



ATTACHMENT 1: EXECUTIVE SUMMARY

Bringing Life to Great Ideas



CREATIVE BROOMFIELD 2015

EXECUTIVE SUMMARY



Creative Broomfield, the forward thinking Master Plan for Cultural Development adopted in 2001, has successfully guided the community's rapid growth in arts and culture over the past 14 years. Today, Broomfield's lively cultural community is represented by dozens of resident arts organizations - and dozens more from outside of the city - that provide the residents with an abundance and variety of cultural amenities and hands-on experiences with the arts.

The vision articulated by *Creative Broomfield* in 2001 is that **Broomfield retains its unique, hometown character and affirms and enriches the community by providing all citizens with opportunities to**

integrate art and culture into their lives.

Since the adoption of *Creative Broomfield* in 2001, the City and County of Broomfield has experienced profound changes in the character and scale of its cultural arts offerings, and in the community that supports them. In 2001, *Creative Broomfield* was about the community of Broomfield, its vision for the future and the role of the arts and culture in achieving that vision. In 2015, the vision, values and principles of the plan remain true. However, serving the concerns and ambitions of Broomfield that have changed dramatically since the publication of *Creative Broomfield* requires an evaluation of the community's progress in addressing the plan's original goals, as well as contemporary approaches for advancing these objectives.

Broomfield's cultural arts community developed its resources and capacity for

operation through the vision and steadfast encouragement of successive City Councils, the stewardship provided by Broomfield's municipal employees and unwavering contributions of its community volunteers.

The Broomfield Cultural Affairs Division serves as a principal resource for this community, including assistance with the planning, facilitation and production of cultural programming, support that is recognized by community stakeholders as critical to the historical and continuing development, management and advancement of the arts in Broomfield.

In 2015, the richness and diversity of activities and amenities available in Broomfield is a testament to the strength and commitment of Broomfield's cultural arts community and the vision of the original cultural master plan, *Creative Broomfield*.

UPDATING THE PLAN

The City and County of Broomfield has commissioned this update of *Creative Broomfield* as a means to synthesize civic goals with public aspirations, to ensure citizens have opportunities for integrating the arts into their lives, both as patrons and as artists, and to keep culture and history relevant for generations to come. Although its population has grown by more than 58 percent in the past fourteen years, the community has a sense of civic pride and resolve to maintain a hometown feel.

More specifically, the *Creative Broomfield* update will serve as an assessment of Broomfield's current cultural assets, its residents' participation in cultural activities and the factors influencing attendance, and the roles of cultural institutions. This



update also provides for community input on the goals and objectives that form the road map for Broomfield's cultural planning and the continuing role they play in Broomfield's Comprehensive Plan.

PROCESS

In June 2014, the City approved funding for updating *Creative Broomfield*. The Cultural Affairs Division was charged with managing the process and with a consultant, conducted a thorough review of the original cultural master plan. Based on the stated vision and goals in *Creative Broomfield*, a survey gathered public input on Broomfield's cultural assets, events and attendance. This became the first community engagement tool used in this process. This was not a random survey. Since it was distributed at cultural venues such as the library and auditorium, the survey had a bias towards cultural arts patrons. With more than 500 respondents by the end of 2014, the survey captured a cross-section of generations from Broomfield primarily and surrounding communities.

Survey Results

In gauging cultural participation and attendance, the survey identified the Broomfield Auditorium as Broomfield's most frequently visited attraction with approximately 70% of respondents having attended at least one event in the past year and almost 25% having attended four or more. The Broomfield Auditorium and Gallery, Public Art in Parks and the 1STBank Center followed with attendance rates of 50% to 60% for all three attractions. The remainder of venues and amenities that were identified in the survey: Broomfield Amphitheater, Broomfield Depot Museum and Broomfield Veterans



Memorial Museum, were visited on average at least once in the past year by 35% of respondents. All of the venues and programs identified in the survey are owned and operated by the City and County of Broomfield with the exception of the 1STBank Center which is owned by the Broomfield Urban Renewal Authority. Several respondents indicated they attended cultural events at local churches.

