

# Town of Bennett

## *Arts and Cultural Master Plan*

### 2019



welcome neighbors.

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# Introduction

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The Town of Bennett (Town) continually strives to ensure the quality of life for all its community members. In June 2006, the Board of Trustees adopted the following vision statement to reiterate their commitment to that goal: The Town Board of Trustees will proactively manage community needs to develop the Town of Bennett into one of the premier "rural town centers" of Colorado providing optimum levels of service to our citizens.

In 2018, the current Board of Trustees outlined a desire for greater arts and cultural access throughout the Town as a way of continuing to develop Bennett into that premier rural town center. The Bennett Arts Council was founded in April 2018 in order to fulfill the Board of Trustees' vision and to provide an avenue for arts and culture development in both Bennett and the surrounding unincorporated areas. The Arts Council is made up of Town staff and numerous community partners, including local artists and artisans, special districts, and non-profit organizations. The Bennett Arts Council's main purpose is to act as an advisory board and to increase awareness and access to arts and culture programming in Bennett and the neighboring communities.

The established mission statement for the Bennett Arts Council is to promote, connect, and empower arts and culture for all ages. It values sustainability, collaboration, innovation, and the transformative power of the arts.

As a way of fulfilling the above mission statement, the Bennett Arts Council was tasked with creating an arts and culture master plan for the Town of Bennett. A master plan is a comprehensive document that establishes and prioritizes long-term administrative goals to set parameters for government funding and development. The Town of Bennett Arts and Culture Master Plan was developed using community input from the Arts and Culture Community Survey, which was available for input from May to September 2019, as well as multiple public meetings and community partner inventory outreach, which were conducted from March to September 2019.

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Further recommendations and invaluable input were provided by Bennett Arts Council members who are leaders in the community and helped provide representation for a variety of voices throughout the area.

The Arts and Culture Master Plan is an important step in developing an arts and culture initiative that is sustainable and long-lasting. It includes the following items: 1. An acknowledgment of the people and organizations that contributed to the master planning process. 2. A discussion of the quality of life benefits associated with arts and culture and why it is important to invest in them. 3. An outline of the data collected to complete the master plan and how that information was incorporated into the document. 4. An analysis of both the Arts and Culture Community Survey results and the public input attained at public meetings. 5. An itemized inventory of current arts and culture organizations, venues, events, public art, and government policy throughout the Eastern I-70 Corridor. 6. A list of long-term arts and culture community goals and the strategies necessary to meet those goals.

It is the sincere hope of the Bennett Arts Council that this planning document meets the needs and desires of the Bennett community and encourages and creates greater access to arts and culture for all Bennett residents.



# Acknowledgements

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Thank you to the Bennett Arts Council community partners who not only helped develop the Town of Bennett Arts and Culture Master Plan but who also played an integral role in growing and sustaining the Arts Council itself.

Thank you to the Town Board of Trustees for their vision and desire to improve the quality of life of Bennett residents through the creation of an arts and culture initiative.

Thank you to all the organizations and community members that provided their time and knowledge to create a comprehensive arts and culture inventory.

Thank you to our business partners and generous sponsors. The work of the Bennett Arts Council would be impossible without you.

And finally, thank you to the residents of the Town of Bennett. This master plan and the work of the Bennett Arts Council are done solely for you. We cannot succeed without your input and support.

## Bennett Arts Council Contributing Members:

**Eric Zacharias**, Anythink Library

**Whitney Oakley**, Anythink Library

**Jamie Zerr-Lockwood**, Artist

**Becky Zierer**, Bennett Community Market

**Leila Schaub**, Bennett Park and Recreation District

**Melissa Klomp**, Bennett School District

**Sue Laing**, Bennett School District

**Nichole Harrell**, Communities that Care

**Robbin Schincke**, Morgan Community College

**Alison Digan**, Town of Bennett

**Taeler Houlberg**, Town of Bennett

**Trish Stiles**, Town Administrator

## Importance of Investing in Arts and Culture and the Impact on Quality of Life

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Arts and culture are part of the human experience. Examples of visual and performing art can be traced back thousands of years and have been used to move the story of humankind forward. Public art, artistic programming, and cultural events are all tools that can be used to emotionally connect people to the area where they live. They also contribute to the local economy through job creation and tax revenue. The following research examines just how important the impact of arts and culture is on a community's quality of life, as well as specific case studies from around the world that showcase how vital arts and culture are to building and sustaining community. It also provides the necessary validation for exactly why local governments should continue to support and fund arts initiatives in their respective municipalities.

