



Report to Summit County Council on Project ABC--Art, Beauty, Culture

February 1, 2018

BACKGROUND/TIMELINE

Project ABC is a year-long cultural planning effort managed by the Park City Summit County Arts Council. It is designed to create a roadmap for the future of arts and culture in Summit County and result in a set of collective priorities and strategic recommendations that support our community's quality of life, economic development, and tourism goals. It is also designed to look at how arts and culture can support, align, and address the community's values and needs.

Project ABC originated from advocacy by Summit County arts and culture groups for more public support to ensure sustained vitality and growth of the creative sector in our community.

- In November of 2015, Randy Barton made presentations to the City and County Council to ask for government support and participation in an Arts & Culture Initiative.
- Both City and County Council agreed that the arts are a vital part of our community and asked that the ACIG (Arts and Culture Initiative Group) create a Steering Committee to work on next steps to achieve their goals. A County staff person and Council liaison were appointed to serve (Travis English/Roger Armstrong).
- As one of the people who helped to spearhead the Arts and Culture Initiative, Randy Barton convened a Steering Committee that included community business leaders and arts and culture representatives. The Steering Committee began work to formulate a definition of the arts, look at other community master plan documents, and collect directory information about artists and organizations connected to arts and culture.
- At the November 2016 Steering Committee meeting, members stated their support of a formal Arts and Culture Master Planning project.
- The Park City Summit County Arts Council was asked to put together a scope of work for managing the project which was approved by the Steering Committee. The scope of work included three overlapping phases of work: data collection, convenings, and documentation.
- A diverse set of stakeholders came together to fund the work, including all of the Steering Committee members and a number of other Summit County businesses, nonprofits, and individual residents. The original budget was \$83,500 and \$99K was raised to support the effort. The County contributed \$15K.
- The effort was formally named Project ABC: art, beauty, culture, and publicly launched in May 2017. The Steering Committee continues to oversee the project and meets on the third Friday of the

month to review progress and hold the Arts Council accountable for the work. A series of Workgroups were convened to provide guidance and direction, encourage community engagement, solve problems, and identify action steps. A substantial community engagement campaign has been conducted to ensure that the process has involved a wide section of Summit County residents.

PROGRESS

- The Project ABC Pledge has been taken by 1144 as of 2/1/18
 - 759 Summit County Residents
 - 85 Visitors that reside outside of Summit County

- The **Project ABC Survey** was completed by 915 people with representation from all parts of Summit County.
 - 835 respondents lived OR worked in Summit County
 - 80 respondents were visitors

- 17 **Stakeholder interviews** were conducted with over 40 individuals from the Business, Government, Nonprofit, Creative Sectors.

- **8 Workgroup sessions** were held.
 - Creative Workgroup
 - Non-Profit Workgroup
 - Youth Workgroup
 - Business Workgroup
 - Finance Workgroup

- **City Council presentations** were given across the County to inform elected leaders of the effort and to ask for help in engaging their constituents.
 - Kamas
 - Coalville
 - Francis
 - Oakley
 - Henefer
 - Park City

- A number of **Community Meetings** were held with a number of groups to inform them of the project.
 - PCPAA (Park City Professional Artists Association)
 - Kamas Valley Business Association
 - Newcomers
 - HPCA

- 8 Cities were the focus of **Benchmark Analysis** to consider lessons from other places that are similar in size, resort-based, or that have strong reputations for Arts and Culture.
 - Boulder, Colorado

- Telluride, Colorado
 - Breckenridge, Colorado
 - Sante Fe, New Mexico
 - Ogden, Utah
 - Asheville, North Carolina
 - Boise, Idaho
 - Ketchum, Idaho
 - [BENCHMARK POSTERS](#)
 - [BENCHMARK REPORT](#)

- **Summary Stakeholder Reports** were created to document the needs, challenges, dreams, and values of different members of the community. Data was compiled from interviews, surveys, workgroup meetings, Steering Committee meetings, and community conversations. Each Stakeholder Report in addition to a summary analysis can be viewed through the links below and on the Project ABC Website.
 - [ARTIST](#)
 - [NON-PROFIT](#)
 - [BUSINESS](#)
 - [GOVERNMENT](#)
 - [ART EDUCATOR](#)
 - [ART LOVER](#)
 - [VISITOR](#)
 - [SUMMARY](#)

- A set of **seven Collective Priorities** and **48 Strategies** emerged from the data when it was aggregated across stakeholder group and compiled into a summary report. The full list of Strategies, as they are currently drafted is linked here: [COLLECTIVE PRIORITIES AND STRATEGIES REPORT](#)

- An **economic impact analysis** was started with help from Jeff Jones, Summit County Economic Development Director and additional data is being compiled to present an overview of the current state of the arts in Summit County in the final report. Early findings were presented at the Project ABC Summit.
 - [STATE OF THE ARTS SLIDE DECK](#)
 - [STATE OF THE ARTS REPORT](#)

- The **Project ABC Summit** was held November 14th.
 - 80+ community members participated in the day long work session, including representatives from County Staff and Council.

- [A Progress Page](#) was built on the Project ABC website to document the process and findings along the way.

