

2023

Frisco Arts and Culture Plan

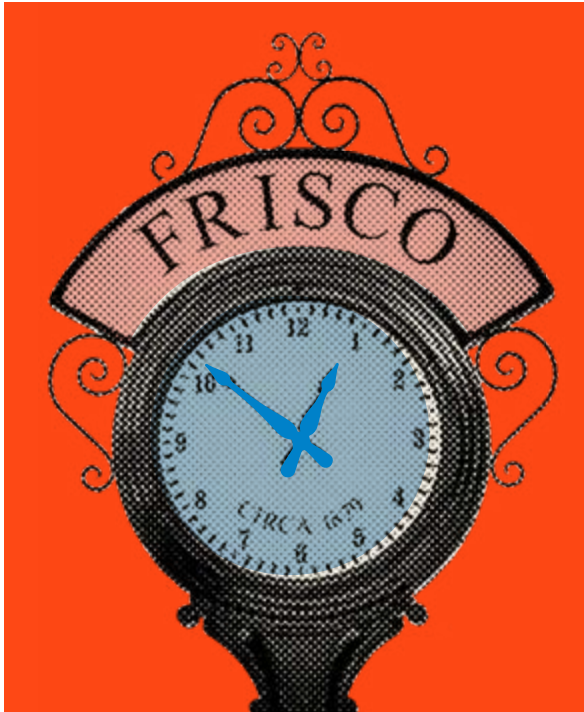




Photo by Michael Murphy

Table of Contents

1	With Gratitude
4	Charting the Course
6	Community Plan Vision
15	Culture. Art. Place.
21	Economic Analysis
27	Vision and Mission
29	Plan Goals
43	Plan At A Glance
51	Appendices

With Gratitude

Wonder

At the end of the day, it's the collective inquiry, or "I wonder..." that lets people imagine how art and culture can reflect the best part of what a community is and can be. An online questionnaire and the participatory art project "Frisco Reflections" engaged several hundred community members in the arts and culture planning process. The public process provided feedback on draft elements of the plan and invited the community to share their best ideas.

Wisdom

People gave us their time. They shared their views on what arts and culture can do visually, but also how it might bring people together. They had specific ideas on visual and performing arts and cultural events that might bring people closer to each other and the environment. Among them were painters, jewelry makers, photographers, hatmakers, writers, musicians, architects, designers, and woodworkers. Some were Summit County school district leaders, business owners, and residents. Some rent, some own, some have families, some found adopted families in Frisco. All were

thoughtful. Our thanks to Mark Addison, Vanessa Agee, Todd Altshuler, Tony Byrd, Jamie Callahan, Patti Callahan, Rose Gorrell, Joanne Hanson, Diane Harty Schaefer, Andy Held, Lisa Holenko, Kate Hudnut, Jessica Johnson, Erica Nicol, Todd Powell, Melissa Sherburne, Elizabeth Skrzypczak-Adrian, Megan Testin, Rachel Waltman, members of Make Frisco, and all of the people who shared their thoughtful feedback and ideas in the survey and during the "Frisco Reflections" outreach.

Work

These plans and their execution don't happen without real work and invested team members. Andy Held, Elizabeth Skrzypczak-Adrian, Melissa Sherburne, Vanessa Agee, and Rose Gorrell worked closely with the 23.4 Degrees team to explore ideas, review drafts, and ensure we were getting it right for Frisco.

They were integral in guiding the plan and keeping an eye on the prize -- a plan that articulates and offers actionable approaches to how arts and culture can fully reflect all that Frisco is and wants to be.





Photo by Todd Powell

**And you may ask yourself,
'Well, how did I get here?'**

Once in a Lifetime, The Talking Heads

Making Frisco's Inaugural Five Year Arts & Culture Strategic Plan

CHARTING THE COURSE

The Town of Frisco has 3,100 year-round residents spread over 1.8 square miles. The Town is surrounded on three sides by federal public land and on one side by Dillon Reservoir.

In the 2020 National Community Survey, 74% percent of survey respondents signaled support for the arts. Subsequently, Frisco's Town Council reflected resident support for the arts by prioritizing vibrant culture and arts as one of their strategic goals.

Building on experience from the 1990's (when the town's art council placed nine pieces of public art throughout the town), the Town Council began again to fund public art in 2020 with \$25,000. That decision inspired a group of artists, makers, art-minded community members, town staff, and council members to begin meeting and strategizing. From these discussions came MakeFrisco, a small group of local artists, including painters, a photographer, a milliner, a landscape architect, musicians, a furniture maker, sculptors, and illustrators, all based in Frisco. They quickly identified three central goals: create community art projects, secure space for making and exhibiting art, and form an arts group. The group subsequently took on several winter ice art projects and a mural project on Frisco Main Street.

In a November 9, 2021 meeting, Frisco Town Council considered ways to bring the arts into sharper focus in the community and decided to reestablish a formal Arts Council in 2022, while continuing to support the MakeFrisco group as an advisory committee, focused on creating community art and securing creative spaces. During the November meeting, the Town Council also made the decision to commission a five-year arts and culture strategic plan to set a course for Frisco's long-term investment in the arts.

Dovetail

[duhv-teyl] verb

Carpentry; to join or fit together by means of a dovetail or dovetails; to join or fit together compactly or harmoniously.

Frisco's First Arts and Culture Plan An Extension of the Community Plan

The Town of Frisco adopted a new community plan in 2019. This arts and culture plan supports and dovetails with the community plan's vision.

Community Plan Vision:

A close-knit, welcoming community that cherishes our history, environment, healthy lifestyle and unique sense of place.

This arts and culture plan dovetails with the vision and guiding principles contained in the community plan and is also consistent with Insights Collective Scenario 3 (see Appendix). The Community Plan's Guiding Principles are:





Community Plan Guiding Principles

INCLUSIVE COMMUNITY

- Gateways and public spaces
- Main Street and historic preservation
- Summit Boulevard
- Workforce housing
- Residential neighborhood character
- Historic resources

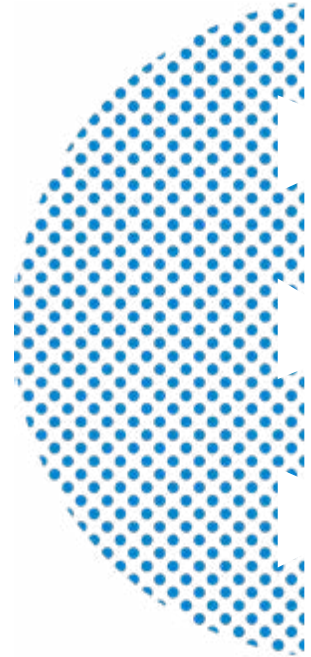
PRINCIPLE
1

Arts & Culture Approach that Dovetails

“ We conclude that... arts engagement is positively associated with better social wellbeing... Indeed, feelings of social connectedness derived in particular from frequent, more social receptive arts activities may help to counteract feelings of intense emotional loneliness. ”

–Tymoszuk U, Spiro N, Perkins R, Mason-Bertrand A, Gee K, Williamon A (2021) Arts engagement trends in the United Kingdom and their mental and social well-being implications: HEartS Survey. PLoS ONE 16(3): e0246078. doi.org/10.1371/journal.pone.0246078

Art and culture speak powerfully to a sense of belonging and inclusion. When we see ourselves reflected in the art, when we feel that events are made for us, when we gather with other community members to share music and art, we are included and we experience our town as welcoming and close-knit. Art can help define the character of the community, contribute to livability and respond to our aesthetic tastes; at the same time, art can open our thinking to cultures different from our own and improve diversity and equity. Essential to this guiding principle is an ongoing commitment to Main Street as the heart of the community.



Community Plan Guiding Principles

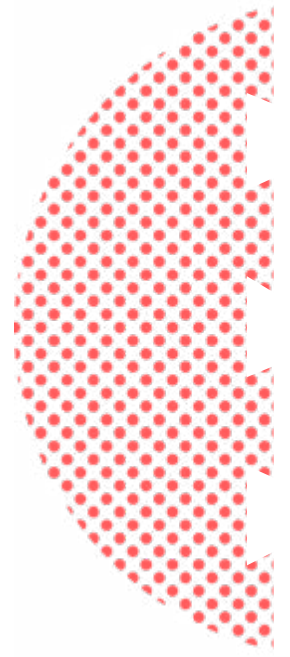
Arts & Culture Approach that Dovetails

THRIVING ECONOMY

Economic diversity and sustainability
Regional service and economy
Business retention and development

“ Arts and culture are consistent sources of economic growth, during both good and difficult economic times. Specifically, arts and culture policies and programs increase economic development in states by attracting businesses, creating new jobs, increasing tax revenues and promoting tourism. ”
– National Council of State Legislators

Local artists are part of the local economy. Many have built local, full-time businesses from their work, while others contribute to the local economy as part-time, gig workers, makers, and musicians. Art and culture events are one important strategy to create activities that balance out the peak seasons and the slow seasons, helping create year-round economic activity.



Community Plan Guiding Principles

Arts & Culture Approach that Dovetails

QUALITY CORE SERVICES

Infrastructure
Community services
Civic engagement and partnerships

“ “ **Having arts and cultural institutions in our communities provide multiple opportunities for community members to engage. Their presence, at all scales, create a virtuous cycle of placemaking and dialogue that add to the quality of life in a community.** ” ”
– National Civic League

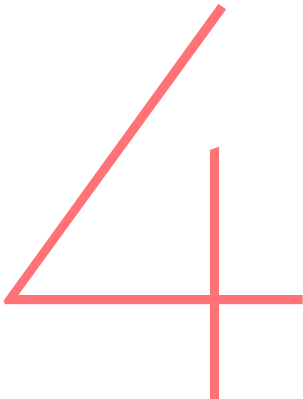
The community plan includes open communication, responsive government, and regional collaboration as part of this guiding principle. Frisco has important public topics to wrestle with that require public engagement. Arts and culture events can serve as safe, captivating ways to give the public an entry point into the pressing issues that require public input and dialogue. With respect to regional cooperation, Frisco will use this plan to broaden the range of county-wide artistic offerings and fill gaps as Breckenridge, Silverthorne, Dillon and Summit County make their own investments in arts and culture.

Community Plan Guiding Principles

MOBILITY

Safety and efficiency
Multimodal transportation
Pedestrian and bicycle infrastructure
Regional connections
Parking management

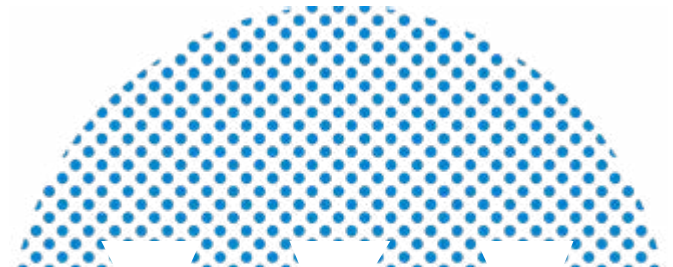
PRINCIPLE



Arts & Culture Approach that Dovetails

“ When the application of art is carefully considered it can bring joy to a space and make navigation easier.
– Maynard ”

Arts and culture can creatively intersect with mobility. Wrapping or painting buses with images from a competitive process for local artists; artistic wayfinding; sculpture that doubles as bike racks, benches, or bus stops; and using destination outdoor art installations along bikeways that connect Frisco Main St., the Frisco Bay Marina, and the Frisco Peninsula Recreation Area could have meaningful impacts that also relieve automobile traffic.



Community Plan Guiding Principles

VIBRANT RECREATION

Programs and activities
Parks, recreation and open space
Active and healthy lifestyles
Year-round trail access and connections

PRINCIPLE

5

Arts & Culture Approach that Dovetails

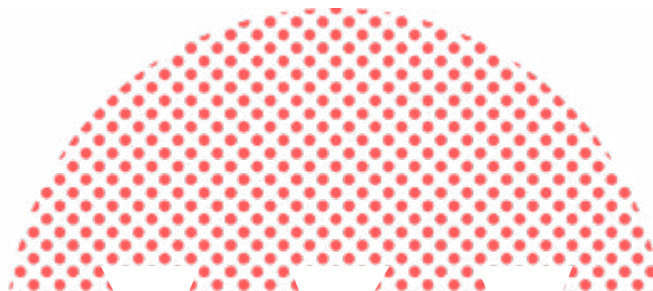


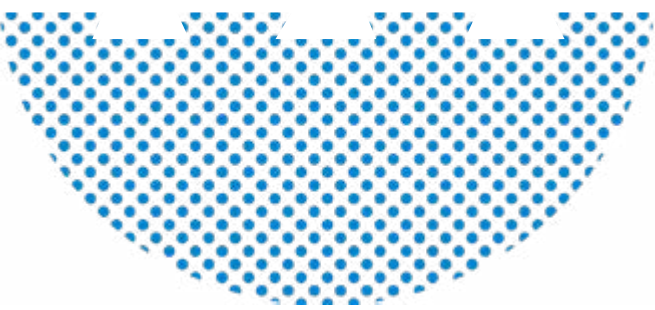
If we want our children to move mountains, first we have to get them out of their chairs.

