

CREATIVE BROOMFIELD 2015



ATTACHMENT 2:  
FULL REPORT  
*Bringing Life to Great Ideas*



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Creative Broomfield 2015 was written with public input from a variety of stakeholders including over 500 Broomfield residents, business owners and employees

A complete list of stakeholders can be found at [creativebroomfield.com](http://creativebroomfield.com).

# CREATIVE BROOMFIELD 2015



*"Broomfield's cultural programs and features are a source of community pride and personal identity for those of us living here. Since the inception of the original Creative Broomfield Master Plan in 2001, we have enjoyed remarkable growth and success with the number and quality of our cultural offerings. This growth and success has been driven by the passion and commitment of numerous organizations, volunteers and participants throughout the community and especially due to the resources that the City and County of Broomfield has dedicated to the master plan. While it is important to reflect upon our accomplishments and strengths, there are always opportunities to weave arts and culture more deeply into the fabric of our community and to increase the impact that arts and culture can have on Broomfield residents."*

Clint Huber, Broomfield Cultural Council Chairperson, 2015

[Creative Broomfield: A Master Plan for Cultural Development](#) was adopted in 2001 and has successfully guided the community's rapid growth in arts and culture over the past 14 years. Broomfield has provided residents with an abundance and variety of cultural amenities and hands-on experiences with the arts. Today, Broomfield's lively cultural community is represented by dozens of resident arts organizations - and dozens more from outside of the city - that present or produce hundreds of programs each year within the municipality.

Since the adoption of [Creative Broomfield](#) in 2001, the City and County of Broomfield has experienced profound changes in the character and scale of its cultural arts offerings and in the community that supports them. In the last fourteen years, Broomfield has partnered with its residents in the development of a public art program. Broomfield also created a museum division tasked with managing the Broomfield Depot Museum and its collection, as well as supporting the Broomfield Veterans Memorial Museum. Due to the timing of these initiatives, they are not represented in the original cultural master plan.

The vision articulated by *Creative Broomfield* in 2001 is that Broomfield retains its unique, hometown character and affirms and enriches the community by providing all citizens with opportunities to integrate art and culture into their lives. In addition, this master plan identified six areas of priority interest:

Arts Education

Cultural Diversity

Cultural Spaces and Places

Cultural Marketing

Lifelong Access to the Arts

Community Focal Point

Since the adoption of *Creative Broomfield*, the City and County of Broomfield has experienced profound changes in the character and scale of its cultural arts offerings and in the community that support them. *Creative Broomfield* was about the community of Broomfield, its vision for the future and the role of the arts and culture in achieving that vision. In 2015, the vision, values and principles of the plan remain true. However, serving the concerns and ambitions of Broomfield that have changed dramatically since the publication of *Creative Broomfield* requires an evaluation of the community's progress in addressing the plan's original goals, as well as contemporary approaches for advancing these objectives.

## HISTORY

*"I moved to Broomfield in 1959 and rode my bike past the train station many MANY times. :) I'm so happy to see it restored. I guess I'm going to have to visit again! You've done a beautiful job."*

Patron Message on Depot Museum Facebook Page, 2015

The history of Broomfield cultural arts highlights the strong partnership that continues to this day between community organizations and city government.



Today, the community of Broomfield is home to an active network of municipal agencies and nonprofit organizations that provide hundreds of hours of arts and

culture programming and services each year to tens of thousands of Broomfield residents and visitors.

Broomfield, originally a farming and ranching community, saw a new identity at the turn of the century being further shaped by the location of established and up-and-coming high-tech companies such as Level 3 and Oracle, forming a dynamic technology cluster at Interlocken. With the opening of the Flatiron Crossing Mall in 2000, Broomfield also became a regional retail hub.



Colorado voters approved a constitutional amendment creating the City and County of Broomfield, which took effect in 2001. The change provided Broomfield the opportunity to contribute to and share in the proceeds of the seven county Scientific and Cultural Facilities District (SCFD), the state's leading funder of the arts since its inception in 1988. Broomfield's annual distribution of SCFD funding is approximately \$160,000 per year.

In the midst of the consolidation, civic leaders and local residents formed working groups and advisory committees that began developing everything from Broomfield's long-term master plan as well as its cultural master plan, *Creative Broomfield*.

City Council empowered the Broomfield Cultural Council to commission *Creative Broomfield* in 2001 to advance a community arts agenda through the development of a comprehensive framework that would strengthen Broomfield's growing cultural life. In developing this plan, the Broomfield Cultural Council defined arts and culture in the broadest context to include the visual, literary and performing arts, as well as architecture, urban design, landscape design, folk/heritage expressions and historic preservation.

As stated in *Creative Broomfield*, the arts would impact how Broomfield looks, how it feels and the image it would project to the outside world. The City and County of

Broomfield eventually integrated many of the principal objectives of the cultural master plan into its own Comprehensive Plan in 2005. The emergence of a rich and diverse cultural arts scene in Broomfield in the years following the release of *Creative Broomfield* evidenced the community's commitment to and capacity for "bringing life to great ideas." A community survey in 2010 cited a scope of activity that demonstrated the value of arts and culture to the community:

541	number of visual and performing arts events
450	number of involved volunteers
52,348	total audience

In 2000, Broomfield was home to a variety of cultural organizations that included the Broomfield Depot Museum and Dance Arts Studio. The nonprofit organization,



Broomfield Council on the Arts and Humanities (BCAH), provided and supported a range of arts and cultural offerings then, as they do now, that includes outdoor concerts, art exhibits and drama programs for youth. The Mamie Doud Eisenhower Public Library in Broomfield (MDE Library) offered arts and cultural

activities, many of which continue today. Visual artists found community in the Broomfield Art Guild, and history buffs, from the Broomfield Depot Museum. Broomfield civic buildings and spaces included public art such as the *Solar Calendar* in the George Di Ciero City and County Building and the bronze sculpture *Generations* on display at the MDE library.

From free movies in the Broomfield Auditorium (Audi) to outdoor concerts in the summer, from Broomfield Days in early fall to Broomstock on the final day of school, Broomfield offers residents many opportunities to experience an active cultural life right at home. Broomfield has its own chorus, civic orchestra, art on loan rotating sculpture program, theatre company for children and dance companies. There are over 30 pieces in the public art collection which includes 28 pieces purchased through

the 1% program. Furthermore, the 1STBANK Center in Broomfield hosts performances throughout the year by acclaimed artists and performing groups such as New Order, Cirque du Soleil, Bob Dylan, the String Cheese Incident, Katy Perry and Paul Simon, among others.



Broomfield's cultural arts community developed its resources and capacity for operation through the vision and steadfast encouragement of successive City Councils, the professional stewardship provided by Broomfield's municipal employees and the tireless and unwavering contributions of its community volunteers.

The Broomfield Cultural Affairs Division serves as a principal resource for this community, supporting other stakeholder organizations with a variety of otherwise unavailable resources. The support provided by Broomfield and its Cultural Affairs Division to the planning, facilitation and production of cultural programming is recognized by community stakeholders as critical to the historical and continuing development, management and advancement of the arts in Broomfield.

In the 15 years following its inception, the Broomfield Cultural Council has expanded



the scope of its original mission to include recommending to City Council the allocation of public funding for cultural activities and programs, the development of relationships with regional arts and science organizations and the advancement of the [Creative Broomfield](#) cultural master plan.

Broomfield's growing cultural arts community, with the continuing support of successive City Councils and the Broomfield Cultural Affairs Division, addressed the artistic, educational and civic objectives identified in [Creative Broomfield](#). In 2015, the richness and diversity of activities and amenities available in Broomfield is a testament to the strength and commitment of Broomfield's cultural arts community

and the vision of the original cultural master plan.

## UPDATING THE PLAN

*"Broomfield Auditorium hosts the most wonderful programs, from ballet to plays to music. I love coming here and thank you all so much!!!"*

Broomfield Auditorium Patron-March, 2014



The City and County of Broomfield has commissioned this update of *Creative Broomfield* as a means to synthesize civic goals with public aspirations, to ensure citizens have access to opportunities for integrating the cultural arts into their lives, both as audience and as artists, and to keep music, theater, dance, visual and literary arts, culture and history relevant for generations to come. More specifically, the *Creative Broomfield* update will serve as an assessment of Broomfield's current cultural assets, its residents' participation in cultural activities and the factors influencing attendance, and the roles of cultural institutions.

Today, Broomfield has a permanent public art collection, a unique Veterans Memorial



Museum and a greater focus on historic preservation through Broomfield's Museum Division which manages the Broomfield Depot Museum. The Cultural Affairs Division maintains oversight and contributes programming for several of Broomfield's venues, including the Broomfield Auditorium, Gallery and the

outdoor Amphitheater.

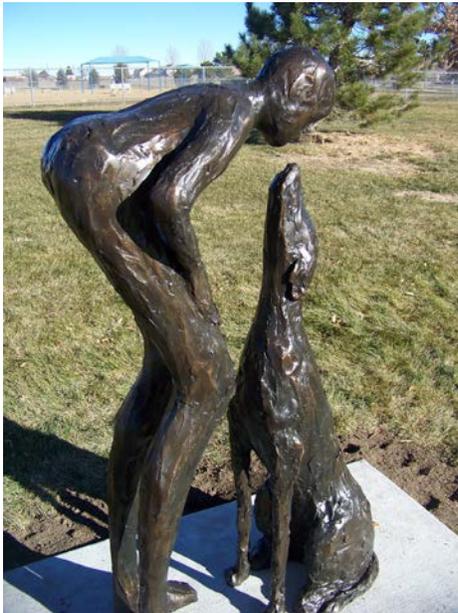
Broomfield's consolidation as a City and County only strengthened its community's sense of civic pride and resolve to maintain a hometown feel. Although its population has grown significantly in the preceding decade, Broomfield is not done growing by any stretch. The graph below illustrates the changing demographic.

