

# PARKER ARTS

## 2013–2018 STRATEGIC PLAN

### 1 PRESENT INNOVATIVE AND ENRICHING CULTURAL ARTS EXPERIENCES

Offer our community quality, culturally-rich presentations and exhibits by local, national and international artists, complemented by diverse educational opportunities. Our partnerships with local arts organizations help ensure that our programming is relevant and accessible to all ages.

The mission of the Town of Parker Cultural Department, also known as Parker Arts, is to enhance the cultural and economic vitality of the greater Parker region by providing access to quality arts, culture, history, and science programs, and unique community gathering places

### 4 PROVIDE COMMUNITY GATHERING PLACES

Provide our community with a variety of welcoming gathering places, including quality, cost-effective and flexible rental choices, as well as accessible and affordable opportunities to come together to celebrate arts and culture.

### 2 PRESERVE AND PROMOTE PARKER'S HISTORY AND HERITAGE

Create an awareness of and pride in Parker's robust heritage through education, events, and historic preservation, often in partnership with likeminded organizations that share a vested interest in Parker's past.

### 5 ADVOCATE FOR ARTS AND CULTURE

Communicate and promote the positive impact of arts and culture on Parker's economic vibrancy and quality of life. We engage in strategic partnerships with local cultural organizations and creative entrepreneurs to enhance the Creative District and the entire Town of Parker.

### 3 CREATE OPPORTUNITIES FOR LIFELONG LEARNING

Deliver innovative cultural and scientific enrichment classes, workshops, internships and performances for multi-generational participants. We offer programs that complement the K-12 education curriculum as well as continuing education for adults. We partner with schools and other cultural organizations to increase access to the arts and sciences and to stimulate community creativity.

### 6 ENSURE ORGANIZATIONAL EFFECTIVENESS

Cultivate the long-term stability of the Cultural Department through responsible stewardship of all financial, structural and human resources. We provide excellent service to our customers and create a work environment that encourages growth, creativity and collaboration.

