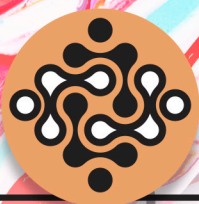


Artfully

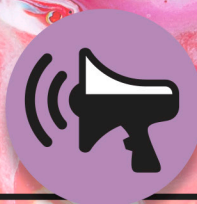
A D A M S



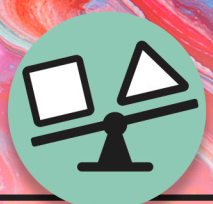
CREATE



CONNECT



PROMOTE



LEVERAGE



ADAMS COUNTY
COLORADO

Artfully **ADAMS**

ADAMS COUNTY

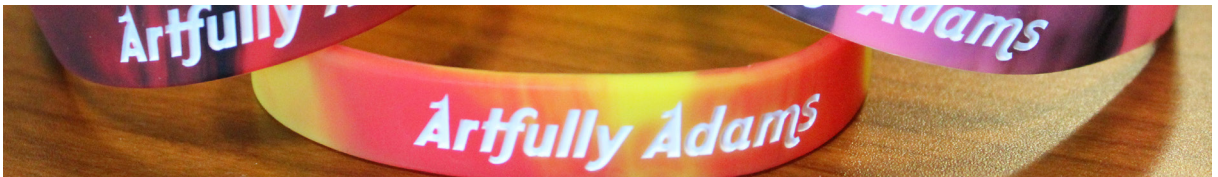
ARTS & CULTURE MASTER PLAN

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Artfully ADAMS

ADAMS COUNTY ARTS & CULTURE MASTER PLAN



PREFACE & ACKNOWLEDGEMENT

Adam County's Arts & Culture Master Plan has been made possible due to the guidance of the Adam's County Steering Committee – those who helped to shape this first ever vision, mission, and actionable goals. We are grateful for their thoughtfulness, strategic thinking, and Tuesday nights over a seven-month time period.

The plan also belongs to the county's residents with a special thanks to the hundreds who shared their feedback over four days at the Adams County Fair, a truly inclusive event that celebrates the blend of rural and urban in Adams County.



ARTS & CULTURE STEERING COMMITTEE

Harley Brown, Thornton
Community Band

Clarence Colburn, Adams
County Cultural Council

Joyce Downing, Adams
County Cultural Council

Chuck Duff, Adams County
Visual Arts Commission

Skip Fischer, Adams County
Historical Society and Museum

Rick Fuller, Hyland Hills
Recreation District

David Gallegos, City of
Brighton

Ed Hanson, Commerce City
Cultural Council

Mickie Hass, Thornton
Community Chorus

Buz Hedglin, City of Thornton

Pat Nading-Amman, City of
Westminster

Rich Neumann, City of
Westminster

Carol Norberg, Adams County
Cultural Council

Maura O'Neal, Commerce City
Cultural Council

Wilma Rose, Adams County
Cultural Council

Mary Ellen Schoonover, Town
of Bennett

Becky Silver, Aar River Art
Gallery

Michael Stricker, City of
Northglenn

ADAMS COUNTY TEAM

Raymond H. Gonzales,
County Manager

Bryan Ostler, Deputy County
Manager

Nathan Mosley, Parks and
Open Space

Gabriel Rodriguez, Cultural
Affairs Liaison

23.4 DEGREES TEAM

Janesse Brewer
Spencer Dodge
Mike Hughes

ADAMS COUNTY

WHO WE ARE AND WHAT WE CARE ABOUT¹

Adams is the state's 5th largest county, serving a population of 491,337 residents. Adams County is:

ADAMS COUNTY

Population

491,337

Median Household Income

\$63,493

Median House Value

\$240,300

Race/Ethnicity

51.2% White

39.2% Hispanic

3.6% Asian

3% Black

2.2% Multiracial

.5% Native American

.1% Hawaiian/Pacific
Islander

- Affordable in comparison to the rest of the Front Range
- Young with a median age of 33.4
- Racially and ethnically diverse

Parts of Arvada, Aurora, and Westminster, as well as Brighton, Bennett, Commerce City, Federal Heights, Northglenn, Thornton, and unincorporated communities of Henderson, Strasburg, Watkins, Welby, Goat Hill, Berkeley, Midtown, Pearl Mack/ Sherrelwood, Derby, Todd Creek, Utah Junction, Wadley Farms, Box Elder Estates, and Prairie View Heights all call Adams County home.²

ADAMS COUNTY VISION AND STRATEGIC GOAL AROUND QUALITY OF LIFE³

A good vision describes what a place will look and feel like when a vision is achieved. The Adams County vision, and particularly the focus on inclusivity, goes to the heart of culture and community identity.

ADAMS COUNTY VISION

Adams County is the most innovative and inclusive county in America for all families and businesses.

ADAMS COUNTY QUALITY OF LIFE GOAL

Adams County Government has a specific goal regarding quality of life. This goal highlights the importance of cultural amenities as an important aspect of how community members consider quality of life.

“Our citizens feel safe and protected within their neighborhoods. Our communities are visually attractive and have outstanding park, recreational, open space, and **cultural amenities**. Our citizens are actively engaged in their community. Sustainability of development and natural resource preservation are an integral part of our growth and redevelopment.” –Adams County Board of Commissioners Strategic Planning Document, FY2014 through FY2016, page 9.

¹ <https://datausa.io/profile/geo/adams-county-co/>

² <http://www.adcogov.org/neighborhood-groups>

³ <http://www.adcogov.org/mission-vision-values-and-goals>



ENHANCING QUALITY OF LIFE THROUGH ARTS AND CULTURE

Overall. Adams County conducted a quality of life survey in 2012, 2014, and 2016. Each year, approximately 68 percent of survey participants gave excellent or good evaluations to the quality of life in Adams County. That being said, the lowest ratings related to sense of community and opportunities to attend cultural activities. While some of this feedback may relate to the geographical vastness of Adams County, a strategic focus on enhancing art and cultural offerings will create meaningful change in how residents experience arts and culture in Adams County.

FOUR INDICATORS TO MARK PROGRESS AGAINST IN THE FUTURE

The survey questions regarding inclusivity, sense of community, and cultural offerings are important benchmarks. Faithfully implementing the inaugural Arts & Culture Master Plan will result in advancing these indicators over time.

Inclusivity. Around $\frac{3}{4}$ of respondents felt positively about the openness and acceptance of the community toward people of diverse backgrounds. This is an important data point as Adams County strives to be the most inclusive and innovative county in America for families and businesses. Given the interdependence between community identity and culture, it's anticipated that a strategic focus on arts and cultural programming that underscores the value of inclusivity will further strengthen the community's understanding of Adams County's commitment to inclusivity.

Sense of community. In the surveys, Adams County ranked low on having a sense of community, as compared to other benchmarked communities. This is an important data point since a vibrant cultural scene contributes positively to a sense of community. While there's much progress to be made, we anticipate that implementation of this plan will positively affect this indicator over time.

Opportunities to attend cultural activities. Of the 15 quality of life indicators, respondents rated "opportunities to attend cultural activities" last. Percentages of satisfaction moved from 41 percent in 2012, 43 percent in 2014, to 48 percent in 2016. While it made incremental growth, it remains the greatest opportunity to enhance quality of life in Adams County.

Opportunities to participate in outdoor recreation or enjoy nature. Adams County respondents rated the opportunities to participate in outdoor recreation or enjoy nature highly and consistent with levels in benchmark communities. In an effort to further enhance quality of life and create cultural and artistic "senses of place," there is a strategic goal dedicated to linking arts and cultural events with the beloved parks and fairgrounds. It is anticipated that this investment will further enhance how residents enjoy parks, recreation, and open space.