Per research standards in the field, quality of life is measured through the examination of economic health and the development of social capital/place attachment in a given area.

### **Impact of arts and culture on quality of life:**

In 2018, Americans for the Arts performed an in depth examination into the impact of the arts on community economic health and found that the contribution of arts in an area is substantial. The study's researchers collected detailed expenditure and attendance data in 2015 from 14,439 arts and culture organizations and 212,691 attendees in order to measure total industry spending. What they



found was that the nonprofit arts and culture industry created \$166.3 billion of economic activity in the United States and supported 4.6 million jobs. Arts and culture organizations alone put \$63.8 billion into the nation's economy and the peripheral spending by arts

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audiences contributed \$102.5 billion to local businesses. Overall, the study found that one of the most important impacts of arts organizations was the ability to keep the economic impact local. The arts community employs people locally, supports local business through the purchase of local goods, and makes communities more vibrant and attractive, which not only entices tourists to visit but also encourages participation by current residents (Americans for the Arts, 2018).

Findings in a 2015 report by the United States Bureau of Economic Analysis (2018) showed that economic impact was even more substantial than the Americans for the Arts analysis showed. It found that in the United States, arts and culture economic activity generated \$763.6 billion or 4.2 percent of gross domestic product. In Colorado alone, the arts and culture sector contributed over \$13.7 billion to the economy, created 100,631 jobs, and paid \$7 billion in wages.

Furthermore, research by Wojan and Nichols (2018) found that support of a creative milieu in a rural context was paired with faster rates of employment, population growth, and business formation. The authors emphasized “that the arts are a cultural complement to human capital that facilitates innovative thinking” and ultimately leads to a stronger, more dynamic economy. Similar social outcomes were examined by Stern & Seifert (2010), who found that areas that emphasized arts and culture were associated with higher production levels via innovation and creativity, and that revitalization occurred through both an actual increase in commerce and through the social role that arts played. Cultural clusters exhibited a decrease in poverty rates and an increase in home values.

Likewise, research by Kay (2000) and Stern & Seifert (2010) examined the relationship between the arts and quality of life and found that they positively impact a community both economically and socially. The arts not only encouraged innovation, economic growth, and increased productivity but they were also a tool for empowerment and social engagement.

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Presence of the arts in community development encouraged an increase in civic engagement, volunteerism, participation in a social network, and the development of social capital via cultural identity and overcoming boundaries between groups.

**Effectiveness of arts and culture policies and funding initiatives:**



Similar to the research conducted on the impact of arts and culture on quality of life, a large part of the research that examines the effectiveness of arts and culture policies and funding initiatives is centered on how those policies and initiatives impact a community economically and socially. The case studies mentioned in the following paragraphs highlight many governmental policy initiatives that were designed and instituted to specifically impact quality of life.

Many of the case studies focused on economic policy initiatives in order to leverage the arts to revitalize an underutilized area. In New Haven, Connecticut, the city realized that the area’s creative industries had no place to develop or grow, so the municipality instituted the policy “Project Storefront,” which was designed to fill empty retail spaces with art galleries, studios, and arts and non-profit related offices. The outcomes associated with the initiative were highly positive. Consumers were once again interested in visiting an underutilized area, artists and entrepreneurial businesses felt supported by their community, and in the first year alone four new businesses were created (National Endowment for the Arts, 2016).

Dubuque, Iowa, created a similar economic development policy that was aimed at revitalizing an underserved area. The City Council created the Historic Millwork District Master Plan that prioritized the revitalization of vacant spaces by creating an arts district that would support the creative industries in the area. Ultimately, the initiative prompted an increase in cultural events and encouraged the relocation of non-profit organizations to the area. In all, the

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city estimates the economic impact of the project to be \$47.2 million annually (National Endowment of the Arts, 2016).