Broomfield, CO	2000 Census	2010 Census	2014 A Estimates	2019 Projections
Population	38,272	55,889	60,514	66,250
Caucasian	88.6%	86.0%	85.3%	84.3%
Hispanic	9.1%	11.1%	12.6%	13.1%
Asian	4.1%	6.1%	6.0%	6.5%
African American	0.9%	1.0%	1.3%	1.3%
Median age	37.3	36.3	35.8	36.8
Median household income	\$63,903	\$78,175	\$83,892	\$108,718

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This update also provides for community input on the goals and objectives that form the road map for Broomfield's cultural planning and the continuing role they play in Broomfield's Comprehensive Plan.

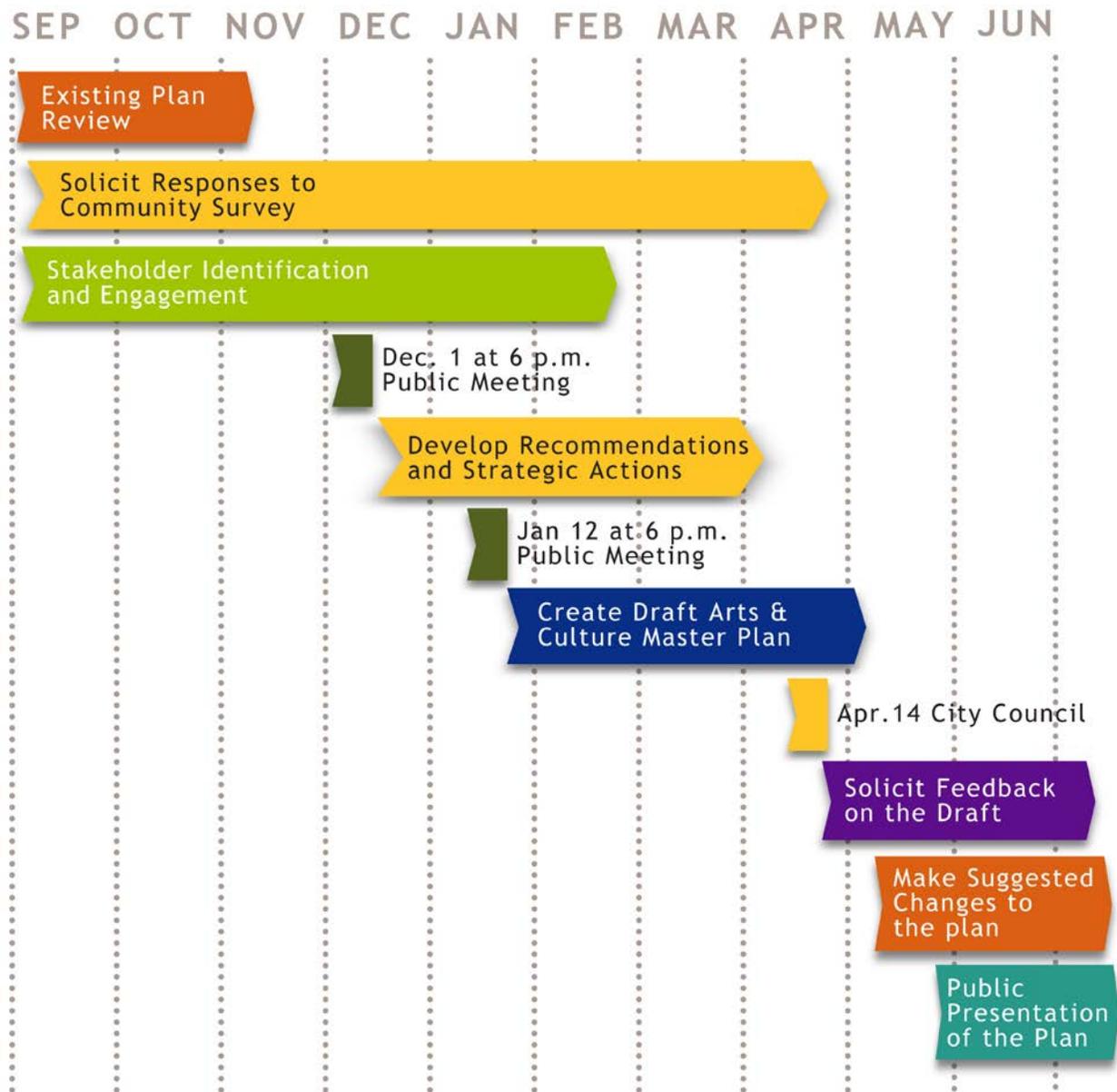
## PROCESS



*"We had a patron come in today who had just completed walking the sculpture trail and looking at the Art for Awhile pieces here and asked for the location of the others. I gave her the print out from the website (she was thrilled to get it!) and she told me of a cheap date her daughter had gone on. The daughter had packed a picnic, got on a bike and rode to all the art benches in Broomfield, taking selfies at each one. She said it was kind of dorky but really fun and free!"*

MDE Broomfield Librarian, 2015

In June 2014, the City approved funding for updating *Creative Broomfield*, and the Cultural Affairs Division was charged with managing the process and securing a consultant. Below is a graph that illustrates the timeline for the process.



The consultant was hired in September 2014 and, with staff, conducted a thorough review of the original cultural master plan. Based on the stated vision and goals in [Creative Broomfield](#), a survey was created to gather public input on Broomfield's cultural assets, events and attendance. It is important to note that this survey was designed to stimulate community conversation; it is not a random survey. The survey became the first community engagement tool used in the update of the cultural master plan. Hard copies of the survey were distributed at various events and locations, including the Cultural Affairs booth at Broomfield Days and the MDE

Library. Broomfield staff also launched a new website: [creativebroomfield.com](http://creativebroomfield.com), which hosted the online version of the survey.

### Survey Demographics

In some cases, the results from the *Creative Broomfield* survey will be compared to the results of the Broomfield 2012 Citizen Survey, a random survey.

With more than 500 respondents by the end of 2014, the survey captured a cross-section of generations: approximately 69% of respondents identified themselves as Senior Adults or Adults and 31% as Young Adults or Adults with Children at Home. Of the entire group, 70% were Broomfield residents:

Ward 1	12.3%
Ward 2	10.6%
Ward 3	16.1%
Ward 4	21.0%
Ward 5	11.5%

Responses from non-residents are included because of the close interrelationships with the neighboring communities. Non-residents from Westminster, Thornton, Arvada and Denver made up 18% of total respondents to the survey, with the balance comprised of residents from Boulder, Northglenn, Brighton, Lafayette, Golden, Louisville and Superior. Approximately half of all respondents work or have a business in Broomfield. Over 28% of respondents identified themselves as being or having been City and County of Broomfield employees. A comparable percentage identified themselves as artists or performers. Only 20% of respondents identified having children attending schools in Broomfield. Half of this group reported having children in high school. This figure is consistent with local and national trends that find young families as the least culturally active segment in a community.



## Survey Results

In gauging cultural participation and attendance, the survey identified the Broomfield Auditorium as Broomfield's most frequently visited attraction with approximately 70% of respondents having attended at least one event in the past year and almost 25% having attended four or more. The Broomfield Auditorium and Gallery, Public Art in Parks and the 1STBank Center followed with attendance rates of 50% to 60% for all three attractions. The remainder of venues and amenities that were identified in the survey (Broomfield Amphitheater, Broomfield Depot Museum and Broomfield Veterans Memorial Museum) were visited on average at least once in the past year by 35% of respondents. All of the venues and programs identified in the survey are owned and operated by the City and County of Broomfield with the exception of the 1STBank Center which is owned by the Broomfield Urban Authority. Several respondents indicated attending cultural events at local churches.

Fine art and music led the way in popularity of all cultural arts and entertainment



attractions in Broomfield with over 40% of survey respondents having attended an exhibition of outdoor or indoor art and over 35% having attended a concert in the outdoor amphitheater or a program of classical music. Jazz and rock concerts received high rankings of 28% and 25%, respectively, in

participation by survey respondents. Also listed in the survey were heritage and historic programs, folk arts, literary activities and dance.

Respondents generally listed similar preferences when asked what cultural events and activities they would like to see more of in Broomfield, with over 30% also requesting more community theater and a film series. Over 76% of respondents indicated that cultural arts events and attractions were either "very important" or "somewhat important" to the quality of life in Broomfield with the Broomfield Auditorium leading

all other venues, events and programs with 88% respondents. Where Broomfield public art exhibitions and installations are concerned, over 50% of respondents cited gallery exhibitions at the Audi, *Art for Awhile* rotating sculptures, the Broomfield's Public Art Bench Project and the 9/11 Memorial as among their favorite.

These findings are consistent with the results of the 2012 Citizen Survey that provided the following information: 85% of the respondents rated the Broomfield Auditorium as



important, 43% had been to the Broomfield Auditorium, 75% viewed public art sites, and 63% said the quality of arts and culture events in Broomfield are good or excellent and an important community characteristic.

In addition to attending cultural arts events in Broomfield, survey respondents also demonstrated active participation and engagement in the arts offerings of surrounding municipalities, with over 87% attending cultural programs and destinations in Denver, 75% in Boulder and 57% in Arvada. When asked what prevents them from attending more cultural arts events in Broomfield, 80% of respondents cited lack of time as the principal obstruction to increased participation.

### **Cultural Information Sources**

Two-thirds of survey respondents indicated that the print edition of the *Broomfield Enterprise* was the most referred to medium for information on cultural arts and entertainment events in Broomfield. Almost half of respondents also cited word of mouth as a principal resource for cultural arts and entertainment events in Broomfield. These results correspond with the Broomfield 2012 Citizen Survey: 76% of the respondents indicated that they relied on the Broomfield Enterprise for news and information and 80% said word of mouth.