PLANNING PROCESS

Strategic planning is worthless – unless there is first a strategic vision. --John Naisbitt

An Inaugural Arts & Culture Plan is Special

An inaugural arts & culture plan is different than plans that will follow. Arts and culture is an outward expression of a community's values, identity, and most celebrated aspects of the community. An inaugural plan also sets a vision that charts a course for future long-term investments and builds upon the county's vision of inclusiveness while contributing to economic growth.

Community Leadership

At the heart of the planning process was the Adams County Arts & Culture Steering Committee – a group of community representatives whose expertise and aspirations gave the plan its shape and direction.

In order to ensure that the emerging plan was aligned with and complimentary to other county plans, the steering committee worked closely with the Cultural Affairs Liaison and the executive leadership for the county. Collectively they have articulated a coherent and compelling vision, established a mission to underpin and inform resource allocation, outlined a set of goals, and implemented strategies.

Best Practices

The planning process was grounded in an understanding of the best practices of vibrant communities that have succeeded in making arts and culture driving forces in their communities. The plan benefited from the sharing of best practices with communities within and outside of Adams County.

Community Engagement

The planning process extended into the wider community by engaging residents at the 2017 Adams County Fair. The fair attracts nearly 60,000 people and, over the course of four days, members of the steering committee and 23.4 Degrees Team were able to interact, in Spanish and English, with members of the community. Residents had the opportunity to review draft plan language and provide feedback on strategies to enhance cultural opportunities in Adams County. Our engagement approach at the fair invoked a quote by Brian Goodwin, "Play invites participation." The Adams County Fair website had a page profiling the participatory art project and all facets of the community were invited to take part in the Unity Project.

Afterward, or while their friends and family members were engaged in the Unity Project, our team was able to solicit their feedback on aspects of the emerging arts & culture master plan, to include the draft vision, mission, and goals. Over the course of the fair, the draft plan was well-received and participants expressed enthusiasm for the idea of increased opportunities to engage in the arts and culture in the county. Community members offered salient details and examples of things they would like to see more of, including free events for families, a "meet up" app, attracting a Tier II Scientific and Cultural Facilities District (SCFD) institution, hosting more music acts at the Adams County Fairgrounds, developing a website that could serve as a clearinghouse for all county arts and culture opportunities, creating an "Artfully Adams" arts festival featuring professional and amateur artists, and other ideas.

Culture...

noun

1. *The total of the inherited ideas, beliefs, values, and knowledge, which constitute the shared bases of social action*

The arts...

plural noun

1. *Imaginative, creative, and nonscientific branches of knowledge*

ADAMS COUNTY UNITY PROJECT

A"FAIR" APPROACH



The Unity Project is a community engagement art project conceived of by artist Nancy Belmont in Alexandria, Virginia. The project first debuted in 2016 and, as described by the artist, the Unity project was

"...created to raise consciousness about the labels we give ourselves and others and explore how those labels both support and limit building interconnected, interesting communities. UNITY is a larger-than-life structure that helps us celebrate our uniqueness and strengthens our ties to each other. The project consists of 32 posts, each with identifiers such as, "I'm a parent; I speak English as a second language; I identify as LGBTQ," etc. Participants tie colorful yarn to posts that reflect their identities. Their yarn intertwines with the rest to create a web of interconnectedness. In the end, we see that we are all connected by something, and it's our diversity that builds a strong and vibrant community."

While the steering committee considered a number of participatory art projects that might raise the profile of Adams County, the Unity Project was deemed a perfect fit given the county's vision to be the most inclusive and innovative county in America. This project honors diversity and inclusion, and is an expression of how each person contributes to the tapestry of the community. When presented with the concept, county leadership believed so strongly in the project they invested in bringing it first to a few hundred county employees. Thus, before the fair in August 2017, the Unity Project first debuted on county grounds with every department participating in the project.

The Unity Project was an important demonstration that art can be accessible for all, reflect values, and inspire dialogue. It can also be temporary, affordable, challenging, and playful.

PLANNING PROCESS CONCLUSION

The planning process was robust and inclusive with many touch points into the community. The outcomes of the planning process will ensure that implementation of the goals will advance Adams County's vision for the role of arts and culture in the growing community.

THE ROLE OF THE COUNTY



PLAN GOALS

Adams County's approach to arts and culture is predicated on four ideas; four plan goals that Adams County will play in implementing this plan.

- *Create opportunities for the county's diverse and growing population to engage in art and culture*
- *Connect artists and art and culture organizations in the county to one another*
- *Promote the county's artists and arts and culture organizations*
- *Leverage the county's park and recreation assets by enhancing arts and culture experiences in those locations*

SCALE

In addition to focusing on these four ideas and the goals and strategies that fulfill each one, the planning committee formulated a singular idea that will also have important implications for the role of the county in the future of arts and culture. During the planning committee meetings, particularly in the early meetings, the group worked to distinguish the role of the county from the municipalities, towns, and communities within the county, recognizing that many communities have existing arts and cultural plans, venues for arts and culture, and ongoing efforts to engage residents.

As the planning committee created a distinction between the county's efforts and those of the local communities, towns and cities, they recognized the county is best positioned to create cultural events at a scale large enough to serve the whole county and draw the region's residents and visitors to Adams County. If the county works to create activities at that scale, the localities can continue to support community-level performances and events.

The most obvious and compelling examples come from the scale of events that the county has been able to produce at the Adams County Regional Park and Fairgrounds and what the park makes possible in the future. By focusing on a concert or outdoor festival or county-wide celebration that can draw a crowd of 10,000 or more, Adams County will distinguish its efforts in arts and culture, will create high-level visibility for arts and culture, and will create a sense of place and community county-wide.

Another way for the county to operate at scale is to focus on creating or attracting a Tier II SCFD organization. SCFD funds arts and culture in three tiers. The 2017 qualifying income threshold for an organization to qualify for Tier II is \$1,611,836.76, an annual budget that is far higher than the Tier III organizations that operate throughout Adams County.



VISION AND MISSION

A single statement of the county's vision for arts and culture is essential as a guidepost for the decisions the county will make throughout the life of the plan. Because no plan can anticipate every possibility and every change the county will experience in the next four or five years, a clear and compelling vision statement will serve as the primary litmus test. The county's choices in investing in the staff's priorities as they carry out their day-to-day activities, in programming for the arts, and in creating and carrying out cultural activities should be driven by this vision:

Adams County is an inclusive community where everyone has the opportunity to enjoy a rich diversity of art and culture experiences.

The county will work to realize the county government's portion of the vision, while seeking to encourage those organizations and individuals who are part of the arts and culture community to take their own steps to realize the vision. The actions and activities the county can and should fulfill constitute the mission statement of this plan. Adams County's mission is divided among four plan goals that make up the mission:

- *Create opportunities for the county's diverse and growing population to engage in art and culture*
- *Connect artists and art and culture organizations in the county to one another*
- *Promote the county's artists and arts and culture organizations*
- *Leverage the county's park and recreation assets by enhancing arts and culture experiences in those locations*

The planning committee is confident that if the county takes on the four elements of its arts and culture mission, the whole county will realize the vision of arts and cultural events and activities that reflect the community identity and make Adams County more inclusive.

MISSION AND STRATEGIES



Create opportunities for the county's diverse and growing population to engage in art and culture.

Arts and cultural activities are essential to the idea that Adams County will be the most inclusive and innovate county in the country. For that to be true, the county's residents will find an abundance of opportunities to explore their own history and culture expressed through fine arts and performances as well as community gatherings for festivals and holidays, and through the day-in-and-day-out activities in their own neighborhoods and across the county in parks and public spaces and in private gathering places like restaurants and retail spaces.

STRATEGY 1

Cultural Affairs will work with existing arts and culture organizations and with towns and cities to expand their offerings and reach new audiences – 2018 Q3.

The county can advance the mission by supporting the existing arts and cultural activities in local communities and helping them to reach county residents. The Adams County Office of Cultural Affairs will take on the responsibility for this support function, working with those in each municipality to extend their efforts.

