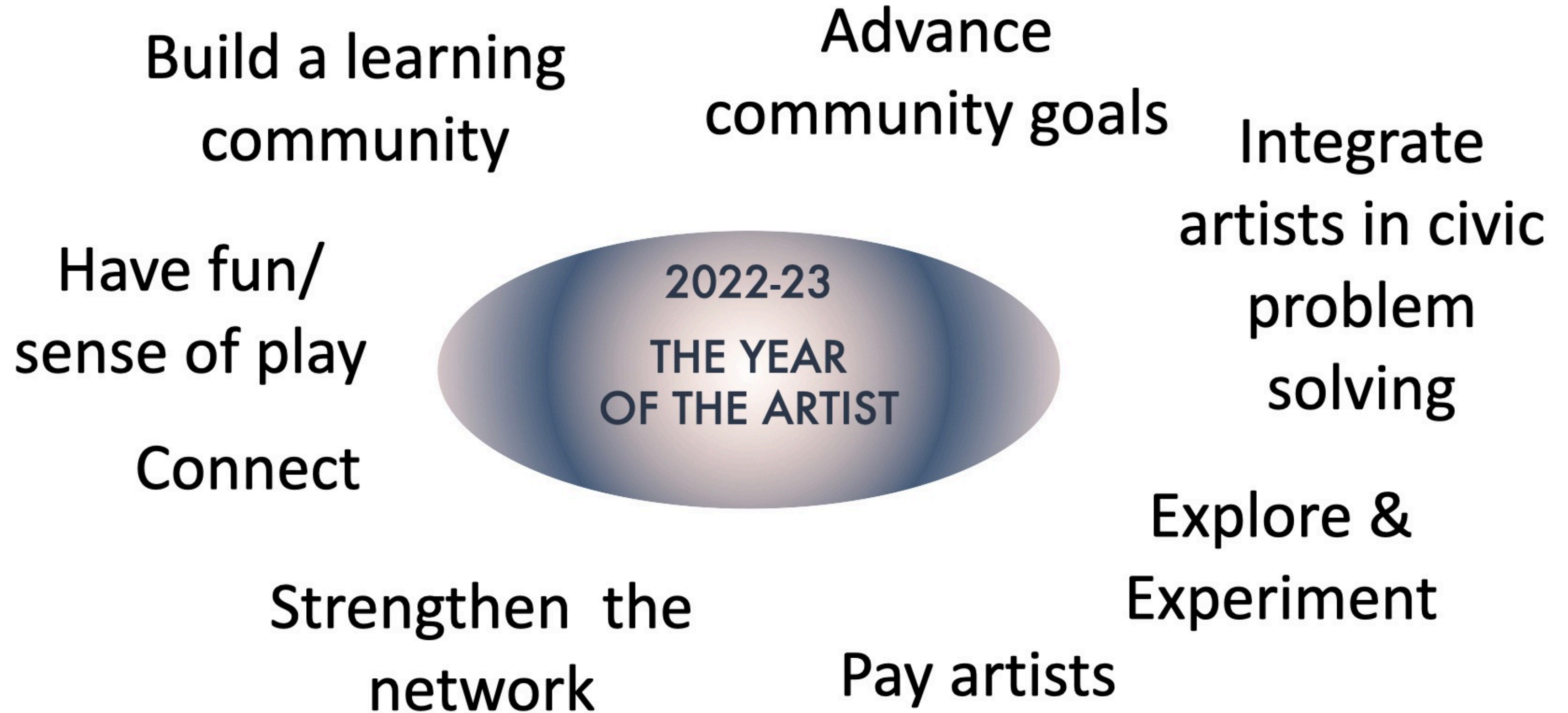
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ROANOKE  
REGIONAL  
PARTNERSHIP

WHY THE  
ROANOKE REGION

DOING  
BUSINESS

SITE  
SELECTION

RESEARCH  
& DATA

TARGET  
INDUSTRIES

LIVABILITY

ABOUT  
US



ARTS & CULTURE

## IN THIS SECTION ▲

- ▼ Arts & Culture
  - Artist Directory
  - Arts Events
- ▶ Art Galleries
- LOVEworks Art
- ▶ Music
  - Performing Arts
  - Sample Art Itinerary
- ▶ Attractions
- ▶ Beer, Wine & Spirits
- ▶ Blue Ridge Parkway
- ▶ Events
- Free Things To Do
- ▶ History & Heritage
- ▶ Kid Friendly
- ▶ Nightlife
- ▶ Outdoor Adventure

# Roanoke Artist Directory

## *Artist Directory of Virginia's Blue Ridge*

This artist directory of the Roanoke Region in Virginia's Blue Ridge is comprised of artists in all disciplines who provide essential voices within the community dialogue about what it means to connect, celebrate and converse through creative expression.