– Nicolette Sowder



“Amenities... quality interaction with the natural environment... [and] programs and events that encourage an active and healthy lifestyle...” are readily amenable to this plan and are a part of the town’s goals for arts and culture. Two of Frisco’s most important recreation areas are also vitally important to the future of arts and culture – Frisco Peninsula Recreation Area and the Frisco Bay Marina.





Community Plan Guiding Principles

SUSTAINABLE ENVIRONMENT
Protection of the natural environment
Community sustainability
Hazard mitigation

PRINCIPLE
6

Arts & Culture Approach that Dovetails

“ Unless someone like you cares a whole awful lot, nothing is going to get better, it’s not.
– The Lorax ”

It is essential that arts and culture are responsive to the most important issues of the day, among them, climate change, hazards and disasters, and protection of the natural environment. Ensuring the connection between arts and culture and the environment will be important in highlighting the community’s commitment to sustainability.

“ Art is not new in Frisco — we have always had residents who are accomplished artists themselves or who just love art and incorporate it into their lives. That has taken many forms, formally and informally, over the years. This plan is the next step for us to recognize the importance of art in our culture, economy and vitality of our community, and take steps to encourage that in the future. ”

—Melissa Sherburne, former Town Council Member,
Frisco Resident, and painter in her (not so) spare time.



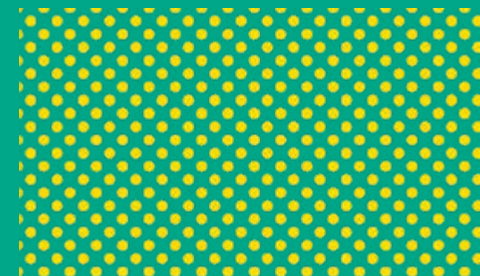
Photo by Mellisa Sherburne





Photo by dianeharty.com

Culture. Art. Place.



The 23.4 Degrees Team:
“Hey Frisco, put your
thinking **cap** on...”

And did you ever deliver.
This is what we heard from you.



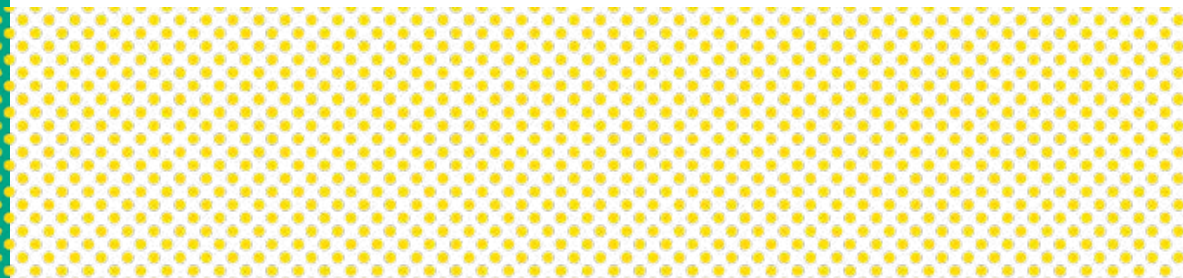


Photo by Todd Powell

.....► **Culture.**

A funny thing happened when we asked you about Frisco's culture. You had a little trouble articulating it. But through the conversations, it came into focus, and it comes down to a sense of feeling lucky to live in Frisco with all it has to offer -- a vibrant Main Street, a sense of history, appreciation for all things outdoors, a natural homebase for Summit County youth, given proximity to schools, and a community small enough that you can really know your neighbors.

Arts.

You had a lot to say about the arts and what you'd like to see, do, and experience:

It's about Friscoites.

You want to find ways to reflect, delight, surprise, show gratitude, and make each other think. And, if others happen upon it too, well, you hope they love it as much as you do.

Let's 'arts and culture' together.

Make things, play music, dance, read books, write, and have conversations that challenge you and encourage you to reconsider your world. Let's delight, surprise, and make one another think. You like temporary and participatory, but also want to consider more permanent, signature work. You were clear that arts and culture is not more important or more urgent than pressing issues like housing, but rather it's possible to leverage arts and culture as a way to draw attention to and elevate important civic conversations. And of course, you include culinary arts and the important role of food in creating culture – let's eat good food, elbow to elbow.

Let's fill gaps in the arts ecosystem of Summit County.

Breckenridge has an international arts festival and campus, Silverthorne has a theater and makerspace, and Dillon has an amphitheater. In general, you said you want Frisco to provide smaller scale, more intimate events. You want to continue to support a community of artists, to offer incentives for artists to live and work in Frisco, and to explore ways to fill a county-wide gap for a professional recording studio and rehearsal space for musicians.

Let's lean into our role as a youth homebase.

With Summit Middle School within walking distance and being the closest town to Summit High School, you know that Frisco is already the natural homebase for Summit County youth. It's evident in visiting the Frisco Adventure Park's skate and bike park or walking down Main Street. As a community, let's look for all the ways to have art and culture underpin good mental health and wellbeing for our school-aged community members. Let's partner with schools and youth-serving organizations and look for places, opportunities, and ways to celebrate our future workforce, leaders, and artists.



“

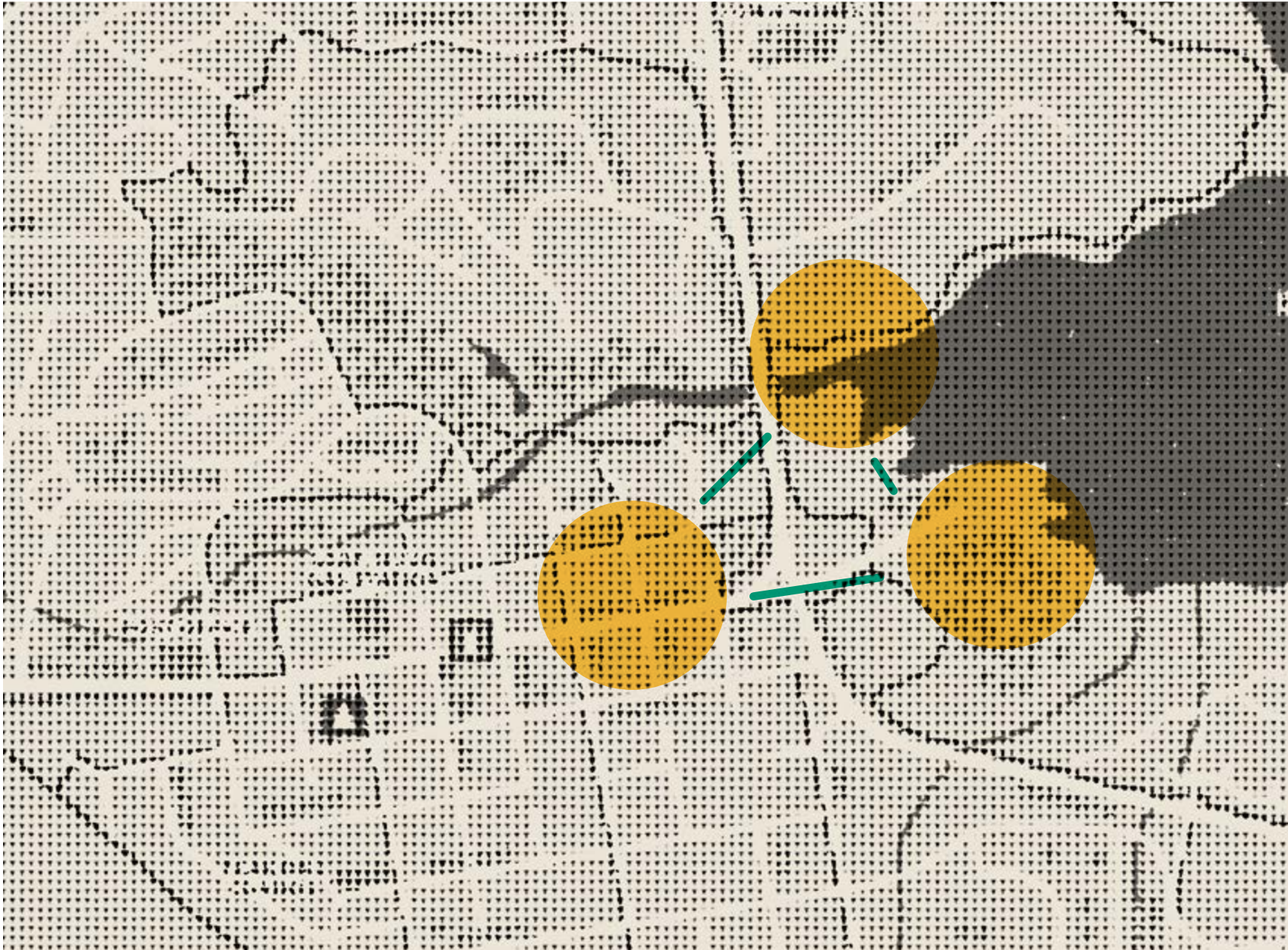
In the late 1800s, Frisco residents were often referred to as ‘Friscoans’ in the local papers, but by the turn of the century ‘Friscoites’ became more common. Both versions often described residents enjoying baseball, parties, and general merriment.

”

– Rose Gorrell, Museum Manager at Frisco Historic Park & Museum Frisco.

Photo by Joe Kusumoto





.....► **Place.**

You were clear, the star in Frisco's show is its special setting and all it invokes and makes possible. Arts and culture should always be additive and enhance Frisco's setting at the base of the 10 Mile Range and the shore of Dillon Reservoir.

Let's Focus on Three Key Places.

Arts and Culture should focus on uniquely Frisco places for this five-year plan: Main Street, the Frisco Peninsula, and the Frisco Bay Marina. Arts and culture should create opportunities for people to travel between and spend time in each of these centers of gravity for arts and culture. This will serve to extend the energy of each place to the other and spread people out to enjoy Frisco at the scale they will most appreciate.

Let's Keep Placemaking.

A placemaking vision for arts and culture leverages existing places for events, venues, organizations, businesses, services, and amenities -- could be Main Street, a marina dock, the side of a building, or a popular trailhead.



Successful creative placemaking highlights unique community characteristics. Projects can focus on connecting local history with the present, bringing cultural influences into the spotlight and creating new traditions. It builds connections between people and places by encouraging collaboration and visualization...While the creative placemaking process results in changes to physical spaces, it is also an opportunity to build relationships between diverse partners and to build positive change.

– American Planning Association



Economic Analysis & Frisco's Approach to Arts & Culture



Frisco's approach to arts and culture is not about attracting visitors, though guests will enjoy it. Nor is it about economic development, though that will happen. Instead, it's about creating community attachment.



– Mike Hughes, 23.4 Degrees Team member

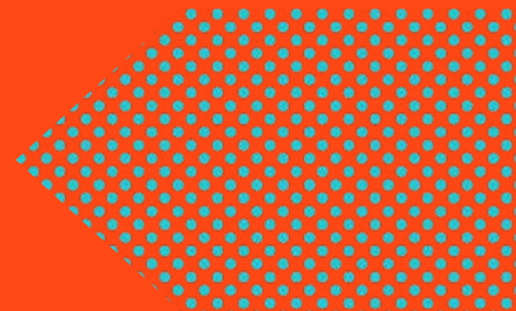


Photo by Jenise Jensen



Photo by Melissa Sherburne



Photo by Tom Elliot

It's about community attachment.

Frisco is not seeking to increase tourism through the arts, but to help bolster the overall sense of community for those who live here. The Knight Foundation supports the economic argument of “place” in their [“Community Ties Report”](#). The biggest driver for feelings of attachment to a city is the amount of time spent in the city center, while the access to quality of life amenities also increases attachment by 36% (when comparing all amenity scores). According to the Knight Foundation research, citizens who are more attached to the community are “more successful, leading to a stronger economy.”

What we know about arts, culture, and communities like Frisco.

According to the 2019 report commissioned by the National Governors Association (NGA) titled Rural Prosperity through the Arts and Creative Sector, “\$763 billion that the arts and cultural sectors contributed to the nation’s gross domestic product in 2015, some \$67.5 billion came from states in which 30 percent or more of the population lives in rural areas.” This statistic drives home the point that a dedication to arts and culture drives overall economic benefit for a community.

Not only is there an economic benefit to increasing spending on arts and culture in rural communities (see the [Arts and Economic Prosperity Calculator](#)), a coordinated strategic plan for embedding arts and culture increases a feeling of community attachment, “You need arts in rural America so that the next generation wants to come there and live,” said Charles Fluharty, president and CEO of the Rural Policy Research Institute, a public policy institute located at the University of Iowa College of Public Health.