STRATEGY 2

Adams County will work with the cities and towns to create low- and no-cost arts and cultural events that attract a diverse audience from across the county – 2019 Q4.

The public engagement effort at the Adams County Fair led to a focus on no-and-low-cost arts and cultural activities. The fair attendees who offered feedback on the plan recognized that it takes more than adding new activities to reach the goal of a fully inclusive county; it takes diligence on the question of cost and the role of cost as a barrier to participation. Too many performances and events in the region carry a cost that can make it difficult for everyone to participate. The county can bring residents together through events that are affordable and use its resources to encourage arts and cultural organizations throughout the county to do the same.

STRATEGY 3

Because Adams County can create events at a scale that cities and towns cannot, the county will create new events and performances that have regional audience reach - 2019 Q3.

Creating events at scale will allow the county to bring the whole of the county together – to unify the county. Large-scale events will also allow the county to distinguish its efforts from those of the cities, towns, and communities in the county.



STRATEGY 4

Cultural Affairs will look for opportunities to attract new arts and culture organizations to the county, including recruiting a high-profile, Tier II-qualified cultural or scientific institution to the county - 2018 Q4.

Part of creating large-scale arts and cultural events is elevating an existing organization to Tier II or attracting a Tier II organization to the county. A Tier II organization, because of its visibility in the region, can also be part of raising the profile of the arts and of cultural activities in the county. This goal is linked to the county's focus on the regional park and its park and recreation program. The park has the access and parking to support a large cultural institution.

STRATEGY 5

Cultural Affairs and Office of Diversity and Inclusion will help create arts and cultural events and celebrations that reflect the community's cultural identities and will include the Adams County community - 2020 Q2.

The county's commitment to diversity and inclusion must translate into cultural activities and arts programs that resonate with the cultural underpinnings of the county's population and connect to the history and experience of the county's residents. Arts and cultural activities that connect to the history, traditions, language, and experience of the county's communities will deepen the sense that Adams County is home, is a place where every member of the community has a place and belongs.

STRATEGY 6

Adams County will encourage individual artistic expression through its investment in a participatory arts/culture project as part of the Adams County Fair. The goals of the selected project will be increasing understanding, and promoting Adams County's focus on inclusiveness - 2018 Q4.

The success of the Unity Project at the Adams County Fair, and its connection to the importance of diversity and inclusion, prompted the planning committee and the county to commit to creating a tradition of participatory art projects and making them a part of the county's arts and culture program.



Connect artists and art and culture organizations in the county to one another.

STRATEGY 1

Cultural Affairs will create a platform for communication and coordination among local government staff and leaders in arts and cultural institutions. The platform (with a calendar that allows arts organizations to find talent, announce auditions and performances, and avoid duplicate scheduling) will allow organizations to exchange information and identify opportunities to collaborate – 2018 Q3.

One of the first, and most obvious, goals to surface in the planning process was the idea of a county-wide platform for communication and coordination among arts and cultural leaders and government staff. A single platform is seen as an essential tool for collaboration among those in the county who will advance the plan's vision and mission and expand the reach of arts and culture in the county.

STRATEGY 2

Cultural Affairs will create an annual forum for leaders in the arts and culture community to meet face-to-face, exchange ideas, and learn about best practices specific to Adams County – 2019 Q1 & annually.

As part of its role in supporting arts and culture leaders and providing ways for them to connect, the county will convene an annual meeting intended to ensure that across the county arts and culture are continuing to define the county's identity and take its place in the county's future.

STRATEGY 3

Adams County staff will meet regularly with art and culture organizations to assess their needs and support their work as they pursue their artistic visions - 2018 Q2: Set schedule and approach.

The county's support role will extend to engaging leaders of the arts and cultural organizations and seek to learn about their needs while looking for ways the county can assist them. Strong arts and cultural organizations are essential to the success of this plan and will continue to provide the county's residents with experience, concerts, performances, events, festivals, and gatherings that allow them to experience arts and culture.

STRATEGY 4

The county will create a toolkit for artists and arts and cultural organizations, helping them build their capacity to operate successfully - 2020 Q2.

From their time with leaders in arts and cultural organizations, the county staff will elicit their successes and document their best practices so that arts organizations can learn from and strengthen one another.

STRATEGY 5

Adams County will assist local communities as they choose to create arts districts and places for artists to live and work as the local communities promote their places for arts and culture. – 2020 Q1.

Gallery, exhibition and studio spaces, and rehearsal and performance spaces are necessary infrastructure for artists and for cultural organizations. In addition, many artists find it hard to keep up with escalating housing costs. Local governments often step in to assist with these needs. As municipalities, towns, and communities find ways to create art districts and the necessary facilities and housing stock, they can look to the county to support their efforts.

STRATEGY 6

The county will explore opportunities to support K-12 arts and culture programs, helping to connect arts organizations to the schools so that every student in the county experiences science, history, culture, and the arts – 2019 Q3.

Not-for-profit arts organizations are adding their efforts to those of schools and school districts to ensure that students are exposed to performance, fine arts, history, literature, and other core elements of culture. The county will encourage these efforts and support the organizations that are bringing these experiences to students throughout the county.



Promote the county's artists and art and culture organizations.

STRATEGY 1

Cultural Affairs will market the whole county as an arts and culture destination and will feature events and performances that have regional audience reach - 2018 Q3.

Though each arts organization and each locality will take responsibility for its own marketing and promotion, the county is in a position to market Adams County as a complete destination for arts and culture and a place where the arts are integral to the life of its residents. The county will take a county-wide approach to its promotion in ways to augment the efforts of individual arts and cultural groups.

STRATEGY 2

Cultural Affairs will create a public-facing website with a comprehensive list of arts and cultural organizations and a master calendar of events with links to websites, box offices, and city sites that will supplement the site with social media that promotes events and performances – 2019 Q2.

A public-facing website will be an important component of Adams County's ability to fulfill its role in county-wide promotion. The county will ensure that the site serves all of its localities and all of its arts and cultural organizations to serve as a central point of communications for those who are looking to engage in the county's arts and cultural life.

STRATEGY 3

Cultural Affairs and the Economic Development Office will create networking opportunities that bring together arts and culture organizations and community leaders to focus on economic development and on the role of arts and culture in the county's economic success - 2019 Q1.

STRATEGY 4

Cultural Affairs will hold a talent showcase to connect businesses and other non-arts organizations to art and culture organizations and individual artists, to promote the diversity of the county's talent and to introduce new, innovative, and original artists - 2019 Q3 & Bi-annually.

Because arts and cultural events are tied to a sense of place and belonging, they lead to the kind of community attachment that translates into economic success, and there is a direct and demonstrable link between arts and culture and a community's economic development prospects. To use this to its advantage, Adams County will create opportunities for business leaders and the leaders in arts and culture to work together, and for business leaders to learn about the breadth and depth of arts and culture in the county.

STRATEGY 5

As the county ends its focus on new buildings, Adams County Cultural Affairs, in cooperation with the Arts Council and the Master Plan Task Force, will develop a strategy to replace any decrease in funding levels currently provided by using a ½ of one percent from public capital projects - 2018 Q4.

STRATEGY 6

Cultural Affairs will increase the inventory of public art (using a ½ of one percent from public capital projects) and place the art to maximize public benefit. The county will supplement the funds in years when no capital construction is occurring – 2020 Q1.

Because of public building construction, Adams County has provided a steady flow of resources for public art at the Adams County Government Center, the Human Services Center, and the Animal Shelter. As these projects end and the resources for public art is diminished, the county will look for ways to continue the public art program.

STRATEGY 7

The county will focus its efforts to promote arts and culture on activities and events taking place at the Regional Park – 2018 Q3.

The Adams County Regional Park provides an opportunity for the county to stake its claim as a center for arts and culture. The county will focus its promotional efforts on defining the park as an arts and culture destination.



Leverage the county's park and recreation assets by enhancing arts and culture experiences in those locations.

