

# 2010-1011 Vibrancy Index

## September 2011



# Winston-Salem – Where The Arts Come Alive

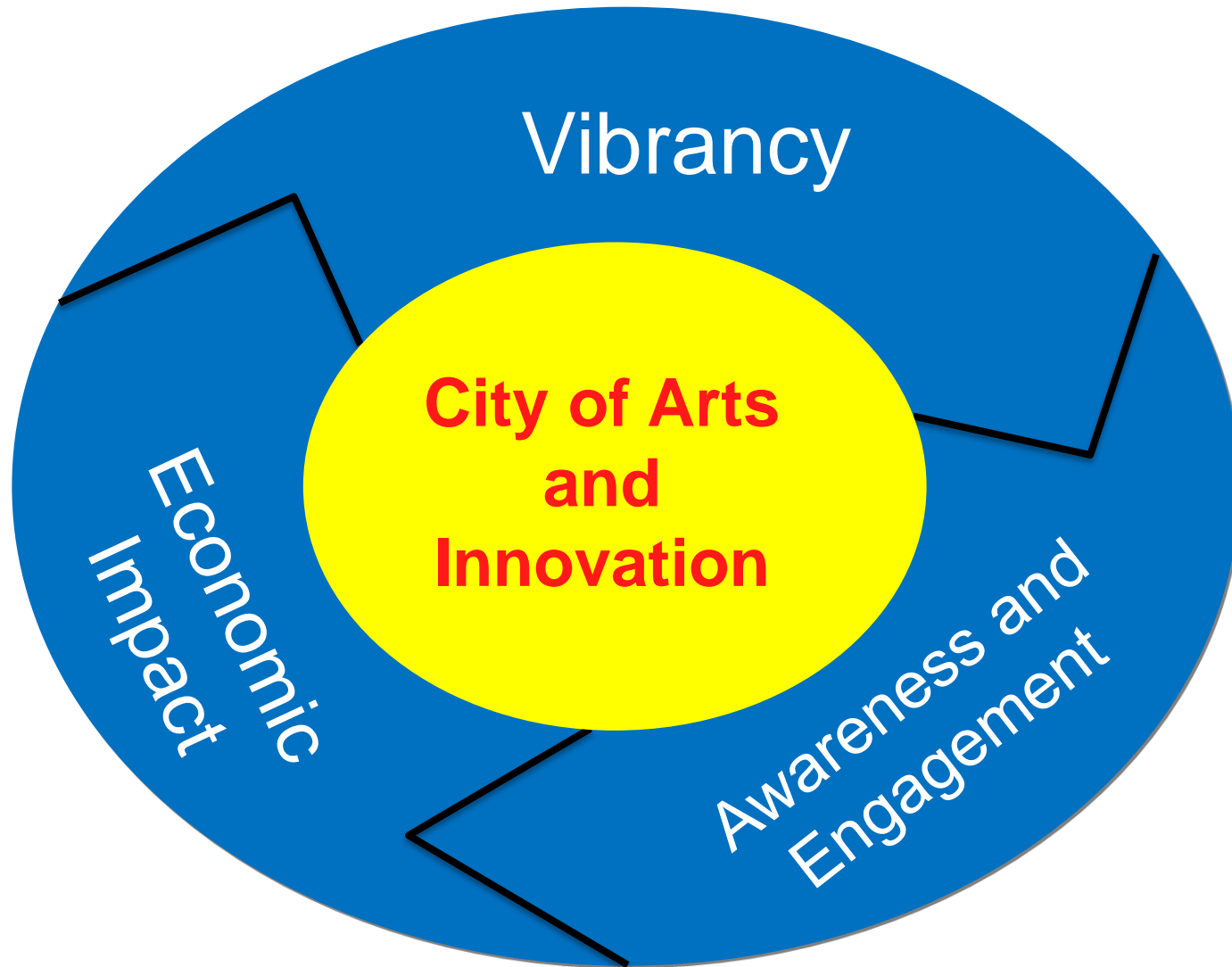
## Vibrancy Index

- Answers the question “What is there to do in Winston-Salem?”
- Collectively presents all the arts and cultural events
- Shows support dollars at work

## Efforts to increase vibrancy

- 2006: All Around Downtown
  - Goal of 1000 events a year
  - Downtown as a destination for entertainment, enrichment and cultural vibrancy
- 2008: Progress and improvement
  - All categories of the 2006 count increased
  - New and resounding interest to develop downtown

# The Arts in Winston-Salem



# 2010-11: Increase in Vibrancy

	2006	2008	2010-11
Downtown restaurants	50	61	81 <sup>1</sup>
Downtown retail businesses	15	31	76 <sup>2</sup>
Galleries and museums	20	41 <sup>3</sup>	32 <sup>4</sup>
Music venues	13	15	16

