



## MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

**TO: MAYOR AND TOWN COUNCIL**  
**FROM: VANESSA AGEE, COMMUNICATIONS DIRECTOR**  
**RE: FRISCO FIVE-YEAR ARTS AND CULTURE STRATEGIC PLAN FOR COUNCIL REVIEW**  
**DATE: DECEMBER 13, 2022**

### **Summary and Background:**

During the November 9, 2021 Town Council arts and culture discussion, Town Council directed staff to move forward with the creation of a five-year arts and culture strategic plan that would express the mission, vision, and path to implementation of arts and culture programming in Frisco through a planning process that involves the community. Therefore, the [Arts and Culture Strategic Plan RFP](#) was released on February 4, 2022 with a March 16, 2022 submittal deadline. Ten proposals were received by the deadline.

Councilmember Andy Held, then Councilmember Melissa Sherburne, and Town of Frisco staff, Rose Gorrell and Vanessa Agee, participated in the interview and selection process. Subsequently, 23.4 Degrees was selected, and their contract was presented to Town Council for review on May 24, 2022, at which time Town Council directed staff to move forward with 23.4 Degrees.

The five-year arts and culture planning process moved forward immediately in May with a team comprised of 23.4 Degrees staff, former Councilmember Melissa Sherburne, Councilmember Andy Held, Councilmember Elizabeth Skrzypczak-Adrian, and Town of Frisco staff, Rose Gorrell and Vanessa Agee. Public outreach included one-on-one interviews with 19 stakeholders identified by the team; a temporary art project created by Public Works staff, Frisco Reflections, deployed during Fall Fest to gain valuable feedback from the general public; and an online questionnaire with 58 responses.

Councilmember Elizabeth Skrzypczak-Adrian and 23.4 Degrees and Town staff also met with Town of Silverthorne leaders at their new art space, still under construction, to assess community gaps, needs, and opportunities. This led to a better understanding of the complete art landscape in Summit County and the areas where Frisco could uniquely contribute to and foster the local creative community.

### **Analysis:**

The Frisco Five-Year Arts and Culture Plan being presented as an attachment to this memo is the product of clear goals to have a plan that is easy to understand, informed deeply by public process, and actionable. For example, when the first drafts of the mission and vision were presented to the public, the team received significant feedback about the statements being hard

to understand “planning speak”. As happened throughout the process, the planning team took in this feedback and crafted mission and vision statements that respected this feedback. Projects were also regularly and critically considered and assessed throughout the planning process to determine if they were feasible, honored public feedback, and filled gaps in the greater Summit County community.

As written, this plan maps out a five-year strategy to enable the implementation of arts and culture programming in Frisco that supports the community’s character, vision, and creative community. After five years, the Town would need to re-evaluate the plan and determine the next five to 10 years forward. While the plan will speak for itself, highlights of the plan include a focus on opportunities for youth, supporting mental health through programming that encourages community attachment, the formation of a Frisco Arts and Culture Council, filling a void around music production and rehearsal space in Summit County, long term planning around a Frisco “art lab”, and housing that encourages and supports the creative community.

It is envisioned that the Frisco Five-Year Arts and Culture Plan will inform the way forward for a Frisco Arts and Culture Council, as well as the Town’s investment in arts and culture. To bring the plan to reality the staff currently working on this effort, Rose Gorrell and Vanessa Agee, would continue to work on arts and culture planning by being the support staff for the Frisco Arts and Culture Council. This plan would require resources across the organization and from every department, and the staff supporting the Arts and Culture Council would request and assess the availability of Town resources, including labor and funding.

#### **Financial Impact:**

- 23.4 Degree’s fee for the arts and culture plan is \$45,000. The 2022 adopted budget included \$50,000 designated for public art.
- The 2023 approved capital budget for public art is \$75,000. Depending upon Council’s feedback regarding the presented arts and culture plan and use of this capital budget, some of this appropriated amount could be spent on programming, as well as on capital expenditures; a capital expenditure is considered so when over \$5,000 in cost with a useful live of over five years.

#### **Alignment with Strategic Plan:**

Public art supports an inclusive community where diverse ideas and interests are welcome and vibrancy is valued and grown.

Public art also encourages a thriving economy by encouraging economic activity and supporting economic diversity.

#### **Environmental Sustainability:**

Public art may be used to express community values around environmental sustainability, and making decisions about art and culture through this lens can support what kind of art, events, and materials are selected and supported.

#### **Staff Recommendation:**

Questions for Council:

- 1- Does Council recommend any additions or changes in the Frisco Five-Year Arts and Culture Plan being presented?

- 2- Does Council recommend that staff return during the January 10, 2022 meeting with resolution for plan approval?
- 3- Does Council recommend that staff also return in January with an ordinance establishing a Frisco Arts and Culture Council?

**Reviews and Approvals:**

Tom Fisher, Town Manager  
Leslie Edwards, Finance Director

**Attachments**

Frisco Five-Year Arts and Culture Strategic Plan for Council Review