STRATEGY 1

Adams County will leverage its investments in the Adams County Regional Park to bring arts and cultural activities into the park - 2018 Q4.

Leveraging the park's assets and its place as a centerpiece of the county's identity can elevate the place of arts and culture in the county's identity and improve the prospects for county residents and the region to see Adams County as a place for arts and culture.



STRATEGY 2

To make the Regional Park a centerpiece of the county's future in arts and culture, Adams County will work to attract cultural, artistic, agricultural, and scientific events and programs that could elevate the Regional Park to SCFD Tier II - 2020 Q4.

Adams County's future in arts and culture will continue to be tied to the future of its SCFD Tier III organizations. At the same time, the county's arts and culture program needs larger-scale organizations. Leveraging the park's assets and its place as a centerpiece of the county's identity will improve the prospects for reaching Tier II.

STRATEGY 3

The county will connect arts and culture with recreation, placing public art in the Regional Park and along regional trails, and making recreational activities a centerpiece of the county's cultural activities - 2020 Q1.

Public art is a visible sign of the county's commitment to arts and culture, demonstrating the importance of the arts and instantly creating a sense of place.

STRATEGY 4

The county will use the grandstand arena and the Regional Park to produce large-scale concerts and events that place the park on par with other signature concert venues in the region (Red Rocks, Fiddler's Green, etc.) - 2020 Q3.

Among the activities the county can take on as it brings the arts and culture program to scale, are events such as concerts and festivals at the Regional Park.

STRATEGY 5

Each year, Cultural Affairs will invest in a participatory arts and culture project as part of the Adams County Fair. The goals of the selected project will increase understanding and promote Adams County's focus on inclusiveness - 2018 Q3.

The success of the Unity Project at the Adams County Fair, and its connection to the importance of diversity and inclusion, prompted the planning committee and the county to commit to creating a tradition of participatory art projects and making them a part of the county's arts and culture program.

STRATEGY 6

To maximize the role of the Regional Park as a centerpiece for the county's arts and cultural activities, the county will create trail linkage from the park to the National Western Complex and its cultural activities - 2020 - Q4.

To fully realize its place as a destination for arts and culture, Adams County's events and activities must take their place in and be connected to the region. To provide the greatest opportunities for residents to participate in arts and culture, the county must be integrated into the cultural life of the whole region. Linking the Regional Park and its cultural activities to the redeveloping Denver area around the National Western Stock Show is an opportunity to create synergies that can advance Adams County's arts and culture.

IMPLEMENTATION



The creation of the position of Cultural Affairs Liaison was a commitment by the Board of County Commissioners to develop and build art, cultural, and scientific opportunities for the residents of Adams County in 2016. This position has been instrumental in development of the Arts & Culture Master Plan, installation of public art in county facilities and parks, and finally the resolution ensuring the Adams County Visual Arts Commission has the necessary funding to provide programs and public art to the community. With that in mind, the steering committee recognizes the need for growth in the above programs and policies. Below are considerations from the steering committee to county administration and the Board of County Commissioners in growing and sustaining the growth and development of art, culture, and scientific opportunities for the residents of Adams County.

The Arts & Culture Master Plan is an opportunity for Adams County to build upon what they already have in a Cultural Affairs Liaison position.

Building capacity in the Office of Cultural Affairs will allow Adams County to deliver on the commitment to enhancing quality of life through arts and culture.

STRATEGY 1

Cultural Affairs will develop a detailed projection of staff and budget necessary to execute the plan and successfully Create, Connect, Promote and Leverage – 2018 Q4.

Advancing the vision, mission, and goals in this plan will require systematic investment in personnel, technology, expertise, and promotional materials and resources for county-wide arts and cultural events, festivals, concerts, and public art projects.

STRATEGY 2

Cultural Affairs will seek funding for a full-time staff person in the next budget cycle – 2018 Q4.

Accomplishing near-term goals – particularly the efforts and connection, coordination, and communication slated for implementation in 2018 – will require one additional county staff.

STRATEGIES AT A GLANCE

ADAMS COUNTY ARTS & CULTURE PLAN – GOALS AT A GLANCE

VISION – Adams County is an inclusive community where everyone has the opportunity to enjoy a rich diversity of arts and culture experiences.

MISSION – Adams County Government will support local communities, arts organizations, and artists. The county will:

- Create opportunities for Adams County’s diverse and growing population to engage in art and culture
- Connect arts and culture organizations and artists in the county to one another
- Promote all the county’s artists and arts and culture organizations
- Leverage the county’s commitment to quality of life by advancing opportunities to enhance parks and recreation experiences through arts and culture

Work with existing arts and culture organizations and with towns and cities to expand their offerings and reach new audiences – 2018 Q3	Create a platform for communication and coordination among local government staff and leaders in arts and cultural organizations – 2018 Q3	Market the whole county as an arts and culture destination and feature events and performances that have regional audience reach – 2018 Q3	Leverage investments in the Adams County Regional Park to bring art and cultural activities into the park – 2018 Q4
Work with the cities and towns to create low- and no-cost arts and cultural events that attract a diverse audience – 2019 Q4	Create an annual forum for leaders in the art and culture community to meet face-to-face, exchange ideas, and learn about best practices – 2019 Q1 & annually	Create a public-facing website with a comprehensive list of arts and culture organizations and a master calendar of events supplemented with social media to promote events and performances – 2019 Q2	Make the Regional Park a centerpiece of the county’s future in art and culture; attract cultural, artistic, agricultural, and scientific events and programs that could elevate the Regional Park to SCFD Tier II – 2020 Q4
Create events at a scale that cities and towns cannot; create new events and performances that have regional audience reach – 2019 Q3	Meet regularly with arts and culture organizations to assess their needs and support their work as they pursue their artistic visions – 2018 Q2: Set schedule and approach	Create networking opportunities that bring together arts and culture organizations and community leaders to focus on economic development and the role of arts and culture in the county’s economic success – 2019 Q1	Connect arts and culture with recreation, placing public art in the Regional Park and along regional trails, and making recreation activities a centerpiece of the county’s cultural activities – 2020 Q1
Look for opportunities to attract new arts and culture organizations, including recruiting a high-profile, Tier II-qualified cultural or scientific organization to the county – 2018 Q4	Create a toolkit for artists and arts and culture organizations, helping them to build their capacity to operate successfully – 2020 Q2	Develop a strategy to replace any decrease in funding levels currently provided by ½ of one percent from public capital projects – 2019 Q3	Use the grandstand arena and the Regional Park to produce large-scale concerts and events that place the Regional Park on par with other signature concert venues in the region – 2020 Q3

STRATEGIES AT A GLANCE

Create cultural events and celebrations that reflect the community's cultural identities and include all the Adams County community – 2020 Q2	Assist local communities as they choose to create art districts and places for artists to live and work as the local communities promote their places arts and culture – 2020 Q1	Hold a talent showcase to connect businesses and other non-arts organizations to arts and culture organizations and individual artists, to promote the diversity of the county's talent and to introduce new, innovative, and original artists – 2018 Q4 & Bi-annually	Invest in a participatory arts and culture project as part of the Adams County Fair. The goals of the selected project will be to increase understanding and promote Adams County's focus on inclusiveness – 2018 Q3
Invest in a participatory arts and culture project as part of the Adams County Fair to increase understanding and promote Adams County's focus on inclusiveness – 2018 Q4		Increase the inventory of public art (using ½ of one percent from public capital projects) and place the art to maximize public benefit; supplement the funds in years when no capital construction is occurring – 2020 Q1	Maximize the role of the Regional Park by creating trail linkage from the park to the National Western Complex and its cultural activities – 2020 Q4
	Explore opportunities to support K-12 arts and culture programs; help to connect arts organizations to the schools so every student in the county experiences science, history, and arts and culture – 2019 Q3	Promote arts and culture, focusing on activities and events taking place at the Regional Park – 2018 Q3	
Building and Sustaining Arts and Culture in Adams County – Plan Monitoring and Evaluation			
<ul style="list-style-type: none"> Adams County will monitor the Arts & Culture Master Plan and publish a progress report at the end of each fiscal year Adams County will convene an annual forum to review and discuss the progress report In year four of the plan, Adams County will create a process for reviewing/evaluating this plan and creating/recommending revisions 			



ECONOMIC IMPACT

The U.S. Bureau of Economic Analysis reports that the arts and culture sector represents 3.25 percent of the nation's GDP – a larger share of the economy than tourism and agriculture. Nationwide, America's nonprofit art industry generates \$135 billion in economic activity annually (\$61 billion in nonprofit arts and culture organizations and \$74 billion from event-related expenditures by their audiences). That level of spending supports more than \$4 million full-time equivalent jobs, generates \$87 billion in household income, and produces \$22 billion in revenue to local, state, and federal government⁴. Those who enjoy a night at the theatre or visit an arts district also spend money on meals and transportation and make other purchases⁵.