Professional artists live and work in our community.



# Economic & Community Development





# ARTS CONNECT NEIGHBORS

2024 Catalog



Connect your neighbors by hosting a **FREE** art workshop or performance in your City of Roanoke neighborhood.

ARTS  
CONNECT  
ROANOKE

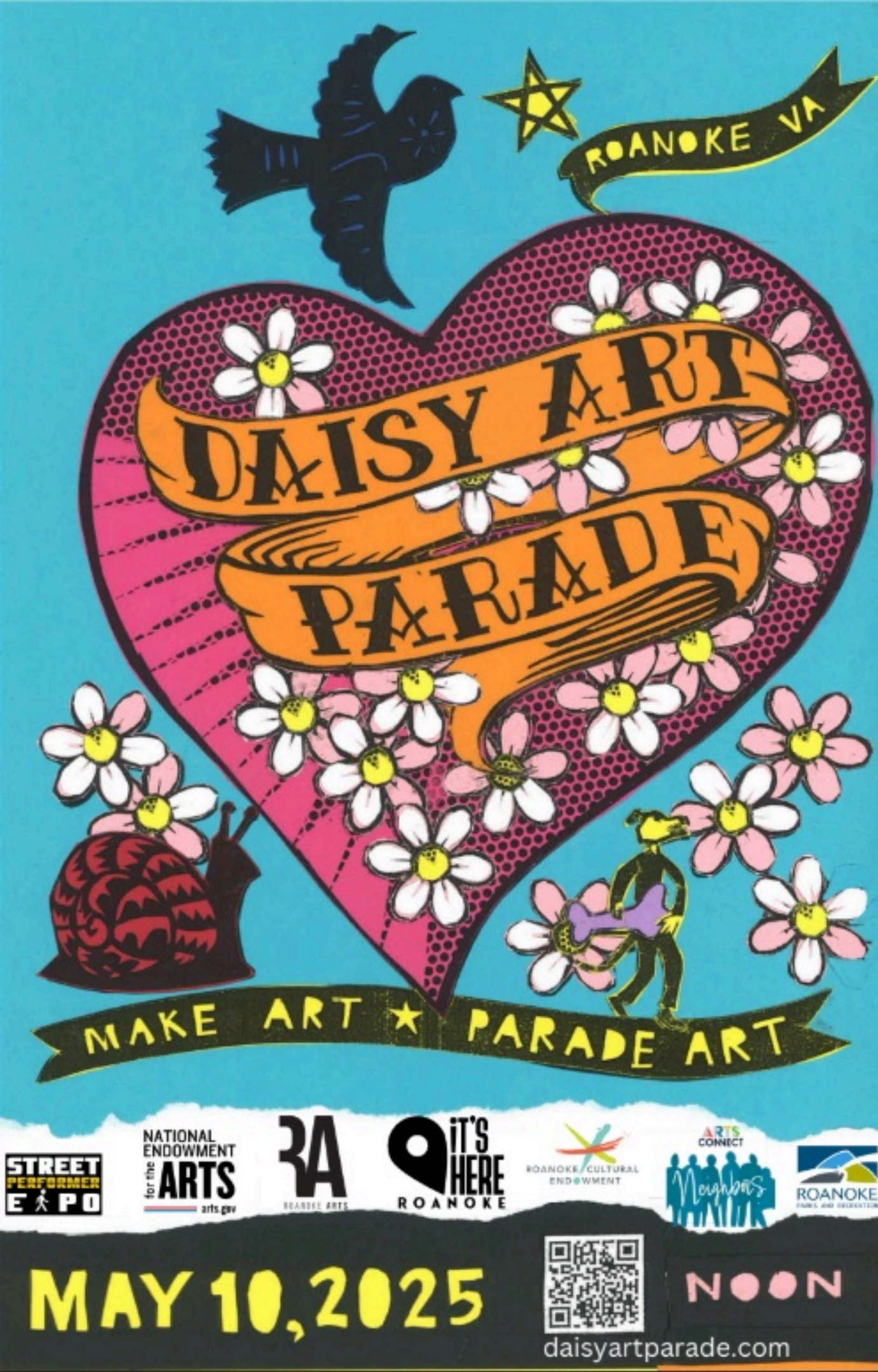
[Roanokearts.org/  
neighbors](https://Roanokearts.org/neighbors)