Fine art and music led the way in popularity of all cultural arts and entertainment attractions in Broomfield. Over 40% of survey respondents attended an exhibition of outdoor or indoor art and over 35% attended a concert in the outdoor amphitheater or a program of classical music. Jazz and rock concerts received rankings of 28% and 25%, respectively, in participation by survey respondents. Also listed were heritage and historic programs, folk arts, literary activities and dance.

Respondents generally listed similar preferences when asked what cultural events and activities they would like to see more of in Broomfield, with over 30% also requesting more community theater and a film series. More than 76% of respondents indicated that cultural arts events and attractions were either “very important” or “somewhat important” to the quality of life in Broomfield. When asked what prevents them from attending more cultural arts events in Broomfield, 80% of respondents cited lack of time as the principal barrier to increased participation.

Cultural Information Sources

Two-thirds of survey respondents indicated that the print edition of the *Broomfield Enterprise* was the most referred to medium for information on cultural arts and entertainment events in Broomfield. Almost half of respondents also cited word of mouth as a principal resource for cultural arts and entertainment events in



Broomfield.

Comments from Respondents

Comments provided in the survey by respondents expressed a strong level of satisfaction with the quality, variety and volume of cultural offerings in Broomfield. These comments are summed up by: "Our town does a fabulous job of putting the art out there for our public. Art, no matter what form, should always be a part of our lives, every day."

Stakeholder Input

The primary stakeholders gave their input in facilitated discussions. These organizations included:

- Broomfield Council on the Arts and Humanities
- Broomfield Depot Museum Friends
- Broomfield Veterans Memorial Museum Board
- Broomfield Public Art Committee
- Broomfield Cultural Council
- Cultural Affairs Division of the City and County of Broomfield
- Museum Division of the City and County of Broomfield

The groups achieved consensus at these meetings on several collective values and interests of Broomfield's cultural arts community, with the conclusion that:

Broomfield has a rich cultural landscape that is supportive of local arts



organizations - and has provided residents with a varied selection of vibrant arts and cultural experiences

The community organizations representing the Broomfield cultural arts "constellation" are volunteer-based and identified limited resources and operational capacities as the greatest obstacles and threats to future growth. One collective declaration made at these meetings was that the City and County of Broomfield's support was integral to the success of these organizations and that it plays an important role in "bringing life to great ideas."

Public Meetings

The process for updating the *Creative Broomfield* cultural master plan also included facilitated public meetings, attended by dozens of people interested in learning more about the cultural environment in Broomfield and ways it can continue to develop to serve a growing community.

Participants were invited to spend "Culture Cash" to illustrate how they would choose to invest private and public resources for arts and culture.

The top ten Culture Cash investment options reported are:

- theatrical performances at the Audi;
- mobile museum exhibits for use in schools and throughout Broomfield;
- resident or visiting community theater;
- increased cultural programs for youth;
- professional art gallery;
- film series in Broomfield;



- venue for live performances with a seating capacity of 500-1000;
- participatory community public art projects;
- renovation of Broomfield outdoor amphitheater;
- storage space for museum collections.

According to community stakeholders, Broomfield has an engaged cultural community that supports local arts organizations. They agreed with the statement that "you can do it in Broomfield."

Participants also expressed that Broomfield should provide more cultural arts programming that engages younger audiences and make a greater investment into the preserving and sharing of Broomfield's history and cultural heritage. It was also suggested that Broomfield needed more restaurants, commercial art galleries and performance venues to attract artists and patrons.

RECOMMENDATIONS AND CONCLUSION

Bringing Life To Great Ideas

The data gleaned from the surveys, public meetings, research and stakeholder input vigorously reaffirms that Broomfield is an active cultural arts community which contributes to its standing as being a desirable place to live, work and raise a family. Areas needing improvement are incorporated into the following goals designed to lead *Creative Broomfield 2015* into a bright future.



GOAL: To promote Broomfield as a well-recognized center for vibrant arts and culture activities that engages the community and contributes to economic development.

