

## **Town of Parker Cultural Department 2013-2018 Strategic Plan**

### **From the Town's 2035 Master Plan:**

Arts, culture, history and science are significant contributors to the Town of Parker's hometown feel. They bring together people of all walks of life and backgrounds, and reinforce the uniqueness of Parker. These aspects of the community reflect our human element. Our Town's history provides a foundation for our community growth and establishes Parker's unique cultural heritage. Our culture helps to define who we are today as a Town and a community, while our local artists and community organizations provide an avenue to interpret our rich history and culture. These aspects of our community are recognized by our residents as being quintessential to our past, present and future.

### **Cultural Department Vision, Mission and Core Values:**

#### **Vision**

Parker will maintain a connection to our past while growing our identity as a vibrant arts, culture, science and entertainment destination, embracing innovation and collaboration to enable active community engagement.

#### **Mission Statement**

To enhance the cultural and economic vitality of the greater Parker region by providing access to arts, culture, history, and science programs and educational opportunities for its citizens and visitors, and offering community, business and civic gathering spaces.

#### **Core Values**

The Town Of Parker embraces four Core Values – Teamwork, Quality Service, Integrity and Innovation. The following values also guide the programs and services of the Cultural Department:

- Community First
- Collaboration
- Artistic Excellence

### **Venues and Programs:**

- **Parker Arts, Culture and Events (PACE) Center** – A state-of-the-art facility located on Parker's historic Mainstreet, offering the best of touring acts as well as local performances, exhibits and educational programs. The PACE Center is home to a 536-seat Mainstage theater, 3,000 square foot event room, art gallery, dance studio, media lab, teaching culinary kitchen, four multi-use classrooms and a unique interactive musical outdoor playground called Harmony Park. The perfect rental venue, PACE also hosts weddings, fundraisers, meetings and more.
- **Mainstreet Center** – Originally opened in 1915 as the Parker School House, the Mainstreet Center serves as an important hub for community-based cultural performances, classes and exhibits. With a 200 seat theater, a gymnasium and 12 classrooms, the Mainstreet Center hosts plays, concerts, children's performances, recitals and art classes. Space is also available for public rental.

- **Ruth Memorial Chapel** – The 100-year-old Ruth Chapel, located next door to the Mainstreet Center, is on the National Register of Historic Places. This charming and intimate venue has seating for 70 and is the perfect place for small weddings or casual meetings.
- **Art in Public Places** - Public art develops community pride, promotes public interest in art and draw visitors to the retail or civic areas where the pieces are displayed. Parker’s Art in Public Places Committee members provide recommendations to Town Council on public art pieces and projects. Parker also participates in the Douglas County Art Encounters program, an annual, county-wide outdoor sculpture exhibit.
- **Old Town Parker Creative District** – In 2012, Parker’s historic downtown achieved designation from the State of Colorado as an Emerging Creative District. The goal of the District is to promote and grow the role of art, culture, and creative industries in Parker’s downtown area as a strategy to enhance the economy of the Town and region.
- **Town-Owned Historic Structures** – Parker’s first structures date back to the 1860s. In addition to maintaining the Mainstreet Center and Ruth Memorial Chapel in Old Town, the Town established Preservation Park and Trailhead to safeguard the Town’s cultural heritage and preserve historic structures. In early 2009, the Town moved the the first structures, the historic 1911 Hood House and a 1909 Passenger Train Car, to the Park. Renovations of these structures and the placement of additional structures will take place over time.