- A beta version of the [Project ABC Directory](#) was launched on the Project ABC website
- **Community outreach** has continued including monthly newsletters, media interviews, presentations, and events.
- We have **refined the ABC Strategies** to form recommendations for the final plan and are now meeting with key stakeholders to identify where they see themselves taking a lead role.
- We will hold 3 **community open houses** in February and early March to receive feedback on the emerging recommendations. (These will be held in North Summit, South Summit, and Park City.)
- We will **complete documentation** of the process, and outline the recommendations, commitments to action, and financial considerations for implementation by March.

SUMMIT COUNTY STRATEGIC ROLE IN IMPLEMENTATION

Looking across the Collective Priorities and Strategies findings there are clearly a number of opportunities for Summit County to consider as we develop final recommendations for the Project ABC cultural master plan. We look forward to meeting with staff and Council to explore whether and how to move these forward.

For the purposes of consideration and discussion during the February 7th presentation, we have developed a condensed list of relevant strategies where Summit County could play a lead role. While these are clearly not the only places for Summit County to provide Arts and Culture support, they serve as a starting point for future decision making.

Collective Priority: Spaces

Develop, support, and protect high-quality facilities and venues for the creation, cultivation, and exhibition of Arts and Culture countywide.

Related Strategies

- Build or set-aside **affordable live/work housing for artists** who live and work in Summit County and enact local policy to ensure long-term availability and affordability of artist live/work space.
- Identify policies, funding mechanisms, and other approaches to **protect current and future Arts and Culture spaces in perpetuity** to avoid the loss of creative spaces over time.
- Create accessible, **community-level, locals-focused venues** for the performance, and exhibition of arts and culture.
- Expand, maintain, or develop **outdoor public gathering spaces** countywide that provide creative expression and that provide opportunities to display and perform.
- Build additional indoor and outdoor **venues for large, world-class performances.**
- Develop **collaborative studio facilities for artists** working in a variety of fields that provide workspace, storage, and equipment.

Collective Priority: Data

Develop systems and tools that use data to drive decision-making and track the future of Arts and Culture in Summit County.

Related Strategies

- Develop a consistent countywide **Public Granting Portal and Database** with Reports on funding allocation by type, size, and reach of grantee as well as reports on impact of granting (attendance, ticket sales, staffing, audience, programming)
- Conduct **annual Economic Impact Analysis of the Creative Economy** in Summit County. Develop and implement an accurate and defensible system of quantifying Arts and Culture attendance to support ongoing economic impact quantification.

Collective Priority: Places

Support the development and connection of places for Arts and Culture across Summit County geographies.

Related Strategies

- Focus on **building arts and culture facilities and hubs on the Eastside** of Summit County that serve the unique needs and interests of each community and its residents. Facilities and/or hubs should include work, performance, exhibition, and education spaces.
- Focus on **connecting existing and new arts and culture hubs** across the county and building a network for promotion, support, and creative activation.
- Further develop local **public art**.
- Prioritize **mindful development** that incorporates curated arts and culture elements into master planning proposals.

Collective Priority: Funding

Develop diverse and sustainable funding mechanisms to ensure long-term success and vibrancy for Arts and Culture in Summit County.

Related Strategies

- Develop creative and flexible community-wide **funding mechanisms that are not reliant on traditional donations and/or local public funding**
- Create a **new granting program** for individual artists and creative projects that does not require non-profit status.
- **Continue public %** for art funding for public art, but, explore opportunities to use funds for smaller, temporary projects in addition to bigger permanent installations.
- **Evaluate how cultural public grants are made and disbursed** to ensure support for small and emerging organizations in addition to large anchor organizations.
- **Seek state and federal grant support** for arts and culture.
- Seek **new sources of local public funding** for arts and culture.
- Other Collective Priority Connections:

Collective Priority: Governance/Policy

Create administrative structures, systems, and policies to support the sustained vitality and growth of Arts and Culture in Summit County.

Related Strategies

- **Fund a new or existing local organization to:**
 - Manage and administer centralized funding distribution (i.e., grants)
 - Advocate on behalf creatives and arts and culture organizations locally and statewide
 - Promote arts and culture countywide to locals and destination visitors.
 - Support and connect places for arts and culture throughout the county in a unified effort
- Create a **dedicated, official arts and culture liaison position or department** in local government (e.g., Summit County, Park City, etc.)
- Establish or identify an **organization or individual to serve as a liaison/coordinator to advocate for inclusion, programming, and outreach to diverse populations** throughout Summit County.
- Ongoing research existing local Arts and Culture funding policies and consider renegotiation of or amendments to those policies to **ensure alignment of funding with community need.**

Collective Priority: People/Organizations

Support the needs of people and organizations through Arts and Culture in Summit County

Related Strategy

- Invest in developing local artists and creatives, particularly youth.

Collective Priority: Programming:

Build creative programs that respond to our diverse community needs, interests, and dreams

Related Strategies

- Develop and support **programming that connects arts and culture to other communities priorities** or uses arts and culture as a tool for advancement.
 - Recreation/Sport
 - Mental Health
 - Aging
 - Open Space
 - Sustainability
 - Cultural Heritage