



Town of Castle Rock Public Art Commission

PROPOSAL FOR ARTS PLANNING

JUNE 11, 2026

## 2027 Arts Planning Proposal Options

### SITUATION ANALYSIS

The Town of Castle Rock's Public Art Commission is ready to begin the arts planning process for its the next three- to five-year plan. The current plan tackled big initiatives that were born of that commission's talents and time commitments at the time. The Public Art Commission is now faced with a different environment: new commissioners, an expanded arts community, more funding and heightened awareness of all the impact arts has on the community.

It's time for a new plan that  
recognizes the arts community's growth and  
builds on the amazing momentum.

### PLAN OPTIONS

Two options have been provided here: a Foundational Arts Strategy and an Arts Master Plan. Each has its merit in where the Public Art Commission would like to go in the next several years. The plans are currently expressed as both fee and timeline ranges, however, we can narrow the scope and timeline to provide better planning for the commission. If we can work together to identify a general direction you'd like to go, we can work together to refine the scope of work.

## FOUNDATIONAL ARTS STRATEGY

Investment: \$24,000–\$34,000

Timeline: 3–6 Months

### PROJECT OVERVIEW

This foundational Castle Rock Public Art Commission Arts Strategy approach is designed to help the Public Art Commission and the Town establish a clear, community-informed direction for arts and cultural development. This process creates a practical roadmap for strengthening organizational alignment, understanding community priorities, and identifying achievable opportunities for cultural growth.

This engagement balances meaningful stakeholder participation, thoughtful research, and strategic prioritization to ensure recommendations are aspirational and practical. The result is a focused strategy that reflects local character, builds community support, and establishes a strong foundation for future investment in the arts.

### PHASE 1: DISCOVERY & RESEARCH

#### **Existing Plan Review**

A comprehensive review of prior plans, studies, policies, and community documents will be conducted to understand existing goals, past recommendations, and opportunities for alignment.

#### **Cultural Asset Scan**

Assessment of organizations, artists, venues, programs, public art, festivals, educational resources, and informal cultural activity.

#### **Peer Community Benchmarking (5–8 Communities)**

Comparative analysis of successful models, governance structures, and activation strategies.

#### **Review of Existing Programs & Facilities**

Evaluation of current arts programming, facilities, and organizational capacity.

#### **Community Survey**

Community-wide input process to identify priorities, aspirations, and perceptions regarding arts and culture.

## PHASE 2: STAKEHOLDER ENGAGEMENT

### **Stakeholder Interviews (10–15)**

One-on-one conversations with key community leaders, artists, educators, business representatives, and civic stakeholders to gather perspectives and identify priorities.

### **Stakeholder Workshop**

Facilitated collaborative workshop to align stakeholders around emerging themes, opportunities, and strategic priorities.

### **Public Input Session**

Community-facing engagement session designed to gather feedback, encourage participation, and strengthen public ownership of the planning process.

### **Steering Committee Meetings (3)**

Facilitated meetings to guide project direction, review findings, and support decision-making throughout the planning process.

## PHASE 3: STRATEGIC FRAMEWORK

### **Community Arts Vision**

Development of a clear, community-informed vision for the future role of arts and culture within Castle Rock.

### **Strategic Priorities (4–6)**

Identification of core focus areas to guide future investment, programming, partnerships, and organizational effort.

### **Recommended Initiatives**

Practical recommendations for achievable short- and long-term actions that support cultural growth and community engagement.

### **Governance Recommendations**

Guidance related to organizational structure, leadership roles, partnerships, and sustainable growth strategies for an emerging arts organization.

## **DELIVERABLES**

### **Executive Summary**

Concise overview of key findings, priorities, and recommendations designed for leadership and stakeholder communication.

### **Arts Strategy Document**

Plan document outlining research findings, engagement outcomes, priorities, and strategic recommendations.

### **Prioritized Action Roadmap**

Phased implementation framework identifying achievable next steps, sequencing, and organizational priorities.

### **Final Presentation**

Presentation summarizing findings and recommendations for use with the arts commission, town leadership, and community stakeholders.

## COMMUNITY ARTS MASTER PLAN

Investment: \$40,000–\$60,000

Timeline: 6–8 Months

### PROJECT OVERVIEW

The Community Arts Master Plan is a comprehensive, community-centered planning process designed to establish a long-term vision for arts and culture while creating a clear and actionable path toward implementation. Building upon the foundational strategic approach, this engagement incorporates expanded public participation, deeper research, and a broader analysis of the community's cultural ecosystem.

