



CITY OF BOULDER OFFICE OF  
**ARTS + CULTURE**



# Community Cultural Plan

City of Boulder Office of Arts + Culture  
November 17, 2015



# Agenda

Background  
Plan Content  
Questions  
Proposed Adoption



# Planning Process





# Planning Process

## Appreciation

**City Council**  
**Boulder Arts Commission**  
**Boards & Commissions**  
**Steering Committee**  
**Volunteers**  
**Participants**  
**Cultural Planning Group**  
**Staff**



# Planning Process

## Public Inquiry

**25** Culture Kitchen Pop-up Events,  
**Over 75** Interviews and Discussions,  
**300+** Intercept Surveys,  
**20+** Neighborhood Conversations,  
**1,132** Unique Visitors to MindMixer,  
**1,087** Respondents to the Full Online  
Survey in English and Spanish



# Planning Process

## Research Projects

**Cultural Vitality Index (WESTAF)**

**Comparative Benchmark Study**

**Aspirational Benchmark Study**

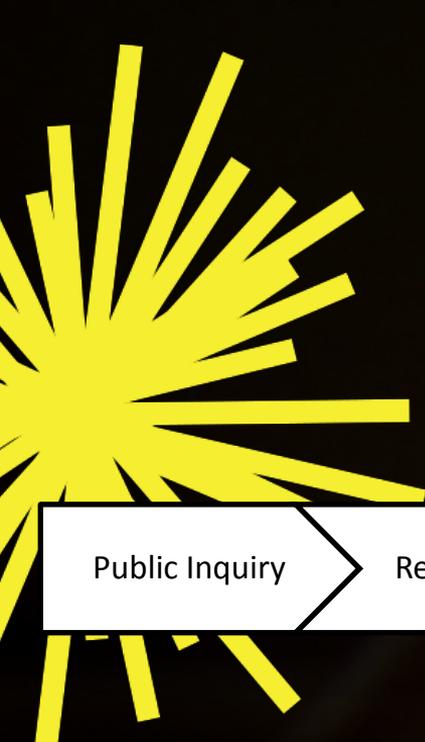
**Public Art Program Study**

**Cultural Asset Mapping**

**Foundation Documents**

# Planning Process

Inspired by the  
Community's Voice



Public Inquiry

Research

Community  
Priorities

Vision

Strategies

Guiding  
Principals

Goals &  
Measures

# Community Priorities



# Community Priorities

Support the resiliency and sustainability of **cultural organizations** to enhance their ability to benefit the community.

Create a supportive environment for **artists and creative professionals**, while fostering innovative thinking and leadership among them.



# Community Priorities

Prioritize the **civic dialogue** about the ability of culture to positively contribute to the economy, social offerings, the environment, and the authentic expression of diversity.

Develop Boulder's **creative identity** in becoming an innovative world leader in cultural matters and project that identity to the region and the world.



# Community Priorities

Focus on the expression of culture and creativity in the **public realm** through public art, the urban landscape, culture in the neighborhoods, and serendipitous encounters with the arts.

Amplify the vibrancy of Boulder's **cultural destinations**: the lively mix of museums, performance venues, events, districts, studios, maker spaces, and other facilities that make Boulder an enticing place to visit, live, play, and work.



