



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 RESOLUTION 23-05
DATE: JANUARY 10, 2023

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.

On May 24, 2022, Town Council directed staff to move forward with 23.4 Degrees to facilitate the arts and culture planning process. On December 13, 2022, the draft plan was presented during a Council work session, and Town Council directed staff to return with a resolution for the adoption of the Frisco Five-Year Arts and Culture Strategic Plan, after making some changes to the plan. The plan subsequently called out the need to test the feasibility of proposed arts and culture programs before implementation. Specifically, Town Council wanted the plan to reflect a more measured and thoughtful approach to considering a music space that included a rehearsal space and recording studio.

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. 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, as well as goals and budgetary priorities. After five years, the Town would need to re-evaluate the plan and determine the next five to 10 years forward. While the plan speaks for itself, highlights of the plan include a focus on opportunities for youth, identifying and filling gaps in arts and culture programming in Summit County, supporting mental health through programming that encourages community attachment, and the formation of a Frisco Arts and Culture Council.

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:

Staff recommends that Town Council approve the Frisco Five-Year Arts and Culture Strategic Plan Resolution 23-05.

Reviews and Approvals:

Tom Fisher, Town Manager
Diane McBride, Assistant Town Manager and Recreation and Culture Director
Leslie Edwards, Finance Director

Attachments

Frisco Strategic Arts and Culture Plan January 2023
Resolution 23-05 Adopting the Five-Year Arts and Culture Strategic Plan