PLACEMAKING: ADAMS COUNTY RECREATION, NATURE, AND SCIENCE PARK

Placemaking is an approach to planning that starts with the idea that a neighborhood, park, street, or a whole town can be transformed through deliberate planning that starts with how communities imagine a place could be. Central to the strategic planning process was making the Adams County Regional Park a cornerstone in building an arts and culture future, including attracting an SCFD Tier II facility that could be a regional destination. The Arts & Culture Master Plan Committee was supportive of a Tier II-type facility that would offer some type of cultural experience different than the range of arts and cultural venues currently available in the county. In addition, this strategic plan has a goal of leveraging the county's park and recreation assets by enhancing arts and culture experiences in those locations.

“This park would be a place where innovation, creativity, and curiosity come alive for all ages.”

– Raymond H. Gonzales, County Manager

Additional mission-centric organizations will help to create vibrancy and added purpose for the Adams County Recreation, Nature and Science Park, which includes: 4-H, Bird Conservancy of the Rockies, Denver Museum of Nature & Science, the Botanic Gardens, and many others. The institutions, partnerships, and building on a popular park all add up to a plan and program of uses, events, and ideas to create a dynamic and authentic Adams County experience.

⁴ Source: Americans for the Arts. Arts & Economic Prosperity IV study. 2012.

⁵ Source: <http://www.westerncity.com/Western-City/May-2013/How-the-Arts/>. Accessed in November 2015.

Artfully **ADAMS**

APPENDICES

23-33	▪ Arts & Culture Inventory
34-36	▪ Task Force Recommendation
37-38	▪ Letter from SCFD

ADAMS COUNTY ARTS & CULTURE INVENTORY

The goal of this document is to present the Steering Committee with a set of guidelines for what is currently out there in Adams County that is in direct support of the arts, cultural, historical, or scientific programs and organizations – a.k.a. the creative classes. Below are some basic principles guiding each area under what each city is accomplishing for their citizens and surrounding residents. Everyone has their own definition of what an event is or isn't and even if an organization should be listed. Please place everything in what you believe is the correct area.

DEFINITIONS

Venue:

A place where the community gathers to host art shows, musicals, art galleries, and other such activities for the community and artists alike.

Organizations:

An organized group that promotes the creative classes within Adams County. It can be SCFD qualified or not. The important idea is to identify the groups or organizations that are supporting and promoting the creative classes.

Events:

Gatherings, shows, and any other event where the main purpose is promoting and supporting the creative classes within the county. It can be hosted by nonprofits, private, or public sectors. This can range from art shows in the park to festivals and even smaller gatherings of poetry readings.

Policy:

Local policy that supports and promotes the creative classes of Adams County. This can range from public sponsorships of organizations that are SCFD-qualified, such as Adams County Visual Arts Commission, Thornton Arts Sciences and Humanities Council, and others. It also is policy such as the policy set forth by the Adams County Commissioners in Resolution 2016-244 that states: "Board of County Commissioners shall dedicate ½ of one percent of the total cost of construction on any new county-owned building to carry out the mission of the ACVAC and the Office of Cultural Affairs."

BRIGHTON

Venues

- **The Armory**

Owned and operated by the Brighton Urban Renewal Authority, The Armory hosts theater, dance, music, and visual arts events for children, adults, and families. Located in central Brighton, The Armory is “the most important cultural initiative” for the City of Brighton.

- **Main Street Creatives (MSC)**

Fine Art gallery with private artist studios, as well as host for the Art Academy. MSC has 17 studio artists, of which several make up the 19 gallery artists.

- **Anythink Brighton Library**

Located in historic downtown Brighton, Anythink Brighton is the first carbon-negative library in the United States. Certified LEED Gold, this sustainable facility includes a children’s area, large programming spaces, computer labs and The Studio at Anythink Brighton, which is the district’s first makerspace.

- **Creative U**

Creative U is a studio space where guests can create on their own or attend various instructed classes. Guests get their creativity on as a professional art instructor teaches them in a two- to three-hour class while they enjoy a glass of wine, beer, or non-alcoholic beverage. You can also order appetizers from a local restaurant and have them delivered during the class. All supplies are included with the class, such as brushes, paints, canvases, easels and aprons, and every class is taught step by step so there is no experience necessary.

Organizations

- **The Art Academy**

Located at Main Street Creatives, The Art Academy offers classes for aspiring artists ranging from middle-school aged children to adults, among all skill sets. The Art Academy offers a supportive community for those wishing to advance in their artistic journey.

- **Eye for Art Program**

The City of Brighton Eye for Art Program offers the opportunity for local and regional artists to display their works in highly visible locations within the new city building at 500 South 4th Ave. Artwork includes paintings, drawings, photography, and sculptures as well as other mediums.

- **BrightonMusic Choir and Orchestra, Inc.**

Consisting of the BrightonMusic Orchestra, Bright’n Jazz, and String Colors, the BrightonMusic Choir and Orchestra is a nonprofit based in Brighton that has been organizing and staging concerts for the last two decades. Accepting all levels of skill, the organization performs 4-5 concerts per season.

- **The heART of Brighton**

The heART of Brighton solicits and distributes donations for The Armory. It works in tandem with the Brighton Urban Renewal Authority and the City of Brighton to maximize donations with matching grants and commitments from local groups.

- **Bird Conservancy of the Rockies**

Bird Conservancy of the Rockies conserves birds and their habitats through an integrated approach of science, education, and land stewardship. Their work radiates from the Rockies to the Great Plains, Mexico and beyond. Their mission is advanced through sound science, achieved through empowering people, realized through stewardship, and sustained through partnerships. Together with the community, they are improving native bird populations, the land, and the lives of people. This is the only tier II organization based in Adams County.

- **Platte Valley Players**

Platte Valley Players is all about a team effort! They are a 501(c)3 nonprofit organization governed by a board of directors. The board works with their volunteers to create shows and community to keep live theater happening in Brighton, Colorado.

Events

- **Holiday Bazaar**

More than 300 vendors sell handmade arts, crafts, jewelry, photography, woodworking, pottery, clothing, and more at the Adams County Regional Park during the first weekend of December.

- **Festival of Lights Parade**

A night-time light parade that features local groups, organizations, businesses, and families with more than 75 fully-lighted entries. Sponsored by the City of Brighton.

- **Best of Spring Bazaar**

Bazaar at the Adams County Regional Park in April held in support of the Adams County Museum.

- **Summerfest**

Formally named Culturefest, this is an annual outdoor celebration of the rich and diverse cultural traditions in the community with a weekend long carnival in downtown Brighton. The event typically attracts more than 8,000 people.

- **Art in the Park Festival**

Held at Carmichael Park, this one-day festival allows local, regional and national artists the opportunity to display and sell their artwork to the Adams County community.

- **Denver Chili Fest**

Held at Lulu's Farm, this festival supports the Food Bank of the Rockies. The festival hosts a recipe contest, live music, and cooking demonstrations that attract foodies from around the Denver area.