<b>Cultural Department Objectives</b>	<b>Key Performance Measures</b>
<p><b>Provide innovative, engaging and relevant arts, culture, science, and entertainment experiences.</b></p> <ul style="list-style-type: none"> <li>• Present touring and community-based multi-disciplinary programming.</li> <li>• Offer quality performing, studio and gallery spaces for rent by the community.</li> <li>• Exhibit the work of professional and aspiring visual artists.</li> <li>• Collaborate with local organizations to promote and develop talent from the local community.</li> <li>• Ensure there are programs available that are affordable and accessible to all ages and capacities.</li> <li>• Implement marketing strategies that capitalize on technology to promote Parker’s arts, culture, science and entertainment offerings.</li> </ul>	<ul style="list-style-type: none"> <li>• Optimize number of productions and classes</li> <li>• Maximize tickets sold and class registrations</li> <li>• Optimize number of collaborations</li> <li>• Increase advertising impressions</li> <li>• Increase social media followers</li> <li>• Ensure accessibility and diversity of programs, including outdoor education</li> </ul>
<p><b>Preserve and promote Parker’s history and heritage.</b></p> <ul style="list-style-type: none"> <li>• Partner with organizations and events that promote the history and heritage of Parker.</li> <li>• Foster civic pride through education and creating awareness of the Town’s unique legacy.</li> <li>• Collaborate with Town of Parker Planning Department to</li> </ul>	<ul style="list-style-type: none"> <li>• Deepen heritage partnerships</li> <li>• Develop annual heritage events</li> <li>• Complete Mainstreet Center adaptive reuse</li> </ul>

<p>maintain and enhance historic interpretive signage.</p> <ul style="list-style-type: none"> <li>• Facilitate adaptive reuse of historic properties.</li> </ul>	<p>project</p> <ul style="list-style-type: none"> <li>• Promote historic landmarks</li> </ul>
<p><b>Provide welcoming and delightful community gathering places.</b></p> <ul style="list-style-type: none"> <li>• Provide quality, cost-effective and flexible rental choices.</li> <li>• Develop free programs that gather the community together to enjoy and celebrate the arts.</li> <li>• Partner with Town of Parker to host civic events.</li> <li>• Collaborate with the citizens to provide innovative activities that gather and celebrate the community.</li> <li>• Foster volunteer experiences that build community and create a sense of belonging.</li> <li>• Engage audiences in new ways using technology.</li> </ul>	<ul style="list-style-type: none"> <li>• Optimize number and types of renters</li> <li>• Maximize impact of outreach activities</li> <li>• Increase number of volunteers</li> <li>• Increase internet-based promotion and programming</li> <li>• Ensure citizen satisfaction with facilities</li> </ul>
<p><b>Provide lifelong learning opportunities in the arts and sciences for youth and adults.</b></p> <ul style="list-style-type: none"> <li>• Offer enrichment classes for youth and adults in music, dance, theater, visual arts, culinary arts, and multi-media.</li> <li>• Create arts and cultural programs that complement and fill gaps in curricular activities.</li> <li>• Create opportunities for multi-generational participation.</li> <li>• Partner with schools and other cultural organizations to increase access for youth.</li> <li>• Ensure instructors understand Parker’s enrichment and educational needs.</li> <li>• Provide mentoring and internship opportunities to youth interested in creative careers.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase number of youth-focused programs</li> <li>• Increase number of senior-focused programs</li> <li>• Increase number of youth and seniors participating</li> <li>• Increase number of collaborations with K-12 schools and senior-serving organizations</li> <li>• Increase scholarships</li> </ul>
<p><b>Contribute to the economic vibrancy of Parker, particularly the Downtown area.</b></p> <ul style="list-style-type: none"> <li>• Partner with the Town’s Office of Economic Development and local arts and cultural organizations and businesses to develop Old Town Parker’s Creative District.</li> <li>• Create innovative marketing programs and partnerships that expand Parker’s creative industries.</li> <li>• Encourage the preservation and adaptive reuse of historic properties and other existing built and natural spaces to support artistic and cultural activities and creative industry businesses.</li> <li>• Promote public art as an integral part of public infrastructure design, including but not limited to civic buildings, streetscapes and parks.</li> <li>• Incorporate arts, culture and creativity into Old Town Parker’s branding efforts.</li> <li>• Partner with Parker area attractions to promote Parker and the Creative District as a cultural tourism destination.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase business partnerships</li> <li>• Increase number of creative businesses in Old Town Parker</li> <li>• Complete Mainstreet Center adaptive reuse</li> <li>• Increase number of cultural events in Old Town Parker</li> <li>• Increase private and Town-owned public art</li> <li>• Establish a brand for Creative District</li> <li>• Create cultural tourism promotional pieces</li> </ul>