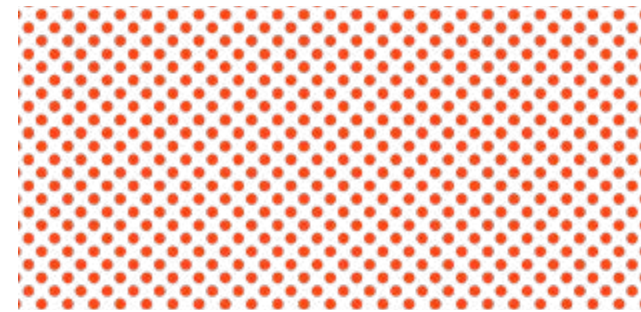




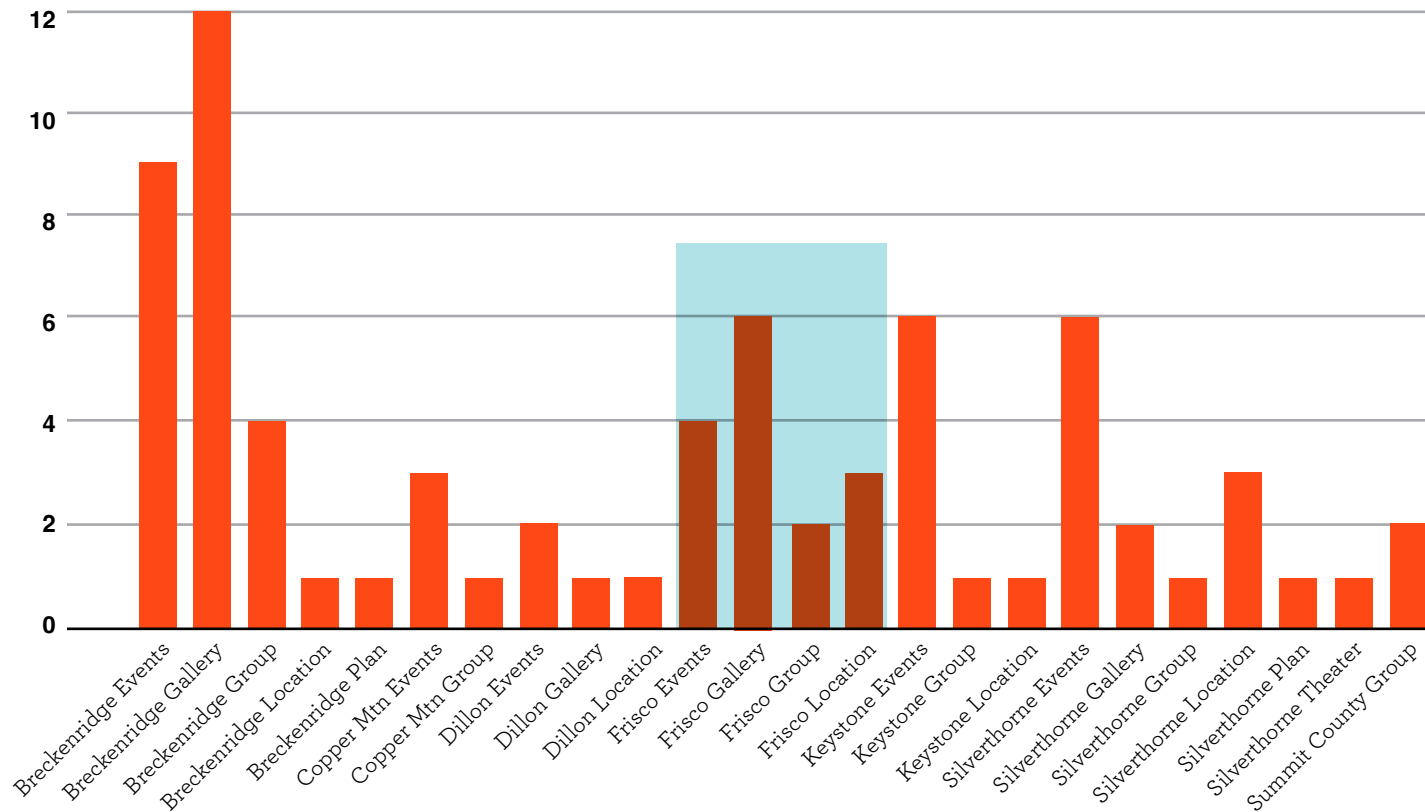
Photo by Jenise Jensen

How Frisco stacks up in Summit County.

The table represents arts and marketing spending as a percent of total revenue for each of the communities in the Summit County boundary according to each 2022 budget sheet. Total revenues include event revenues, but do not include transfers, debt proceeds, investment income, services, or sale of assets. As a percent of revenue, Frisco's current spending is in line with the other communities in Summit County.

Town	Total Revenues	Arts & Marketing expenditures (including events)	% of Revune
Breckenridge	\$8,184,132	\$6,497,840	7.45%
Silverthorne	\$10,541,587	\$681,310	6.46%
Frisco	\$12,919,111	\$1,016,273	7.87%
Dillon	\$7,870,851	\$1,089,760	13.85%
Total revenues	\$118,515,681	\$9,285,183	7.83%

Summit County Arts and Culture



This chart represents the total number of arts and culture activations in the greater Summit County Area. “Activations” include: events, galleries, groups, locations, and adopted plans. Frisco (highlighted) has a slightly higher than average number of activations compared to other towns and communities in Summit County. Frisco also has a reasonable overall balance. Breckenridge continues to lead the county by a wide margin in galleries and events.

Considering the event fatigue, discussed by town staff throughout the county in the 2019 Summit Daily article, Frisco is situated well for present and future events. Based on a traditional measure of arts and culture, Frisco is not over or underrepresented in any of the arts and culture categories.

Vision and Mission

When you meet people in Frisco and begin talking about what it's like to live here and how arts and culture contribute to life here, you hear the plural, 'we' and 'us'. The events, the artistic moments, the celebrations and the quirky, frozen moments help produce a sense of community and joyful camaraderie and contribute to a sense of belonging. That is the central idea in this plan - to use the arts and use cultural experiences to reinforce our unity and all of the possibilities that can be found in a shared future.

Vision

We are connected to each other through the art we see, hear, and experience and the culture we create together.

Mission

Frisco is a community with opportunities for art and artists to thrive. The Town of Frisco will fund, initiate and support projects; build partnerships; provide spaces; and create programs that foster creativity.



Photo by Joe Kusumoto

Goals



Photo by Michael Murphy

1

LET'S STAY THE COURSE

KEEP ON, KEEPIN' ON.

Frisco is a small mountain town that already pulls on culture, community, and history. Overwhelmingly, people wanted Frisco to stay true to Frisco. They want to be able to walk down Main Street and out to the Frisco Bay Marina and let the Gore and Ten Mile Ranges, the trails, and Dillon Reservoir be the stars. They want to recognize some of the people they see, enjoy independent businesses, wander in and out of galleries and unique local stores, the Historic Park, and other places that celebrate Frisco's art, culture, and history. Continuing the events that support local artists and musicians remains an important value and priority. Make Frisco events like Frozen Frisco and recurring events like Wassail Days, Spontaneous Combustion, Thursday night Concerts in the Park, July 4th celebrations, and Trick-Or-Treat Street are beloved. And hanging high school graduate lamppost banners signal Frisco's heart and dedication to the next generation.

KEEP ON, KEEPIN' ON

YEAR	ACTION STEPS
1-5	Commit. Continue the best of the events everyone loves - Concerts in the Park, Fall Fest, etc.
1	Add. Include one new art and culture community event on Main Street, see GOAL 3.

2

LET'S CREATE

MUSIC HOMEBASE – MAKE MUSIC.

While other Summit County communities have chosen their own areas of emphasis for arts and culture, Frisco is, and can become more of a center for music. Frisco can be home to a sound studio; can give local musicians a place to create, collaborate, rehearse and record; can engage young people in writing, performing and recording music; and can make its artistic mark through being an inviting home for music and musicians. Frisco will make a special effort to collaborate with other music venues in Frisco such as 10 Mile Music Hall and in the summer months, find auxiliary venues with beautiful backdrops at the Frisco Bay Marina and Frisco Peninsula. The level of effort might range from providing free rehearsal space for local bands and supporting school-based music production and recording to development of a state-of-the-art recording facility at the level of the former [Caribou Ranch](#) where musicians who are playing at Red Rocks, Ball Arena or Mile High can record new music.



Photos by Jenise Jensen

MUSIC HOMEBASE – MAKE MUSIC

YEAR	ACTION STEPS
1	Continue. Program local bands at Concerts in the Park and collaborate with 10 Mile Music Hall to offer a basic sound and lighting workshop for youth.
1	<p>Convene a Design Charrette. Invite established and aspiring local musicians, podcasters, plus SMS/SHS/CMC leadership, and others to provide advice on what they most need and would use in a professional studio and rehearsal space in Summit County.</p> <p>Assess. Test the feasibility of locating unused historic cabins in an appropriate public location near Main Street and converting them into a professional sound studio and rehearsal space.</p> <p>Develop the Plan. Create the budget/staffing plan for studio/rehearsal space. The plan might include partnering with other towns and Summit County to provide studio and rehearsal space to local and traveling musicians, comedians, speakers, and others performing in other parts of the County.</p> <p>Imagine. Consider how a signature, town-supported project can raise the profile of the rehearsal/recording space in year 3 or 4. A dimension of the project might engage youth.</p>
2 and 3	<p>Complete. Finish constructing sound studio and rehearsal space.</p> <p>Engage. Bring in the community to name the studio/rehearsal space, celebrate the opening, and the kick-off of a featured, town-supported project.</p>
4 and 5	Implement. Operate the sound studio.

2

LET'S CREATE



Photos by Joe Kusumoto and Jenise Jensen

YOUTH HOMEBASE – GIVE VOICE.

Because so many school-aged young people spend time on Frisco Main Street and because both the high school and middle school are close by, Frisco has a perfect opportunity to engage young people in ways that encourage creativity, community, and good mental health. Frisco's work with young people through the arts can help them come out of the stresses and isolation of the pandemic and can be a part of their well-being.

YOUTH HOMEBASE – GIVE VOICE

YEAR	ACTION STEPS
1–2	Collaborate. Convene the school district, Colorado Mountain College, local businesses, the philanthropic community, and Summit County youth to find meaningful youth-driven intersections with the proposed rehearsal space/sound studio to tap into their creativity. Understand what others have learned in this space, programs such as Denver-based Youth on Record. Understand the potential to intersect with formal/informal youth education in Summit County: are there educational standards that apply, could there be programming that intersects with the high school graduate banner program on Main Street, etc.?
3	Launch. Begin the music production teaching and mentoring program and music, podcast, and spoken-word programs and events for young people in Frisco in cooperation with Summit Middle School, Summit High School, and perhaps CMC.
4–5	Implement. Focus one program per year on youth engagement in the arts.

2

LET'S CREATE



Photo by Michael Murphy

ART LAB – MAKE YOUR OWN

Frisco will take advantage of underused town facilities to experiment with periodic drop-in sessions where amateur and professional artists can BYOA (bring your own art) and be in the company of other creative community members. First and Main, the old 3rd Avenue community center, and town facilities with seasonal availability are possibilities to explore.

ART LAB – MAKE YOUR OWN

YEAR	ACTION STEPS
1–4	<p>Assess. Take stock of the available spaces and focus on those that are easiest for artists to use and for staff to manage.</p> <p>Experiment. Test different approaches and different times of day and days of the week to offer the space, looking for those that serve the community most effectively.</p>
5	<p>Transition. If the Town and the Arts Council determine that there is a need for a permanent maker space in Frisco, transition the Art Lab to the permanent space.</p>

3

LET'S GATHER AND CONNECT

FRISCO AL FRESCO -- JUST FOR US.

Don't overthink it. Sometimes it's simple. Sometimes it's just dinner. To further celebrate Frisco's Main Street, and to provide an opportunity for locals to come together, Frisco will shut down Main Street for one night during the shoulder season, create a long community table down the middle, and have dinner together with music, dancing, and a sparkler celebration after sunset.

FRISCO AL FRESCO – JUST FOR US

YEAR	ACTION STEPS
1	Engage. Include an event planning committee to work with the Town of Frisco for a Frisco Al Fresco community dinner with tables down Main St. Committee should be diverse and include youth leadership. The event should draw inspiration from Diner en Blanc but with a Frisco twist, like a tie dye dinner.
2–5	Refine. While staying close to its authentically “for Frisco, by Frisco” roots, improve upon Frisco Al Fresco.



3

LET'S GATHER AND CONNECT

FRISCO FLICKS.

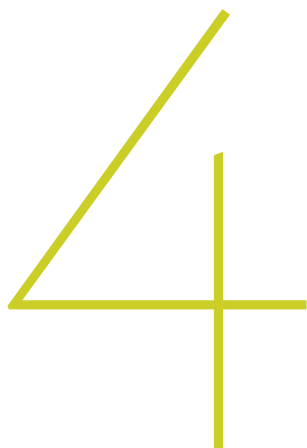
Frisco is well-positioned for outdoor cinema. Frisco will use the Frisco Peninsula or the Frisco Bay Marina for an outdoor film series in the summer. Films can focus thematically, artistically, or by audience.