# DAISY ART PARADE 2024

*ART IN ROANOKE*





A vibrant poster for the Daisy Art Parade. The central graphic is a large heart with a pink and purple polka-dot pattern. Inside the heart, the words "DAISY ART" are written in a stylized font on a banner, and "PARADE" is written below it. The heart is surrounded by white daisies with yellow centers. Above the heart, a black bird is flying towards a yellow star. A banner at the top right says "ROANOKE VA". Below the heart, a snail is on the left and a person is on the right. A banner at the bottom says "MAKE ART ★ PARADE ART". At the very bottom, there are logos for "STREET PERFORMER EPO", "NATIONAL ENDOWMENT for the ARTS", "RA ROANOKE ARTS", "it's HERE ROANOKE", "ROANOKE CULTURAL ENDOWMENT", "ARTS CONNECT", and "ROANOKE TOURS AND RECREATION". The date "MAY 10, 2025" is prominently displayed in large yellow letters, along with a QR code and the time "NOON". The website "daisyartparade.com" is at the bottom right.

ROANOKE VA

DAISY ART  
PARADE

MAKE ART ★ PARADE ART

STREET PERFORMER EPO

NATIONAL ENDOWMENT for the ARTS arts.gov

RA ROANOKE ARTS

it's HERE ROANOKE

ROANOKE CULTURAL ENDOWMENT

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MAY 10, 2025

NOON

daisyartparade.com



# RESOURCES



**Program Grants - RAC**

**Collective Operating Endowment - RCE**

**Convening - Both**

**Some Collective Training - Both**

**Advocacy & Planning Support - Both**

# Roanoke Cultural Endowment

## Our Mission:

To cultivate a legacy of stability, engagement, and vitality for arts and culture in the City of Roanoke through advocacy and grantmaking.

## Our Vision:

A vibrant community where arts and culture are accessible to all and valued as a critical component of a healthy economy and region, today and for future generations.

## Our Model:

Unique private-public partnership with the City.

## Our Goal

To raise \$20 million through public and private contributions.

The Endowment will award grants to arts and cultural organization once the Endowment reaches \$20 million.

Fundraising will continue perpetually.

# A NOTE FROM THE CHAIR

It's an odd business, public service. You sign up for a committee or a commission—nothing earth shattering—just a sense that you have some time and there's good work that can be done.

But before you know it, those meetings fill with laughter over some silliness. They echo with cheers because of a successful community engagement. And you realize that you have a strong set of colleagues, partners in far-fetched schemes who come from every quadrant of Roanoke. Working together toward common goals, you find friendship and community, and with that comes the potential for loss and the challenges life brings to us all. We felt that this year with the loss of commissioner and arts advocate Helen Dean.



