

Fort Collins Arts Engagement Summit

April 29, 2010, 4 – 6 p.m.

Lincoln Center

Welcome! Throughout this Arts Engagement Summit, you'll have the opportunity to help shape the plan to reach our collective goals for arts and culture in Fort Collins. You'll be asked to prioritize objectives, discuss steps towards reaching proposed goals, and commit to how you'd like to be involved moving forward. If you have comments that you aren't able to offer during the group discussion, please share your ideas on the comment cards available on your table. This summit is our opportunity to gather input to define our path forward. We want your insights in this process and your help moving forward.

Today's Agenda

Brief Introduction & History

Jim Reidhead, UCC Director
Jill Stilwell, UCC Arts & Culture Task Force member &
Ft. Collins Cultural Services and Facilities Director

New Beet Street Strategy

Ryan Keiffer, Beet Street Executive Director

Process Overview

Martín Carcasson, CSU Center for Public Deliberation

Wireless Key Pad Session to Initially Analyze Objectives (listed on back of this page)

- Which of these objectives do you feel is most important for the arts and culture community?
- Which of these objectives do you feel will require the most resources (time, talent & money) to achieve?
- Which of these objectives do you feel will require the fewest resources (time, talent & money) to achieve?
- Which of these objectives are you personally most willing to dedicate resources to achieve?

Small Group Session 1 (20 minutes)

Choose your table to discuss how to reach one of the objectives in a facilitated group.

Small Group Session 2 (20 minutes)

Choose another table to discuss how to reach one of the objectives in a facilitated group.

Closing Wireless Key Pad Session

Open Networking (complimentary beer provided by New Belgium Brewing)



Arts & Culture Task Force Objectives and Proposed Goals

1. **COLLABORATIVE PROGRAMMING** – Ensure innovative community wide arts and cultural collaboration by providing an avenue for anchor programmers to share strategies, planning and calendars annually.
Proposed Goal: Create a forum where tangible collaborative opportunities can happen by 2012.
2. **COMPENSATION AND BENEFITS FOR ARTISTS AND CREATIVES** – Create a support structure to assist artists and creatives to live and work successfully in our community.
Proposed Goal: By 2012 organizations and individuals have access to group purchasing powers.
3. **DEDICATED FUNDING** – Work with community leaders, funders and stakeholders to identify and secure operating and programming funding streams for arts and culture organizations that demonstrate measurable achievement and growth.
Proposed Goal: Secure sustainable funds that would provide an average organizational operating budget increase of 20% by 2012.
4. **EDUCATION AND PARTICIPATION** – Ensure all ages have access to and opportunities for participation in local arts and culture programming.
Proposed Goal: By 2015 all anchor programmers have partnerships with educational institutions and service organizations that serve youth or life-long learners to provide annual programming opportunities that provide introductions to a wide variety of arts and culture.
5. **FACILITIES/INFRASTRUCTURE** – Use the City Cultural Facilities Plan as a starting point to guide development of venues for cultural activities.
Proposed Goal: As a first step toward implementing the Facilities Plan, encourage and support the creation and improvement of smaller venues, display and studio spaces that meet community needs and develop new audiences by 2012.
6. **MARKETING COORDINATION** – Develop, fund and implement a community wide marketing campaign for arts and culture.
Proposed Goal: By 2011 a majority of residents know about and use a designated arts and culture calendar and/or website portal.
7. **PROFESSIONAL DEVELOPMENT** – Work with community stakeholders, institutions, arts and culture groups and individual artists to develop business skills, tools and opportunities that will grow the arts and culture industry in Fort Collins.
Proposed Goal: Work with UniverCity Connections, the City Economic Health and Cultural Resources Offices, Beet Street, CSU, Art Lab and other stakeholders to create a physical location for an arts incubator and educational resources that can serve existing and developing arts organizations and individual artists by 2012.
8. **PUBLIC ADVOCACY** – Create public, business and governmental support for the arts and culture industry and programming in Fort Collins.
Proposed Goal: The majority of residents knows about Fort Collins cultural assets and considers them critical to our quality of life.

During the small group discussions, you will be given the opportunity to focus on two of these goals, and consider some of the following questions:

- What are the most important next steps to move forward on this goal?
- What is already being done concerning this goal?
- What ideas do you know of from other communities that could work here?
- Who are the key stakeholders that should be involved with this goal?
- What are the biggest obstacles to achieving this goal?