Unlike the case studies mentioned above, the Arts Awareness Intervention policy in Ireland was an economic development policy that focused on decreasing poverty rather than area revitalization through building and infrastructure investment. As part of the policy, the government's Department of Arts, Culture, and Gaeltacht attempted to combat poverty and encourage labor regeneration by investing in arts programming. Participants in the program experienced income regeneration as well as a desire for arts education and training, increased feelings of self-expression and working hard, and an increased sense of community (Kay, 200). Though the motivation behind the government's policy was economic development, an unexpected outcome of the program was participants' increased sense of self and community, which showed the potential for the arts to be not only an economic driver but a social driver as well.

The aforementioned case studies have shown the impact that economic development arts policies can have on an area, but not all municipal arts and culture policies are motivated by economic output. Many of them are motivated by the desire to increase a community's social capital. A case study conducted by Bailey, Miles & Stark (2004) in North East England looked at the impact of culture-led regeneration in Newcastle, Gateshead Quayside. The policy implemented in this case study centered on a systematic increase in funding and the creation of a Local Arts Development Agency that supported individual artists and new productions. Though new capital development facilities were created and the neighborhood experienced revitalization efforts, the research from the case study emphasized the positive communal impacts from the policy. Community members showed more enthusiasm toward the arts and attendance to various arts activities increased from 12-20 percent, depending on the event. The study concluded that culture-led regeneration was most successful because it focused on

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cultural identity and the cultural imperative of the arts rather than economic development.

Similar to the policy in North East England, the government of Chattanooga, Tennessee, developed an arts and culture policy that focused on culture-led community development over economic development. In a neighborhood of the city known for its unemployment and poor storm water management system, the city decided to develop a 1.72-acre parcel into an arts-centered community park. City officials reported that the policy accomplished its purpose and the area has become a main gathering place for residents. They also reported that, unexpectedly, the neighborhoods surrounding the park have seen revitalization efforts despite economic development not being a goal of the project.

In Columbus, Ohio, an arts initiative was developed with the explicit goal to create cultural understanding and an increased sense of community. The Guernica Peace Mural Project included American and Somali participants who were tasked with the creation and implementation of an artistic mural wall. Outcomes from the case study showed an increased understanding of one another's culture, genuine development of non-hierarchical relationships, and solidified community connections (Lee, 2013).

As shown in the research above, arts and culture improve a community's quality of life in a substantial way. They have the ability to increase and sustain economic health and vitality, foster community trust, and connect people to the place where they live. Simply put, they bring an inherent positivity to a community that is difficult to mimic with any other initiative. These immediate and substantial improvements to quality of life are the precise reason why arts and culture initiatives are worth investing in, not only with time and attendance but with fiscal backing as well. Local governments have a responsibility to support and improve quality of life in their community and by actively encouraging arts and culture initiatives, municipalities have the ability to fulfill that responsibility and develop a strong and lively community where all community members are incorporated and welcomed.

# Data Collection

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All the information gathered for this master plan was acquired through an intensive community engagement process that spanned seven months. The data collected can be divided into three main categories associated with the way in which it was attained. The three categories are community survey, community outreach, and Bennett Arts Council member input. Below is a detailed description of each category that includes why the category is significant, the data collection process associated with each item, and how that collected data impacted the overall master plan.

## Community Survey

At the start of the planning process, the Bennett Arts Council understood that a community survey would be necessary to create a document that was fully representative of the community's needs and desires for arts and culture in the Town. In May 2019, a fifteen-question survey on Google Forms was created for the purpose of attaining public input on the value of arts and culture to the community, support for specific arts and culture programming, interest in public art, and how the Bennett Arts Council could improve overall.

