



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

## Durham Cultural Master Plan Fact Sheet

**What:** The Durham Cultural Master Plan will be a county-wide, community-wide plan that will:

- Document Durham's cultural strengths and assets and identify needs.
- Identify Durham's vision for cultural resources that reflect and serve the diverse and vibrant population of our County
- Establish the frame work for the long term coordination of public and private sectors to realize that vision, and
- Create a logical plan and implementation strategies for stabilization and sustainability of existing cultural institutions and resources, and for future cultural development.

**Who:** The Durham County Commission has appointed a 62-member Cultural Master Plan Steering Committee, and 3 Co-Chairs to lead this dynamic community-wide planning process.

Co-Chairs: Peter Anlyan  
MaryAnn Black  
Sylvia Kerckhoff

Lead Planning Consultant: Wolf, Keens and Company, [www.wolfkeens.com](http://www.wolfkeens.com).  
Coordinating Agency: Durham Arts Council, [www.durhamarts.org](http://www.durhamarts.org), reporting to Durham County Manager and the County Commissioners.

**When:** March 2003 – March 2004 Planning Process and Plan Approval  
April 2004 Implementation Begins

**Where:** Durham County

**Funding:** The Durham Cultural Master Plan is funded by an occupancy tax passed by the NC Legislature, Session 2001, House Bill 917:

Excerpts - Section 9.(d) Use of Proceeds

- 9.(d)(1) To Durham County...\$200,000 to fund the development of a Cultural Arts Master Plan.
- 9.(d)(5) To Durham County...\$500,000 to be credited to an Arts Reserve Fund...to be used to implement the Cultural Arts Master Plan.

**Why:** Like the Downtown Master Plan and the Durham Parks & Recreation Plan Durham needs to have a *plan* for the development and sustainability of the cultural resources that Durham's citizens want. It has been proven repeatedly that communities that plan are better equipped to seize opportunities. Solid civic planning, around issues of development, the environment, transportation and housing, is the hall mark of a prepared community. Even further ahead are the great communities that consider the long range educational and cultural needs of its citizens.

In the next few years, plans are on the table for downtown investment in redevelopment projects totaling more than \$224 million. These projects will bring 4,500 new jobs to downtown Durham, along with new attractions, offices, residential units, a new Multimodal Transportation Center, entertainment, restaurants, and streetscaping. Currently more than 5.5 million people visit Durham each year to enjoy a wealth of things to see and do, and that number will increase substantially in the years ahead.

With the rapid growth of the region, there is now an urgent need for the citizens of Durham to pause, reflect, assess and plan for their cultural future. There is a need to survey what currently exists, and what is being planned by major institutions, by the universities, by the City of Durham, and by major corporate, entertainment, and leisure entities entering the Durham market. There is a need to identify critical community issues, and plan for the sustainability and growth of what exists now and what is needed for the future. This planning effort will allow citizens to discuss broad community needs and determine the role of history, arts and sciences in the broader community context. The result of this planning process will be a Cultural Master Plan supported by all sectors of Durham.

Durham County desires to have a vision and plan for the sustainability and continued enhancement of the cultural community. Key to the findings in a planning process is the development of an understanding of how cultural offerings can be positioned, valued, and relevant in the community – as a creator of destination value, as an enhancement to the downtown and county-wide landscape, as an expression of the vibrant and diverse cultures of Durham, as a strong economic force in building tourism and business investment in the community, and as a force in building quality of education, and quality of individual, community and family life. Enhancing our cultural landscape, maximizing scarce resources, and providing coordinated vision are major goals of the proposed cultural master planning process.

The results of the community planning process will be a dynamic plan that documents Durham's cultural strengths and assets, identifies our needs, focuses opportunities, determines how to stabilize the existing cultural community, outlines our larger vision and strategies for the future, proposes a timeline, and identifies the resources to carry out the plan. Business leaders, citizens, elected officials, educators, community planners, philanthropists, artists, historians and others will have reached a consensus about the future development of the cultural sector. When implemented, the cultural plan will make Durham a more vibrant community for people who live, work and visit here.