- **Artist Crafter Foodie Fair**

Held at the Adams County Regional Park Exhibit Hall, crafters, artists, and foodies sell their items to the general public.

- **Fall Festival Bazaar**

Held at the Adams County Regional Park, this bazaar provides the opportunity for crafters and artists to sell their items to the public.

- **County Christmas Bazaar**

With more than 400 craft booths, this bazaar is one of the larger ones held in Brighton and is an excellent place to begin Christmas shopping. It is held at the Adams County Regional Park.

- **Harvest Fest**

Held on Main Street in Brighton, this family-friendly event attracts more than 30 vendors and 20 local businesses, and also includes a Pumpkin Carving Contest, Trick or Treat Street, a bounce house, face painting, costume contest, food trucks, and more.

- **Arts and Culture Symposium**

This special event offers educational and inspirational presentations from some of Colorado's favorite musicians, dancers, and poets. Visit the Artists' Loft and see fine artwork on display or watch art in progress.

- **Eco-Fair**

Environmentally friendly Brighton offers its annual Ecofair for residents to learn about recycling and earth-friendly activities the whole family can undertake. The event offers free recycling of electronic items and paper shredding at no cost.

- **Homespun**

Annual concert presented by BrightonMusic Orchestra featuring original compositions and arrangements by local composers. Held at the First Presbyterian Church.

- **Brighton Community Christmas Festival Concert**

Brighton's Community Orchestra's holiday concert features many old, Christmas favorites. Held at First Presbyterian Church.

Policy

- **Cultural Strategic Plan for the Brighton Cultural Influence Area**

Formed in 2014, A Brighton Cultural Strategic Team, which included six culturally-engaged community members, worked to implement a "living and real-time" document detailing leadership, opportunities, and support for those involved with cultural activities.

- **Brighton Office of Arts and Culture**

As part of the Brighton municipal government, the Office of Arts and Culture helps with day-to-day activities involving the Cultural Strategic Plan.

- **Brighton Cultural Arts Commission**

The Brighton Cultural Arts Commission (BCAC) is a 501(c)(3) organization whose purpose is to increase awareness and promote cultural and scientific opportunities in the community. BCAC serves in an advisory capacity to the Brighton City Council. Members serve three-year terms on the commission and represent various cultural organizations and have varied interests in the arts. Representatives from the 27J School District and Brighton City Council also serve on the commission. City of Brighton staff provides administrative support.

COMMERCE CITY

Venues

- **Dick's Sporting Goods Park**

Opened in 2007, this venue is soccer-specific and built by and for the Colorado Rapids. However, the stadium has also seen concerts that greatly increase its capacity of 19,000 for soccer games up to 27,000.

Organizations

- **Concept Colorado**

Offering art studios, galleries, food, and other amenities (eventually live/work spaces), Concept Colorado directly addresses space concerns related to escalating real estate prices that have impacted and displaced many in Denver's creative community.

Events

- **Winterfest**

Held at Adams City High School, this family-friendly event features activities that include photos with Santa, storytelling with the Sugar Plum Fairy, holiday crafts, hot chocolate and cider, holiday tree, and children's pajama parade.

- **Music in the Park Concert Series**

Held at Southlawn Park, a series of concerts held during the summer.

- **4thFest**

Held at Dick's Sporting Goods Park, the largest public fireworks show in the state of Colorado. Additional activities include an inflatable obstacle course, bungee trampoline, Velcro wall, mechanical bull, food vendors, live music, and more.

Policy

- **Commerce City Culture Council**

Board that strives to advance charity and education to preserve art, music, theater, and dance in Commerce City.

FEDERAL HEIGHTS

Venues

- **Performance Arts Complex at Pinnacle Charter School**

Built by the Pinnacle Charter School, the complex features an auditorium with almost 600 seats which hosts concerts, recitals, and other events.

Organizations

- **Maitri Multi Media**

Maitri Multi-Media Day Program is designed to incorporate a variety of art forms, methods, and mediums to encourage increased communication, coping, and expression skills and to build independence and a sense of community through individualized and group creative projects within the program itself and within the community.

Events

- **Holiday Hills Village Arts and Crafts Fair**

Held at the Holiday Hills Village clubhouse, this craft fair provides vendors the opportunity to showcase and sell their items.

NORTHGLENN

Venues

- **DL Parsons Theatre**

Located at the Northglenn Recreation Center, this 300-seat theatre presents performances and films for citizens of the community of all ages.

- **E.B. Rains Jr. Memorial Park**

The city's most popular park, this venue hosts the Fourth of July Festival as well as the Art on Parade exhibit.

Organizations

- **Northglenn Youth Theatre**

Holding three performances a year, the Northglenn Youth Theatre (NYT) provides youths the opportunity to participate in live theatre.

- **Northglenn Arts & Humanities Foundation**

The Northglenn Arts & Humanities Foundation provides funding for quality youth theater, public art, and other cultural endeavors in the community.

Events

- **Noel Northglenn**

Kicking off the start of the holiday season, this event has everything you need to get into the holiday spirit including s'mores, carriage rides, indoor snowball fights, face painting, Rudolph's Reading Raffle, and a bake sale.

- **Mid-Winter Bluegrass Festival**

Held at the Northglenn Ramada Plaza, this festival features local and national bluegrass bands as well as a Vendor Art Fair.

- **Food Truck Carnival**

Held at the Northglenn City Hall, this carnival features local food trucks, a carnival, and live music. This festival is held in the spring.

- **July Fourth Festival**

Sometimes called "Denver's Largest Family Picnic," the July Fourth Festival at E.B. Rains Jr. Memorial Park includes a 4-Mile Run, bake sale, car show, Pooch Parade, Beer Garden, Duck Race, live music, and fireworks.

- **Pirate Fest**

Held in the fall at E.B. Rains Jr. Memorial Park, Pirate Fest features food and booth vendors, a pirate ship, sword fighting and archery demonstrations, live music, and the Cardboard Boat Regatta.

- **Athena Festival**

Held at the Ramada Plaza, the Athena Festival features workshops, Tarot Readers, shopping, lectures, entertainment, art, and more.

- **Arts on Parade**

Held at E.B. Rains Jr. Memorial Park, Arts on Parade is a program that allows community members to vote on their favorite piece to become a permanent fixture in the city.

- **NAHF Events**

NAHF events include public art, a cappella concert series, summer concerts, summer movies, performance theatre.

THORNTON

Venues

- **Thornton Arts & Culture Center**

The Thornton Arts & Culture Center (TACC, pronounced “Taxi”), 9209 Dorothy Blvd., is home to performances, classes, art exhibits in the Oz Gallery, and the Volunteer Thornton program. TACC is shared by the Senior and Arts & Culture Divisions. Upcoming programming includes senior fitness classes, line dancing, Tai Chi, the children’s entertainment series “Funtaztikidz,” rotating art exhibits, Thornton Community Chorus concerts, and a new community theater project called Break a Leg!

- **Carpenter Park Fields**

With an amphitheatre that seats up to 500 people, Carpenter Park is a multi-purpose park facility that hosts events during the warmer months of the year. Funded by the Thornton municipal government.

- **Anythink Wright Farms**

Anythink Wright Farms, located on 120th Ave. and Holly St. in Thornton, is the district’s flagship branch and houses the district’s administrative offices. A computer lab, teen area, and 7,000-square-foot children’s area are just some of the incredible features of the 45,000-square-foot library. The Studio at Anythink Wright Farms, a digital creation lab featuring state-of-the-art video, audio, and design equipment and software, partners creative community members with teens to help push their creativity to new bounds. Adjacent to the building is a one-acre park made possible by the Wright Farms Metro District that includes outdoor seating, reading nooks, and Explore Outdoors, a certified Nature Explore children’s outdoor classroom. Continuing its dedication to sustainability, Anythink Wright Farms is a Gold LEED certified building with many sustainable features, including use of recycled materials, daylight harvesting, and ground source heating and cooling. The landscaped site also includes a community garden, maintained by local community members in partnership with Denver Urban Gardens. Co-located with Anythink Café.

