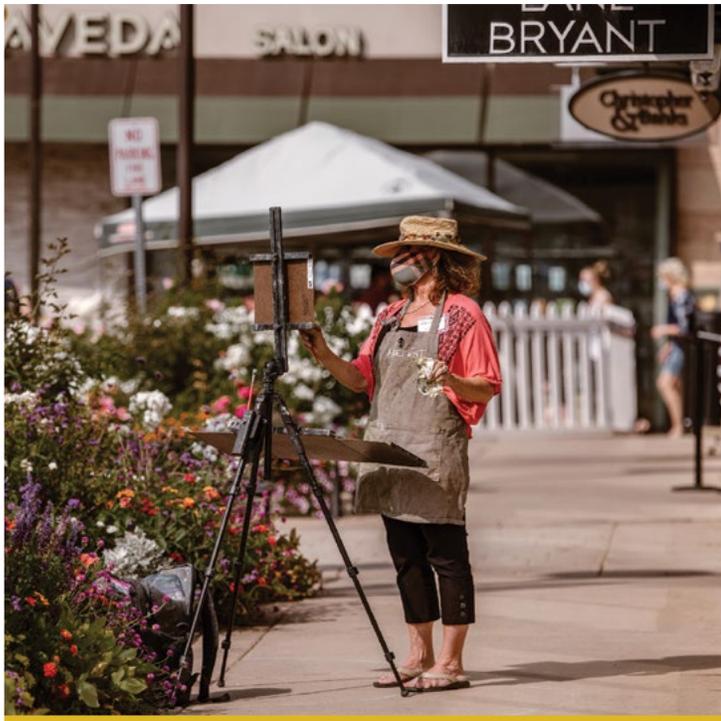


A&CC

THE LITTLETON ARTS AND CULTURE COMMISSION STRATEGIC PLAN



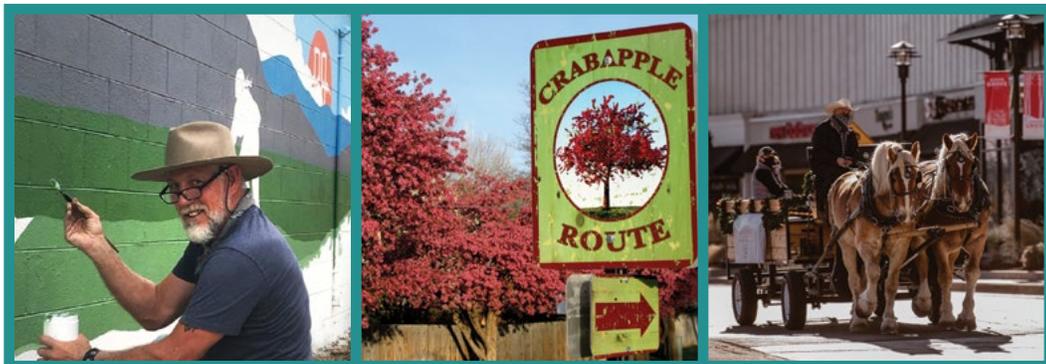




THE LITTLETON ARTS AND CULTURE COMMISSION

The Littleton Arts and Culture Commission (A&CC) recognizes that cultural organizations and artists enliven communities and bring disparate people together to share common experiences. Littleton is made up of a mix of urban and semi-urban areas with a fast-growing population of many heritages, ages, and cultures. The arts provide one language that can be used to communicate who we are individually and as a community. A creative culture serves as a cornerstone of a well-rounded education, proven to teach children complex forms of problem-solving, encourage risk-taking and new approaches, and to develop critical thinking skills. Most importantly, the arts are the cornerstone of creativity itself.

The A&CC is tasked with developing a framework for support of the arts and culture in Littleton. This will be built through recommendations on policy, advocacy, and collaboration amongst the arts and culture community. This plan is a living document and the commission will be flexible and adapt to changing conditions.



In 2019, after extensive community input, the Littleton City Council approved its Comprehensive Plan entitled **ENVISION LITTLETON**. The Envision Littleton Comprehensive Plan will guide



future development, redevelopment, and community enhancement efforts over the next 20 years through 2040. It serves as a framework for thoughtful community discussion on the real and perceived challenges currently facing Littleton, and opportunities that will shape its future. Through long-range planning efforts, the community can accommodate its projected growth and revitalization in a manner that preserves its history, culture, and overall quality of life for current and future residents. The areas of focus included:



HOUSING AND NEIGHBORHOODS



TRANSPORTATION



INFRASTRUCTURE AND SERVICES



ECONOMY AND TAX BASE



ENVIRONMENT



SPECIAL AREAS AND DESIGN



HERITAGE, ARTS, RECREATION AND TOURISM (HART)

The **HART** section sets forth a framework for action identifying general Goals, Policies, and Actions.