GOAL: To strengthen the role of arts, culture and heritage in Broomfield by increasing public attendance and participation in these cultural activities, encouraging advocacy for arts and culture and expanding support for arts and cultural organizations through memberships and donations.

GOAL: To enhance the cultural environment in Broomfield by conducting a thorough needs assessment of cultural assets in Broomfield to determine what additional opportunities to pursue.

GOAL: To generate public/private partnerships to ensure that arts and culture programming and opportunities are incorporated successfully in community development.

GOAL: To cultivate the potential and strengthen the sustainability of local arts, culture and heritage organizations through collective planning, improved communication and more effective use of community resources

Guiding Principles

The six priority interest areas from *Creative Broomfield 2001* will continue to inform Broomfield's progress as four **Guiding Principles** in the implementation and fulfillment of the Goals in *Creative Broomfield 2015*.



Arts Education/ Lifelong Access to the Arts. The need to expand learning opportunities in the arts for all age groups and backgrounds to enhance their quality of life and the vitality of our community.

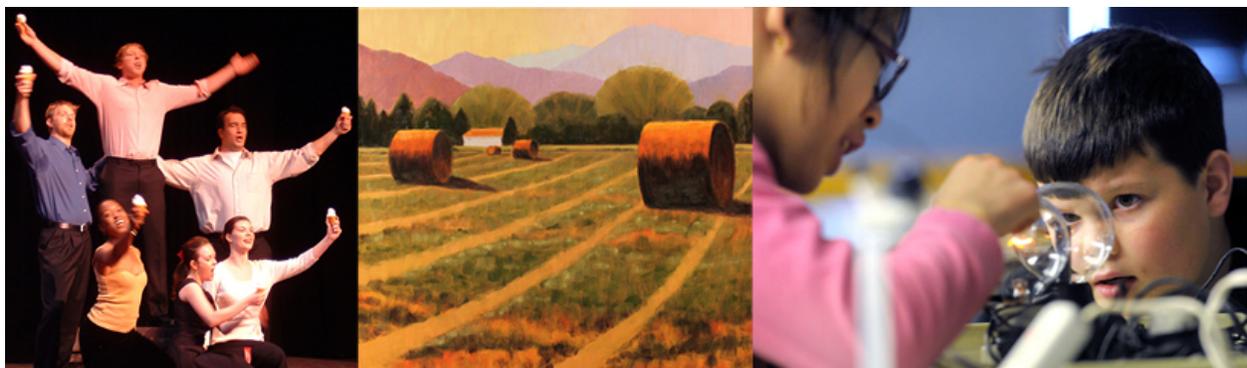
Cultural Diversity: Opportunities for all to experience expressions of different cultures by supporting and encouraging a full range of activities that reflect the cultural richness and diversity of the community.

Cultural Spaces and Places: The need for affordable, accessible space for performance, exhibition, studio, administrative and storage functions as well as gathering spaces for community events; places where both formal and informal events can occur, both interior and exterior, including festivals, concerts and exhibitions as well as serendipitous activities.

Public Awareness and Participation: The need to heighten public awareness of and participation in arts and cultural offerings throughout the entire Broomfield community.

Conclusion

In 2001 *Creative Broomfield* proposed that the cultural arts would impact how Broomfield looks and feels as well as play an important role in the overall well-being of Broomfield. Today, Broomfield is home to an active cultural arts community that contributes to Broomfield's standing as being a desirable place to live, work and raise a family.



CREATIVE BROOMFIELD 2015

Broomfield's success in "bringing life to great ideas" is a testament to its understanding, if not mastery, of the "art" of public/private partnerships. Its investment in cultural groups and programs that collaborate with private and public partners offers a compelling alternative to older municipal expectations of economic development occurring from stand-alone investments in the arts.

Broomfield continues to grow and change. With its proposed update to the Comprehensive Plan and Civic Center Master Plan Development, Broomfield is poised to tell a new story with a compelling and competitive vision for the future. Arts and culture will play an integral role in defining that identity.

The comprehensive framework of *Creative Broomfield 2015* will continue to serve to strengthen, invigorate and sustain the community's cultural life.

