



Date: October 3, 2022

To: Wanda S. Page, City Manager
Through: Bertha T. Johnson, Deputy City Manager
From: Jina B. Propst, Director, General Services Department
Subject: Interlocal Cooperation Agreement with Durham County for Durham Cultural Roadmap Development

Executive Summary

In November 2021, to address the need for a new strategic vision to guide and support Durham’s arts and cultural sector, the Durham Cultural Advisory Board (DCAB) requested that the City and County jointly support the development of a new cultural plan for Durham. In June 2022, the City and County approved \$300,000 in FY23 funding to create a new cultural plan. The purpose of the proposed 2022 Cultural Roadmap Development Interlocal Cooperation Agreement is to authorize the DCAB to utilize FY23 funding to structure and direct the development process for a new Durham Cultural Roadmap.

Motion

To resolve that the City Manager be authorized to execute the interlocal agreement with Durham County governing development of a new Durham Cultural Roadmap by the Durham Cultural Advisory Board; and

To authorize the FY23 budget expenditure for Cultural Roadmap development in an amount not to exceed \$300,000, which includes \$150,000 each, from the City of Durham and Durham County.

Background

In 2004, the Durham City Council and the Durham County Board of Commissioners approved the Durham Cultural Master Plan (Cultural Master Plan). The Cultural Master Plan had a 15-year implementation timeline that expired in 2019. The 2004 Cultural Master Plan accomplished key goals, including formation of the Durham Cultural Advisory Board (DCAB) and its Public Art Committee (PAC) to advise on cultural matters, help grow and sustain Durham’s robust cultural and arts landscape, maximize resources, and provide a coordinated vision and collaboration among a variety of community, cultural, civic, and business partners.

In February 2020, the DCAB established a goal to lead community research to build a case for a new cultural master plan for Durham. In August 2021, after researching community needs over an 18-month period, the DCAB began drafting a white paper outlining key unmet goals of the expired Cultural Master Plan and current challenges facing Durham’s cultural sector.

In November 2021, the DCAB presented its white paper entitled “Durham Needs a New Cultural Plan” to both the City and the County, along with a formal request for funding beginning in FY23. In June 2022, the City and County approved FY23 funding of \$300,000 (\$150,000 respectively) to create a new cultural plan. In July 2022, the DCAB proposed creation of a Cultural Roadmap Planning Group (CRPG) to lead the process of developing a new Durham Cultural Roadmap.

Issues and Analysis

The Cultural Roadmap planning process implemented by the DCAB will heavily mirror established best practices implemented regionally and nationally when designing and implementing cultural planning processes, including soliciting consultants with subject matter expertise to bolster volunteer and staff resources dedicated to plan development. The DCAB and City staff concur that the new Cultural Roadmap must be predicated on identifying resiliency strategies that center diversity, equity, and inclusion, and that address the needs of the broader Durham community, as well as the needs of the spectrum of entities and individuals comprising Durham’s cultural arts sector.

To accomplish stated goals, the DCAB will convene the CRPG to provide focused guidance and leadership for plan development. CRPG volunteers will bring DCAB members, residents, youth, other members of the cultural sector, and business leaders together to guide and shape plan development applying a deliberate equity lens and incorporating authentic community engagement principles informed by local artists and creators. The DCAB recommends that the CRPG consist of two co-chairs, two or more elected officials acting in an ex officio capacity, and a to-be-determined number of additional volunteers comprised of residents, youth, artists/creatives, and business and cultural institution contributors.

The CRPG will work with City and County staff, and eventually with plan consultants, and will report progress to the DCAB on an ongoing basis throughout the period of plan development. The DCAB will recruit and appoint volunteers to the CRPG ensuring broad community representation. The CRPG will make recommendations to the DCAB regarding each step of plan development. The DCAB will consider recommendations made by the CRPG and approve, reject, or approve pending revision, all official actions recommended by the CRPG prior to implementation.

Both the City and the County agree to provide staff liaisons to facilitate and implement the CRPG recommendations approved by the DCAB. Monthly progress reports from the CRPG will be provided to the DCAB during its regular monthly public meeting and be included in official meeting minutes.

The CRPG through the DCAB will endeavor to implement Cultural Roadmap development throughout FY23 and portions of FY24 as outlined:

ANTICIPATED TIMELINE	MILESTONE DESCRIPTION
July to September 2022	Preliminary planning to inform Cultural Roadmap ILA between the City and County
October 2022 to January 2023	Recruit CRPG volunteers, conduct preliminary engagement to inform the scope of work, draft and issue solicitations for consultants, consultants are interviewed and selected, contracts executed and plan kick-off meetings formally commence
February to March 2023	CRPG, consultants and staff design, schedule, and promote community engagement and data collection activities
April to September 2023	Consultants generate, iterate, report, refine, and reiterate plan elements with the community in collaboration with CRPG, DCAB, and staff
October 2023	CRPG presents draft Cultural Roadmap to DCAB for approval recommendation

November 2023	Consultants address final items as needed, complete graphic design, media kit, and other production deliverables
December 2023	New Durham Cultural Roadmap presented for City and County adoption

The DCAB’s planning process for a new Cultural Roadmap aligns with other adopted and forthcoming City and County plans and publications including, but not limited to:

- New Durham Comprehensive Plan: EngageDurham has developed “Community Goals and Objectives” with input from more than 1000 residents. Presented to City Council and County Commissioners in June 2021, relevant goals include: “Sense of Place: By 2050, the history and culture of Durham will be fully told and celebrated” and “Public Spaces & Recreation Goal: By 2050, Durham residents will be able to enjoy public spaces that are physically accessible and equitably distributed throughout the community. Recreation opportunities will be affordable, culturally relevant, and designed by and for residents.”
- City of Durham FY19/21 Strategic Plan: In this plan, the City has identified the way art and culture can support its goal to “foster cohesive, engaged and diverse communities” and “cultivate stronger connections between neighbors,” ultimately increasing residents’ quality of life;
- City of Durham 2021 Youth Listening Project Report: This report published by the Office on Youth identifies several challenges that improvements in cultural services and access can address, including activities and programs for children and youth, welcoming places for youth, and diversity.

Alternatives

The City Council could choose not to approve portions of the proposed ILA governing the Cultural Roadmap development process, or not to approve the proposed ILA in its entirety. A decision by the City Council or the Board of County Commissions to disapprove the proposed ILA or portions thereof will delay the Cultural Roadmap development process.

Financial Impact

The DCAB proposes to utilize \$300,000 in total funding allocated jointly by the City and County (\$150,000 respectively) as outlined in the proposed ILA. The General Services Department, through the Cultural and Public Program, as the departmental designee assigned to support the DCAB will be responsible for fiscal management and reporting consistent with current operating procedures.

County	\$150,000
City	\$150,000
Total	\$300,000

FY23 City Cultural Roadmap funding of \$150,000 was allocated to the Cultural and Public Art Program budget (Org/Obj: 0C000100/725000).

Equal Business Opportunity Summary

This item was not reviewed by the Finance Department for compliance with the Ordinance to Promote Equal Business Opportunities in City Contracting.

Contractor Workforce Diversity & Hiring Practices

Due to the nature of this agenda item, obtaining Contractor Workforce Diversity & Hiring Practices information is not applicable.

Attachments

Proposed 2022 Durham Cultural Roadmap Development Interlocal Cooperation Agreement
Exhibit A - Cultural Roadmap Development Budget