



STAFF REPORT

TO: Summit County Council
FROM: Travis English, Project ABC Staff Liaison
DATE OF MEETING: June 20, 2018
SUBJECT: Project ABC Cultural Plan – Arts, Beauty, Culture Update

Recommendation:

Staff recommends using the Project ABC (Arts, Beauty, Culture) Cultural Plan as a framework for Summit County's upcoming planning initiatives, projects, programs and in regards to new/future funding opportunities. County Council should acknowledge the plan from the Park City Summit County Arts Council regarding Project ABC a project to produce a Master Plan for Arts & Culture throughout Summit County.

Summary:

The Project ABC Cultural Plan has been built for the creative community and represents the ideas of key stakeholders countywide. Due to the collective design of the Project ABC Cultural Plan, one single organization or individual/implementer has not been identified to "own" the plan. It's been developed through many artists, local organizations, businesses and government agencies. For the past year, these entities have worked together to collect data and engage County residents through community meetings, open houses and stakeholder engagement.

Many residents and numerous organizations, have helped ensure that Arts and Culture remain a vital part of our values and identity. Today 20+ local arts and culture related non-profit organizations work together throughout the county to leverage partnerships and create important amenities and experiences for our citizens and visitors.

Summit County Government with the direction of the Council supported the planning phases of Project ABC with a \$15,000.00 contribution, a designated staff liaison and additional research/public relations support.

The Plan:

Project ABC Cultural Plan has identified seven Collective Priorities that have been identified as needs by the community as a whole.

Collective Priorities:

1. Spaces
 - o Develop, support and protect high-quality facilities and venues for the creation, cultivation and exhibition of Arts and Culture countywide.
2. Data
 - o Develop systems and tools that use data to drive decision making and track the growth and impact of Arts and Culture in Summit County.
3. Places
 - o Support the development and connection of places for Arts and Culture across Summit County geographies.
4. Funding
 - o Develop diverse and sustainable funding mechanisms to ensure long-term success and vibrancy for Arts and Culture in Summit County
5. Governance/Policy
 - o Create Administrative structures, systems and policies to support the sustained vitality and growth of Arts and Culture in Summit County
6. Faces
 - o Support the needs of people and organizations through Arts and Culture in Summit County
7. Programming
 - o Build creative programs that respond to our diverse community needs, interests and dreams

As mentioned earlier, these priorities are not areas of concern for specific individuals or organizations they are cross-cutting themes expressed through all participants to the ABC Cultural Plan process. The level of importance, however, does vary from stakeholder to stakeholder.

Summit County Involvement:

As a stakeholder in the process Summit County has been identified as “Lead Implementer” or “Partner” to a few of the Collective Priorities specifically; Spaces, Data and Funding.

- Arts & culture plays a vital role in creating sense of place and connecting our community. As the County evolves, Summit County Government continues to define its role in facilitating arts and culture. Potential results of doing so include enabling the following goals:
 - o Protect and preserve our culture and heritage;
 - o Promote and create an authentic sense of place;
 - o Connect to Council’s strategic effects to arts and culture i.e. transportation, energy, housing and mental health;
 - o Define Summit County’s role in creating a sustainable path for arts and culture within future development

- Summit County currently supports Arts and Culture organizations annually, below is a list of the County's Funding in 2018.

Amount	Budget Item
\$110,000.00	Capital Projects - 1% Public Art Allocation
\$78,000.00	General Fund - Summit County Art Advisory Board
\$450,000.00	Summit County Fair Funding
\$910,000.00	RAP Cultural Grants
\$92,000.00	Historical Society Funding
\$15,000.00	Project ABC Funding (2017-2018)
\$1,655,000.00	Total

This is an annual appropriation towards items that are directly arts or culture oriented. This does not include Library funding, Library facilities, and Fairground facilities. These entities have seen investments of well over \$11 million in the past three years. Staff feels these are also cultural enhancements.

Future Funding Implication:

Summit County will continue to explore our role in arts and culture, both in the broader community process, with grant funding and the Public Art Advisory Board. The anticipated timing of Project ABC recommendations coincides with the beginning of the 2019 budget process, where expansion of resources/priorities can be contemplated regarding this project, as well as, arts and culture as a whole. Staff time/resources are being monitored and may also be addressed in the next budget process as necessary.

County Consideration:

Summit County Council should consider the final report from the Park City Summit County Arts Council regarding the Project ABC Cultural Plan and process. Staff recommends using Project ABC's recommendations as a guide document and start of a continued conversation with our ABC community for Summit County's strategic plan and to implement/discuss specific projects, programs and funding as appropriate opportunities present themselves.

Attachments: [Project ABC Cultural Plan](#)