Introducing Lord Cultural Resources

Founded in 1981 in response to an emerging need for specialized planning services in the museum, cultural and heritage sectors:

- The world’s largest cultural professional practice
- 2,000 assignments over 30 years
- 50 countries on 6 continents
- An international reputation for sector leadership, innovation and excellence.

In association with Research Explorers, Weetu, Dickerson Global Advisors, and Nick Rabkin
Why a **Cultural Plan?**

- Fundamental structural changes in society, economy, technology make this an **historical pivot point for culture**
- Houston is a **changing and growing metropolis**
- **Growing importance of culture** as connection among people across boundaries and divisions — both locally and globally
What is a Cultural Plan?

- Where vision meets strategy
- Identify the region’s top priorities for culture
- Create a roadmap for culture in the region
- Give voice to culture
How?
PUBLIC
+ RESEARCH
+ INNOVATION
+ BUY-IN = GREATER HOUSTON CULTURAL PLAN
What do cultural plans do for communities?

- Capacity Building of Existing Assets
- **Broad Civic Initiatives**: Economic Benefit, Quality of Life, Community Development, Education, Cultural Leadership
- **Identifying Emerging Initiatives** - Innovative, Global, Far-Reaching, Authentic
- **Cultural Participation** - Not only in numbers but also in depth
The Process Itself is Tremendously Valuable

- Investment in civic engagement
- Identification of task forces, partners, resources
- Citywide discussion of Why Culture Matters
Ultimately, it’s not just about a Cultural Plan.

It’s about Planning Cities Culturally.
Benefits of a Cultural Plan

- On City Objectives
  - Synergies between culture & city departments
  - City branding
  - Cultural tourism
  - Attracting & retaining creative economy
  - Vibrant public spaces
  - Cohesive & dynamic neighborhoods
  - Quality of Life

- On Cultural Communities
  - Identification of priorities, gaps, opportunities
  - Strategies for sustainable funding
  - Metrics to measure success over time
  - Tools for making the case
  - The launching of collaborations now
  - Buy-in from: public & private sectors, potential partners
  - New funding mechanisms
Impacts of a Cultural Plan: Basque Region
City of Chicago, Illinois
Denver
Benefits of a Cultural Plan

- Overall City Objectives
- Houston’s Cultural Community