- **Anythink Huron Street**

Anythink Huron Street is a 25,000-square-foot library located at the intersection of Conifer St. and Huron St. in Thornton. On Feb. 6, 2010, this facility opened its doors to library customers in the communities of Northglenn, Thornton, Federal Heights, and surrounding areas. Anythink Huron Street is Gold LEED certified and includes fun, inspiring spaces for all ages to enjoy.

- **Anythink York Street**

Opened June 1, 2013, Anythink York Street is the latest addition to the Anythink family. This public library, housed on the Mapleton Public Schools’ Skyview Campus, provides community members and students with a sleek, modern facility, a robust collection of learning materials, 25 public computers, fast Internet access, and a wide variety of hands-on, innovative programming. Reserved parking is available for library customers.

Organizations

- **Thornton Arts, Sciences, and Humanities Council (TASHCO)**

The Thornton Arts, Sciences, and Humanities Council (TASHCO) is a 501(c)(3) organization whose purpose is to promote cultural, historical, and scientific activities in the City of Thornton. The TASHCO Board of Directors is appointed by the Thornton City Council.

- **Thornton Community Band**

The Thornton Community Band is an all-volunteer, nonprofit organization created to create an experience and share the gift of music with the entire community.

- **Thornton Community Chorus, Inc.**

A community service organization that provides the community with a performing chorus of volunteer adults in the north metro area of Denver and offers residents a fun and challenging opportunity to make music together.

- **A Child's Song**

Provides music education and appreciation for the entire family in order to fully develop the brain at individual, group, and community levels in an atmosphere and environment that nurtures, advances, and preserves the art of creating music.

Events

- **Thornton Winterfest**

Held at the Carpenter Park Fields, this festival kicks off the holiday season in Thornton with the turning on of the holiday lights in Santa's Village and includes an ice skating pond, tree decorating contest, Holiday Marketplace, and fireworks show.

- **ThorntonFest**

Held at the Carpenter Park Fields, ThorntonFest includes a Battle of the Bands, Cottonwood Classic 5K, beer gardens, a marketplace, car show, Paw Fest, and many other activities.

- **Fourth of July in Thornton**

Held at the Carpenter Park Fields, Fourth of July in Thornton offers beer gardens, food vendors, nighttime skydivers, live music, and fireworks.

- **Thornton Harvest Fest**

Held at the Community Park, Harvest Fest includes a Fishing Derby, pancake breakfast, skate park competition, chili cook-off, bazaar, farmers market, food court, and a beer garden.

- **TASHCO Events**

TASHCO events include musical conversations and celebrating our second decade.

Policy

- **Thornton Arts and Culture Division**

The division serves as the city liaison to TASHCO, which is a nonprofit citizen committee appointed by City Council to administer grant funding provided by SCFD.

ADAMS COUNTY

Venues

- **Adams County Regional Park**

Home to the Adams County Fair, the Regional Park hosts many community events ranging from the Adams County Fair to the 4th of July Celebration.

- **Anythink Perl Mack**

The fully renovated Anythink Perl Mack serves the north Denver community with a variety of spaces and programs for all ages. This sustainable facility includes a children's pavilion, teen space, computer lab, and program space. The landscaped site also includes a community garden maintained by local community members in partnership with Denver Urban Gardens.

Organizations

- **Adams County Visual Arts Commission (ACVAC)**

ACVAC is aligned with the Office of Cultural Affairs and is responsible for the promotion of public art and cultural and scientific activities in Adams County.

- **Adams County Cultural Council (ACCC)**

ACCC is made up of volunteer appointees who manage the SCFD tier III grant application process for their respective counties. Council members should adhere to the concepts of stewardship of public funds and seek to create a fair, ethical, respectful, open, and objective evaluation process through which these public funds are distributed.

- **Adams County Historical Society and Museum**

This organization is responsible for maintaining the Adams County Museum as well as hosting events that promote historical education in Adams County.

Events

- **Adams County Fair**

The Adams County Fair dates back to before the county was even a county. The fair features live music from nationally known country stars as well as bull riding, a demolition derby, fireworks, a truck pull, and many other activities. This event is the biggest in the county.

- **Adams County NAP Exhibit**

The Adams County NAP Exhibit is held in Brighton. Artists invited to participate in this exhibition include Adams County, City of Thornton, City of Brighton, City of Commerce City, City of Northglenn, City of Westminster, and City of Federal Heights employees and their immediate family members.

- **Art from the Heart**

Art from the Heart is a juried exhibit of art works by Adams County and Westminster artists which are held at the College Hill Library. All original fine arts and sculptures are included.

- **City Strings in Adams County**

Managed by Augustana Arts Inc., City Strings provides lessons in string instruments (violin, viola, and cello) to at-risk children from low-income families.

- **Art Stop on the Go**

This program began at three Anythink branches (Wright Farms, Huron Street and Brighton), about two years ago. Each month, an artist-instructor creates an art lesson around a children's book and holds a workshop that focuses on artistic concepts. The program is designed to be an advanced, but also elementary-level, art class.

Policy

- **Adams County Visual Arts Commission**

The Board of County Commissioners shall dedicate ½ of one percent of the total cost of construction on any new county-owned building to carry out the mission of the ACVAC and the Office of Cultural Affairs.

BENNETT

Venues

■ **Anythink Library**

Opened in May 2009, Anythink Bennett is located at 7th St. and E. Lincoln Ave. in Bennett. This energy-efficient library is designed with a western style that reflects life on the eastern plains. With expanded computer labs and community areas, Anythink Bennett has an inviting space for all ages and activities.

WESTMINSTER

Venues

■ **Aar River Gallery**

The Aar River Gallery is the premier art gallery located in the heart of old Westminster. A family gallery with original fine art, fine art photography, and fine art reproductions at reasonable prices. They also feature note cards, jewelry, and pottery by local artisans. Each month a different outside artist is invited to display art work and teach a class or workshop.

■ **Rodeo Market Community Arts Center**

This center is a city-owned property that is a historic landmark for the City of Westminster. It currently is supporting the South Westminister Arts Group (SWAG) that creates a healthy and safe environment for members of all ages to help promote and encourage creative thought, art education, and community growth and well-being. SWAG engages the public directly by providing art education classes, supporting an active group of artist members, producing special community fundraisers, organizing the sculptures on 73rd Ave. (a public art on loan project), and curating regular gallery shows.

Organizations

■ **South Westminister Arts Group**

South Westminister Arts Group (SWAG) was founded as a nonprofit organization in 2007 and is dedicated to providing community service and advocacy on behalf of the arts, artists, and patrons. By creating a healthy and safe environment for members of all ages within our society, they help to promote and encourage creative thought, art education and community growth and well-being.

■ **Paletteers Art Club**

The mission of the Paletteers Art Club is to promote the highest professional standards in original works of art by artists in the community, and to encourage the practice and appreciation of all fine arts.

■ **North Metro Arts Alliance**

This alliance was founded as a nonprofit entity to serve the Westminister and North Metro communities in the areas of performance and visual arts, including cultural entertainment. Ultimately, NMAA strives to enrich awareness, education, and access of the arts among North Metro residents throughout the calendar year.

■ **Westminister Historical Society**

The Westminister Historical Society was formed in 1962 to promote and preserve local Westminister history.

■ **Colorado Educational Theatre**

Founded to provide opportunities for children to develop character, creativity, and intellect through drama, promote the use of drama and theater performance in schools as medium for learning, and inspire young people to value the role of the arts in community life.

ADAMS COUNTY ARTS, CULTURE AND VENUE TASK FORCE

Recommendations to the Adams County Board of Commissioner April 2015

Background of the Task Force:

The Adams County Arts, Culture, and Venue Task Force was established by resolution of the Board of County Commissioners in September 2014 to provide recommendations concerning arts, culture, and venues within the county and to research and develop a strategy for promoting arts and culture.