FRISCO FLICKS

YEAR	ACTION STEPS
1	Engage. Reach out to community members to share perspectives for the first ever outdoor film series in Summit County.
2–5	Annualize. Continue the Peninsula or Marina Film Series.



Photo by Jenise Jensen



LET'S SURPRISE, INSPIRE, AND OCCASIONALLY CHALLENGE

SURPRISE ME

Friscoites enjoy the temporary artistic experience that is surprising, inspiring (and occasionally challenging), something fleeting and fun. This might take the form of participatory art projects like Frisco Reflected, street murals, pop-up poets, musicians, or something artful in a surprising location. Whimsical benches to take in the views, murals on the sides of buildings, art in medians, fields of flowers down the tubing hill at the Frisco Adventure Park, and artful alley ways. The town will also keep it local and accessible with a program of mural art on some walls visible from Main Street as a way to cement the street's place at the center of the arts in Frisco.

We seek to demonstrate the complexity of harmonizing the natural and human-made. We will awaken, challenge, and occasionally provoke our thinking about the natural world and our place in it. We will enliven spaces in our built environment by making artful sides of buildings, alleys, road medians, parks, and other places.

We have used the arts to stimulate dialogue, connect Frisco to the challenges facing us, our country and our world, and express our values. We will continue to find the right moments to use the arts to awaken our compassion for one another and connect to one another across cultures, languages, economic circumstances, and world view. We will use arts and culture to connect Frisco to the most pressing questions of our time, particularly those that we are experiencing right here - climate change, water scarcity, housing affordability, and more.

LET'S SURPRISE, INSPIRE, AND OCCASIONALLY CHALLENGE

YEAR	ACTION STEPS
1	Develop. Budget annually to acquire the services of muralists, pop-up artists, and participatory art-focused events.
2	Get Ready. Amend the town's planning documents as needed to ensure that they reflect the role of arts and culture in three locations (Main Street, Peninsula, and the Marina) as well as the connecting pathways joining those locations.
2-5	<p>Implement. Work with the Arts Council to complete a minimum of two projects annually.</p> <p>Leverage. Consider using at least one opportunity to further engage the community on topical, pressing issues that Frisco is facing -- this could be housing, wildfire threats, traffic, or other emerging topics.</p>



Photos by Joe Kusumoto and Michael Murphy

5

LET'S GET ORGANIZED -- THINK BIG AND START SMALL

CONVENE AN INAUGURAL ARTS & CULTURE COUNCIL

Secure on-going guidance and support by empanelling a Frisco Arts & Culture Council. This group, in partnership with the Town, should provide leadership and guidance for these and other topics.

Priority areas to explore in first five years:

Job 1: Implement and Champion. The Arts & Culture Council is a partner, advocate, and collaborator in advancing the five goals outlined in this plan. The Arts & Culture Council will look to champion the implementation of art and culture goals.

Decision-making. Develop rules of engagement intersecting with Town Council and decision-making in regard to annual arts and culture priorities consistent with arts and culture goals in the plan.

Work in the three priority areas for arts and culture in Frisco. It's anticipated that Frisco Main Street and the Frisco Peninsula will garner the most activity in the first five years of this plan.

However, to the extent there are ways and places to engage the Frisco Bay Marina or create artistic and cultural connectivity between all three locations, that's strongly encouraged.

Build capacity. Send two Arts & Culture Council members and two staff members to the [Colorado Creative Industries Summit](#) June 1-2, 2023, and look for other arts program successes to drive innovation.

Network and look for opportunities to collaborate. Organize arts & culture mixer with other Summit County arts groups.

The Arts & Culture Council can assist the Town Council to realize these ideas:

Art as Engagement. Frisco has important public topics to wrestle with that require public engagement. Frisco will use arts and culture as a safe, captivating way to give the public an entry point into the pressing issues that require public input and dialogue.



Photos by Town of Frisco, Michael Murphy, and Todd Powell

Take Advantage of Underused Town Spaces (Goal 2: Let's Create). Work with the Town to convert underused spaces for a music-focused space, youth engagement, and a BYOA (bring your own art) experimental space for creatives to be in the company of other community members.

Feasibility of a Makerspace in Frisco. Take advantage of lessons from opening up underused public buildings and from watching as Breck Create and the Silverthorne Art Spot (to open in January 2023) provide places for amateur and professional artists to do their work. Assess gaps, appetite, and feasibility for Frisco to build its own and to partner with others in the county.

Feasibility of Building Housing for Artists. As the Town works to address the pressing need for workforce housing, include an exploration of the possibility of creating housing for artists who find it challenging to live and work in Frisco.

A Signature Piece of Art that Engages the Community. A signature, one-of-a-kind, world-class piece of art can say more about a place than almost anything else – think Picasso's *Guernica* at the Museo Reina Sofia in Madrid, Cloud Gate (known as the bean) in Chicago, Yayoi Kusama's 7-ft yellow pumpkin on Naoshima Island in Japan, and the black and white columns of *Les Colonnes de Buren* at the Palais Royal in Paris. In Breckenridge, it might be the Troll. The Arts & Culture Council will design the process for engaging the community in what this might be and where it should be.

GOAL 5: LET'S GET ORGANIZED -- THINK BIG AND START SMALL

YEAR	ACTION STEPS
1	<p>Establish. Select members and establish the first Frisco Arts and Culture Council. The Council is a partner, advocate, and collaborator in advancing the goals outlined in this plan. The Arts Council will look to champion the implementation of art and culture goals.</p> <p>Consider. Document how the Arts & Culture Council will make choices and pull on public sensibilities to advance temporary and permanent installations.</p>
1 +	<p>Provide Input. Advise the Frisco Town Council as they produce an annual budget to implement the plan.</p>
2	<p>Build Capacity. Send two Arts & Culture Council members and two staff members to the Colorado Creative Industries Summit June 1-2, 2023</p> <p>Build Capacity. Visit places and programs that have succeeded in achieving similar goals and use the lessons learned to improve Frisco's arts programs.</p>
2 +	<p>Collaborate. The Arts & Culture Council should look for opportunities to collaborate. Organize an arts & culture mixer to include Make Frisco, and other Summit County arts groups.</p>
3-5	<p>Explore and Advance. Monitor the arts and culture activities across the county and ensure that the gaps analysis is up to date.</p> <p>Advise. Provide input into the town's budgeting process for plan implementation and ongoing efforts to fill gaps and meet unmet needs.</p> <p>Embark. Begin the process of securing contributions to acquire a one-of-a-kind art piece with significant artistic merit.</p>



Photo by Todd Powell

Plan At A Glance

1 2 3 4 5

Year

1

LET'S STAY THE COURSE

Continue the best of the events everyone loves.

Add one signature event to the program.

LET'S CREATE

Program local bands and collaborate with others to offer a basic sound and lighting workshop for youth.

Convene a music space design charrette.

Test the feasibility of locating unused historic cabins for professional sound studio and rehearsal space.

Create the budget/staffing plan for studio/rehearsal space.

Imagine how a signature, town-supported project can raise the profile of the rehearsal/recording space in year 3 or 4; engage youth.

Collaborate to find meaningful youth-driven intersections with the proposed rehearsal space/sound studio.

Take stock of the available spaces for an Art Lab.

LET'S GATHER AND CONNECT

Engage an event planning committee to work with the Town of Frisco for a Frisco Al Fresco community dinner.

Engage community members to share perspectives for the first ever outdoor film series in Summit County.

LET'S SURPRISE, INSPIRE, AND CHALLENGE

Budget annually to acquire the services of muralists, pop-up artists, and participatory art-focused events.

LET'S GET ORGANIZED

Establish the first Frisco Arts & Culture Council.

Document how the Arts & Culture Council will make choices and pull on public sensibilities to advance temporary and permanent installations.

Advise the Frisco Town Council as they produce an annual budget to implement the plan.

Send two Arts & Culture Council members and two staff members to the [Colorado Creative Industries Summit](#) June 1-2, 2023. Visit places and programs that have succeeded in achieving similar goals and use the lessons learned to improve Frisco's arts programs.

LET'S STAY THE COURSE

Continue the best of the events everyone loves.

LET'S CREATE

Complete construction on sound studio and rehearsal space.

Engage the community in naming the studio/rehearsal space, an opening, and the kick-off of a featured town-supported project.

Test different approaches to the Art Lab.

LET'S GATHER AND CONNECT

While staying close to its authentically “for Frisco, by Frisco” roots, improve upon Frisco Al Fresco.

Annualize the Film Series.

LET'S SURPRISE, INSPIRE, AND CHALLENGE

Budget annually to acquire the services of muralists, pop-up artists, and participatory art-focused events.

Amend the town's planning documents to ensure that they reflect the role of arts and culture in three locations (Main Street, the Peninsula Recreation Area, and the Frisco Bay Marina) as well as the connective pathways joining those locations. Work with the Arts & Culture Council to complete a minimum of two projects annually.

Engage the community on topical, pressing issues that Frisco is facing.

LET'S GET ORGANIZED

The Arts & Culture Council should look for opportunities to collaborate.

Year

2

LET'S STAY THE COURSE

Continue the best of the events everyone loves.

LET'S CREATE

Launch the music production teaching and mentoring program and launch music, podcast, and spoken-word programs and events for young people in Frisco in cooperation with Summit Middle School, Summit High School, and perhaps CMC.

Test different approaches to Art Lab.

LET'S GATHER AND CONNECT

Refine and improve Frisco al Fresco.

Annualize the Film Series.

LET'S SURPRISE, INSPIRE, AND CHALLENGE

Budget annually to acquire the services of muralists, pop-up artists, and participatory art-focused events.

Work with the Arts & Culture Council to complete a minimum of two projects annually.

Engage the community on topical, pressing issues that Frisco is facing.

LET'S GET ORGANIZED

Monitor the arts and culture activities across the county and ensure that the gaps analysis is up to date.

Provide input into the town's budgeting process for plan implementation and ongoing efforts to fill gaps and meet unmet needs.

Begin the process of securing contributions to acquire a one-of-a-kind art piece.

Year

3

LET’S STAY THE COURSE

Continue the best of the events everyone loves.

LET’S CREATE

Operate the sound studio

Test different approaches to Art Lab.

Focus one program per year on youth engagement in the arts.

LET’S GATHER AND CONNECT

Refine and improve Frisco al Fresco.

Annualize the Film Series.

LET’S SURPRISE, INSPIRE, AND CHALLENGE

Budget annually to acquire the services of muralists, pop-up artists, and participatory art-focused events.

Work with the Arts & Culture Council to complete a minimum of two projects annually.

Engage the community on topical, pressing issues that Frisco is facing -- this could be housing, wildfire threats, traffic, or other emerging topics.

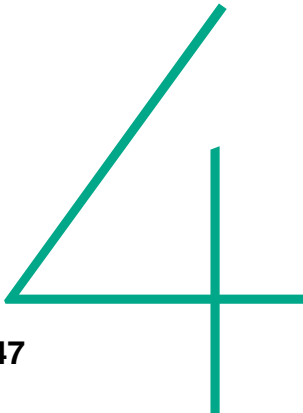
LET’S GET ORGANIZED

Monitor the arts and culture activities across the county and ensure that the gaps analysis is up to date.

Provide input into the town’s budgeting process for plan implementation and ongoing efforts to fill gaps and meet unmet needs.

Begin the process of securing contributions to acquire a one-of-a-kind art piece.

Year



LET'S STAY THE COURSE

Continue the best of the events everyone loves.

LET'S CREATE

Operate the sound studio.

Transition the Art Lab to the permanent space if the Town and the Arts & Culture Council determine that there is a need for a permanent maker space in Frisco.

Focus one program per year on youth engagement in the arts.

LET'S GATHER AND CONNECT

Refine and improve Frisco al Fresco.

Annualize the Film Series.

LET'S SURPRISE, INSPIRE, AND CHALLENGE

Budget annually to acquire the services of muralists, pop-up artists, and participatory art-focused events.

Work with the Arts & Culture Council to complete a minimum of two projects annually.

Engage the community on topical, pressing issues that Frisco is facing.

LET'S GET ORGANIZED

Monitor the arts and culture activities across the county and ensure that the gaps analysis is up to date.

Provide input into the town's budgeting process for plan implementation and ongoing efforts to fill gaps and meet unmet needs.

Begin the process of securing contributions to acquire a one-of-a-kind art piece.