Print flyers, the City and County of Broomfield website and the *B in the Loop* e-newsletters were also cited by approximately four out of ten respondents for news and information on the cultural arts.

### Comments from Respondents

Comments provided in the survey by respondents expressed a strong level of satisfaction with the quality, variety and volume of cultural offerings in Broomfield:

- I live near the Audi and I thoroughly appreciate having such a great community resource. It is a nice facility and the variety of arts and entertainment it hosts is to be commended.
- I am always pleasantly surprised by how much I enjoy music, dance and art that I haven't seen or heard before.
- Art, music, writing, dance & theater are all important ways to bring a community together. We have amazing talent and should foster an atmosphere where these creative talents can flourish.
- Our town does a fabulous job of putting the art out there for our public. Art, no matter what form, should always be a part of our lives, every day.
- The Auditorium events and the library programs are terrific and get better every year.
- My husband and I most appreciate the public art on display, and the *Art for Awhile* program is the best. The sculptures are fun to look at with our kids and they make walking around and living in Broomfield a lot more interesting.
- Cultural events in Broomfield add a special dimension to [Broomfield] which is appealing to current and prospective residents. It's also a good marketing tool to bring people to Broomfield to see how much it's developed as a key player in the metro area.

Respondents also provided recommendations within the survey for improvements, expansions and additions to new and existing services and facilities, which informed the design and implementation of an additional community engagement tool called "Culture Cash" which is described in more detail in the "public meetings" section.

### **Stakeholder Input**

The next step in the process of updating the cultural master plan was to identify primary stakeholder arts and cultural organizations from the community and invite them to discussions facilitated by Cultural Affairs staff and the consultant in September-December, 2014. Those organizations were:

- Broomfield Council on the Arts and Humanities
- Broomfield Depot Museum Friends
- Broomfield Veterans Memorial Museum Board
- Broomfield Public Art Committee
- Broomfield Cultural Council
- Cultural Affairs Division of the City and County of Broomfield
- Museum Division of the City and County of Broomfield

Approximately four dozen people participated in these meetings. Stakeholder conversations included discussions on the successes and challenges of each respective organization and the Broomfield cultural arts community as a whole. Organizations also were asked to consider their respective capacities for addressing the needs of Broomfield's ever-changing and ever-growing population, its complexion and location within the City, as well as the rapidly evolving landscape of the arts. The groups achieved consensus at these meetings on several collective values and interests of Broomfield's cultural arts community, to include:

- Broomfield has a rich cultural landscape that is supportive of local arts organizations and has provided residents with a varied selection of vibrant arts and cultural experiences
- Community participatory opportunities increase public engagement and

proprietary interest in Broomfield's cultural arts

- The enhanced and expanded promotion of cultural arts opportunities - to include board appointments, philanthropic support and advocacy among elected officials - will increasingly galvanize Broomfield residents around the cultural arts

All stakeholder organizations expressed an interest in expanding Broomfield's cultural footprint through various forms of "off-site" programming. Examples of this include mobile museum exhibits that can be taken into the schools or displayed in cases throughout the city.

The community organizations representing the Broomfield cultural arts "constellation" are volunteer-based and identified limited resources and operational capacities as the greatest obstacles and threats to future growth. One collective declaration made at these meetings was that the City and County of Broomfield's support was integral to the success of these organizations and that it plays an important role in "bringing life to great ideas." All of the community organizations expressed a strong reliance on the Broomfield Cultural Affairs Division for the provision of unavailable resources and the execution of their respective duties. Additionally, they expressed a corresponding concern for the division's own limitations of capacity to address the numerous and increasing needs of Broomfield's cultural arts community.

### Public Meetings

The process for updating the *Creative Broomfield* cultural master plan included facilitated public meetings, attended by dozens of people interested in learning more about the current cultural landscape in Broomfield and ways it can continue to develop to serve a growing community. At the first public meeting on December 1, 2014, attendees were invited to spend "Culture Cash" to illustrate how they would choose to



invest private and public resources for arts and culture.

As reported in the *Broomfield Enterprise*:

*To learn more about Broomfield residents' cultural and entertainment preferences, Broomfield is giving away free cash. Culture Cash, that is. The money might not be real, but Broomfield wants residents' real opinions about what they'd like to see from future cultural performances, exhibits and events. At a meeting Monday, residents will be given Culture Cash to "pay" for proposed programs and services they'd like to see in Broomfield. The meeting is a way to creatively seek feedback on possible events and services, such as dance, art, music and history programs.*

The public was invited to make their Culture Cash investments on site during meetings organized by the Cultural Affairs Division or online at [creativebroomfield.com](http://creativebroomfield.com). More than seventy-five participants took part in the Culture Cash exercise. The top ten investment options reported are:

- theatrical performances at the Audi;
- mobile museum exhibits for use in schools and throughout Broomfield;
- resident or visiting community theater;
- increased cultural programs for youth;
- professional art gallery;
- film series in Broomfield;
- venue for live performances with a seating capacity of 500-1000;
- participatory community public art projects;
- renovation of Broomfield outdoor amphitheater;
- designated storage space for museum collections.

Facilitated conversations during the public meetings invited feedback on Broomfield's cultural landscape and provided a forum for additional ideas to be voiced. According to community stakeholders, Broomfield has a vital cultural community that supports local arts organizations. They agreed with the statement that "you can do it in

Broomfield.”

Community stakeholders suggested that Broomfield cultural arts would benefit from an enhanced branding and communications effort. Participants also expressed that Broomfield should provide more cultural arts programming that engages younger audiences and make a greater investment into the preserving and sharing of Broomfield's history and cultural heritage. A consensus of opinion was formed on the need for a “downtown gathering place...with unique food, coffee shops, small performance areas, business offices,” that Broomfield “feels disconnected...like a scattered community,” and that “Broomfield needed more restaurants, commercial art galleries and performance venues to attract artists and patrons.”

The Broomfield Cultural Affairs Manager also met with the Broomfield Rotary and Rotary Club of Broomfield Crossing to engage the Broomfield's residents in the conversation on arts and culture in the community and the need to update the cultural master plan.

### PROGRESS



Details of stakeholder accomplishments in the six original priority interest areas are included in the appendix. The cultural organizations, original and new, expanded their programming and services to realize the intention of these priorities. The respondents provided recommendations within the survey for improvements, expansions and additions to new and existing services and facilities. These recommendations have been incorporated in the goals and action steps.

## OUTCOMES AND OPPORTUNITIES

“... it’s art, it’s clean, it’s deco, it’s just spiffy and you can see everybody’s eyes and see everybody’s smile. This is definitely one of my very favorite places in Colorado if not the entire nation. This is a true gem sitting in our own back yard.”

Steve Watts of the band Dotsero discussing the Broomfield Auditorium, 2013



### Economic Impact of the Arts

Fourteen years following the publication of *Creative Broomfield: A Master Plan For Cultural Development*, the City and County of Broomfield’s continuing leadership and commitment to the cultural arts is an acknowledgement of the vital contributions they have made to Broomfield's character, quality of life and economy.

According to a report on the arts and economic prosperity issued by Americans for the Arts, “Nonprofit arts and culture industry is an economic driver in communities—a growth industry that supports jobs, generates government revenue, and is the cornerstone of tourism. Nationally, the nonprofit arts and culture industry generates \$166.2 billion in economic activity every year—\$63.1 billion in spending by organizations and an additional \$103.1 billion in event-related spending by their audiences.”

The cultural arts are a community priority, a point underscored by the City and County of Broomfield's investments in the following projects:

- The expansion of the Broomfield Auditorium in 2015 will provide storage space for the facility as well as open the backstage area to improve accommodations for guest performers. The proposed phase II of this project is slated for 2018 and will include a further expansion of the backstage area and loading dock.

- Phases I and II of the Broomfield Depot Museum restoration project, which include repairs to the foundation, stabilization of the building and restoration of the doors, windows and siding, are scheduled to be completed in 2015. Phase III, still pending, would include repairs to the roof and HVAC system.
- Public art projects are planned in 2015 for the Open Space at Broomfield Commons Park and an early integration public art project at the new Health and Human Services Building, with a projected opening in 2016.

Broomfield City Council and staff recognize that economic vitality is the key to keeping Broomfield fiscally sound and one of the strongest and most resilient economies in the nation. Broomfield's longstanding support of the arts and historic



preservation evidences the strategic purpose the cultural arts have played in Broomfield's plans for economic development. The arts and cultural enhancements featured in the Civic Center Master Plan Development reveal insight into the values of the City and County of Broomfield.

Does Broomfield wish to become a magnet for local artists and entrepreneurs to relocate their businesses to Broomfield? What can cultivating support from neighboring municipalities bring to

Broomfield's cultural arts community?

These questions and many others are being addressed in Broomfield's economic development efforts, from building a foundation for projects to working directly with public and private sector partners to educate them on opportunities that Broomfield has to offer. All of which translates into stable property values for Broomfield, plus shopping and entertainment venues, beautifully master planned communities and continued investment in infrastructure and place-making.

## GOALS: BRINGING LIFE TO GREAT IDEAS

*"On behalf of the entire Crystal Swing Band, thank you so much for having us play last night! What a great audience and venue. We really had fun!"*

Performer hired by Cultural Affairs as part of Culture Feast Series, 2015

The data gleaned from the surveys, public meetings, research and stakeholder input vigorously reaffirms that Broomfield is an active cultural arts community which contributes to its standing as being a desirable place to live, work and raise a family. Areas needing improvement are incorporated into the following goals and action steps designed to lead *Creative Broomfield 2015* into a bright future.