The Arts, Culture and Venue Task Force was partially created in response to an October 2013 recommendation by the Adams County Cultural Council—the board-appointed body of arts advocates who oversee the countywide distribution of Scientific and Cultural Facility District (SCFD) grant funds. In a letter to the board of commissioners the cultural council expressed a need for the creation and implementation of a master plan to guide the future development of arts and culture initiatives in the county.

The 14 members of the task force were selected by the board of commissioners and represent a wide range of subject matter experts as well as interested citizens. The task force met between December 2014 and April 2015 to develop the recommendations presented in this summary report. During their meetings, the task force consulted with representatives from several other notable arts organizations, including Colorado Creative Industries (a division of the Colorado Office of Economic Development & International Trade) and Scientific and Cultural Facilities District (SCFD).

Mission of the Task Force:

The mission of the Adams County Arts, Culture, and Venue Task Force was to “identify and recommend steps to define Adams County role to support and develop scientific and cultural opportunities for all citizens.”

A Demonstrated Need for Enhanced Cultural Opportunities:

The need for a coordinated effort to enhance cultural opportunities in Adams County was illustrated in a quality of life survey commissioned by the county in late 2014. This survey demonstrated that the availability of cultural activities was among the lowest of all measured indicators (only 43% of residents rated cultural opportunities in the county as “good” or “excellent”). Additionally, Adams County rated significantly lower than surrounding communities in this critical benchmark.

The Obvious Benefits of Arts Programming:

Arts and culture are more than just a quality-of-life benchmark for the residents of Adams County—they can also have a powerful impact on local economies. According to the Colorado Business Committee for the Arts in their 2014 Economic Activity Study of Metro Denver Culture, arts, cultural and scientific organizations generated \$1.85 billion in regional economic activity in 2013—an increase of 5.1% from 2011. By 2028, this number is expected to reach \$3.82 billion.

Additional economic/community impact facts for 2013:

- Total attendance was 14.2 million in 2013; these attendees infused our regional economy with \$926 million.
- Educational outreach associated with these venues reached 4.25 million students.
- Total employment was 10,205 jobs; total payroll & personnel expenses were \$150.7 million.

These are but a few of the overwhelmingly positive economic statistics the Colorado Business Committee for the Arts has been tracking for more than 20 years. The economic impact of arts and culture is well documented in Colorado and across the nation.

Issues Facing Adams County:

While working to develop recommendations for the board of county commissioners, the Adams County Arts, Culture and Venue Taskforce identified several areas of concern during its assessments:

Lack of coordination between existing venues

While Adams County is home to a wide variety of arts/culture/science venues, there is very little collaboration or coordination between the individual organizations; in fact, the task force suspects many additional organizations are operating in obscurity. A comprehensive master plan is needed to define and develop the county's brand/vision, identify the county's assets (venues and organizations), and develop a mutually beneficial path forward for all arts-related entities.

Lack of effective marketing/outreach

While Adams County is already home to an impressive variety of venues, many residents are unaware of the opportunities in their own backyard. All member organizations comprising the task force unanimously agreed that the county should play a vital role in regional arts marketing efforts; doing so would not only benefit each individual venue but would also strengthen the county's image as a world-class arts destination.

Lack of Arts/Culture Diversification

As diverse as the current arts/culture/scientific opportunities are in Adams County, there is always room for improvement. Future considerations might include creation of a mural arts program and a sculpture garden. All existing arts organizations would benefit from increasing the density of offerings in the county.

Lack of Tier 2 SCFD venues

Adams County is currently home to only one SCFD Tier II arts venue—the Rocky Mountain Bird Observatory. All other SCFD grantees in Adams County are Tier III organizations, which only receive 13% of all SCFD funds. By attracting or developing additional Tier II-qualifying organizations, Adams County would receive a greater proportion of total SCFD funding (21%).

Recommendations:

Considering the issues addressed above, the Adams County Arts, Culture and Venue Task Force respectfully submits the following three recommendations to the Adams County Board of Commissions:

Form and sufficiently staff an Office of Cultural Affairs

A permanent Office of Cultural Affairs, staffed by dedicated full-time personnel, will develop a master plan for arts and culture in Adams County and serve as a liaison to the county's various arts organizations. This office would also be responsible for coordinating countywide marketing/outreach initiatives.

Form an Advisory Commission

The task force recommends the establishment of an advisory commission comprised of subject-matter experts (i.e. arts and culture advocates) to help support the initiatives of the Office of Cultural Affairs. Board membership should be diverse, including representatives from the following communities: commercial, arts/sciences, municipal, and unincorporated. The board should also be ethnically diverse.

Develop a Tier II SCFD venue

Rather than build a new county venue, the task force recommends the county invest in its current venue—the Regional Park. As part of drafting a master plan, consideration should be given to transforming the Regional Park into a qualifying Tier II SCFD venue.



RECEIVED

OCT 07 2013

Adams County
Commissioners' Office

V. [initials]
V Jim
V Ruth
Jodie Neal
Bob Grant
Kerisha
Ruth
Chae M.

October 1, 2013

The Honorable Adams County Commissioners
Commissioners' Office
4430 South Adams County Parkway
5th Floor, Suite C5000A
Brighton, CO 80601

Dear Commissioners,

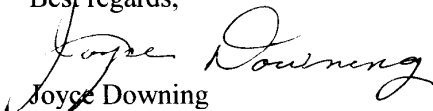
On behalf of the Adams County Cultural Council, we appreciate the opportunity to present a proposal regarding the future of arts and culture in Adams County to you.

After lengthy discussion during our annual retreat where Bob Grant was also in attendance as the Chair of the Adams County Visual Arts Commission and in his role as the Adams County Board Member to the Scientific and Cultural Facilities District (SCFD) it became clear that neither the Adams County Cultural Council nor the Adams County Visual Arts Commission feel that their organizational missions and duties as defined today can encompass additional responsibilities. Therefore, the attached recommendations have been drafted for your consideration.

Arts and culture are a critical component of the quality of life of Adams County citizens, but they also contribute significantly to local economies by creating jobs, paying taxes and drawing people to our communities. The economic impact of arts and culture is well-documented and areas across the state are including them in their plans as potential economic drivers. It is the opinion of the Adams County Cultural Council that your consideration of a defined and perhaps expanded future role for arts and culture in our county is very important.

The Adams County Cultural Council and I look forward to your feedback. Please feel free to contact me if you need any additional information.

Best regards,


Joyce Downing
Chair, Adams County Cultural Council

ARTS AND CULTURE PROPOSAL FOR ADAMS COUNTY COMMISSIONERS

September 2013

The Adams County Cultural Council is pleased to recommend the following points for consideration and action:

1. A mission statement be issued from the Adams County Commissioners regarding an arts and culture plan and direction for the County.
 - * And perhaps included in the Adams County Master Plan?
2. A Task Force on Arts and Culture in Adams County be created.
 - * Representatives from various Adams County areas and cities, business and nonprofit sectors, Adams County Cultural Council, Adams County Visual Art Commission, Adams County staff and other appropriate individuals would be included.
3. Commissioners to set goals and guidelines in line with the mission statement from which the taskforce will operate.
 - * Examples include suggestions as to the research needed to determine what may be of most benefit to Adams County residents, opportunity analysis, possible economic impact, funding sources, inventory of existing organizations and facilities, etc.
4. A budget be created and funds be allocated for use by the Task Force.
5. Engagement of a paid professional to lead the task force (possibly an experienced public arts consultant) to identify other entities that have engaged in similar processes, learn from their experiences and incorporate best practices in recommendation for Adams County.
6. An Adams County Commissioner be designated champion for this project to serve as a liaison to and to oversee the efforts of the Task Force.
 - * As per the way in which the Open Space vision was spearheaded by former Adams County Commissioner Elaine Valente.



4430 S. Adams County Pkwy., Brighton, CO 80601

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