



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL
FROM: VANESSA AGEE, COMMUNICATIONS DIRECTOR
RE: ARTS AND CULTURE STRATEGIC PLAN RFP
DATE: JANUARY 25, 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. Per Council's direction, this strategic plan would look at arts and culture through the lens of the Town of Frisco's strategic priorities to determine how to incorporate visual and performing arts throughout the community.

Analysis: A commissioned five-year arts and culture strategic plan would set a course for Frisco's long-term investment in the arts, which would respect the community's values and vision with an approach that would deepen the sense of place and support economic development. To that end, staff has drafted a Request for Proposal (RFP) to identify a consultant who would be best suited to facilitate this planning process and deliver a clear and actionable five-year arts and culture strategic plan.

The project scope would include a comprehensive public process to include creative workshops and public meetings with a focus on engaging diverse participants of all ages and abilities. The scope would also include an inventory of current arts and culture offerings and conditions in Frisco and surrounding communities; an outline of the economic, health, and social impacts of arts and culture programming; a suggested budget to include future funding sources; best practices for a successful arts council; and detailed recommendations for future arts and culture programming.

If approved, the RFP would be released in early February with consultant selection in March and an anticipated project start date in late April. The planning process should take four to six months from start to completion. In February, staff will also be bringing Town Council an ordinance establishing the Frisco Arts Council in order to launch the Arts Council in time to participate in the arts and culture strategic planning process.

Financial Impact: The 2022 approved budget includes \$50,000 for public art in the capital improvement fund.

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 the Town move forward with the arts and culture strategic plan RFP.

Staff is seeking Council's feedback regarding the RFP and any additions and changes, which would allow the RFP to better express Council's intent around this planning process.

Approved By:

Leslie Edwards, Finance Director

Attachments:

Frisco Arts and Culture Strategic Plan RFP