**GOAL:** To promote Broomfield as a well-recognized center for vibrant arts and culture activities that engages the community and contributes to economic development.

- Include arts and culture in the community conversations and strategy regarding economic development.
- Encourage cultural organizations to engage with businesses and civic leadership to strengthen the position of the arts and culture throughout the community.
- Include arts and culture stakeholders in the master planning of the Civic Center and other major civic enterprises.

**GOAL:** To strengthen the role of arts, culture and heritage in Broomfield by increasing public attendance and participation in these cultural activities, encouraging advocacy for arts and culture and expanding support for arts and cultural organizations through memberships and donations.

- Design additional opportunities for the community to participate actively in arts and culture activities
  - Develop a procedure with the Public Art Committee that enables members of the community to participate effectively in selection of art on loan for public spaces.
  - Cultivate inventive arts and/or cultural projects that invite community participation and support.
- Construct and implement a strategic awareness campaign to attract and engage new residents and reengage long time community members.

**GOAL:** To enhance the cultural environment in Broomfield by conducting a thorough needs assessment of cultural assets in Broomfield to determine what additional opportunities to pursue.

- Inventory venues, programs, exhibits and activities currently available to determine what gaps may exist.
- Explore opportunities to address specific cultural programming interests expressed through the public process (e.g. community theatre and film festival).
- Review Broomfield's capital assets and prioritize the unmet cultural facilities needs.
  - Explore options for more storage space for the museums, public meeting spaces and rehearsal space for performance groups.

**GOAL:- To generate public/private partnerships to ensure that arts and culture programming and opportunities are incorporated successfully in community development.**

- Assess need for a mid-sized performance space and determine how the Broomfield community can support a venue that is not managed by the City and County of Broomfield.
- Convene a meeting with city staff and the Broomfield Chamber of Commerce to leverage Broomfield's arts and culture environment to attract visitors and tourists.
  - Assess and address the need for commercial art gallery(s).
  - Address the need for more restaurants, coffee houses and other businesses that attract artists and art patrons.

**GOAL: To cultivate the potential and strengthen the sustainability of local arts, culture and heritage organizations through collective planning, improved communication and more effective use of community resources.**

- Foster an ongoing dialogue and roundtable discussions among cultural organizations and artists on common challenges, resources and opportunities.
  - Explore options for building the capacity of arts and culture organizations to provide expanded programming and learning experiences for the community that reflect the larger vision of *Creative Broomfield 2015*.
  - Develop management strategies that would result in economies of scale for Broomfield cultural organizations.

- Allocate effectively the limited resources available for arts and culture through the City and County of Broomfield and measure the return on investment.

## GUIDING PRINCIPLES

The six priority interest areas will continue to inform Broomfield's progress as four *Guiding Principles* in the implementation and fulfillment of the Goals in *Creative Broomfield 2015*.

**Arts Education / Lifelong Access to the Arts.** The need to expand learning opportunities in the arts for all age groups and backgrounds to enhance their quality of life and the vitality of our community.

**Cultural Diversity:** Opportunities for all to experience expressions of different cultures by supporting and encouraging a full range of activities that reflect the cultural richness and diversity of the community.

**Cultural Spaces and Places:** The need for affordable, accessible space for performance, exhibition, studio, administrative and storage functions as well as gathering spaces for community events; places where both formal and informal events can occur, both interior and exterior, including festivals, concerts and exhibitions as well as serendipitous activities.

**Public Awareness and Participation:** The need to heighten public awareness of and participation in arts and cultural offerings throughout the entire Broomfield community.



## CONCLUSION

In 2001, *Creative Broomfield* proposed that the cultural arts would impact how Broomfield looks and feels as well as play an important role in the overall well-being of Broomfield. Today, Broomfield is home to an active cultural arts community that contributes to its standing as being a desirable place to live, work and raise a family.

Broomfield's success in "bringing life to great ideas" is a testament to its understanding, if not mastery, of the "art" of public/private partnerships. Its investment in cultural groups and programs that collaborate with private and public partners offers a compelling alternative to older municipal expectations of economic development occurring from stand-alone investments in the arts.

Broomfield continues to grow and change. With its proposed update to the Comprehensive Plan and Civic Center Master Plan Development, Broomfield is poised to tell a new story with a compelling and competitive vision for the future. Arts and culture will play an integral role in defining that identity.

The comprehensive framework of *Creative Broomfield 2015* will continue to serve to strengthen, invigorate and sustain the community's cultural life.



## APPENDIX: SUPPORTING MATERIALS

### TIME LINE OF GROWTH

The following timeline of various activities is not meant to be inclusive of all arts and cultural community developments. It is an abbreviated illustration.

1961	Dance Arts Studio founded.
Early 1960s	Jaycees begin the Broomfield Boom, the predecessor of "Broomfield Days."
1973	Broomfield designates Broomfield Council on the Arts and Humanities (BCAH) as the official arts organization of the city.
1976	Broomfield Depot Museum saved by Jaycees and moved to its current location.
1981	Broomfield Civic Orchestra forms.
1994	Municipal building design includes early integration public art piece: <i>Solar Calendar</i> .
1995	Public art piece: <i>Generations</i> donated to city and placed in front of library.
1995	BCAH and the Recreation Department partner in the first students' art show.
1998	Brunner Farm House is moved to its current location on Main Street.
2000	BCAH and Broomfield partner in the first <i>Broomstock</i> end-of-school-year event.
2000	Broomfield Cultural Council is established.
2001	<i>Creative Broomfield</i> cultural master plan is adopted by City Council.
2001	Broomfield Auditorium is built and the Broomfield Cultural Affairs Division is established.
2001	Broomfield Veterans Memorial Museum is established.
2003	City and County of Broomfield begins providing Arts, Culture and Science Grants to schools, libraries and 501(c) 3 organizations.
2003	Paul Derda Recreation Center opens and includes early integration of public art.
2003/4	Broomfield Public Art Committee is established and the Public Art Master Plan and Guidelines are adopted.
2004	Sheridan Underpass completed and includes early integration of public art.
2005	Broomfield funded Brunner Farm House Restoration Project begins.
2005	Comprehensive Plan updated and includes recommendations for arts and culture.
2006	Ten benches are installed throughout county as the first Public Art Committee project.

## APPENDIX: SUPPORTING MATERIALS

2006	Broomfield Event Center opens in November with performance by Bonnie Raitt.
2007	The Brunner House, Depot Museum and Honey House become the first designated historic buildings by the Broomfield City and County Historic Preservation Ordinance.
2007	The Great American July 4th Picnic moves to Broomfield County Commons.
2009	The Broomfield Urban Renewal Authority enters into agreement with Peak Entertainment—a joint venture between Kroenke Sports Enterprises and AEG Live Rocky Mountains—to operate the Broomfield Event Center.
2009	<i>Art for Awhile</i> , art on Loan program initiated
2009	Community partnership results in the installation of the 9/11 Memorial.
2010	Broomfield Event Center reopens as 1STBANK Center with a performance by Furthur.
2010	The non-profit boards of the Broomfield Depot Museum and Broomfield Veterans Memorial Museum request and receive additional assistance from the City.
2011	Broomfield establishes a Museum Division
2011	Brozovich Beacon installed at Anthem Community Park
2011	Local teen Emily Hyatt envisions and creates a mural for the Broomfield Auditorium lobby.
2012	The Broomfield Depot Museum restoration project begins.
2014	Broomfield's Sculpture Trail in Commons Park is installed and dedicated.

### 2005 CITY AND COUNTY OF BROOMFIELD COMPREHENIVE PLAN

In 2005, four years following its adoption of *Creative Broomfield*, Broomfield updated its Comprehensive Plan. The Comprehensive Plan recognized and addressed the objectives and values expressed in Broomfield's cultural master plan, identifying policy statements and action steps to include:

- Promotion of opportunities for citizens to integrate art and culture into their lives;
- Promotion of art in public facilities and the inclusion and/or expansion of art exhibition and performance space in new and existing developments;
- Identification of opportunities to partner with existing facilities, particularly schools, churches and nonprofits, to make their facilities available for civic and cultural purposes;

## APPENDIX: SUPPORTING MATERIALS

- Development of dual or multipurpose facilities within recreational and other community facilities that integrate areas for such purposes as artists' studios and art classes;
- Creation of a central cultural district in or near the civic center complex with a wide variety of cultural offerings in proximity to other regional activity districts, such as Flatiron Crossing Mall;
- Expansion of the Broomfield Auditorium to more easily accommodate theater and dance performances and to increase seating capacity;
- Revitalization and strengthening of existing historic preservation efforts;
- Creation of a series of public art programs throughout the community;
- Utilization of cultural programs and activities to integrate new residents into Broomfield;
- Development of service standards to help program civic and cultural events and amenities;
- Promotion of programs and amenities for lifelong access to the arts;
- Development of programs to provide low-income residents affordable access to the arts;
- Participation with regional arts organizations to develop opportunities to integrate Broomfield cultural arts programs with other regional efforts.

### **SCIENTIFIC AND CULTURAL FACILITIES DISTRICT GRANT FUNDING**

The Scientific and Cultural Facilities District (SCFD) is a special, regional tax district that has physical boundaries contiguous with the borders of the seven metro counties, excluding the towns of Castle Rock and Larkspur. Its funding is based on 0.1% of sales and use taxes collected in the seven metro Denver counties comprising the SCFD: Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas and Jefferson.

The SCFD was approved in 1988 by a vote of the people in Adams, Arapahoe, Boulder, Denver, Douglas and Jefferson counties. It was reauthorized in 1994, and again in November 2004, including majority support from voters registered in Broomfield County. With its most recent reauthorization, SCFD funding continues until July 2018

## APPENDIX: SUPPORTING MATERIALS

for qualified organizations represented in all tiers (I, II, and III) that reside in any of its seven member counties. The SCFD Board of Directors and staff manage the district.