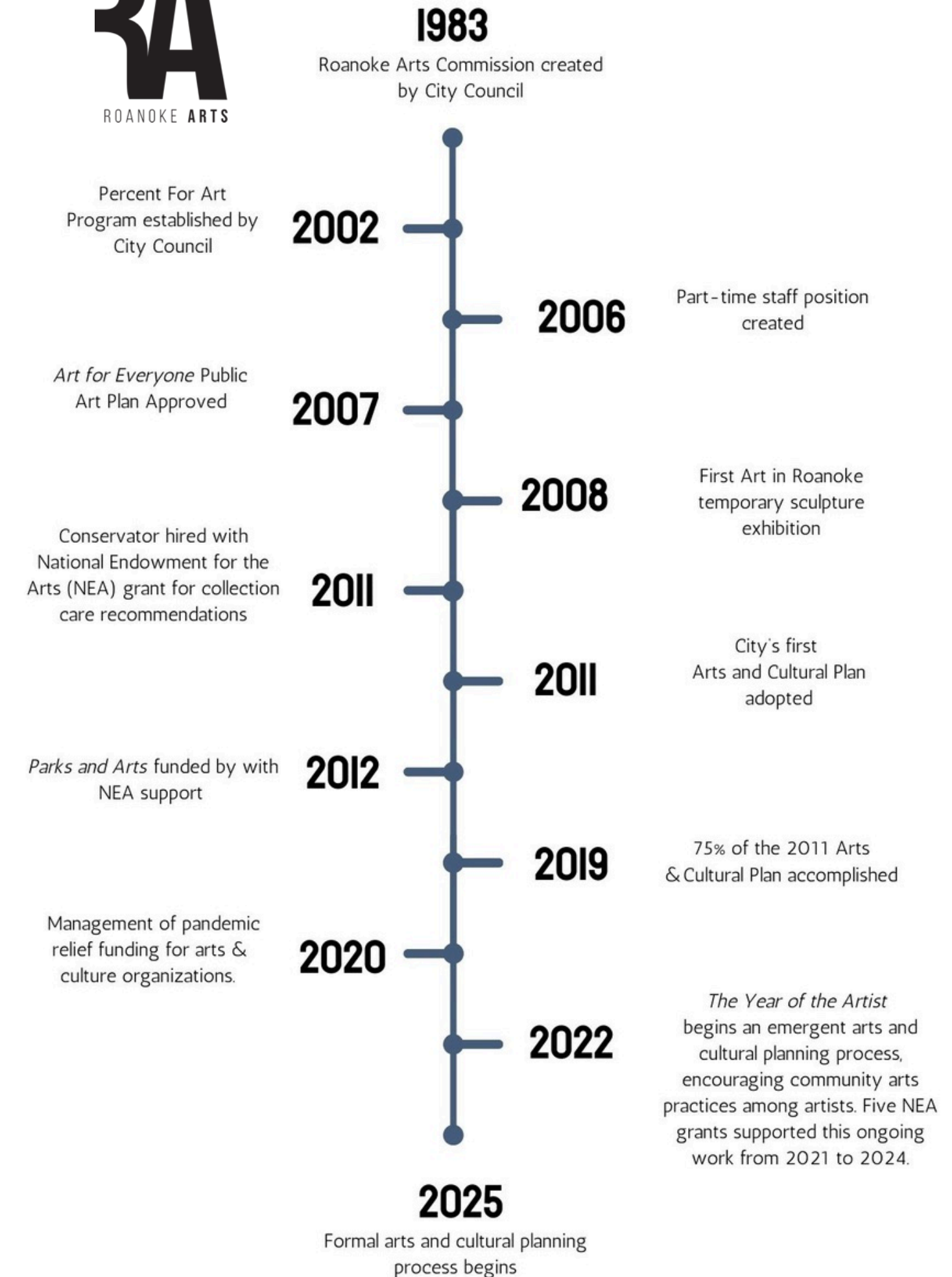
But Helen Dean modeled for us that we can make a difference by showing up for our city. Through art, we open ourselves up to each other. We connect with neighbors. We create each day the community in which we want to live. We do it together, and we do it with joy.

We thank you for your support as we grow the arts in Roanoke, and we invite you to join us.

Sincerely,  
  
 Meighan Sharp  
 Chair (2022-2024)



## RAC AT A GLANCE





# ROANOKE ARTS & CULTURAL PLAN



[www.roanokearts.org/plan](http://www.roanokearts.org/plan)

