

# RESOLUTION APPROVING THE PUBLIC ART STRATEGIC PLAN

PUBLIC ART COMMISSION  
NOV. 7, 2023



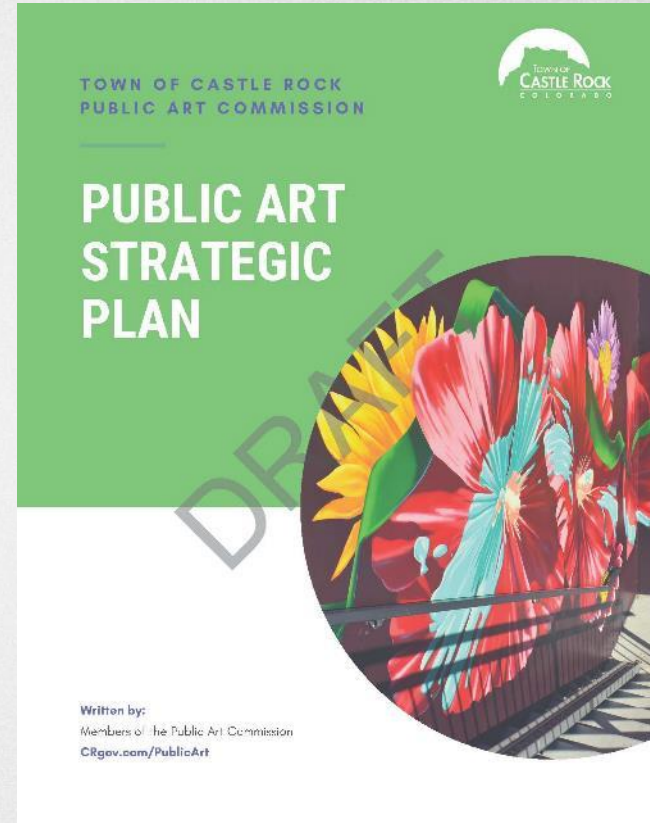
# BACKGROUND

## BUILDING ON PREVIOUS TOWN PLANS

The Public Art Commission plays an integral role in defining public art initiatives for the Town of Castle Rock.

Its members visioned and wrote the strategic plan presented this evening to build upon the vision and goals of previous plans, while integrating future aspirations of a growing community.

Previous plans included the 2007 Public Art Master Plan and the 2017 Public Art Plan.



# PUBLIC OUTREACH

## TO WRITE THIS PROPOSED STRATEGIC PLAN, MEMBERS:

- Executed community questionnaires to assess the value of public art and gauge the types of art the public is interested in experiencing, as well as gather feedback on the draft plan
- Held on-the-street interviews with residents and visitors at Artfest and community events
- Held stakeholder interviews with key community leaders and organizations
- Hosted a master planning workshop
- Hosted an open house to gather input on draft plan





# WHY PUBLIC ART

## COMMUNITY MEMBERS AND STAKEHOLDERS ARE PASSIONATE ABOUT ART

90% of 121 survey respondents indicated that they strongly agree (68.6%) or agree (21.49%) that arts and culture enhance the quality of life in Castle Rock.

*"Beauty, community identity, tourism."*

*"Makes [Castle Rock] an interesting place, gives the town identity, places to take visitors, keep money local."*

*Economically and culturally. Arts make our town vibrant and bring people in to spend money! The presence of art and art activities in our community conveys a sense of pride and commitment to a high quality of life.*

*"The arts make people happy, thoughtful, empathetic and alive."*

*"Good art can be enjoyed and appreciated by many people of various age groups, backgrounds, and cultures. Therefore, it can have a unifying effect on the community. Additionally, when displayed, good art done by local artists can enhance the community pride in the town. This can lead to higher levels of positive morale."*

# THEMATIC GOALS

## ASSESSMENT OF PUBLIC INPUT AND PLANNING RESULTED IN SIX THEMATIC GOALS

Each goal contains its own actionable objectives; success for the objectives may be subject to future partnership opportunities, availability of funding, council approval, etc.

- Beautification of public spaces
- Community engagement
- Conservation and maintenance
- Creating an art experience destination
- Making art part of the conversation
- Researching and expanding funding resources for public art



# RESOLUTION

**Proposed motion:**

“I move to approve the Resolution as introduced by title.”

**Alternate motions:**

“I move to approve the Resolution as introduced by title, with the following conditions: (list conditions).”

“I move to continue this item to the Town Council meeting on (date) to allow additional time to (list information needed).”



**THANK YOU**  
QUESTIONS?