By statute, the SCFD distributes funds annually to organizations that “provide for the enlightenment and entertainment of the public through the production, preservation, exhibition, advancement or preservation of art, music, theater, dance, zoology, botany, natural history or cultural history.” SCFD recipient organizations are currently divided into three tiers with each qualifying for funding in different ways:

- Tier I includes the largest regional organizations: Denver Art Museum, Denver Botanic Gardens, Denver Center for the Performing Arts, Denver Museum of Nature and Science, and Denver Zoo. Tier I receives 65.5% of total SCFD funding.
- Tier II includes 26 regional organizations with operating incomes of \$1,514,482 or more, adjusted annually for inflation. Tier II receives 21% of total SCFD funding.
- Tier III has approximately 300 local organizations such as small theaters, orchestras, art centers, natural history and cultural history museums, and community groups. Tier III organizations apply for funding to the county cultural councils via a grant process and receive 13.5% of total annual SCFD funding.
- Funding Eligibility - Tier III organizations must be 501 (c) (3) organizations (or agencies of local government) and have been operating and providing services for three years before meeting eligibility requirements.

The SCFD office processes and distributes checks to grant recipients each fall based on approved funding plans. Grant funds can be used over a 15-month period after disbursement to accommodate varying fiscal year calendars and program schedules.

City Council and the Scientific and Cultural Facilities District (SCFD) Board of Directors review and approve funding recommendations submitted annually by the Broomfield Cultural Council. The following table lists amounts received and distributed by Broomfield.

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FISCAL YEAR	SCFD FUNDS ALLOCATION
2001/2002	\$82,132
2002/2003	\$140,552
2003/2004	\$130,519
2004/2005	\$140,588
2005/2006	\$142,566
2006/2007	\$145,642
2008/2009	\$151,050
2009/2010	\$126,406
2010/2011	\$124,397
2011/2012	\$166,952
2012/2013	\$162,756
2013/2014	\$139,038
2014/2015	\$158,547
2015/2016	\$170,651

City Council approved Ordinance No. 1901 on December 16, 2008 amending Chapter 2-64 of the Broomfield Municipal Code, regarding the distribution of Scientific and Cultural Facilities District funds.

### **ARTS, CULTURE AND SCIENCE (ACS) GRANT FUNDING**

The Broomfield Cultural Council (BCC), at the request of the City Council, reviews Arts, Culture and Science (ACS) grant applications each fall. These applications focus on programs and projects that support Creative Broomfield, the cultural master plan, and benefit the Broomfield community. The Broomfield Cultural Council submits its funding recommendations to the Broomfield City Council in November for approval. Funds are used by grant recipients in the following year. Since 2005, the City Council reviewed and approved annual funding recommendations as follows:

FISCAL YEAR	GENERAL FUNDS ALLOCATED TO CULTURAL ORGANIZATIONS
2005	\$5,850
2006	\$10,557
2007	\$10,947
2008	\$11,000
2009	\$10,244
2010	\$12,929
2011	\$12,400

## APPENDIX: SUPPORTING MATERIALS

2012	\$9,380
2013	\$12,207
2014	\$10,248

ACS funds are calculated based on SCFD funding for the previous year. Higher levels of funding for previous years are due to the manner in which the SCFD releases roll-over funds contingent on year-to-year economic concerns.

### COMMUNITY CULTURAL RESOURCES

The following section provides a brief description of the arts and culture organization stakeholders and highlights of their public discussions regarding the master plan update. The Broomfield/Ueda Japan Sister City Committee and the Mamie Doud Eisenhower Public Library are included.

#### A) The Broomfield Council on the Arts and Humanities (BCAH)

BCAH is a volunteer, non-profit organization founded in 1973 that assists community arts organizations with mentoring, fiscal sponsorship for charitable contributions, assistance with grant writing, program management and marketing. As Broomfield has grown, so has membership in BCAH, which in 2015 lists over two dozen arts organizations and community programs, including:

Amber Film Series	Chamber Ensemble con Grazia
ASTER Women's Chamber Choir	Children's Event Series
Bells of the Rockies	CCU School of Music
Boulder Chamber Orchestra	Colorado Music Festival /Center for Musical Arts
Broomfield Art Guild	Colorado Repertory Singers
Broomfield Civic Chorus	Cultural Affairs - City & County of Broomfield
Broomfield Days Poster Contest	Dance Arts Studio
Broomfield Music Teachers' Association	Eco Art Creators
Broomfield Piano Festival (BMTA)	Marvelous Musicales (BMTA)
Broomfield Spellbinders	Metropolitan Jazz Orchestra
Broomfield Symphony Orchestra	P'zazz Children's Show Choir & Dynamix
Broomfield Youth Symphony	
Broomstock	

## APPENDIX: SUPPORTING MATERIALS

Rocky Mountain Brassworks  
Student Art Show

Summer Sundays at the Brunner  
Farmhouse.

The BCAH receives annual support from individuals and businesses, who provide for the organization, its arts members and programs. The BCAH Board of Directors is comprised of 9-12 community volunteers, elected by the general membership. Representatives from its member arts organizations also provide input into its operations and policies. Housed in Broomfield's historic Brunner Farmhouse, the BCAH has become an integral resource for cultural organizations in Broomfield, playing an instrumental role in the advancement of *Creative Broomfield*.

The Broomfield Council on the Arts and Humanities is working toward increasing its operating capacity through the recruitment to its board of individuals with experience in support areas such as marketing, graphic design and event management. Programmatic goals for the BCAH include the development of a film series in Broomfield and the expansion of its Summer Sundays program. Its mission commits the BCAH to providing at minimum 50% of its programming free and open to the public and that all events are geared toward families and individuals of all ages, genders and ethnicities.



### B) The Broomfield Cultural Council

The Cultural Council administers the grant-making process and annual funding plan for the distribution of Tier III Scientific and Cultural Facilities District (SCFD) funds and City-appropriated Arts Culture and Science grant funds. The mission of the Cultural Council is to promote and support a rich cultural landscape in Broomfield by allocating public funding for quality cultural activities and programs, building positive relationships with regional arts and science organizations and advancing the cultural master plan. Its vision for Broomfield is to be recognized as a regional hub for arts, culture and sciences that engage and inspire the community.

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The eight-member Cultural Council, comprised of community volunteers serving three-year overlapping terms and one alternate member for a term of one year, also serves as a liaison between scientific and cultural organizations and agencies, the SCFD board of directors and Broomfield City Council. Following is a listing of arts organizations and programs that have been approved in recent years for City and County of Broomfield Arts, Culture and Science grant funds by the Broomfield Cultural Council:



BackStory Theatre  
Broomfield Band Parent Association  
ASTER Women's Chamber Choir (BCAH)  
Broomfield Spellbinders (BCAH)  
Broomfield Art Guild Miniature Art Show (BCAH)  
Broomstock (BCAH)  
Broomfield Civic Chorus (BCAH)  
Broomfield Days Poster (BCAH)

Broomfield Youth Symphony (BCAH)  
Brunner House Summer Sundays (BCAH)  
Broomfield Depot Museum Friends  
Marvelous Musicales (Broomfield Music Teachers Association)  
Broomfield Public Library Foundation  
Broomfield Veterans Memorial Museum  
Chamber Ensemble con Grazia  
The Connection Youth Center

Organizations approved by the Broomfield Cultural Council for SCFD Tier II funding include:

Broomfield Civic Orchestra  
Broomfield Council on the Arts & Humanities  
Broomfield Dance Inc.  
Broomfield Cultural Affairs Division  
Colorado Repertory Singers  
Danse Etoile Ballet  
Rocky Mountain Brassworks  
Arvada Chorale  
Boulder Ballet

Boulder Chorale  
Boulder Museum of Contemporary Art  
Chamber Music Society of Boulder  
CM Dance  
Colorado Dragon Boat Festival  
Denver Municipal Band  
Fiesta Colorado Inc.  
Friends of Dinosaur Ridge  
Golden Eagle Concert Band  
Helander Dance Theater

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Historic Denver / Molly Brown House Museum  
Lighthouse Writers Workshop  
Museo de las Americas  
Phamaly

The Spirituals Project  
Think 360 Arts Complete Education  
Thorne Nature Experience  
WOW! (Children's Museum World of Wonder)

In 2014, The Broomfield Cultural Council awarded \$170,000 in combined City and County of Broomfield Arts, Culture and Science grants and SCFD Tier III funds for general operating support and programs. Organizational objectives identified by the Cultural Council include defining the changing demographics and unmet cultural needs of Broomfield, active engagement with Broomfield's business community and meeting with SCFD Tier I and II organizations on their outreach programs.



### C) Public Art Committee

In 2003, the City and County of Broomfield passed an ordinance for the formation of a



citizen Public Art Committee to advise City Council on the implementation of a public art program consistent with *Creative Broomfield: A Master Plan for Cultural Development*. The Public Art Committee (PAC) was charged with the responsibility of developing a Public Art Master Plan, for developing educational programs for residents and visitors on Broomfield's public art program and for conducting annual inventory and condition assessments of Broomfield's art collection.

The objective of the Broomfield Public Art Program, adopted in 2004, was to create a more visually pleasing environment in Broomfield that would foster a “sense of place”

## APPENDIX: SUPPORTING MATERIALS

for its residents and visitors. The Public Art Program provides guidelines for governing public art funding, as well as the selection, acquisition, placement, installation, marketing, maintenance and deaccession of works of art. The program seeks to integrate public art into all areas of the City and County, to enhance the image of Broomfield and reflect the cultural and ethnic diversity of the community.