Year

5

Keeping the Plan Relevant

“Plans are nothing,
planning is everything.”
—President Eisenhower

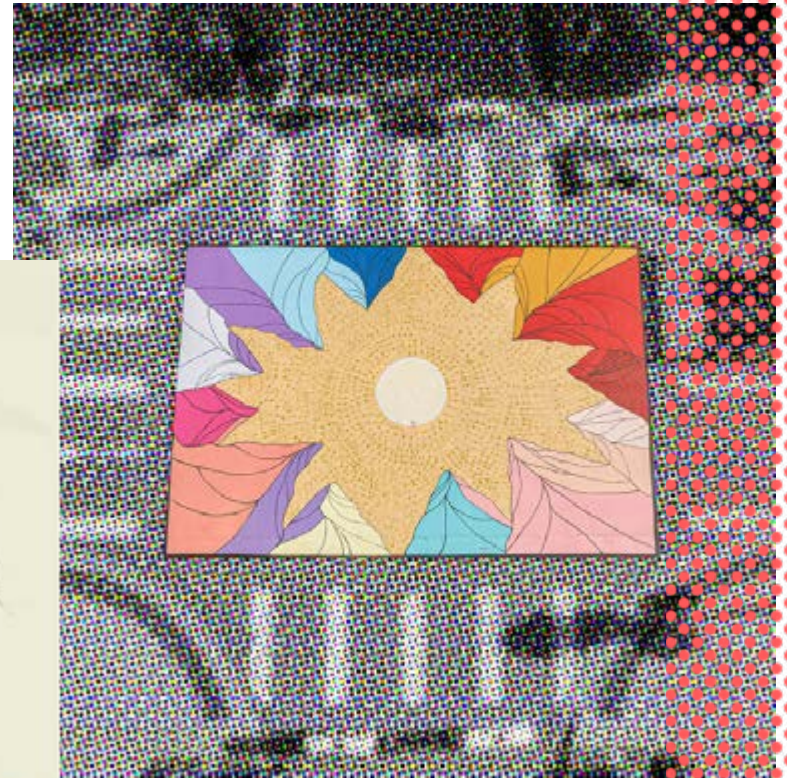
While we wouldn't go as far as President Eisenhower, he has a point.

Those who participated in producing this plan have a deep understanding, by virtue of their planning, of the ways that arts and culture in Frisco can reflect the community's identity, bring people together, increase community attachment, and help create Frisco's future. It is up to them to be ambassadors for and act on what the planning process has revealed to each of them.

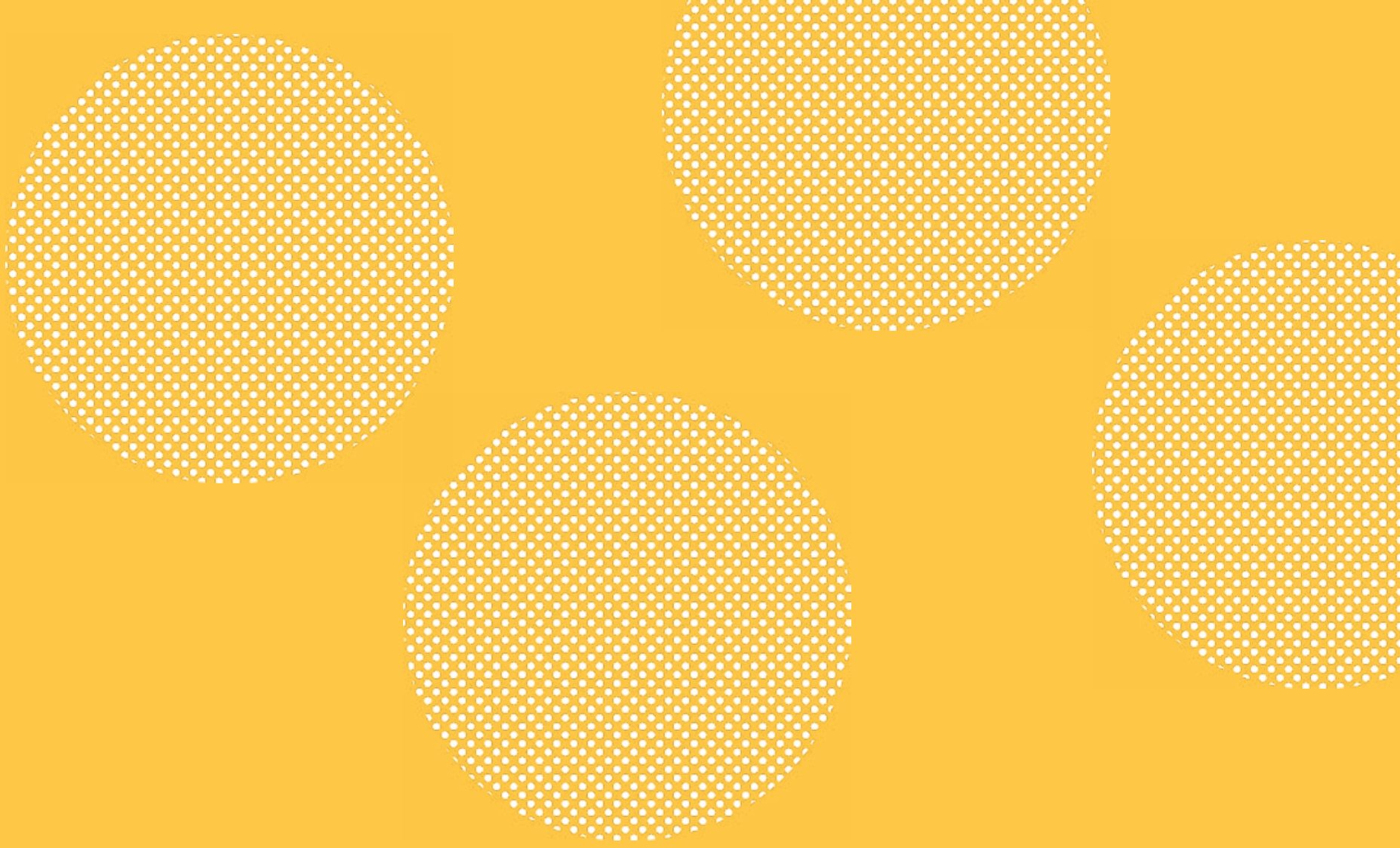
At the same time, the plan itself can and should be a touchstone for those who are choosing when, where, and how to create new cultural events and arts experiences, and how to invest in the programs, projects, and facilities that support local artists and local cultural experiences.

If the plan is going to be an effective guide for decision makers and community leaders, it has to be applied to changing circumstances, and when necessary, adapted to unexpected conditions. If the COVID-19 pandemic taught us anything, it's that we have to be prepared to be flexible, resilient and creative.

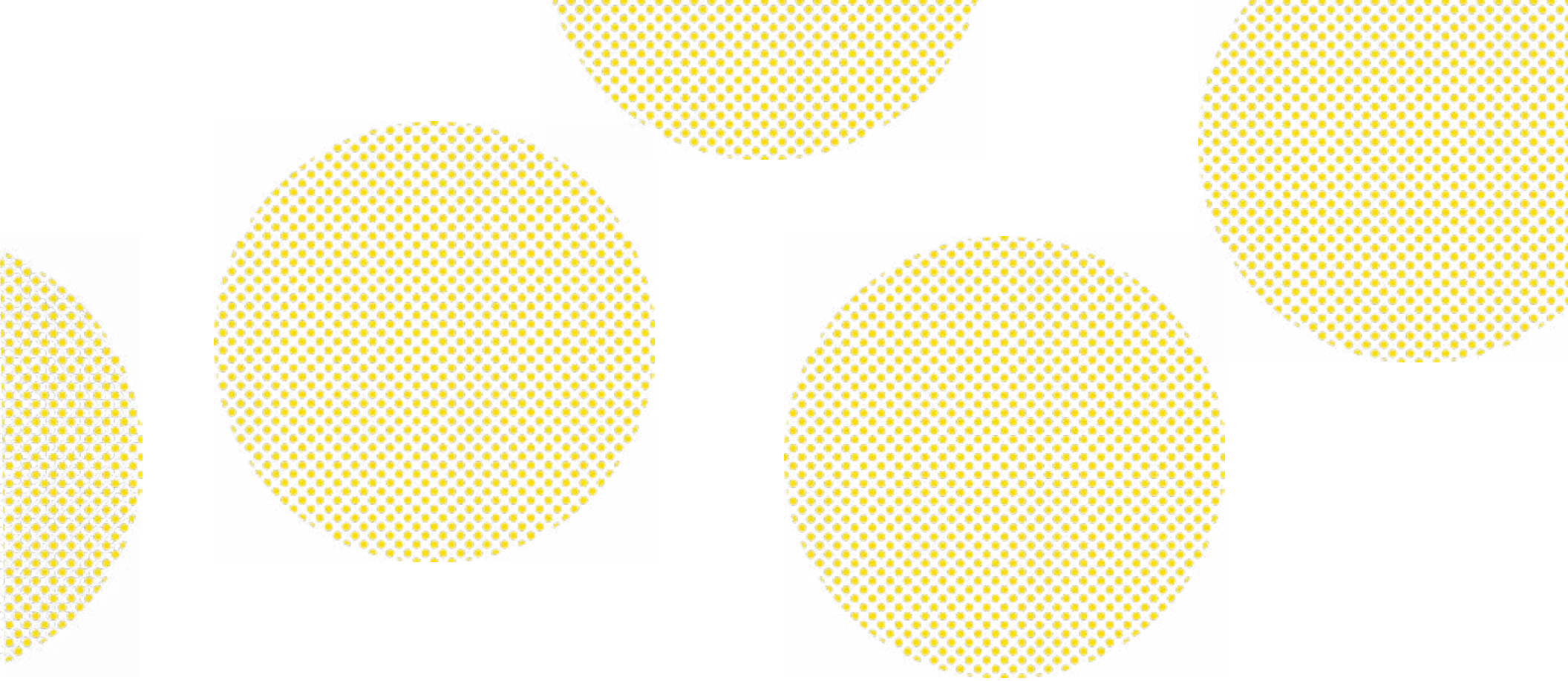
Finally, this plan has a shelf life of about five years and revisiting it in about five years affords the town a great opportunity to engage again with the public, artists, town staff, elected officials, business leaders, and other community members, to see Frisco in new ways, and find new opportunities for arts and culture to reflect, engage, and connect Friscoites to each other.



Photos by Michael Murphy



Appendices



Appendix A

INSPIRATION GALLERY

Throughout the planning process, the Steering Committee used images and ideas from other places and times to spark conversation, better clarify what feels right or wrong for Frisco, or just for general inspiration that could lead to something more meaningful. What follows in Appendix A isn't meant to be prescriptive, but more as inspiration and food for thought as the future Arts & Culture Council and Friscoites explore what's right for Frisco.

Frisco Al Fresco



[Diner en Blanc](#)



[ADHOC architectes, *The Art of the Table*, Montreal, Canada.](#)



[Farm to Table event, Jonesborough TN](#)

Challenge Me, Make Me Think



[*Mixed Taste, MCA Denver*](#)



Book clubs



[*Candy Chang, Before I Die Project*](#)



[*Warm Cookies of the Revolution*](#)

Interactive, Large Scale



Heike Mutter and Ulrich Genth, *Tiger & Turtle Magic Mountain*, Germany.



Lindsay Glatz with Curious Form, *Cloud Swing/Cloud Swing Storm*, Burning Man, Nevada.



Höweler + Yoon Architecture, *SwingTime*, Boston, MA.



Esrawe + Cadena Studio, *mi casa, your casa*, Mexico City.



Bergmeisterwolf, *Landscape Frame*, Bressanone, Italy.

Intersection with Natural Places



Mehmet Ali Uysal, *Giant Clothespin*, Chaudfontaine, Belgium.



Flower fields in Hokkaido Japan.



Out of the Dark, *Field*, Hyde Park, Sydney, Australia.



AA Design and Make, *The Cocoon*, Dorset, England.



Jeff Schomberg and Laura Klimpton, *Believe*, Burning Man, Nevada.

Center image: Patrick Dougherty, *TWISTED*, Cincinnati, OH

Surprise, Inspire, and Delight



[Les Astronautes, Delirious Frites, Quebec City.](#)



[RAW Design, Nuzzles, Winnipeg, Canada.](#)



[Dewitt Godfrey, Pamplona, New Haven, CT.](#)



[Morag Myerscough + Luke Morgan, Temple of Agape, London](#)



[Poetry on Demand, Washington Square Park, New York City, NY.](#)

Frisco Flicks



The Atlantic Magazine, "A Moment for Drive-In Movie Theaters"



Holiday Twin Drive-in - Fort Collins, CO.



Youth Ideas



All images from Youth on Record, Denver, CO.