Once the survey was constructed, it was dispersed to the public, and residents were notified of the survey through various avenues of communication in order to receive as many responses as possible. A synopsis of the purpose of the survey and a link to the Google Form were included in the Town's eNewsletter, posted on the Town's website and social media pages, distributed via direct communication, and handed out in hard copy form at public meetings and Bennett Days. In total, the Bennett Arts Council received 69 responses to the Arts and Culture Community Survey.

Town staff efforts were focused on attaining surveys that were representative of Bennett's overall demographic (e.g. gender, race, age, and income). Gathering survey responses at Bennett Days was particularly important in guaranteeing that all demographics were represented in the survey results. Bennett Days is the Town's yearly festival that attracts

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2500-3000 visitors. It is free to the public and open to all people, which provided an opportunity for the Bennett Arts Council to attain survey feedback from a wide variety of residents from all demographic groups.



Outside of Bennett Days, a variety of demographic groups were reached in one of two ways. The first was by leveraging the Bennett Arts Council members' social and community networks. Members were sent a copy of the survey link by email and were asked to distribute the online link or physical

copies of the survey to community members they came in contact with. On a daily basis, Arts Council members encounter and work with residents from a variety of groups spanning age, gender, income, and race. By having them disburse copies of the survey to residents, staff was able to diversify the base of survey respondents and ensure that the survey results represented the Bennett population appropriately.

The second way a diverse demographic group was reached was via hand-delivered surveys to a social group called "Silver Sneakers," who are predominantly aged adults both male and female. The surveys were handed out by the Director of the Bennett Parks and Recreation District and participants of the Silver Sneakers class were invited to fill out the paper survey.

From May to September 2019, an ongoing analysis of the survey responses took place. Final submittal for survey input was on September 7th at Bennett Days. All surveys that were done via paper were manually input into the online result database and incorporated into the final survey results. The compiled results were used in the formulation and prioritization of the specific community arts and culture goals listed in this master plan. An analysis of the survey is included below under the heading "Survey and Public Meeting Analysis."

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## **Community Outreach**

The community outreach process was comprised of two distinct components: community engagement and inventory outreach. The avenues for community engagement were varied and extensive and included a public Bennett Arts Council meeting, a public meeting at the Bennett Recreation District, a Business Advisory Group meeting, and a review of the draft master plan and community goals at a Board Meeting for the Town Board of Trustees. The data collection process for the Eastern I-70 Corridor Arts and Culture Inventory was strategic and intensive so as comprehensive and accurate an inventory as possible could be created in order to fully understand all of the current resources available for arts and culture. Town staff performed extensive community outreach to collect information on arts and culture venues, organizations, events, public art, and policy, so that data could be compiled into this master plan and used as a reference in the formulation of the Community Arts and Cultural Goals and also for residents' personal use.

### *Community Engagement*

Community engagement was an important part of the master planning process and public meetings were held specifically for the purpose of attaining important community input on arts and culture growth in Bennett. Residents and Bennett businesses owners were encouraged to participate in four public meetings in order to provide their opinion on arts and culture growth and planning in the community. The public meetings took place in four different settings. The first was at an official meeting of the Bennett Arts Council, which took place on August 20th, 2019. The second was at a regularly scheduled Silver Sneakers class on August 26th, 2019, at the Bennett Parks and Recreation District. The third was at the Business Advisory Group (BAG) meeting on September 23rd, 2019. The fourth was on September 24th, 2019, at a Board Meeting for the Town of Bennett Board of Trustees.

The Bennett Arts Council meeting on August 20th, 2019, was publicized as a public

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meeting using the Town’s publication standards. This included publication for the meeting on Bennett’s social media platforms including Facebook and Twitter, and adding information about the meeting to the Town website. The Arts Council meeting was held in the “Community Room” at Town Hall and residents were invited to come to the meeting in order to provide feedback on the draft plan goals and steps to implementation. A time was set aside on the meeting’s agenda for public comment. The meeting was also used as a platform for receiving feedback on the master plan goals and steps to implementation from the Bennett Arts Council members. Meeting minutes from August 20th are included in this master plan as Appendix C.