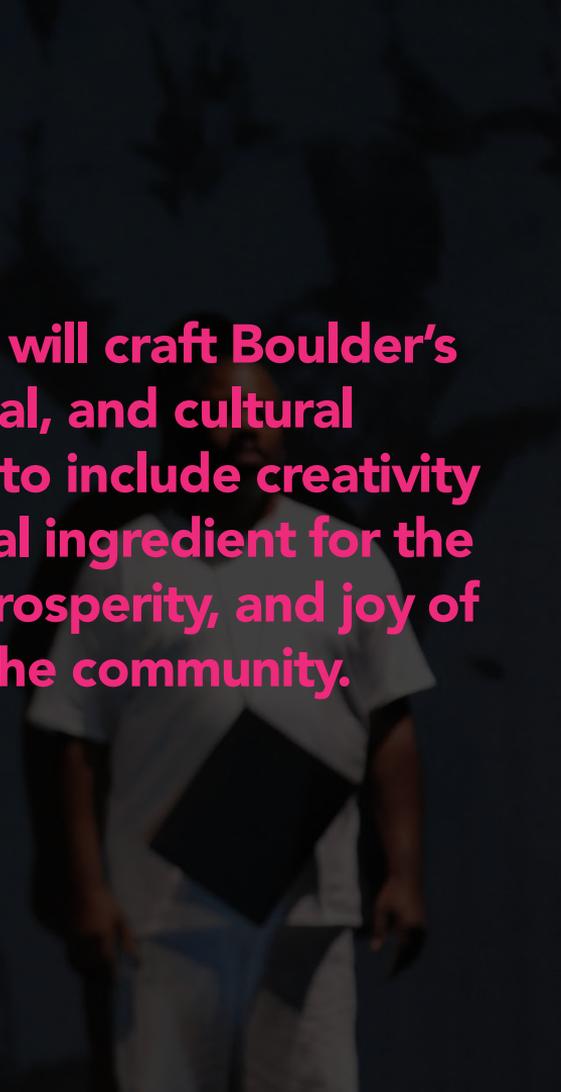
# Vision





# Vision

Together, we will craft Boulder's social, physical, and cultural environment to include creativity as an essential ingredient for the well being, prosperity, and joy of everyone in the community.



# Vision

Vision Elements:

**Cultural Vitality**  
**Creative Identity**  
**Vibrant Environment**



# Strategies



# Strategies

CO

PA

VN

CE

NB

CP

CD

YO

# Strategies

CO

## Support our Cultural Organizations

- A. Cultural Grants
- B. Sponsorships/Partnerships
- C. Leadership Development



# Strategies

PA

## Reinvent our Public Art Program

- A. Public Art Commissioning
- B. Maintenance + Conservation
- C. Interpretation, Communications, + Legacy
- D. Mural Program /AIPP



# Strategies

VN

## Create and Enhance Venues

- A. Municipal Venues
- B. Advocate among Private Venues
- C. Rental Assistance Grants



# Strategies

CE

## Enhance the Vitality of the Creative Economy

- A. Partner with City Agencies
- B. Creative Districts
- C. Creative Economy Research + Convening



# Strategies

NB

## Strengthen Culture in our Neighborhoods and Communities

- A. Creative Neighborhoods
- B. Diversity + Inclusion



# Strategies

CP

## Support Artists and Creative Professionals

- A. Support + Recognition
- B. Livability + Affordability
- C. Professional Development Tools



# Strategies

CD

## Advance Civic Dialogue, Awareness, and Participation

- A. Promoting the Cultural Plan
- B. Facilitate the Civic Dialogue
- C. Develop Boulder's Cultural Identity
- D. Partner on a Cultural Calendar
- E. Participate in Regional + National Leadership