Music



[Dallas Symphony. *The Concert Truck*, Dallas, TX](#)



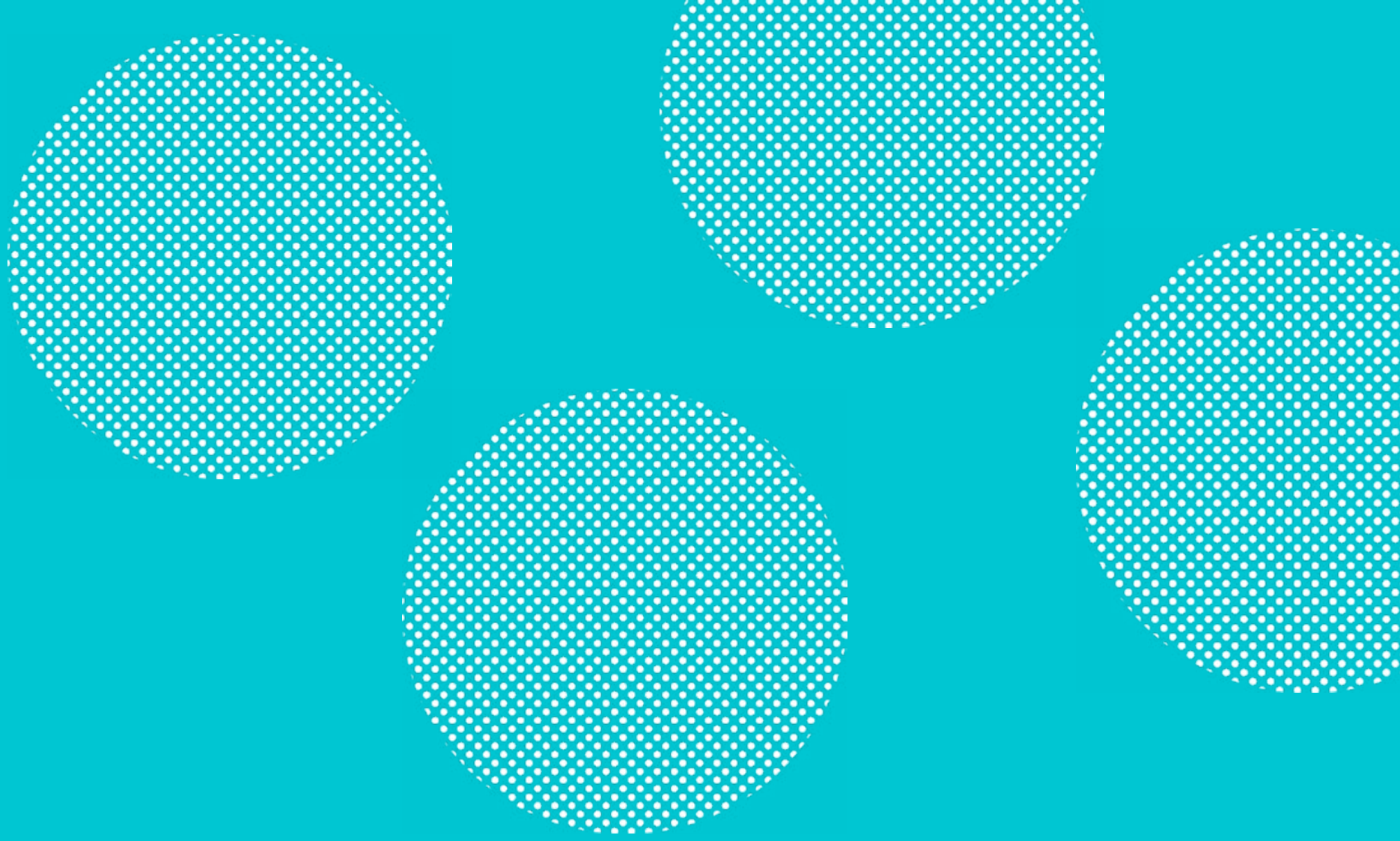
[Porch concert, Columbus, OH.](#)



[The Rowing Dock, Austin, TX.](#)



[Charm City Porch Concert, Baltimore Jazz Alliance, Baltimore, MD.](#)





Appendix B

THE IMPORTANCE OF AN ARTS & CULTURE COUNCIL & DRAFT PROTOCOLS FOR FRISCO'S ARTS & CULTURE COUNCIL

Appendix B provides detailed information necessary to successfully convene and operate the Arts & Culture Council.

Why an Arts & Culture Council?

Commissions, advisory boards, and ad hoc committees are important, effective ways for a town council and local government to:

- Engage more members of the community in the decisions that affect their lives and those of their neighbors
- Tap into community expertise and public interest
- Create a division of labor
- Allow for more careful consideration of an important topic before council or staff action
- Discover new ideas and innovative answers to public questions
- Broaden representation and increase inclusion in public decisions, and
- Increase buy-in and support for and ownership of public decisions

Many towns, cities and counties have created arts and culture advisory councils to ensure that the plan continues to be aligned with community needs. Arts and culture councils take responsibility for input, feedback, and recommendations to elected officials and staff, while working within the budget for arts and culture and making recommendations about future investments in arts and culture.

Successful arts and culture council members tend to include local artists, representatives from cultural institutions and organizations, as well as interested members of the public from a wide variety of backgrounds and experiences. They are, individually and collectively, stewards of the arts and culture plan and ambassadors for arts and culture. They work as two-way communicators, helping their neighbors see the value of arts

and culture programs and projects and helping elected officials and staff with input, ideas, expertise and critiques as the plan is implemented under changing conditions and in acknowledgment of the community's growth and change.

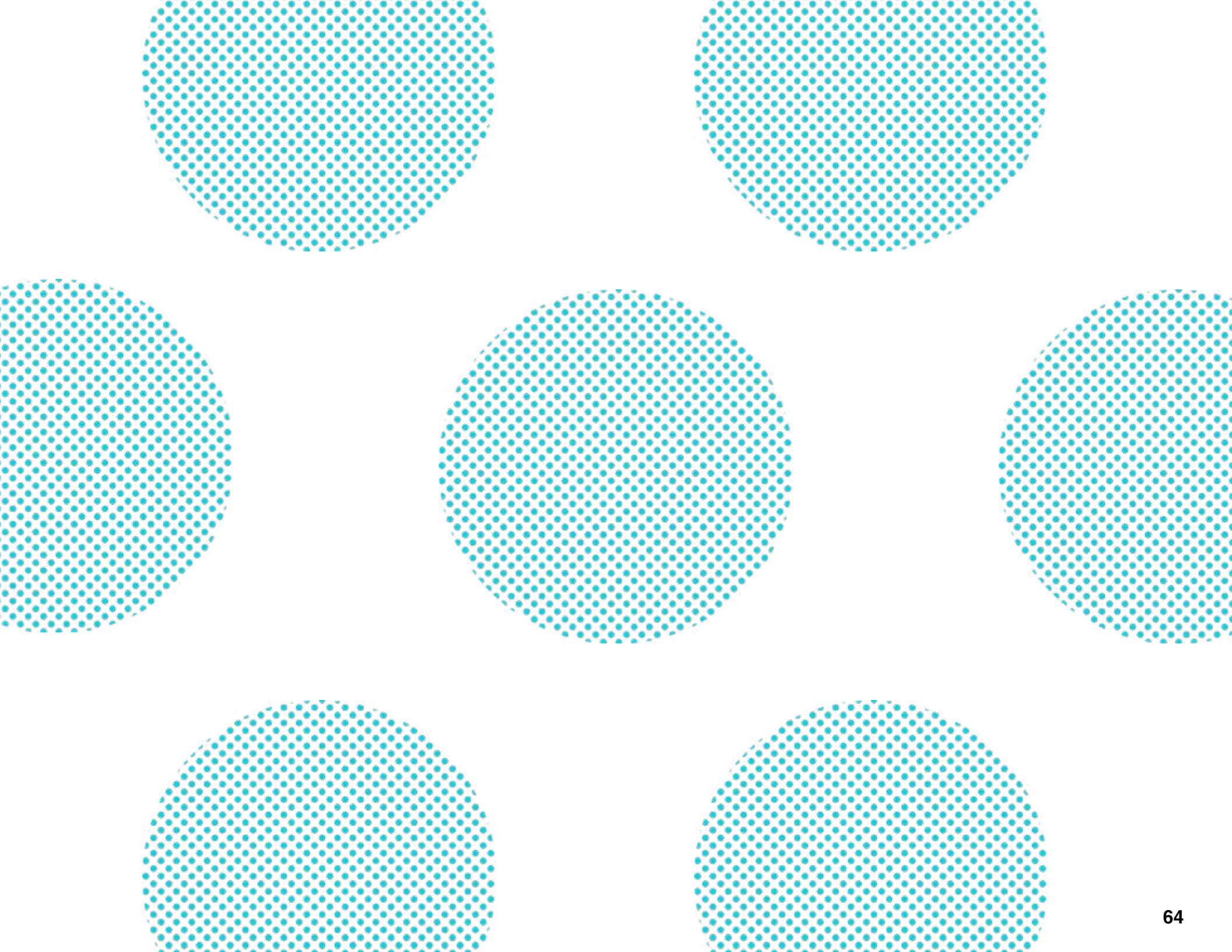
Among the expectations for arts and culture council members:

- A belief in the value of arts and culture as a means for increasing community connection, contributing to the wellbeing of the individuals who experience arts and culture, and demonstrating the true character and identity of Frisco
- Collaborative, consensus-oriented, solution-oriented and innovative
- Able to be a bridge between the town's staff and council and the community
- Respectful of different ideas, beliefs, and priorities
- Willing to make participation in the arts and culture council's work a priority

In the first year of implementing this inaugural plan, Frisco will establish an Arts & Culture Council. This will give the town the ability to continue the momentum and visibility created by the planning process and plan adoption.

The plan goals and strategies that are connected to convening the arts and culture council are:

- 1. Let's Stay the Course**
- 2. Let's Create**
- 3. Let's Gather and Connect**
- 4. Let's Surprise, Inspire, and Occasionally Challenge**
- 5. Let's Get Organized -- Think Big, Start Small**



Frisco Arts And Culture Council

Draft Protocols

ABOUT THIS DOCUMENT

This document provides the Town with draft guidelines and protocols for the formation of an Arts and Culture Council. The protocols will serve as the rules of engagement for the council's deliberation, and participants should be expected to review a final version of protocols in advance to their first meeting.

BACKGROUND & VISION

The Town of Frisco's Arts and Culture Strategic Plan outlines this vision: We are connected to each other through the art we see, hear, and experience and the culture we create together.

PURPOSE OF THE ARTS & CULTURE COUNCIL

To realize the vision, the Town will work with the Arts & Culture Council, seeking advice on these questions:

- What is the appropriate use of public funds for arts and cultural activities?
- How do we develop arts and culture programming that is as inclusive and welcoming as possible?

At the same time, the Arts & Culture Council should begin to develop its expertise and set its direction by answering questions like these:

- What foundational work of the Arts & Culture Council will help to enable sustainable arts and culture programming in the future?
- Are there areas we wish to learn more about because they are integral to Frisco having a successful arts and culture strategy?

As a first order of business, the Arts & Culture Council will focus on the following:

- Review and discuss the arts and culture plan
- Prioritize the topics from the plan – looking for those that are most important to the Town's success and help to enable future arts & culture activities

As public resources become available for acquisition, the Arts & Culture Council should turn its attention to its role in the public art program:

Identify, develop, pilot test, and adopt strategies for commissioning public art in the Town

Note: Many Towns create an Arts & Culture Council while their municipality is in its infancy of developing a robust arts and culture strategy and program. It is a way to gain valuable feedback and foster collaborative decision-making about ideas intertwined with the Town's identity. As programs mature and grow, many municipalities, such as the Town of Breckenridge, choose to move the nexus for arts and culture strategy and programming to a non-profit organization. These non-profit organizations remain closely aligned with the Town, but have more capacity to grow the strategies and programs with a dedicated focus.

PARTICIPANTS

The Arts & Culture Council will bring together creatives, historians, arts administrators, not-for-profit managers, business owners, citizens-at-large, advocates for the role of the arts in the local economy, advocates for a vibrant Main Street, Marina, and Frisco Peninsula, members of Make Frisco, representatives that reflect the diversity of the community and the diverse cultures that make up the town, and more. The Arts & Culture Council

members will be those who can provide leadership, momentum, coordination, and participation in implementing the arts and culture plan. Participants may be engaged as individuals or associated with private non-profit organizations, agencies, or other entities that are involved in arts and culture in the community.

The Arts & Culture Council seeks to be as inclusive as possible while maintaining a manageable size of approximately 7-10 individuals that can give voice and perspective to the widest range of stakeholder views.

ARTS & CULTURE COUNCIL MEMBERSHIP

- Members are selected and appointed by Frisco Town Council through an application and interview process.
- While it is important to keep this group at a functional size, it may be useful to make changes to the membership of the group from time to time in order to best address the key objectives outlined in this document or others identified by the Arts Council. Therefore, a term limit would be advisable.
- The majority of members should reside or work in the Town of Frisco.
- Members may resign before their term expires upon written notice to the Town of Frisco.
- The Town of Frisco may remove a person from the Arts & Culture Council if the member is unable to fulfill membership responsibilities, which should include an attendance requirement.
- Terms should be staggered to create continuity and preservation of institutional knowledge.
- The Arts & Culture Council will be supported by one or two Town non-voting staff members who will act as a conduit between the Arts & Culture Council, other Town staff, and

Town Council. Town staff will arrange for meeting locations, distribute the agenda, provide a written draft meeting summary for approval by the Arts & Culture Council, and allocate Town resources as available. Town staff will act as facilitators and will not report to or be managed by the Arts Council.

