To sustain the thriving presence of the arts in the Charlottesville area, Piedmont Council for the Arts (PCA) provides support services to artists, arts organizations, and audiences. PCA encourages community-wide access to and appreciation for the arts. Our goals are:

- To promote and assist artists and arts organizations at all stages of development
- To inform residents and visitors about area cultural events and opportunities
- To stimulate collaboration and resource-sharing across the cultural sector
- To expand arts learning opportunities for a diverse array of community members
- To demonstrate that the arts enhance quality of life and economic prosperity
- To be an advocate for the arts at local, state, and national levels

**WHAT WE DO**

Established in 1979, PCA now reaches over 150,000 people annually through programs and services, community partnerships, and collaborative projects, including:

- Art Drinks Networking Nights
- *Arts & Economic Prosperity* Study
- Arts Education Handbook
- Arts Educator Workshops
- *The Arts In Your Inbox* Newsletter
- CitySpace Gallery Exhibits
- *Create Charlottesville/Albemarle: A Cultural Plan*
- Creative Conversation Series
- Cultural Tourism & Event Promotion
- Local and State Arts Advocacy
- Professional Development for Artists
- Rising Star Award for Student Artists
- Storyline Project for Youth
- Web Resources

**WHERE WE WORK**

PCA is the designated arts agency of Charlottesville and Albemarle, with outreach to Fluvanna, Greene, Nelson, Louisa, Staunton, and Waynesboro. Our office and exhibit space is in CitySpace, located at 100 5th St. NE, overlooking Charlottesville’s Downtown Mall. Our extensive arts resources are also online at [www.charlottesvillearts.org](http://www.charlottesvillearts.org).
In January 2013, PCA launched the creation of the area’s first-ever cultural plan, titled Create Charlottesville/Albemarle (charlottesvillearts.org/createcville). Dr. Craig Dreeszen, a national expert on community cultural planning, led the assessment and wrote the plan.

Extensive public feedback was incorporated into the final version of the plan, which was unanimously approved by the 28-person Steering Committee in September and officially endorsed by the Charlottesville City Council in November 2013.

The cultural plan commits to six strategic goals that benefit the local arts community as well area residents and visitors:

**Goal 1. Diversity and Inclusion:** Achieve diversity and inclusiveness in arts and culture as core values and strengths in programming, artists, audiences, staff, and boards.

**Goal 2. Arts Education:** Ensure all Charlottesville-area youth have access to arts in their education and all the community’s cultural resources.

**Goal 3. A Cultural Destination:** Build awareness and participation of residents and visitors to the area as a destination for arts, history, festivals, food, and wine.

**Goal 4. Creative Workers:** Create an environment where artists may thrive.

**Goal 5. Creative Placemaking:** Develop richly layered public places that welcome and connect people and provide opportunities for creative expression and experiences.

**Goal 6. Cultural Infrastructure:** Build community-wide capacity to represent and coordinate the cultural sector and implement the cultural plan.

**SIX REASONS TO SUPPORT THE CULTURAL PLAN**

At PCA, we believe these goals will help realize a shared vision for the future that celebrates the unique cultural heritage, world-renowned educational resources, and diverse arts community of Charlottesville and Albemarle. We also know that the arts:

1. **Build community:** Local arts, humanities, and heritage programs celebrate diverse cultures and bridge divides across race and class in the Charlottesville/Albemarle.

2. **Improve education:** Incorporating the arts into education helps bridge the achievement gap, recruit the best teachers, and attract families to live here.

3. **Create a significant economic impact:** According the local results from the Arts & Economic Prosperity IV study (charlottesvillearts.org/aepiv) the arts and culture sector generates **$114.4 million** in local economic activity each year and supports **1,921 jobs**.

4. **Enliven public spaces:** The diverse representation of local arts and culture creates a vitality and sense of place, from small-town Scottsville to downtown Belmont.

5. **Attract visitors to the area:** The arts help define Charlottesville/Albemarle as a distinctive cultural destination with a reputation for excellence and innovation.

6. **Offer a substantial return on investment:** Our thriving arts and culture scene attracts new residents and businesses to the area, increasing property values and tax revenues. By increasing the local investment in the arts, the returns will also grow.