1. Including bars
2. Including showrooms
3. Including outside downtown
4. Downtown, excluding artists' studios

# Forsyth County Festivals



# 150+ Publicly Sponsored Events

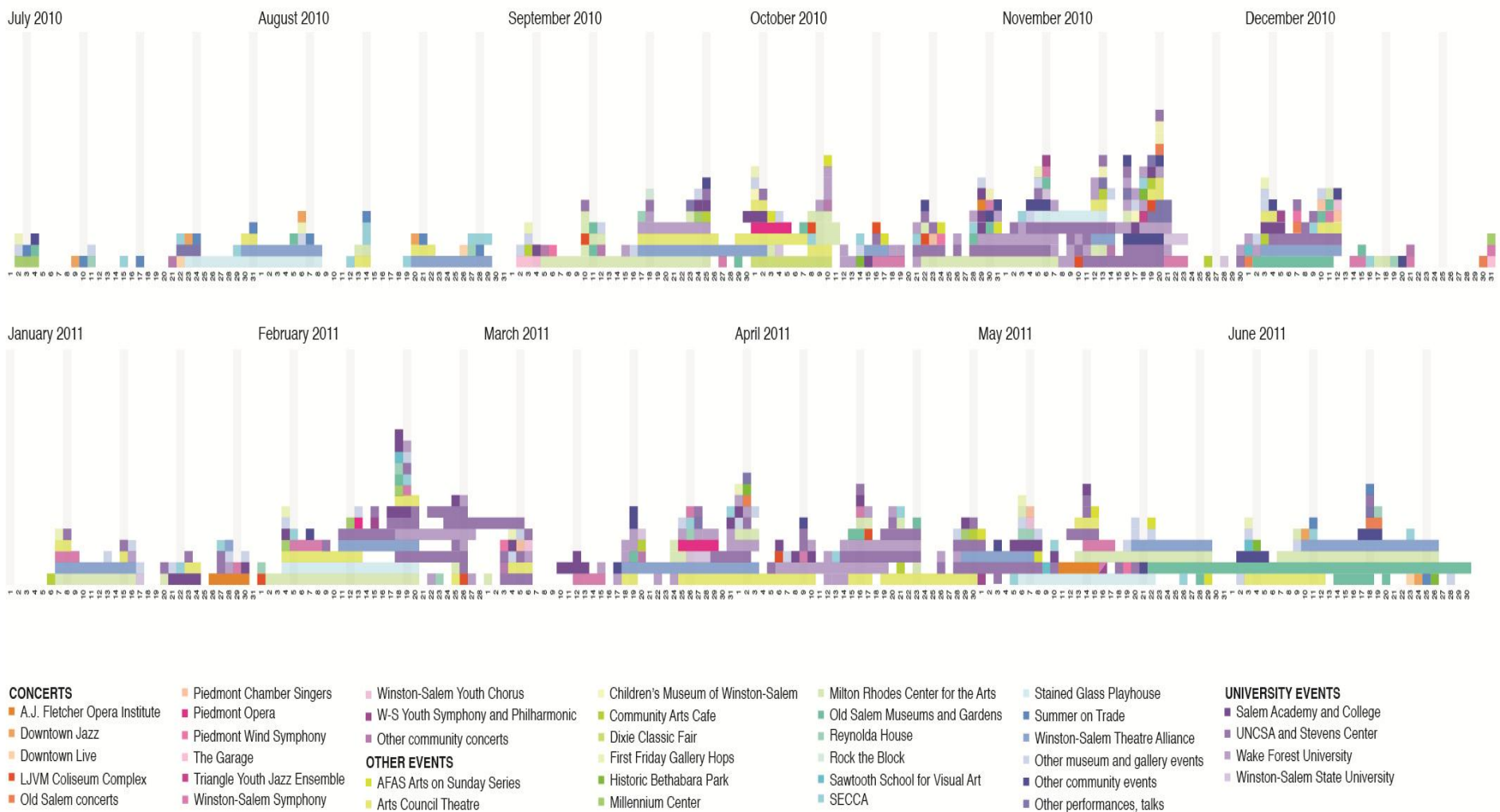
## Increase in vibrancy

2006	2008	2010	
<b>670 total events</b>	<b>845 total events</b>	<b>2519 total events</b>	
150+ publicly sponsored events	513 live music events	1271 (downtown); 1545 (city) live music events	1037 events (not live music)
	105 sponsored concerts	122 concerts	
	154 other events	482 university events 433 other events	
7 festivals	19 festivals	22 festivals (+ two biennial not in 2010-11)	

Notes: Multiple-day concerts and performances are counted here as single events.

# 12-month Look at Vibrancy

Concerts, university events and other cultural events in Winston-Salem, July 2010-June 2011



• Excludes some events included in the index

# Art Council Vibrancy Vision

## Year-round vibrancy

- Maintain and expand what has been successful
- Foster community vibrancy
- Establish Winston-Salem as a “happening” place nationwide
- Develop a strategy with key leaders