ARTS & CULTURE COUNCIL MEMBER RESPONSIBILITIES

- Provide the Town Council with carefully considered advice
- Work together so that the Arts & Culture Council's advice reflects the perspective of all members
- Support the objectives of the Arts Council and the Frisco Arts and Culture Strategic Plan
- Honor Arts & Culture Council and Town staff resources by staying focused on that meeting's agenda
- Although some members are affiliated with organizations, it is presumed that comments during meetings are not for attribution and should not be assumed to be an official organizational position
- Keep constituents, colleagues, and community members informed about the work of the Arts & Culture Council
- Even when Town Council doesn't take the Arts & Culture Council's advice, the members must serve as advocates for the Town's efforts in arts and culture and advocates for the Arts & Culture Council's work
- Agree not to attribute statements to other Arts & Culture Council members or attempt to speak for the full Arts & Culture Council without clear agreement from the full membership
- Appoint a chair and co-chair who will set the agenda with input from the other Arts & Culture Council members and

Town staff and lead efficient meetings which encourage participation from all Arts & Culture Council members

- Be prepared to attend two hour Arts & Culture Council meetings at least once a month and as needed

WORK GROUPS

As needed, the Arts & Culture Council may develop ad hoc work groups. These may include members who are not appointed to the Arts & Culture Council. The Arts & Culture Council will also engage in continued communication and information sharing with the broader community.

ARTS & CULTURE COUNCIL MEETING PROTOCOLS

Decision Making - Recommendations

The Arts & Culture Council will provide input, exchange information and views, and undertake efforts to promote the arts and culture in the Town. The Arts & Culture Council will strive for the highest possible levels of agreement among all members. Arts & Culture Council decisions will be made by consensus to the extent possible. Consensus means the group as a whole supports an agreement. Although an agreement may not necessarily represent any one member's ideal resolution, it can be characterized as a decision that all participants can live with and do not oppose. If consensus cannot be reached, the Arts & Culture Council will outline majority and minority views for consideration by the Town Council.

Decision Making - Public Art

The Town of Frisco staff, in consultation with the Arts & Culture Council should be empowered to make decisions regarding public art acquisitions under \$3,000. However, for the acquisition of more significant art, there should be a rigorous, transparent process in which the town develops a specific request for qualification, carefully examines the responses, and

moves through a series of proposals (becoming more and more refined at each step in the process) that provide the detail necessary for the Arts & Culture Council review and for the Town to make a final purchase. Examples that the Arts & Culture Council can use to develop its acquisition process include these:

[Saskatchewan Public Art Commissions](#)

Arts & Culture Council Meeting Summaries

Staff to the Arts Council will prepare draft summaries that capture key issues, conclusions, and agreed-upon next steps. Once final, the meeting summary will be available to the public.

Stakeholder and Public Input

The Arts & Culture Council will welcome stakeholder and public input and will seek to find additional opportunities to gather stakeholder and public input.

Town Staff Role

The Town of Frisco will assign an arts & culture liaison to work closely with the Council. The Council may also regularly intersect with the Town's event staff and other Town leadership.

Arts & Culture Council Meetings

- There will be approximately twelve meetings per year for approximately two hours each.
- Arts & Culture Council meetings will be open to the public
- Opportunities for other participants and observers to address the Arts & Culture Council will be provided at designated times during meetings.
- While meeting discussions will generally be limited to Arts & Culture Council members, others with particular expertise may be invited by the group to participate in specific agenda topic discussions from time to time as requested by the group.

- Individuals who address the Arts & Culture Council will be required to follow specified ground rules:

1. Introduce self
2. Address the agenda topic
3. Stay within the designated time limit
4. Offer input in a positive, constructive manner

Media

Following the meeting, members are free to speak about their own views and those of their organizations. However, members will not attribute statements to others or attempt to speak for the entire group.

Resources for future Frisco Arts Acquisitions

The following information offers insights into different ways that Frisco can organize arts acquisition, each with a different approach to ensuring transparency and accountability as they use public resources to acquire art.

[City of Albuquerque, New Mexico](#)

[State of Washington \(including local role in sitting art\)](#)

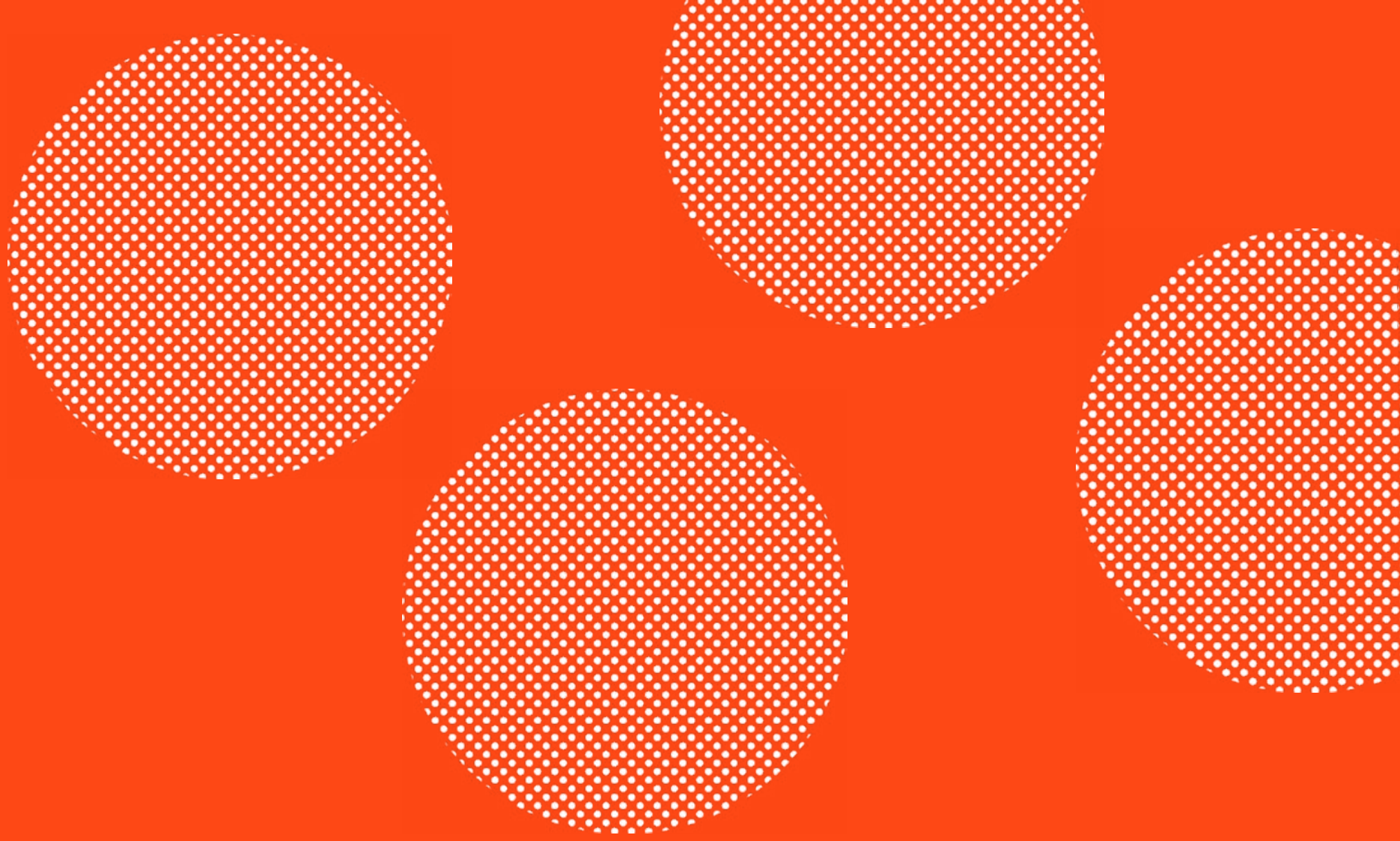
[Cook Shire, Queensland, Australia](#)

[City of Arvada, Colorado \(See p.19 “Create Funds for Public Art”\)](#)

[City and County of Denver, Colorado \(See “Public Art Program Guidelines for City Managers”\)](#)

Periodic Review of the Arts & Culture Council

After its first two years and periodically thereafter as determined by the Arts & Culture Council, the group will evaluate its work by thoughtfully examining its accomplishments and challenges. The final assessment will be used to determine any necessary modifications to the structure or purpose of the group.



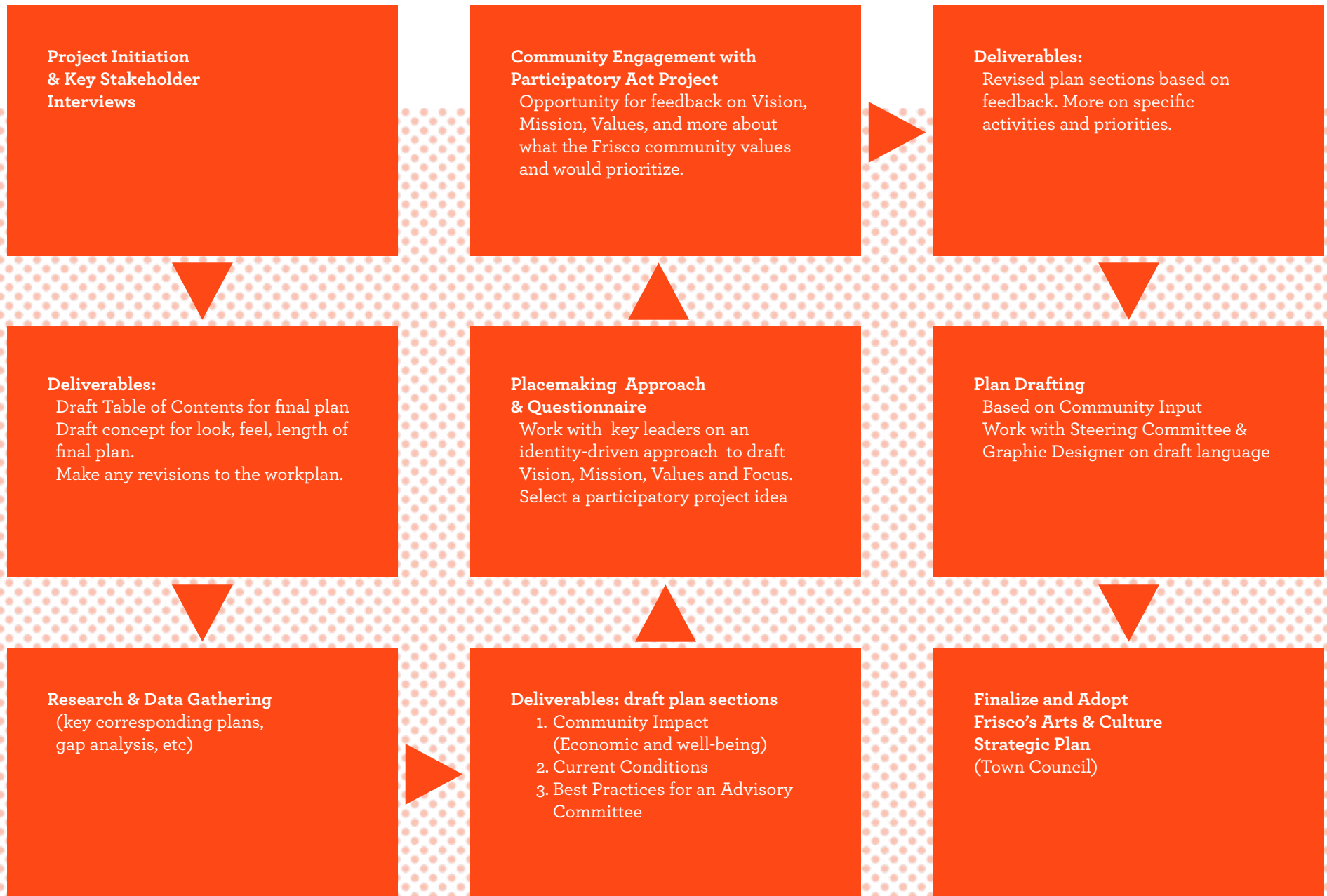


Appendix C

23.4 DEGREES APPROACH TO BUILDING FRISCO'S ARTS & CULTURE PLAN

Appendix C describes the planning process and reminds the reader of the ways that placemaking and public engagement contributed to creating this plan.

A Collaborative Approach to Frisco's Arts & Culture Plan:



PROJECT INITIATION & STAKEHOLDER CONVERSATIONS – SPRING 2022

TO UNDERSTAND:

- Specific hopes and opportunities for this process; at the heart of it, what do you hope will be achieved with a plan?
- What are essentials and what are nice-to-haves in terms of content?
- Perspectives on the look, feel, and size of a perfect plan – are there plans you’ve seen that you really like?
- Key stakeholders to engage 1:1 or in small groups.
- Potential town events that might serve as good opportunities to gather feedback from the community

RESEARCH AND DATA GATHERING – SPRING 2022

Reviewed current plans, and completed specific research to place Frisco’s contributions and priorities in the context of Summit County arts and culture offerings.