## 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



## 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?

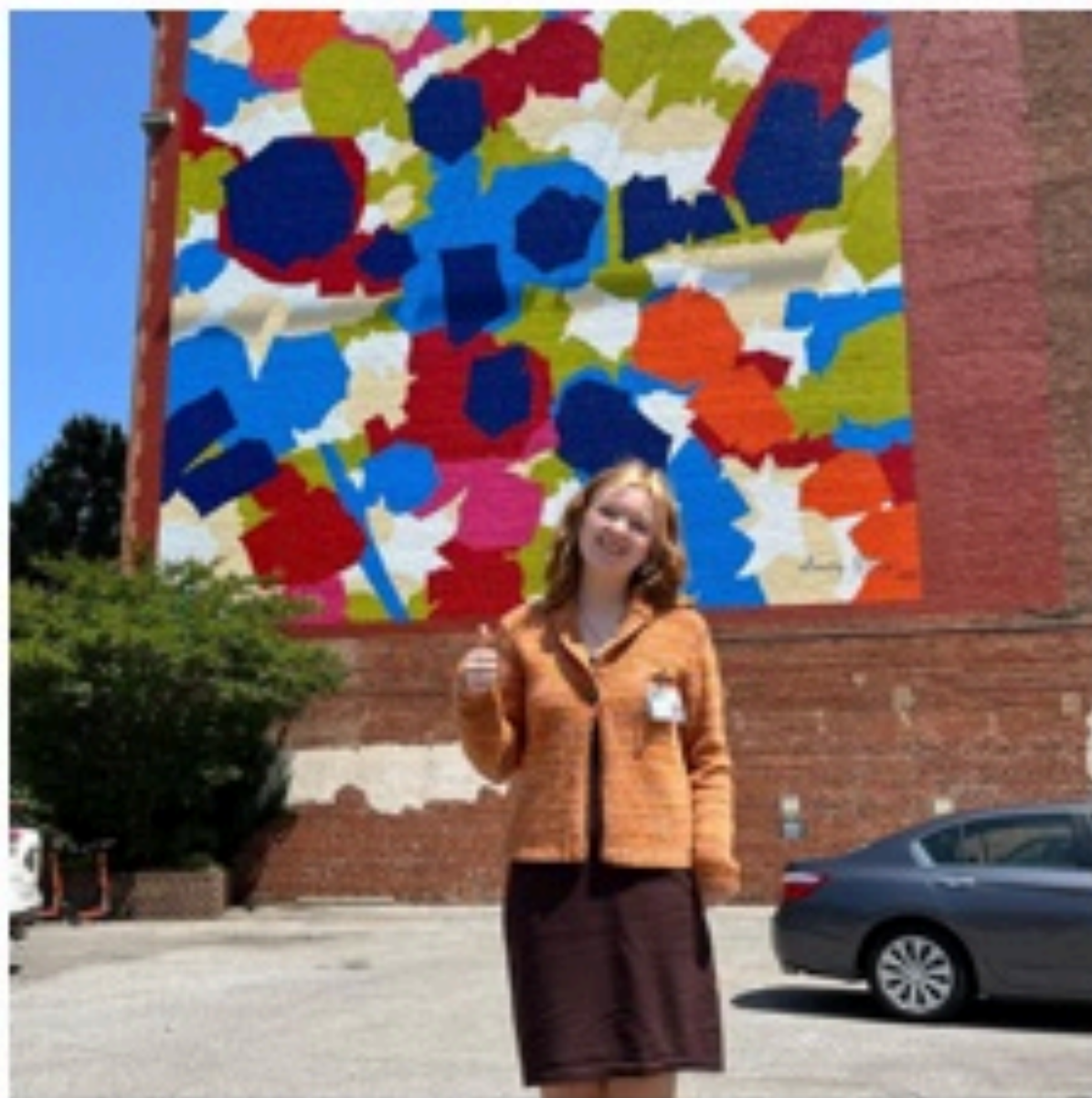
Space focuses on the 'where.' Where does Roanoke's arts and culture come to life? What places need more attention or investment? Think about the physical spaces like parks and galleries, as well as virtual spaces where creativity can flourish.



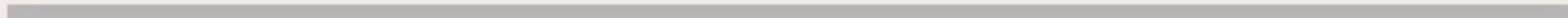
TIME

# 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.



# 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

# COLLECTIVE ARTS & CULTURE BRANDING



[www.itshereroanoke.org](http://www.itshereroanoke.org)

Creating  
EVERY DAY  
THE  
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# UPCOMING OPPORTUNITIES

## "It's Here" Community Awareness Opportunities

- Roanoke Arts Pop, March 7-8
- Daisy Art Parade, May 10
- Local Colors Festival, May 17
- VTCSOM XPO, Aug.
- RCPS New Educators Orientation, Aug.
- RSO Symphony Under the Stars, Sept.



**THANKS!**