

**Final Report**

**UniverCity Connections**

**Arts and Culture**

**May 25, 2007**

# Final Report Arts & Culture

## UniverCity Connections Arts & Culture Task Force Executive Summary

Vision: The arts, the participative sciences, the preservation/communication of Fort Collins' history, working together represent a culture of clean industry that enriches the lives of our community's citizens, visitors and serves as an economic engine that has the potential to make Fort Collins a world class cultural destination.

Arts & Culture Task Force Mission: Develop a plan to advance and strengthen the delivery of cultural arts, sciences and history as a significant differentiating feature for the Fort Collins River District, Downtown and CSU campus.

To achieve this mission, we recommend the following:

**Goal #1: Grow audiences, increase participation and encourage an economically flourishing UniverCity cultural community through centralized communication and collaboration.**

**Timeline: In progress and ongoing**  
**Ressources: Arts Alive, CSU, CVB, CRB, etc.**

### Action Steps:

- 1) Support and promote CVB's centralized calendar
- 2) Merge Arts Alive, the Lincoln Center and CSU ticketing
- 3) Market the arts through collaborative efforts
- 4) Establish a funded arts council to provide oversight to achieve the UniverCity cultural goals

**Goal #2: Connect the arts and cultural community, Fort Collins student community and the Fort Collins community at-large to nurture creative energy and understanding.**

**Timeline: In progress, Ongoing, New**  
**Resources: Fort Collins intellectual capital**

### Action Steps:

- 1) Form an Arts & Culture think tank made up of a broad range of stakeholders, convened by the arts council, to provide on-going conversation about arts and culture and its' ties to educating the populace while impacting the economy.
- 2) Develop a directory of artists, events, calendars and academic programs that increases accessibility and opportunity, while serving as a clearing house for cultural educational opportunities.

- 3) Revisit education initiatives that have had success through the years to identify new best practices and education initiatives, while evaluating current viability and determining funding needs and opportunities.

**Goal #3: Heighten and broaden the experience of the artist, visitor, participant and audience by presenting world class facilities and programming. (Webb Management Services Cultural Facilities Plan for the City of Fort Collins, "The lack of local cultural facilities is stifling programming and organization growth and creativity.")**

**Timeline: On going (2-10 years)**

**Resources: 100s of millions of dollars**

**Action Steps:**

- 1) Plan, fund and build a range of cultural facilities that serve different constituents including residents, youth, students and potential visitors. (See comprehensive list)
- 2) Develop the appropriate infrastructure to support facilities and programming. Examples are:
  - o Way finding stations and River interpretation incorporating historic preservation and interpretation elements, etc.
  - o Integrate the historic trolley into the overall transportation plan
  - o Create a cultural line with a rubber wheeled trolley
  - o Hotel rooms downtown
- 3) To create a space or adaptive reuse of an existing space for the creative community to gather and collaborate, work, rehearse, eat, exhibit, present and compose.

**Goal #4: Develop a dedicated funding stream and the support mechanisms to sustain and advance the arts and culture of Fort Collins.**

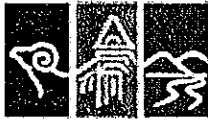
**Timeline: In progress, Pending, 2008 for SCFD**

**Resources:**

**Action Steps:**

- 1) Pursue a Scientific & Cultural Facilities District (based on the Denver model) for the 11/2008 general election that will have the potential to generate almost \$2MM in annual maintenance/operations funding.
- 2) Actively promote the expansion of philanthropic support for the arts in Fort Collins.
  - o Host sessions to teach the community about opportunities/benefits to becoming an arts donor/volunteer.
  - o Create a designated cultural arts donor-advised fund managed by the Community Foundation.
  - o Promote donor tax credit opportunities.
  - o Pursue the support of national funding with collaborative proposals.

- 3) Command the business and human resource support necessary to sustain the cultural community and to elevate both the profile and contribution of the cultural arts in the local economy.
- Identify sources of administrative support/guidance for arts organizations.
  - Articulate a defined menu/roadmap of resources to engage and guide the creative community in establishing/growing their business.
  - Cultivate champions for the arts (Municipal, County, State, Chamber of Commerce, major foundations and corporations) who publicly accentuate the creative community as a vital ingredient to our continued quality of life.



**UniverCity Connections**  
CSU, Downtown & the Poudre



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## Task Groups

### Arts & Culture (Historic Preservation)

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 Matt Strauch  
 Erich Strombom  
 Wayne Sundberg  
 Julie & Jeanie Sutter  
 Carol Tunner

### CSU/City Joint Facilities & Programs

Chip Steiner - Convener  
 Tim Anderson  
 Stacey Baumgarn  
 Maren Bennett  
 Joyce Berry  
 Jim Clark  
 Connie Dohn  
 Paula Edwards  
 Melissa Emerson

### Mixed Use Development

Mike Jensen - Convener  
 John Gless  
 Ed Goodman  
 David Herrera  
 Tomas Herrera  
 Diane Jones  
 Eric Nichols  
 Mark Radtke

### River - Protection, Development and Enhancement

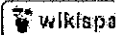
Matt Evans - Convener  
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 Don Beard  
 Donna Beard  
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### Student/Affordable Housing

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### Sustainable Energy Technology

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**Economic Development**

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Katherine Woods  
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**Homelessness Initiative**

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Phil Friedman  
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Rick Reider  
Kathy Schuster  
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Jack Wolfe  
Cheryl Zimlich