The Broomfield Public Art Committee makes recommendations to City Council on site selections and project themes, commissioning artists and art acquisitions. PAC members act as stewards of Broomfield's collection and report monthly to staff regarding maintenance and repair needs. The projects recommended by the PAC and approved by City Council from 2005 to 2014 resulted in 28 art pieces for Broomfield's permanent collection featuring 10 benches, 17 sculptures and 1 mobile. Examples include:

- Broomfield's Brozovich Beacon, located in Anthem Park;
- Birds, installed in Interlocken Park East;
- the Sculpture Trail which runs through Commons Park;
- Global Supremacy and the River Otter, both in Quail Creek; and
- Sky Totem in the Xeriscape Garden located at DesCombes and Spader Way.

As referenced earlier in this report, early-integration public art has been included in several Broomfield community development projects such as the *Solar Calendar* in the George Di Ciero City and County Building in 1994, *Colorado Landscapes* in the Paul Derda Recreation Center in 2005 and *Waterlines* in the Sheridan underpass in 2005. These public art installations were designed and installed during their respective constructions.



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The success of Broomfield's Public Art Program has been aided by the support of civic leaders, Broomfield staff and community stakeholders like the North Metro Fire District, Peak Entertainment, Open Space and Trails and Parks and Recreation.

Broomfield staff plays a critical role to the success of the public art program. The Cultural Affairs staff provides administrative support and handles the online calls for artists. The Cultural Affairs staff works closely with the attorney's office, finance, and parks staff to coordinate with the artist in the purchase, installation and maintenance of the art.

The Public Art Committee is reviewing the roles and responsibilities of PAC members and Cultural Affairs staff to support the evolution of the program.

### D) Broomfield Veterans Memorial Museum (BVMM)

The BVMM was established in 2001 to honor men and women who have served in the armed forces of the United States of America and to preserve and perpetuate its military history for the benefit and education of future generations. Exhibitions at the BVMM, which are offered free to the public, feature uniforms and memorabilia from all branches of service and all wars and conflicts that have involved the United States, from the Revolutionary War through to the recent wars in Afghanistan and Iraq. The City provides space for the museum at 12 Garden Center.



The BVMM hosts in-museum visits by local senior organizations, churches and high schools, as well as special workshops with Cub Scout packs on flag etiquette and history. Its popular "Coffee and Conversation" series features veteran speakers and special talks at the museum. The BVMM collaborated in another speaker series titled "Veterans Speak" which was offered at the Dairy Center for the Arts in Boulder in 2014, and the BVMM is working with the Molly Brown House in Denver on a special World War I program. The BVMM also partners with Broomfield High School on the

## APPENDIX: SUPPORTING MATERIALS

Broomfield's annual Veterans Day Celebration and presents the Memorial Day Picnic each year.

Organizational objectives for the Broomfield Veterans Memorial Museum include expanding its days of operation to 90 per year, partnering with local and regional veterans support and advocacy groups, addressing national museum standards and creating new exhibits and educational programs. Additionally, the BVMM is researching options for increased and climate-controlled storage of its collection.

### E) Broomfield Depot Museum and the Broomfield Museum Division

The mission of the Broomfield Depot Museum is to collect, preserve and interpret the history of Broomfield while focusing on the railroad depot. Constructed in 1909, the historic building is a hallmark of Broomfield's cultural heritage and provides residents with a place to observe historical exhibits and experience Broomfield's unique local history. The Broomfield Depot Museum offers free public access to its exhibitions and most programs.

The museum and its collection are managed by the Museum Division of the City and County of Broomfield. The Museum Division was established in 2011 and operates in conjunction with the Cultural Affairs Division. The Museum Administrator manages the Broomfield Depot Museum and its collection, both of which are owned by the City and County of Broomfield.

The State Historic Fund of Colorado has granted Broomfield over \$100,000 to support the assessment and restoration of the museum, a project which commenced in 2013 and is projected to be completed in 2015. Among the initiatives being researched by

the Broomfield Depot Museum staff are climate-controlled storage for its collection and the development of an interpretive plan for museum exhibitions.



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### F) Broomfield Depot Museum Friends (BDMF)

The BDMF is a membership-based nonprofit organization that supports the Broomfield Depot Museum through advocacy, fundraising and public awareness. Organized in 1976 as the Broomfield Historical Society, the BDMF has provided the museum with



financial support for processing archives, buses for local school visits, as well as the purchase of a media center to help facilitate activities at the museum. The BDMF also sponsors a speaker series at the Depot Museum called "History Comes Alive." With an improved understanding of the museum, its story and collection, the BDMF is preparing to increase membership to its organization and patronage to the museum, as well as advocate

more effectively in support of the Broomfield Depot Museum and its programs.

### G) Cultural Affairs Division of Broomfield

The Cultural Affairs Division of Broomfield manages facilities, programs, museums and the allocation of public funds for culture in Broomfield. This includes:

- Producing and promoting performing and visual arts programs;
- Providing staff support to the Broomfield Cultural Council, the Public Art Committee, Broomfield Depot Museum Friends, Broomfield Veterans Memorial Museum Board and the Broomfield/Ueda Sister City Committee;
- Facilitating implementation of the *Creative Broomfield* cultural master plan and its update;
- Consulting and collaborating with other City and County departments and community organizations on cultural diversity, arts education, event programming and volunteer opportunities; and
- Providing year-round cultural information to the general public.

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The Cultural Affairs Division also is responsible for the scheduling, management and promotion of concerts, dance and theater, school and corporate events at the Broomfield Auditorium (Audi) and fine art exhibitions in the Gallery located in the auditorium lobby. Featuring a seating capacity of 286 and professional lighting and sound, the Cultural Affairs Division presents, produces or supports over 250 cultural events annually at the Audi. The list below illustrates the diversity of artists and art organizations performing at the Audi.