# Strategies

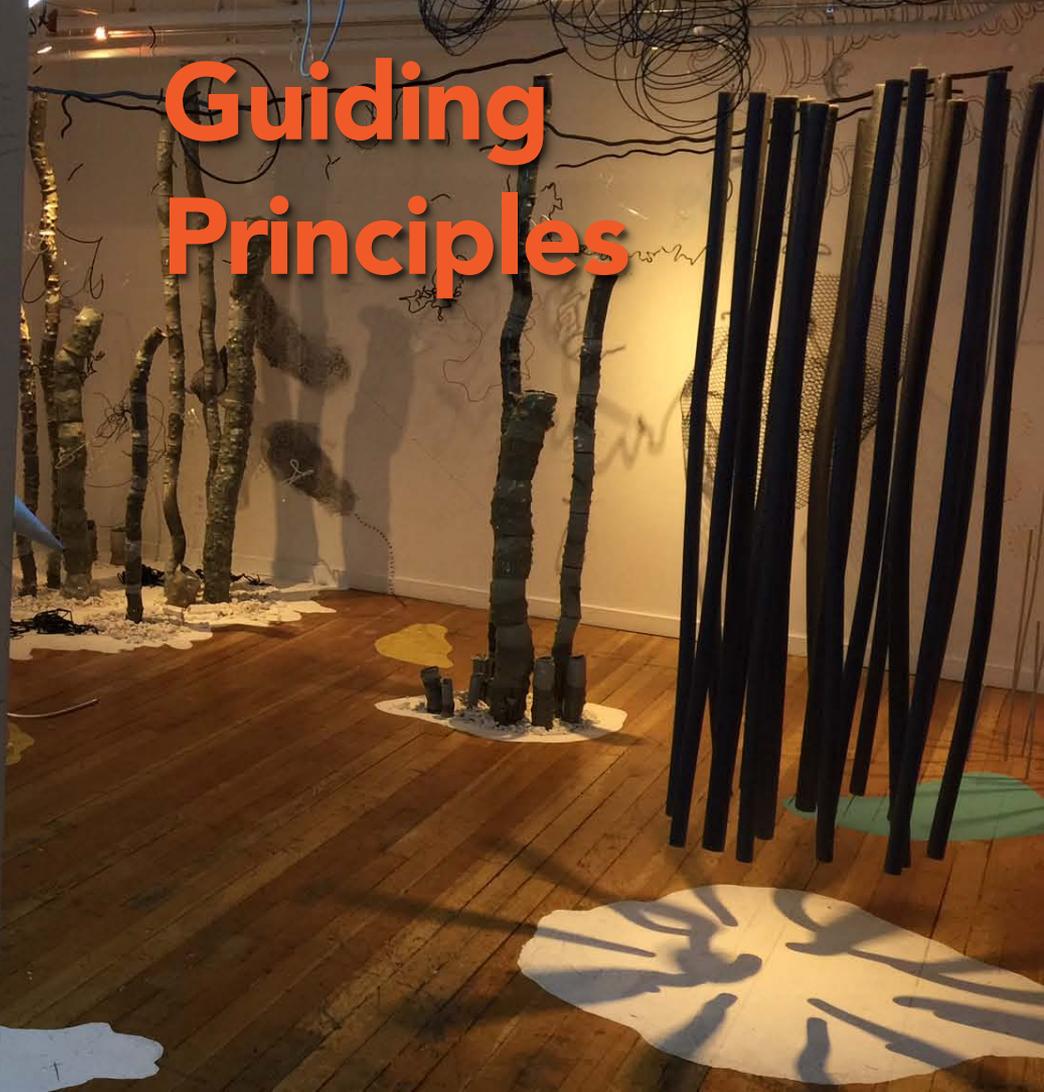
YO

## Engage our Youth

- A. Youth Council
- B. Collaboration with BVSD + Education Organizations
- C. Mentoring + Participation