The Action section includes considerations such as:

- **Capital Investment**
- **Programs and Initiatives**
- **Regulations and Standards**
- **Partnerships and Coordination**
- **Planning and Study**

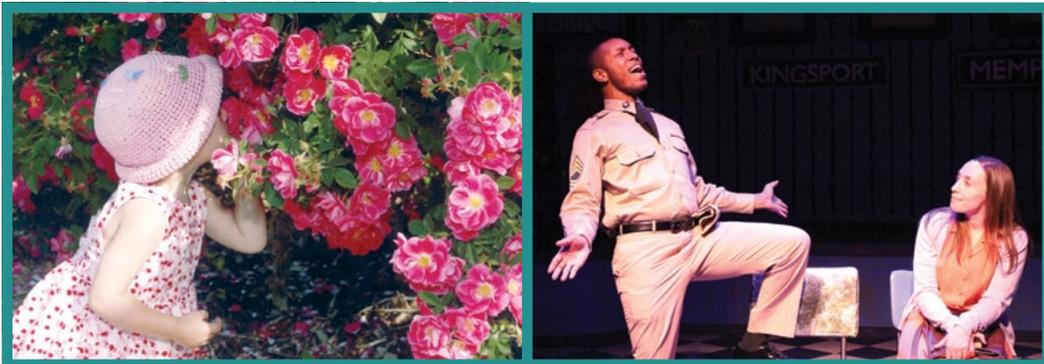
Following the adoption of the ENVISION LITTLETON plan, the city council created the **Littleton Arts and Culture Commission (A&CC)**.

The A&CC has prepared this strategic plan as well as the accompanying proposed action plan for 2021 – 2025.

The recommendations in this plan and the accompanying actions are measured as successful if they address these fundamental outcomes:

- **Economic Development**
- **Sense of Place**
- **Quality of Life**

(Foundational Authorizations for the development of a strategic plan are clearly outlined in the ENVISION LITTLETON plan and are referenced below.)



KEY ISSUES/CONSIDERATIONS

From the HART section:

- **The desire to support well-established cultural and entertainment destinations, and events and festivals that fill the calendar year-round in Littleton.**
- **Active arts and cultural programs and organizations that offer opportunities to experience and enjoy the arts in Littleton while contributing to the city's economic vitality.**

ACTION - Targeted Planning - HART 25

- **Coordinate with partner organizations to prepare for development of a holistic Arts and Culture Plan for Littleton. The plan can include identification of new and sustaining funding sources and explore a potential advisory committee to coordinate across all aspects of programming, promotion, and development.**



Additional A&CC Values

- Raise the profile of arts and cultural programs and activities and promote the positive role they play in civic life.
- Be guided by needs and wants of all the residents reaching out to those without a voice, including the poor, the disadvantaged, children, elderly, and all ethnicities.
- Seek input from all arts and cultural groups.
- Be collaborative to pursue efficiency, avoid duplication, and minimize the waste of precious resources.
- Encourage creativity and innovation as good practices.
- Respect the investment of time and effort of volunteers.
- Serve as a public forum for community engagement on all arts and culture issues.
- Regularly coordinate with and update the city council.





GOALS

FRAMEWORK FOR ACTION

H. A. R. T.

HERITAGE, ARTS, RECREATION, AND TOURISM

GOAL - HART 4

A vibrant city for both residents and visitors, enlivened by an active downtown, an array of arts, cultural, and entertainment options both indoor and outdoor, extensive heritage tourism opportunities, and popular community events and festivals throughout the year.

GOAL - HART 5

A community that thrives on and leverages the economic and social power of the arts to enhance its fiscal strength, regional reputation, and overall quality of life for residents of all ages.

GOAL – HART 6

Continue to plan for and budget adequate resources to maintain and enhance the Bemis Public Library and Littleton Museum as premier public facilities with targeted programming for all ages.

GOAL – HART 7

Regularly evaluate the appropriate and most effective methods the city can use for devoting resources and support to cultural arts and community events programming.