CU Boulder Jazz Series

Rocky Mountain Brassworks

Boulder Chamber Orchestra

BackStory Theatre

ASTER Women's Chamber Choir

Broomfield Symphony Orchestra

Danse Etoile Ballet

Colorado Repertory Singers

Boulder Opera

Denver Municipal Band

Colorado Bluegrass Music Society

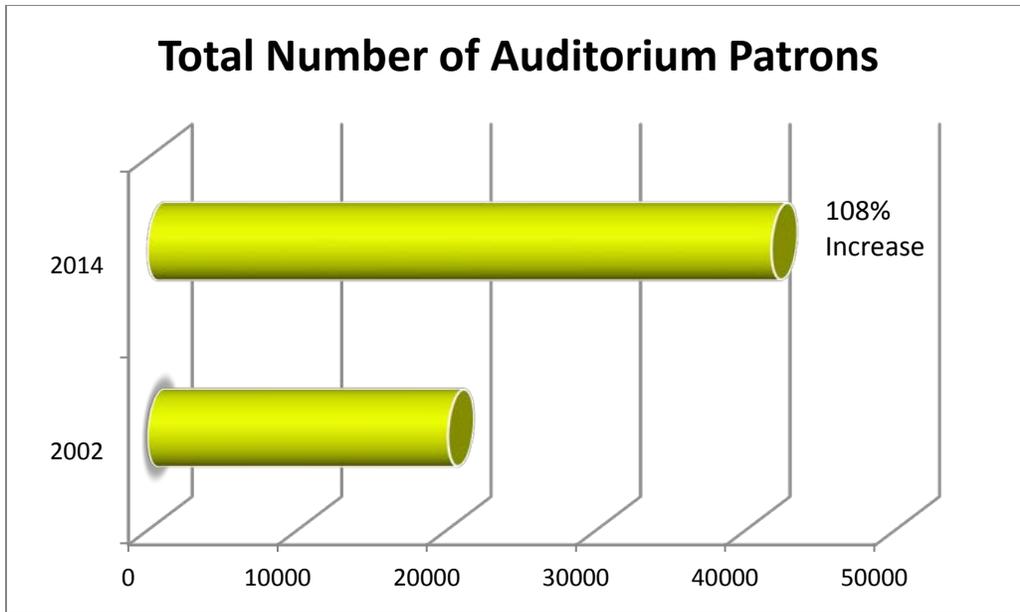
Broomfield Youth Symphony

Crystal Swing Band

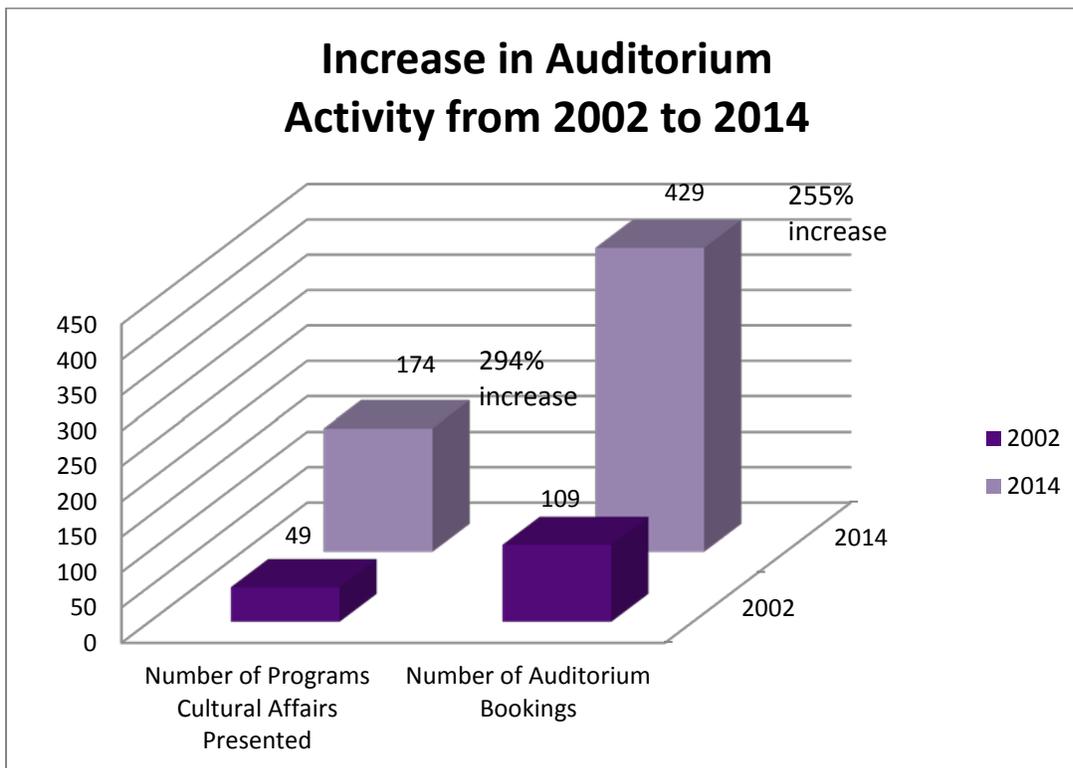
Wendy Woo Band

The Cultural Affairs Division recently collaborated with the Boulder International Film Festival to bring a film series to the Audi in 2015. The increase in both quantity and quality of performances at the Audi successfully balances Broomfield's "open access" policy for bookings with a curated series of performances.

The City and County of Broomfield and its Cultural Affairs and Museum Divisions provide critical support to the Broomfield's cultural arts community and its volunteer-driven organizations in the planning, facilitation and production of cultural arts programming. The very success of these programs and their subsequent growth over the past decade are maximizing the operational capacity of the division in 2015, requiring a new assessment and prospective reallocation of resources and services to the maintenance of existing programs and the development of new ones.



Additional objectives identified by Broomfield staff include, way-finding signage for municipal venues, new software for ticketing and the scheduling of municipal spaces, and a mid-sized performance space that can facilitate the presentation of live dance, music and theater.



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### H. Broomfield/Ueda Japan Sister Cities Program

Receiving administrative support from the Cultural Affairs Division, the Broomfield/Ueda Japan Sister Cities Program was established to facilitate Broomfield's "Friendship City" relationship with the cities of Maruko and Ueda, Japan. In 2001, the mayors of Broomfield and Maruko signed the first "Friendship City" agreement. When Maruko and other smaller municipalities merged in 2005 to form the larger community of Ueda, Broomfield's and Ueda's mayors signed an updated "Friendship City" agreement the following year.



The "Friendship City" relationship provides opportunities for Broomfield officials and citizens to experience and explore other cultures through long-term partnerships, creating an atmosphere for economic and community development and an environment to learn, work and solve problems through cultural, educational, municipal, business, professional and technical exchanges and projects.

The Broomfield Sister Cities Program administers the reciprocal cultural and educational exchange of students between the "Friendship" cities. Since 2001, students from Maruko and Ueda have visited Broomfield in odd numbered years, and Broomfield has sent local ambassadors to their counterparts in Japan in even numbered years. The Broomfield Sister Cities Program is planning to host another arrival of students from Ueda in 2015.

### I) Mamie Doud Eisenhower Public Library

The Cultural Affairs and Museum Divisions operate under the executive administration of the Director of Library Services and Cultural Affairs. Since its dedication in 1963, the Mamie Doud Eisenhower Public Library has partnered with community organizations and municipal departments in the development and advancement of

## APPENDIX: SUPPORTING MATERIALS

Broomfield's cultural arts community. In 2001 the City and County of Broomfield formally established the Cultural Affairs Division under the Department of Community Resources. In 2007 the Cultural Affairs Division was combined with the Library to create the Library Services and Cultural Affairs Department. The Museum Division was established in 2011.



The Mamie Doud Eisenhower Public Library informs Broomfield's rich cultural life with approximately 100 programs a month for babies, toddlers, teens, adults and seniors. The Broomfield Public Library Friends Foundation is a non-profit organization that also supports programming that enriches the cultural identity of the community.

### STAKEHOLDERS REPORTS OF PROGRESS ON AREAS OF PRIORITY

Public input and engagement were identified from the onset by the Broomfield Cultural Council as two critical resources that would inform the planning and subsequent development of *Creative Broomfield*. Public forums were held to gather information and recommendations from key individuals and organizations on the state of the cultural environment in Broomfield. Six areas of principal interest emerged from these forums:

- **ARTS EDUCATION:** The need to develop more opportunities for K-12 students to experience and participate in the visual, literary and performing arts both in and outside of the classroom.
- **CULTURAL DIVERSITY:** The need for emphasis on supporting and encouraging a full range of opportunities that reflect the cultural richness and diversity of the community.

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- **CULTURAL SPACES AND PLACES:** The need for affordable space for performance, exhibition, studio, administrative and storage functions as well as gathering spaces for community events.
- **CULTURAL MARKETING:** The need to heighten public awareness of and participation in Broomfield's cultural offerings.
- **LIFELONG ACCESS TO THE ARTS:** The need for increased opportunities for citizens of all ages and backgrounds to participate more fully in a wide range of quality arts experiences.
- **COMMUNITY FOCAL POINT:** The need for the creation of a strong cultural identity as well as places where both formal and informal events can occur, including festivals, concerts and exhibitions.

The six areas were ultimately identified by the Broomfield Cultural Council as having the highest priority to the overall cultural life of the community and provided the focus and direction for what would become a comprehensive, community-wide action plan. In the ensuing years, Broomfield's growing cultural arts community, with the continuing support of successive City Councils and the Broomfield Cultural Arts Division, began addressing the artistic, educational and civic objectives identified in *Creative Broomfield*. In 2015, the richness and diversity of activities and amenities available in Broomfield is a testament to the strength and commitment of Broomfield's cultural arts community and the vision of the original cultural master plan. What follows is a brief report on the current state of each of the six areas of priority as stated in the original plan.

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## APPENDIX: SUPPORTING MATERIALS

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### 1. ARTS EDUCATION

There are myriad activities that supplement the arts and cultural programming and coursework of Broomfield's respective school districts. The Mamie Doud Eisenhower Public Library (MDE Library) in Broomfield offers free arts and cultural activities for K-12 students throughout the year that include Family Story Time, Movie Nights, and Pizza and Prose for teens. In partnership with the Broomfield Depot Museum, the MDE



Library also has created a in a Bag book club for young readers.

A recent study conducted by the Scientific and Cultural Facilities District (SCFD) has found that every school in Broomfield has participated in at least one arts, cultural or science program offered by an SCFD-funded organization. These programs

include an artist-in-residency program at local high schools, elementary and middle-school student trips to Dinosaur Ridge, in-school performances by Dance Arts Studio and field trips to the Broomfield Auditorium to attend theatrical productions written by and for students. Additional SCFD-funded programs that have gone beyond the classroom include Art Stop On the Go, which takes place in the MDE Library, and Summer Sundays at the Brunner House which include a variety of cultural activities for children.

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The City and County of Broomfield funds Arts, Culture and Science grants that provide additional support to local organizations for cultural arts programming to K-12 students, such as the Broomfield Depot Museum and Broomfield Veterans Memorial Museum which offer tours for students in elementary and middle school to learn about Broomfield's history and cultural heritage. The Broomfield Council on the Arts and Humanities hosts an annual student art show in partnership with the Broomfield Recreation Department, and BackStory Theatre provides opportunities for children preschool through high school to participate in drama classes, workshops and theatrical productions.

Additional funding for arts education is provided by the Broomfield Community Foundation. Their Youth Advisory Board has approved funding for activities that include the creation of a mural by a local teen artist in the Broomfield Auditorium Lobby, completed in 2010. A recommendation of *Creative Broomfield* that has not been fully addressed at this writing is the establishment of a formal dialog on arts in education with public and private schools, as no organization has been identified to lead this initiative.



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### 2. CULTURAL DIVERSITY

Broomfield provides venues for performance and exhibition, as well as grant funding, to artists and cultural organizations representing a diverse array of cultural interests



and audiences. The Broomfield Auditorium, commonly known as the Audi, and the Broomfield Amphitheater host over 400 programs annually which offer patrons the opportunity to experience within their own community a variety of cultural expressions to include:

- Phamaly, a theater company that produces professional scale plays and musicals cast entirely by performers with disabilities;
- The Spirituals Projects, a broad-based initiative that explores the many and varied dimensions of African-American spirituals;
- Manuel Molina, classical guitarist who studied at the Conservatory of Peru in Lima;
- The 101st Army Dixieland Band, Colorado's premier, military Dixieland jazz ensemble;
- Los Bohemios, an acoustic ensemble performing Cuban Son, Salsa, and Boleros; and
- Slam Nuba, an award-winning performance poetry event.



The Broomfield Depot Museum, constructed in 1909, is a hallmark of the community's cultural heritage. The Colorado State Historic Fund granted Broomfield over \$100,000 to support the assessment and restoration of

## APPENDIX: SUPPORTING MATERIALS

the Depot Museum, and its collection is presently managed by the Museum Division of the Library Services and Cultural Affairs Department. The Museum Division also co-hosts a speaker series called *History Comes Alive*, which is supported by the Broomfield Depot Museum Friends.

The Broomfield Veterans Memorial Museum presents programs throughout the year including Coffee and Conversations, an annual Memorial Day Picnic and a yearly Veterans' Day celebration. The MDE Library hosts a lecture series titled *History and Issues of the West* that provides a public outlet for issues of regional cultural interest and importance. Broomfield's commitment to historic preservation is further emphasized by the Historic Landmark Commission and in historic buildings such as the non-profit managed Crescent Grange. Summer Concerts which take place at the Brunner House and the Broomfield Amphitheater include a variety of musical genres such as Celtic, Latin, Jazz, Blues, Country, Roots, Alternative and Rock 'n Roll.