1. **Review Intersecting/Existing Town of Frisco Community Plans** that might further inform the development of the Arts and Culture Plan.
2. **Current Conditions Assessment.** As part of the planning process, our team will provide an inventory of arts and culture-related programs, events, amenities, and businesses. This assessment will identify gaps that Frisco might consider filling as part of their strategy. Categories can be refined with the town and interested stakeholders but might include performing arts, visual arts, galleries, artist materials and support, participatory art, seasonal festivals and celebrations, and other topics.
3. **Community Impact Research.** Previously, the 23.4 Degrees team has used existing arts and culture calculators to project the impact of further investment in the arts. We can further investigate these models, and work with town personnel to apply the modeling to Frisco based on a number of assumptions. Additionally, our team will research and collate the research regarding individual and community mental health and well-being. With team expertise in the school system, we will particularly focus on the benefits to youth.
4. **Best Practice for Art Advisory Boards.** 23.4 Degrees can help advise on the principles, practices, and approaches for art advisory boards, and how they intersect with town governments.

PLACEMAKING APPROACH, STARTING WITH COMMUNITY LEADERS – SUMMER 2022

Informed by the data gathering and research phase, and by the unique settings Frisco has to offer, work with community leadership to draft the vision, mission, values, and other key components of the plan. Leaders will help to inform priorities and activities.

PLACEMAKING AND COMMUNITY ENGAGEMENT – FALL 2022

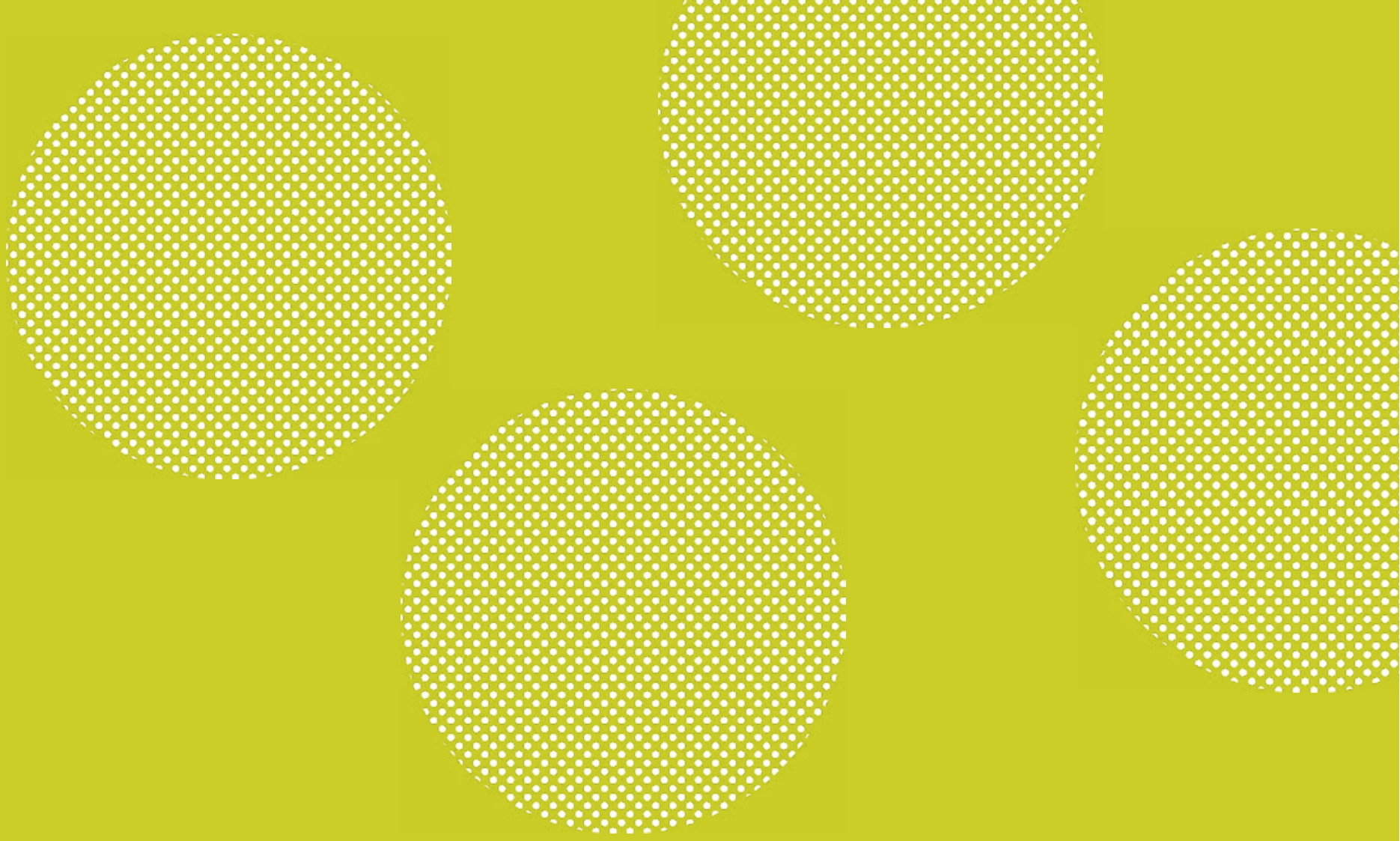
Help the community embrace the widest possible definition of culture and of a community cultural plan – one that encompasses entertainment, food, history, science, education, as well as artistic expression through a participatory art project that piques community attention to the project and invites their participation in the project. Demonstrate that we believe that the arts belong to all of us. Everyone in Frisco is creative, responds to artistic work and is a part of the fabric of the town’s culture, history, traditions, and ways of thinking and living. This plan will prove that artistic expression is possible for everyone, and that we are all a part of the culture.

Engaging in the art project opens the door to providing feedback on key aspects of the plan. The community-driven art project draws attention to the planning process, demonstrates that art is accessible for all members of a community, and creates a dialogue with the community members about using artistic expression to say something important about the community’s culture and its future.

As part of our placemaking approach, engage the community in the draft ideas in fun and interactive ways that add to the energy of the event.

FINALIZE AND ADOPT FRISCO’S INAUGURAL ARTS & CULTURE STRATEGIC PLAN – FALL AND WINTER 2022

Integrate the final feedback and work with the town staff to finalize the plan and ready it for review (and ultimately adoption) by the Frisco Town Council.





Appendix D

TOWN COUNCIL WORK SESSION WITH INSIGHTS COLLECTIVE

On March 9, 2021, the Town Manager sent an email to the Town Council in advance of a work session with Insights Collective. The scenario planning session provides important observations that confirm much of the public, stakeholder and council engagement in this planning process, particularly in Scenario 3. Participants in the work session recount the positive response from council during the discussion of the third scenario. The following is an excerpt from the council packet.

Scenario Planning Town of Frisco

Part 1: Vision through New Realities

Scenario 3:

Recreation + Culture = Unique Sense of Place

Characteristics

- Outdoor recreation destination with a wide range of land- and water-based recreation
- Strong cultural emphasis
- Art reflects the outdoor passions of the community and reinforces community values
- People, Landscape, Architecture, History
- Connection to the environment
- Local relationship to the destination



A Frisco Community Scenario

**From March 2021 Town Council Work Session
with Insights Collective**

THE FRISCO STORY

Frisco is a walkable town and mountain community dramatically sited between Dillon Reservoir and soaring peaks, set within a region unsurpassed in natural beauty and outdoor opportunities. Frisco is a town with edges, town boundaries are formed in a deliberate way - the developed areas meet lands that will be protected in perpetuity to ensure resident's access to nature and the outdoors. The town greatly values a neighborhood feel: the community looks to enhance and protect this quality through capital investments in parks, trails, and connectivity. In Frisco, full-time and seasonal residents, workers, business operators, and visitors are all considered a part of the community. The town is proactively inclusive and welcoming. The Frisco setting, culture, and quality of life combine to create a true community.

While the town works to protect a unique character within Summit County and the region, there are also strong connections to the neighboring communities and stakeholders. Frisco benefits from the unparalleled outdoor setting, and residents recognize the importance of working collaboratively to protect and enhance the environment. The town and the region draw visitors from around the world to share in the local lifestyle. Visitors will continue to help provide an economic foundation that will sustain the Frisco community for the long term.

FRISCO CHARACTERISTICS

In Frisco, we are passionate about:

- The outdoor lifestyle
- Encouraging community expression of culture including art, music, the outdoor experience friendliness, and youthful creativity as a reflection of shared values
- The protection and stewardship of the environment
- The inclusive and welcoming traditions, and a desire to foster a strong connection between all members of the community

FRISCO GUIDELINES

- A neighborhood feeling
- All community members are valued.
- There are connections to the county as a whole.
- Culture is an expression of residents.
- Importance is placed on the areas where nature meets the town.
- The community is inclusive and welcoming.
- Protection of community access to outdoors and nature
- Tourism is an economic building block.
- Walkability to enable connections within the community

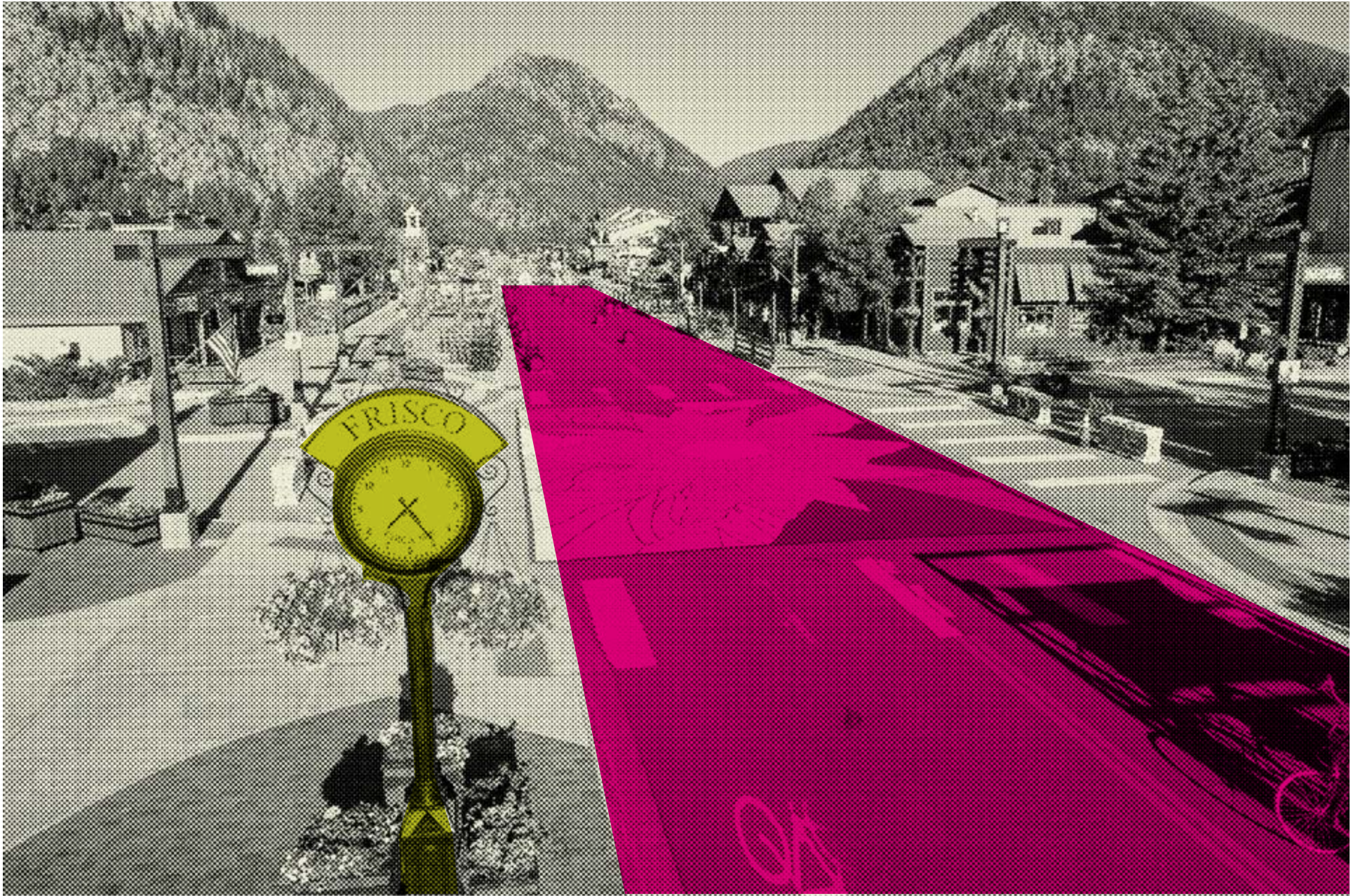


Photo by Michael Murphy

This plan was prepared by 23.4 Degrees with graphic design by [Jenn Goodrich Design](#). 23.4 Degrees is a woman-owned small business privileged to call Summit County, Colorado home with engagement, strategic planning, and conflict resolution work world-wide. For more information about the planning process, be in touch with Janesse Brewer at janesse@23-four.com