GOAL – HART 8

Be aware of the diverse perspective and needs of visitors to Littleton, along with those of residents.





A&CC GOAL 1

Integrate arts and culture into the social, economic and civic fabric of Littleton making certain it responds to the goals of producing a positive economic impact, defining a sense of place, and improving the quality of life.

Objective 1

- Foster a community where all residents have an opportunity to engage with the arts and where creativity thrives and is valued.
- Encourage culturally diverse programming reflecting regional and local interest.
- Encourage community engagement.
- Encourage common scheduling information.
- Support festivals and outdoor family events.
- Encourage diverse cultural programming.
- Develop strong partnerships with city agencies, especially Community Development, Economic Development, the City Clerk's Office, City Manager's Office, and Cultural and Media Services.

2021 – 2025 proposed work plan

- **Finalize and adopt the Strategic Plan**
- **Finalize and compile community survey data**
- **Consider a brand for the A&CC**
- **Propose community programs to engage children – i.e. photo exhibit, essay contest, drawing exhibit**
- **Review recently amended event ordinance**

Objective 2

- Understand the current assets and resources allocated to arts and tourism programs. Review city inventory of community assets and resources, including:
 - Library General Fund
 - Museum General Fund
 - Conservation Trust Fund
 - Events-In Kind (city and non-city)
 - Town Hall Arts Center (annual subsidy)
 - Carson Nature Center
 - And others

2021 – 2025 Proposed work plan

- **Annual review of city arts and culture funding**
- **Advocate to city council on behalf of arts and culture funding stability**

Objective 3

- Encourage affordable and accessible creative public spaces and venues.
 - Collaborate with community organizations and other public agencies to build private/public relationships in order to expand artistic offerings in non-traditional venues.
 - Consider the development or repurposing of existing venues as opportunities for visual artists to exhibit work.
 - Encourage private property owners to expand the uses of their private/public spaces.

2021 – 2025 Proposed work plan

- **Prepare for innovative arts pop up space in Aspen Grove – Spring 2021**
- **Identify spaces in Littleton to be used as temporary galleries for local artists**
- **Identify multiple locations in the downtown area for murals, sidewalk art, chalk art opportunities**

Objective 4

- Support and identify efforts to expand regional cultural and heritage tourism opportunities, impacts, and revenues.
 - Collaborate with Cultural and Media Services Department by providing information about arts and culture programs for inclusion on the tourism website.
 - Reach out to regional tourism agencies for information, education.
 - Work with the hospitality industry in Littleton to encourage heritage and cultural tourism marketing programs.
 - Identify community leaders in the arts and tourism industry.
 - Research visitor habits and interests when visiting Littleton to identify spending potential.

2021 – 2025 Proposed work plan

- **Work closely with the Cultural and Media Services Department of the city to ensure arts and culture program information is promoted on the tourism website**
- **Develop relationships with the major hotels in Littleton to learn more about their customer base**
- **Schedule representatives of Visit Denver and Colorado Tourism Office to make presentations to the Commission on tourism, trends, and realities in 2021 - 2025**



A&CC GOAL 2

Provide support for local arts organizations.

Objective 1

- Encourage policies and investments that provide sustainable funding for cultural organizations.
 - Investigate the possibility of a grant program.
 - Share city grant-writing expertise among organizations.
 - When possible consider rent, utility, tax rebates, and other regulatory benefits for organizations.
 - Investigate cross-promotional opportunities across the community, including lodging sector.

2021 – 2025 Proposed work plan

- **Research successful community arts grant programs for possible consideration by the A&CC**
- **Schedule a presentation by city staff regarding special districts, tax and rebate programs, and other regulatory support measures including zoning incentives for live/work space**
- **Join the marketing partnership group of the Cultural and Media Services Department, including lodging representatives as well as arts and culture and hospitality representatives, that meets bimonthly to network and identify partnership opportunities**

Objective 2

- Foster a culture of coordination and cooperation among cultural organizations.
 - Possible scheduling of quarterly meetings with board members to discuss common issues and opportunities.