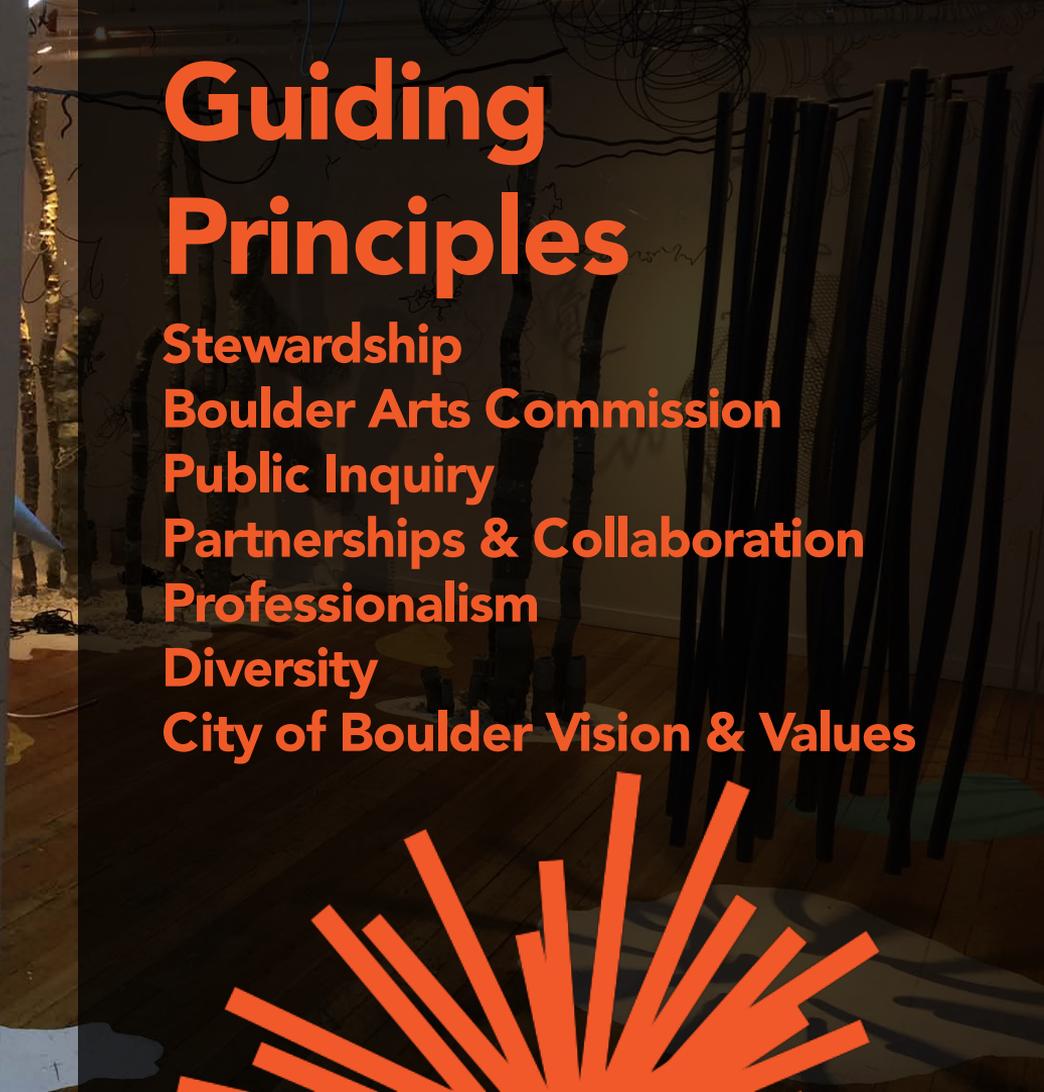
# Guiding Principles





# Guiding Principles

Stewardship  
Boulder Arts Commission  
Public Inquiry  
Partnerships & Collaboration  
Professionalism  
Diversity  
City of Boulder Vision & Values



# Implementation



# Implementation

## Phasing



# Implementation

## Budget Recommendations

2016 - 2018

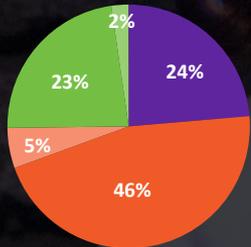
**First Phase Goal**

**\$1,310,000**

\$310 = Admin + Personnel

\$670K = Grants + Support

\$330K = Public Art + Programs



2019 - 2021

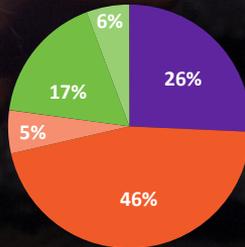
**Middle Phase Goal**

**\$1,750,000**

\$450K = Admin + Personnel

\$900K = Grants + Support

\$400K = Public Art + Programs



2022 - 2024

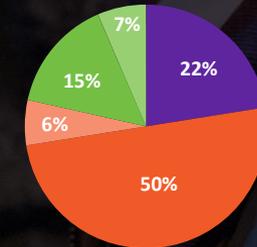
**Final Phase Goal**

**\$2,000,000**

\$450K = Admin + Personnel

\$1.12M = Grants + Support

\$430K = Public Art + Programs



# Implementation

## Goals and Measures

### Strategic Goals

### Measures + Evaluation Tools

Grants + Public Art Evaluation  
Artist Census  
Community Surveys  
Cultural Asset Mapping  
Cultural Vitality Index (WESTAF)  
AFTA Arts & Prosperity Study  
Online Engagement (Mindmixer)  
Youth Council  
Media Tracking  
Taskforce and Sector Convening  
Public Inquiry Events  
Boulder Arts Commission  
Annual Report to the Community



# Questions



## Image Credits

1. Mural in progress by Katherine Homes, part of the PLACE Project, NoBo Art District.
2. Performance of *Ham McBeth* at the Dairy. Square Products Theater.
3. Performance of *Boxes* at the Dairy. 3rd Law Dance/Theater.
4. Macky Auditorium. CU Presents.
5. Performance of *Rock, Karma, Arrows*. MOTUS Theater.
6. Cast of *Dirtland* at the North Boulder Recreation Center. Joanna and the Agitators/Hoarded Stuff.
7. *Membrana* by Rosane Volchon O'Connor at BMoCA.
8. Cast of *Outsider Mullinger* at the Dairy. Boulder Ensemble Theater Company.
9. Creative Accelerator class at madelife.
10. West Water Outlaws performing at the Fox. Kristen Cohen, photographer.

# Proposed Adoption

**"Motion to approve the adoption of the Community Cultural Plan, and recommend that the Library & Arts Department begin implementation on January 1, 2016."**