This more robust process helps to align arts and culture with broader civic goals including economic development, downtown vitality, tourism, community identity, youth engagement, quality of life, and placemaking.

### EXPANDED ENGAGEMENT

This approach includes everything from the foundational option but adds additional layers to it.

#### **Stakeholder Interviews (20–30)**

Expanded interview process engaging a broader cross-section of community, arts, business, education, and civic stakeholders.

#### **Public Workshops (2-3)**

Facilitated workshops that encourage resident participation, idea generation, and collaborative visioning. Alternatively, one public art workshop could be swapped out for man-on-the-street interviews for more casual but impactful input.

#### **Arts/Business/Community Leader Roundtables (2-3)**

Focused discussions with cross-sector leadership to identify partnership opportunities and shared community priorities.

#### **Steering Committee Facilitation (5–6)**

Structured facilitation to guide decision-making, review findings, and refine recommendations throughout the planning process.

## EXISTING CONDITIONS ANALYSIS

### **Cultural Asset Inventory**

Comprehensive inventory of the community's creative organizations, facilities, events, artists, and cultural resources.

### **Event/Program Assessment**

Evaluation of existing arts and cultural offerings to identify strengths, gaps, and opportunities for growth.

### **Venue/Facility Review**

Assessment of current and potential arts, performance, and gathering spaces that support cultural activity.

### **Funding Landscape**

Review of funding models, sponsorship opportunities, grants, and peer community approaches to support sustainability.

### **Public Art Opportunities**

Identification of potential locations and approaches for future public art aligned with community identity and placemaking goals.

## STRATEGIC PLANNING

### **Vision + Guiding Principles**

Creation of a shared vision and guiding principles to inform future arts-related decisions and investments.

### **Priority Program Areas and Arts Ecosystem Recommendations**

Identification of high-impact focus areas for programming and community engagement. Recommendations to strengthen collaboration, visibility, organizational capacity, and cultural participation.

### **Community and Partnership Activation Opportunities**

Identification of arts-based opportunities to increase vibrancy, gathering, and community connection. Outline opportunities for collaboration among arts organizations, schools, businesses, civic groups, and municipal partners.

## IMPLEMENTATION

### **5-Year Implementation Roadmap**

Phased plan identifying recommended actions, sequencing, and long-term priorities.

### **Priority Matrix (Impact vs. Effort)**

Decision-making tool that organizes recommendations by community impact and implementation feasibility.

### **Budget Ranges**

High-level estimated investment ranges for major initiatives to support prioritization and planning.

### **Ownership Matrix (Who Leads What)**

Framework identifying lead organizations, partners, and implementation responsibilities.

## DELIVERABLES

### **Master Plan Document**

Comprehensive planning document integrating research, engagement findings, analysis, and implementation recommendations.

### **Executive Summary**

Accessible summary of major findings and priorities designed for broad stakeholder communication.

### **Presentation to Arts Commission**

Facilitated presentation of findings and recommendations to commission or organizational leadership.

### **Presentation to Town Council and/or Community Leadership**

Tailored presentation designed to build alignment, awareness, and support among civic partners.

## Marketability

Marketability is a marketing communications consultancy based in Castle Rock, Colorado, originally found in 2012 in Terre Haute, Indiana. The principals have extensive experience in both commercial and not-for-profit strategic planning. Additionally, Jen Perry has a master's level certificate in Design Thinking; further contributing to the company's approach to planning.

Notably, in the nonprofit sector:

- Commissioner and Commission Chair, Town of Castle Rock Public Art Commission
- Graduate, Leadership Douglas County
- Board Member, Oakley Foundation
- State of Indiana Public Art Commission, District 6 Representative
- Board of Trustee, Saint Mary of the Woods College
- Founding Member, Terre Haute Arts & Culture District
- Founding Member, Art Spaces Outdoor Sculpture Collection
- Board Member, Swope Art Museum

Marketability's marketing business has helped clients in a range of industries tackle strategic planning, tactical planning and high-level, long-range planning.

Notably:

- Not-For-Profit: APA Engineered Wood Association, Indianapolis Museum of Art
- Tourism/Government: Jefferson County Colorado Public Library, State of Indiana Department of Tourism, Terre Haute Convention & Visitors Bureau
- Higher Ed: Indiana State University, Indiana State Foundation, Rose-Hulman Institute of Technology, Saint Mary-of-the-Woods College
- Business to Business: BoxUp, LogoCup, Pratt Industries, Boxes by Design, DECOfill
- Business to Consumer: Clabber Girl Corporation, Weaver Popcorn, Central Bank, Old National Bank