2021 – 2025 Proposed work plan

- **Create cultural and arts programming partners group to meet quarterly**

Objective 3

- Expand marketing opportunities for cultural activities through the Visit Littleton website and other media.
 - Work with the Cultural and Media Services Department to engage community newspapers, magazines, and blogs to include regular arts coverage. Alert media to cultural activities and engage them in creative ways to inform the public.
 - Collaborate with the Marketing Partners group on marketing workshops and training to non-profit arts groups on free/low-cost marketing and promotion techniques and the use of the website.
 - Promote best practices for collaborative marketing (list-sharing, cross-promotion, etc.) with nonprofits, agencies, and creative industries.
 - Consider an integrated local/virtual gallery with a guide and shopping capability on website and social media.

- Work with stakeholders to consider launching a “Did You Know” arts education program designed to educate people about existing cultural programs and educational opportunities through partnerships with media and civic organizations.
- Utilize the Visit Littleton website, keep current calendar of community-wide events, and provide links to purchase tickets, book reservations.

2021 – 2025 Proposed work plan

- **(see Goal 2 objective 1 work plan, page 13)**

Objective 4

- Minimize barriers (cost, travel, etc.) to cultural access for all residents.
 - Propose programs that encourage participation at a discounted price — for example, a Passport for the Arts with diverse, discounted opportunities among multiple organizations to increase access to children, seniors, and the disadvantaged.

Objective 5

- Along with the tourism efforts, propose organizations track public participation in cultural programs.
 - Create opportunities for name and email gathering at public events and festivals.
 - Encourage organizations that have memberships to track member activity.

2021-2025 Proposed work plan

- **Project List under development**



A&CC GOAL 3

Support creative individuals and advance arts leadership.

Objective 1

- Recognize and support creative individuals.
 - Propose an annual recognition award event.

2021 – 2025 Proposed work plan

- **Plan an annual arts leadership, community creativity, social/recognition award event.**

Objective 2

- Serve as a public forum for community engagement on arts and culture issues.
 - Facilitate annual round tables of arts and culture clubs and other groups and organizations to encourage networking, sharing of ideas, and resources.

2021 – 2025 Proposed work plan

- **(see Goal 2 objective 2 work plan, page 14)**



A&CC GOAL 4

Identify and recommend policies and funding sources to support arts and culture community efforts, organizations, and programs.

Objective 1

- Research successful strategies from other communities for consideration by city council. These may include public art, sales tax initiatives, and financial policies that allow funding to accumulate over time.

Objective 2

- Develop a database of arts and culture supporters as advocates for a possible future voter-approved lodging tax, a portion of which would be directed to arts and culture programs.

2021 – 2025 Proposed work plan

- **Develop and propose to council a percent for public art ordinance on capital projects**
- **Propose a modest ticket admission fee for all arts and culture venues that charge admission**
- **Support a lodging tax ballot initiative - proceeds divided among Town Hall Arts Center capital construction campaign, the Littleton Museum, Hudson Gardens, Bemis Public Library, a grant program for A&CC, and the promotion of Littleton tourism opportunities**
- **(see Goal 2 objective 1 work plan, see page 13)**

A&CC GOAL 5

Enhance collaboration, communication, and partnerships with the many agencies, organizations, and non-profits that advocate for heritage, arts, and culture.

Objective 1

- Fine Arts Board - quarterly joint meetings with A&CC
- Hudson Gardens Foundation
- Town Hall Arts Center Board
- Economic Development Department
- Cultural and Media Services Department
- Community Development / Planning
- Public Works
- South Suburban Parks & Recreation District Board
- Arapahoe Community College
- Identified Community Stakeholders
- Utility and Telecom Companies
- Private Developers / Commercial Developers
- Colorado Business Committee for the Arts
- Scientific and Cultural Facilities District
- Cultural Councils of Arapahoe, Douglas, Jefferson Counties
- Colorado Creative Industries
- National Endowment for the Arts
- Western States Arts Federation
- Downtown Colorado, Inc.



- Historic Littleton, Inc.
- History Colorado
- Littleton Business Chamber
- Historic Downtown Littleton Merchants Association
- South Suburban Public Arts Council

2021 – 2025 Proposed work plan

- **Identify potential future commissioners who have relationships with these partner organizations – increase partnership conversations**

A&CC GOAL 6

Create organizational structure for the A&CC to be effective, efficient, and clearly describe how community members can become engaged with the commission.

2021 – 2025 Proposed work plan

- **Develop subcommittee structure for the A&CC**
 - **Policy development**
 - **Program planning**
 - **Recruitment and retention of commission members**
 - **Littleton Museum**
 - **Bemis Public Library**
 - **Strategic Plan Review**





