

HOW WE BEGAN: ROANOKE CULTURAL ENDOWMENT TIMELINE



2011

- Arts & culture plan adopted by City Council specifying the need for a sustainable funding model for arts & culture

2012

- Ideas solicited from arts & culture organizations
- Research conducted on funding models in peer cities

2013

- Focus groups held with local arts & cultural organizations
- Economic impact study on arts & culture completed
- Cultural summit held in Roanoke for public input

2014

- The City of Roanoke passed a resolution endorsing a public/private partnership for a new charitable endowment

2015

- Roanoke Cultural Endowment incorporated and acquired non-profit status
- Endowment Board recruited and Executive Director hired

2016

- Strategic planning underway
- Development of Endowment brand and campaign planning

2017

- Silent Phase Major Gift Fundraising Began

We believe in the arts + culture in Roanoke. | WE ARE COMMITTED TO ENGAGING ROANOKE IN A SHARED VISION FOR THE CITY AND DRIVING SUPPORT FOR ARTS AND CULTURE.