Through its Cultural Affairs Division, Broomfield supports the Broomfield / Ueda,



Japan Sister City cultural exchange program. Teen delegates from each community travel to their sister city in alternating years. Delegates from Japan are hosted by Broomfield residents during their stays. The Broomfield Council on the Arts and Humanities partnered with the Sister City program in 2013 to include

a landscape watercolor class taught by a Broomfield artist.

### 3. CULTURAL SPACES AND PLACES

Broomfield is home to a variety of free and affordable venues for performance and exhibition including the Brunner House, the Broomfield Auditorium and Gallery,



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Broomfield Amphitheater, Mamie Doud Eisenhower Public Library, Broomfield Community Center, as well as several churches and schools in the area. Broomfield also provides exhibition space for the Broomfield Art Guild in the George Di Ciero City and County Building. The 1STBANK Center provides spaces for rotating sculptures and 2D art.

Local businesses such as the Turquoise Mesa Winery, Smokey Banana Tattoo, North Metro Fire District Administration and the Broomfield Business Resource Center also provide exhibition space for two-dimensional fine arts.

The Broomfield Depot Museum and the Broomfield Veterans Memorial Museum (BVMM) offer free public access to their exhibitions and programs. The BVMM annually partners with Broomfield High School to present the Veterans Day Celebration. The Depot Museum, at this writing, is undergoing a restoration underwritten by the City and County of Broomfield as well as \$100,000 from the State Historic Fund. The growth of these museums has led to the need for additional space, especially for the storage of their respective collections in climate-controlled environments.

The Broomfield Public Art Committee (PAC) was established by ordinance by the City and County of Broomfield in 2004. Working closely with Cultural Affairs staff and City Council, the PAC makes recommendations for the purchase and installation of public art using funds from a 1% program. In the past ten years, this partnership has led to the Broomfield's acquisition of 28 pieces for the permanent art collection that are installed throughout Broomfield.

Additionally, the PAC oversees an art-on-loan program called *Art for Awhile* that



includes nine rotating sculptures and a 2D art exhibit. The 1STBANK Center and the North Metro Fire District Administration partner in this program to provide pads and exhibition space. Broomfield residents are encouraged to vote for their favorite rotating sculptures in the popular Broomfield's Choice Award. The Sculpture Trail in Broomfield's Commons

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Community Park provides a destination for art patrons that is easily accessible and includes a diverse collection of sculptures from nationally and internationally recognized artists.

### 4. CULTURAL MARKETING

The Broomfield Cultural Affairs Division provides marketing support for all cultural events in the Audi through advance media releases, monthly event flyers and display space for promotional posters and banners. Cultural Affairs also administers a marketing outreach program in collaboration with the 1STBANK Center, which offers the LED sign on Highway 36 in Broomfield to nonprofit cultural organizations for promotional purposes. And finally, staff has created a robust avenue for promoting arts and culture through social media.



The Broomfield Council on the Arts and Humanities provides promotional support to cultural arts organizations through its member events listing in its quarterly newsletter. The *Broomfield Enterprise* and *Broomfielder* magazine regularly report on the activities of local cultural arts organizations.

Numerous and varied community engagement activities have been successful in heightening public awareness of cultural arts opportunities. Examples of these efforts include Night at the Museum for teens, the Broomfield Choice Awards, Dancing with the Broomfield Stars and the Library Card Project, which solicited student art for new library cards.

As the landscape of communications rapidly evolves, Broomfield has adapted by creating a new Communications Division. The goal of the division is to bring engagement and communication to the forefront of city operations using a variety of tools such as Facebook, Twitter and YouTube.

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### 5. LIFELONG ACCESS TO THE ARTS

Since its inception in 1973, the Broomfield Council on the Arts & Humanities (BCAH) has been a local incubator of cultural organizations that have provided lifelong experiences with the arts to Broomfield residents. Events produced by BCAH include the Summer Sunday events at the Brunner House, which include cultural activities for patrons of all ages, and a noon concert series that is presented periodically throughout the year. In 2014, BCAH began the Broomfield Youth Orchestra which has grown from 30 to over 100 participants.



The Broomfield's Recreation Department hosts the annual Broomfield Days and July 4th events that include music, dance and visual arts that appeal to all ages. The Senior Resource Center provides opportunities for members to create art in their woodshop and attend events that include music and dancing. The MDE Library offers a broad range of arts and cultural programs for toddlers and their parents, schoolchildren, young adults through seniors, including the popular One Book, One Broomfield program. The Cultural Affairs Division presents programs targeted to young adults such as dramatic comedy with Playback Theater and Helander Dance Theatre Company and musical performances by Wendy Woo and Kort McCumber, as well as free events throughout the year, such as the Summer Concert Series, CU JAZZ in Broomfield and Culture Feast.

### 6. COMMUNITY FOCAL POINT



Broomfield was an early proponent of incorporating public art into civic spaces: the *Solar Calendar* in the George Di Ciero City and County Building, *Colorado Landscapes* in the Paul Derda Recreation Center and *Season Cycle* in the Field Open Space. A community effort resulted in the installation of a 9/11 memorial in Broomfield Community Park in 2004, the first in the state. As of 2015, the Broomfield Public Art permanent collection

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purchased through the 1% program features 28 pieces that have been placed throughout the county.

The Broomfield's art-on-loan program called *Art for Awhile* features nine rotating sculptures: three in Community Park, just west of the library; three in the garden behind the North Metro Fire District administration building; and three on the promenade leading to the entry way of the 1STBANK Center. The program also features rotating exhibits of two dimensional art in the 1STBANK Center, Broomfield Auditorium Gallery and George Di Ciero Building.

The Broomfield Amphitheater and the Audi collectively provide space for hundreds of cultural activities a year. The 1STBANK Center presents a variety of marquee events that include Cirque du Soleil, String Cheese Incident and the Harlem Globetrotters. Built in 1909, the Depot Museum is an historic treasure for Broomfield residents.

### PUBLIC ART

The following is a status report on the current state of public art in Broomfield



As stated in the Public Art Master Plan adopted by City Council on September 28, 2004, the mission of the Broomfield Public Art Program is to create a more visually pleasing environment and to expand the opportunities for residents and visitors to

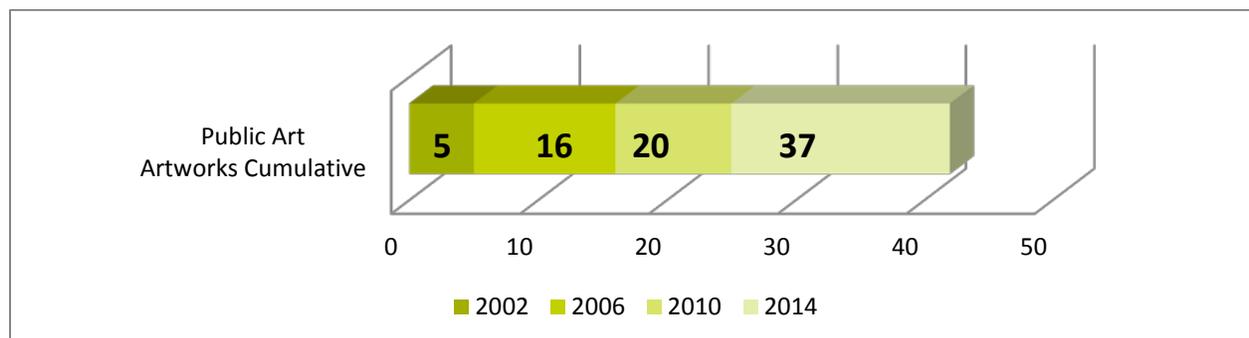
## APPENDIX: SUPPORTING MATERIALS

experience quality works of art. The Public Art Program enhances the image of Broomfield and fosters a “sense of place” for its residents and visitors.

The goals of the Public Art Program are:

- Build a collection of public art in Broomfield that includes: selecting sites, acquiring and displaying art, and providing for maintenance, repair and deaccession of art;
- Integrate public art into all areas of the City and County to enhance the image of Broomfield and reflect the cultural and ethnic diversity of the community;
- Impact the quality of life in our community by fostering: advocacy, marketing, education and stewardship of public art that will create public understanding of the social and economic value of public art in the community.

The Public Art Committee (PAC) evaluates and assesses the effectiveness of art selected through public opinion polls and other means. It also provides comprehensive information about the context and content of the art selected. The PAC promotes the value of public art to the community through activities and publications. The PAC worked closely with the Parks and Recreation Advisory Committee and the Open Space and Trails Committee in determining the placement and selection of art in open space located south of the Broomfield Commons Community Park. The PAC also has been involved in the conceptual design of the Broomfield's new Health and Human Services building. Based on a recommendation from the PAC, City Council recently approved the appropriation of public arts fund to be used to enhance the HHS building.



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Along with the acquisition of art comes the responsibility for the City and County of Broomfield to act as steward of its collection. Any public art owned by Broomfield is an investment with the potential to appreciate in value. As stated in the Visual Artists' Rights Act (VARA) of 1990, the City and County of Broomfield will be responsible for protecting the value, integrity and authenticity of artwork that is acquired. The Public Art Program allocates funds and time to the assessment, maintenance, and repair of the collection. The PAC maintains an inventory and condition assessment of the Broomfield's public art collection and its surrounding environment. The Public Art Program is funded by a Percent-For-Art program, by which 1% of the CIP budget is allocated to a fund providing for acquisition, placement, maintenance, advocacy and education.