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This environment of inspiration attracts, and is improved by, the creative people that call this place home. We are further blessed by an innate drive of innovation and self-reliance that has fostered an incomparable marketplace for cultural organizations, venues, and businesses. For many years, the community has pushed the practice and commerce of culture forward at a trendsetting pace. Now, from this advanced position, we find the community ready for a sophisticated perspective on the role of government in culture and the creative economy. The Community Cultural Plan is the result of an inquiry into the thoughts and desires of our residents, students, visitors, and workforce about our collective aspirations for Boulder’s culture. In this way, it tells the story of what we wish to become, and serves as a call to action for all levels of cultural participation.

It also tells the story of challenges: there are problems to solve. Most of all, it narrates a communal understanding about the benefits of culture. If you make art, work for a creative business, attend a performance, take photographs as a hobby, or simply enjoy the beauty of our city, then you, too, have a stake in the success of the Community Cultural Plan.

(continued on page 2)
COMMUNITY PRIORITIES

The Community Cultural Plan will be successful only through collaboration: success for our culture is the responsibility of all of Boulder. Thus, this document is not merely a municipal government work plan. Rather, all of our efforts must be in alignment: public and private, non-profit and for-profit, in education, in personal and professional life.

To understand our roles, the planning process set out to establish “Community Priorities.” These statements summarize the most common responses in answer to the question, “What is your vision for Boulder’s culture and creative economy?” and represent the broader trends that appeared in the data from the Cultural Kitchen, dialog with key stakeholders, and industry research.

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.

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.

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. Fill in the gaps and address issues of access and affordability.

(continued from page 1)

This document is also a toolbox for city government and describes the ways in which public art, economic tools, services for practicing artists, and support of cultural organizations, neighborhoods, and diverse communities all interact with social resiliency, environmental sustainability, and economic prosperity to achieve a thriving and beautiful city.

The programs, capacities, and services that are recommended here are a network of support meant to encourage our advanced position, distribute accomplishment to all people, and facilitate remarkable successes of which we can all be proud. When you read this document you will see yourself in it. We all have a role to play. And, with effort and commitment, we can achieve the community’s 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.
STRENGTHEN CULTURE IN OUR NEIGHBORHOODS AND COMMUNITIES

Community Priorities – Focus on the expression of culture and creativity in the public realm through public art, the urban landscape, culture in the neighborhood, and serendipitous encounters with the arts. And, promote the civic dialogue about the ability of culture to positively contribute to the economy, social offerings, the environment, and the authentic expression of diversity.

Goal – Every resident of Boulder finds ways to creatively impact their neighborhood and social community, with an emphasis on underserved groups, and has easy access to cultural experiences in the places that are most important to their everyday lives.

Program Areas:

Creative Neighborhoods – in partnership with other city agencies, a series of projects in public art, leadership development, grants, support and recognition will be offered to community groups focused on the neighborhood as a source of profound cultural capital.

Diversity and Inclusion – an exploration of the challenges and opportunities that exist for engaging underserved communities in the strategies of the Community Cultural Plan. The objective is to ensure that these programs are beneficial to everyone.

 Allies:

Neighborhood groups and organizations – Intercambio – El Centro de Amistad – Boulder Latino Chamber of Commerce – Community of Boulder Department of Human Services – City of Boulder Neighborhood Services Office – City of Boulder Public Library – City of Boulder Parks & Recreation – City of Boulder Open Space & Mountain Parks – and others

Models of Success:

A program of Metro Arts in Nashville, Tennessee, THRIVE is a neighborhood focused “micro-funding” program designed to encourage artists to develop and engage community participation in the arts throughout Davidson County. The program equips artists, organizations and businesses with funding and project development tools that empower them to realize their artistic goals, while enriching the quality of life in Nashville neighborhoods. http://www.nashville.gov/Arts-Commission/THRIVE.aspx

The Regional Arts Commission of St. Louis (RAC) supports people who are working at the intersection of art and community through training, professional development, workshops, networking opportunities, and other programs. RAC’s commitment to community led to its founding the Community Arts Training (CAT) Institute, the longest-running sustained training program of its kind in the United States. http://ractil.org/art-community/community-arts-training-cat-institute

APPRECIATIONS

The completion of the Community Cultural Plan is primarily due to the investment of people in the community who took time to assist in the process and consult on the content of the document. Our gratitude goes out to: the research consultants, Cultural Planning Group; staff of the Office of Arts + Culture; members of the boards and commissions, especially the Boulder Arts Commission members; City Council; our steering committee members and volunteers; participants in our interviews, focus groups, and Cultural Summits; and the thousands of residents who participated in public engagement opportunities.

Participate in Regional and National Leadership – the Office of Arts + Culture will participate in the national conversation about innovation in cultural affairs, the arts, and the creative economy.

Allies:

Boulder County Arts Alliance – Boulder Convention and Visitors Bureau – University of Colorado – Nanpa University – City of Boulder Communications – City of Boulder Boards & Commissions – and others.

Models of Success:

The Philly Fun Guide is considered by many to be one of the most effective community-wide arts marketing programs, serving the five-county Philadelphia region. It was redesigned in 2014 and utilizes a highly visual website, coupled with a robust promotional program. The weekly Philly Fun Saver email blast reaches more than 250,000 users and represents an example of highly effective promotional marketing. The site also operates a robust social media effort that amplifies the reach of the event information of the site. www.phillyfunguide.com

Eugene A-Gogo is more than an arts calendar, taking advantage of the active cultural community of Eugene, Oregon, to create a complete forum. On the same website, creative leaders, cultural patrons, active residents, and tourists can discover events, sign up for classes, volunteer, or engage in the civic dialog around the importance of the arts. https://eugeneagogo.com/
The Arts Council of Fayetteville, North Carolina, is a private non-profit that enhances Boulder's ability to benefit the community. The organization receives a dedicated source of revenue from the Boulder County Arts Alliance – Boulder Convention and Visitors Bureau – Awesome Boulder – Community Foundation of Boulder – Scientific and Cultural Facilities District (SCFD) – Boulder Chamber of Commerce – the Latino Chamber of Commerce – University of Colorado – Naropa University – Boulder County Arts Leadership Forum – Create Boulder – Boulder Library Foundation – The PLAY Foundation – Social Venture Partners – City of Boulder Department of Human Services – and others.

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