

# UniverCity Connections Arts & Culture Task Force

## Initial goals of UniverCity Connections Arts & Culture Task Force (May 2007):

1. Grow audiences, increase participation and encourage an economically flourishing UniverCity cultural community through centralized communication and collaboration.
2. Connect the arts and cultural community, Fort Collins student community and the Fort Collins community at-large to nurture creative energy and understanding.
3. Heighten and broaden the experience of the artist, visitor, participant and audience by presenting world class facilities and programming.
4. Develop a dedicated funding stream and the support mechanisms to sustain and advance the arts and culture of Fort Collins.

## Accomplishments:

- CVB's centralized calendar
- Centralized marketing committee
- Directory of artists on Arts Alive website (being re-built on Beet Street website)
- DDA support of Lincoln Center rental/tech fees
- Bas Bleu theatre space availability to general public
- Shared warehouse for arts and culture groups to store backstage items and build sets
- Completed first City Cultural Plan and Cultural Facilities Plan (adopted 2008)
- Lincoln Center remodel
- Fort Fund develops new funding tier to encourage innovation in cultural events
- Beet Street re-tools strategic plan to better align with arts community needs and goals
- Mission alignment between Cultural Plan, Beet Street, Cultural Resources Board, UCC Arts & Culture Task Force, and Arts and Culture focus area in City Plan
- City Economic Health office creates Uniquely Fort Collins economic cluster including arts and culture

## What's next for UniverCity Connections Arts & Culture Task Force?

A "Steering Committee" of 11 arts and culture leaders has re-convened to take a fresh look at work that can be accomplished collectively to benefit the arts and culture industry in Fort Collins. This committee has developed the following purpose statement:

*The UniverCity Connections Arts and Culture Task Force exists to bring together the Fort Collins arts and culture community to work collectively on achieving our shared horizon goal:*

- *To develop Fort Collins into a nationally recognized arts and culture center and destination*

On April 29, we are inviting the community's arts and culture stakeholders to a public event to explore ways to collectively achieve significant and immediate progress towards the following goals:

- *To advocate for growing a healthy, high quality arts, culture, and creative industry in Fort Collins*
- *To identify, strategize, and create the tools and resources needed for arts and culture in Fort Collins to thrive*
- *To empower exceptional people and organizations to step forward and help themselves and the Fort Collins arts, culture, and creative community reach its potential*

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**UniverCity Connections**

CSU, Downtown & the Poudre

## Want to get involved?

### Attend the Arts Engagement Summit:

Thursday, April 29

4:00 - 6:00 p.m.

Lincoln Center Canyon West Room

RSVP: [www.UniverCityConnections.org](http://www.UniverCityConnections.org) and click on the link under "Announcements"; **RSVP by Mon. 4/26**

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At the April 29 stakeholder meeting, we plan to explore the possibility of setting up multiple arts and culture subgroups to tackle specific issues where immediate progress is possible, and where the impact on the arts and culture community is greatest. Potential subgroups include:

**Collaborative Programming** – Ensure innovative community wide arts and cultural collaboration by providing an avenue for anchor programmers to share strategies, planning and calendars annually.

*Proposed Objective: Create a forum where tangible collaborative opportunities can happen by 2012.*

**Dedicated Funding** – Work with community leaders, funders and stakeholders to identify and secure operating and programming funding streams for arts and culture organizations that demonstrate measurable achievement and growth.

*Proposed Objective: Secure sustainable funds that would provide an average organizational operating budget increase of 20% by 2012.*

**Education and Participation** – Ensure all ages have access to and opportunities for participation in local arts and culture programming.

*Proposed Objective: By 2015 all anchor programmers have partnerships with educational institutions and service organizations that serve youth or life-long learners to provide annual programming opportunities that provide introductions to a wide variety of arts and culture.*

**Facilities/Infrastructure** – Use the City Cultural Facilities Plan as a starting point to guide development of venues for cultural activities.

*Proposed Objective: As a first step toward implementing the Facilities Plan, encourage and support the creation and improvement of smaller venues, display and studio spaces that meet community needs and develop new audiences by 2012.*

**Marketing Coordination** – Develop, fund and implement a community wide marketing campaign for arts and culture

*Proposed Objective: By 2011 a majority of residents know about and use a designated arts and culture calendar and/or website portal.*

**Professional Development** – Work with community stakeholders, institutions, arts and culture groups and individual artists to develop business skills, tools and opportunities that will grow the arts and culture industry in Fort Collins.

*Proposed Objective: Work with UniverCity Connections, the City Economic Health and Cultural Resources Offices, Beet Street, CSU, Art Lab and other stakeholders to create a physical location for an arts incubator and educational resources that can serve existing and developing arts organizations and individual artists by 2012.*

**Public Advocacy** – Create public, business and governmental support for the arts and culture industry and programming in Ft. Collins.

*Proposed Objective: The majority of residents knows about Fort Collins cultural assets and considers them critical to our quality of life.*

**Quality of Life for Artists and Creatives** – Create a support structure to assist artist and creatives to live and work successfully in our community.

*Proposed Objective: By 2012 organizations and individuals have access to group purchasing powers.*

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