<p><b>Ensure the long-term stability of the Town’s cultural and historical facilities.</b></p> <ul style="list-style-type: none"><li>• Balance programming levels and operational capacity.</li><li>• Use innovative marketing strategies to maximize the visibility of the Cultural Department’s programs, rentals and other opportunities.</li><li>• Balance earned income opportunities while ensuring access to arts and cultural opportunities.</li><li>• Cultivate fundraising opportunities with corporations, businesses, foundations and public funders.</li><li>• Maintain the Town’s financial support for arts, culture and history.</li><li>• Pursue community partnerships to enhance the Town’s investment.</li><li>• Continually pursue state-of-the-art technology.</li><li>• Support the preservation, landmarking and maintenance of key historic buildings and places within the community.</li></ul>	<ul style="list-style-type: none"><li>• Increase audience numbers from outside the Greater Parker region</li><li>• Increase number and value of business and community sponsors</li><li>• Increase grants and public funding</li><li>• Increase number of community partners</li><li>• Implement facility repair and replacement schedule</li><li>• Increase accessibility and friendly feel of facilities</li><li>• Increase number of town landmarks</li></ul>
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## **Cultural Department Advisory and Support Groups**

### **Parker Cultural and Scientific Commission (PCSC)**

- ❖ The mission of the Parker Cultural and Scientific Commission is to foster, implement and participate in providing opportunities for the cultural and scientific experiences for the community of Parker.
- ❖ Members are appointed by Town Council (with one Council Liaison and an alternate).
- ❖ Work at the direction of the Town Council. Focus on Cultural Planning for the Town.
- ❖ This commission also provides citizen input into our SCFD grant; which is a funding requirement.
- ❖ The bylaws and purpose of this commission were revised in 2009. New membership was also put in place at that time.

### **Art in Public Places Committee**

- ❖ A sub-committee of the PCSC that includes community members interested in Public Art who provide recommendations to Town Council on public art pieces and projects.
- ❖ Newly formed in 2010. Members applied through an application process and were interviewed by staff, but not formally appointed. The Council liaison to the Cultural and Scientific Commission is also invited to these meetings.
- ❖ First project was the sculpture for the Police Department building.
- ❖ Working on a inventory of public art pieces and educational efforts about Parker artwork.

### **Greater Parker Foundation**

- ❖ The mission of the Greater Parker Foundation is to support and enhance the hometown feeling and quality of life for the Parker area through fundraising and support of community goals and needs. The Foundation works to sustain community efforts in community building, arts and culture, history, safety, community events, recreation, open space, sustainability and education.
- ❖ Members appointed by Town Council and includes two Town Council members.
- ❖ A 501(c)(3) organization designed to raise funds for community projects.
- ❖ Current focus is on PACE fundraising, but has been used to receive funds for other projects such as public art and the Christmas Carriage Parade.
- ❖ **Renaissance Guild**, a subset of the Foundation, is a volunteer organization whose members pay dues and support the PACE Center through special events and programs.
- ❖ **DaVinci Society**, a subset of the Foundation, is a fundraising group of individual and family donors whose members help PACE connect with potential donors and supporters.

### **Volunteers**

- The PACE Volunteer corps enhances our services and programs to the community. Our goal at the PACE Center is to have our Volunteer program be enriching, fun and exciting, and a rewarding, productive use of a volunteer's time. All *Volunteer* assignments are based on the needs of the PACE Center, but may include greeters, ushers, stage crew, musicians, office administration, merchandise sales and security.