



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL
FROM: VANESSA AGEE, COMMUNICATIONS DIRECTOR
RE: ARTS AND CULTURE STRATEGIC PLAN CONTRACT UPDATE
DATE: MAY 24, 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. Subsequently, 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, and three firms were selected for interviews.

Analysis: Councilmembers Andy Held and Melissa Sherburne and Town of Frisco staff Rose Gorrell and Vanessa Agee participated in the interview process. ThereSquared LLC, Designing Local, and 23.4 Degrees were the firms interviewed, and all presented unique strengths and approaches.

Ultimately, 23.4 Degrees was selected for this planning process to create an arts and culture strategic plan because of their experience with other arts and culture planning, notably with the Denver Arts Complex, Adams County, and the Town of Silverthorne; the innovation around and enthusiasm for this project expressed in their interview; their foundational knowledge of the area; and their extensive experience with public engagement and conflict resolution. Their methodology, approach, and timeline fit the Town's goals for this plan, and their three references consistently noted 23.4 Degrees' ability to reach out broadly and to engage stakeholders who may have been missed in the past. Their flexibility and actionable plans were also consistently emphasized by their references.

23.4 Degrees is a local woman owned firm with team members in the Denver area and with strong connections to the Summit School District. Their connection to schools and curiosity around exploring how Frisco's plan could address goals around community connection, youth, and mental health were noted during their interview and made their proposal even more compelling. During this summer, 23.4 Degrees will focus on outreach and public engagement, likely utilizing existing Frisco events, and their team is confident that they will be able to provide

a final plan by mid to late November 2022.

Financial Impact: The 2022 approved budget includes \$50,000 for public art in the capital improvement fund. 23.4 Degree's fee is \$45,000 for this planning process.

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 contract with 23.4 Degrees. The contract does not require Council action for approval.

Approved By:

Diane McBride, Interim Town Manager
Leslie Edwards, Finance Director

Attachments:

23.4 Degrees Arts and Culture Strategic Plan Contract

23.4 Degrees Frisco Arts and Culture Strategic Plan Proposal