The second public meeting took place on August 26th, 2019, at the Bennett Park Recreation District at the beginning of a Silver Sneakers class, which is a standard class included on the class calendar. As mentioned above, surveys had been dispersed to members of the Silver Sneakers group, staff met with them in order to gather more in-depth feedback about the arts and culture initiative overall. Talking points from the meeting can be found in the analysis portion of this master plan. Though this meeting was informal, it was particularly important because it ensured that the senior demographic of the Town was being heard and that their ideas and opinions were incorporated into future planning.

The third public meeting took place at the Business Advisory Group (BAG) meeting on September 23rd, 2019. The BAG is a Town-sanctioned advisory group that consists of Bennett business owners who advise and make recommendations to the Town on matters related to business and economic development in the area. In order to receive feedback, the arts and culture master plan goals and timeline were provided to the group and members were asked to give their opinion and feedback on the draft plan as they related to economic growth and business development. As mentioned in the “Importance of Investing in Arts and Culture and the Impact on Quality of Life” section of this master plan, the creative industries can have a major impact on a community’s economy. Consequently, it was very important to receive

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feedback from Bennett’s businesses on arts and culture growth for the area to ensure that it aligned with the area’s economic goals. Their comments were incorporated into the master plan goals and can be found under the analysis portion of the master plan. The fourth public meeting took place on September 24th, 2019, at the regularly scheduled Board Meeting for the Town of Bennett Board of Trustees. Prior to this meeting taking place, the master plan draft was added to the virtual meeting agenda that was publicized using standard public meeting notices. At the meeting, Bennett’s elected officials were asked to provide feedback on the community arts and culture goals, steps to implementation, and implementation timeline. Their feedback is included in the “Survey and Public Meeting Analysis” section. The necessity behind receiving feedback from the Town’s elected Board of Trustees was critical. They represent the Town as a whole and guide the community’s policy initiatives. Without their support, the area’s arts and culture goals would be irrelevant.

### *Inventory Outreach*

The second element of community outreach was associated with gathering data for the Eastern I-70 Corridor Arts and Culture Inventory and was a primary focus since the beginning of the master plan development



process. Having a comprehensive inventory provides residents with the resources they need to access arts and culture throughout Bennett and the surrounding communities. It also allowed the Arts Council to see an overall picture of what arts and culture resources were already available so that when the community goals and long-term planning were developed, those goals were not redundant or overstepping with arts and culture efforts already in place. Lastly, gathering information for the inventory provided an avenue for Town staff to reach the widest array of people and organizations that represent the area’s varied demographics. Organizations

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in the inventory serve individuals from numerous backgrounds including children, teens, seniors, genders, income levels, and racial minorities.

Data for the inventory was collected through three methods: in-person interviews, digital communication, and non-contact research. Each category is described in more detail below.

The in-person interviews were conducted in order to develop a comprehensive inventory as well as solidify community relationships. Interviews were held between staff and various organization leaders to discuss the history of the inventory item to which they were associated, what demographic groups that organization served, and how the organization's work related to the overall arts and culture activities in the Eastern I-70 Corridor. On average, interviews lasted an hour and information from the in-person interviews was compiled via hand-written notes or voice recordings. That information was then analyzed for relevance to the specific purpose and incorporated into the comprehensive Eastern I-70 Corridor Arts and Culture Inventory.

Email communication was the second method of data collection for the arts and culture inventory. Due to time constraints and scheduling conflicts, it was impossible for staff to meet with all inventory representatives via the interview process. For this reason, email communication became the vehicle for gathering information on some inventory items. Individuals speaking on behalf of a specific topic in the inventory were sent a list of questions pertinent to their organizations or event and asked to respond as accurately as possible. Once staff had received the answers to the list of questions, the information was compiled and added to the comprehensive inventory.

The last method of data collection for the inventory was non-contact research. As with any information collection effort, internet search engines became a powerful tool for gathering data. Research was gathered almost exclusively from the website associated with the specific

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inventory item. It is important to note that like many rural communities, Bennett and the surrounding unincorporated areas often deal with an information lag associated with limited organizational resources. Information found on websites was not always comprehensive or complete. For this reason, once an inventory write-up was compiled, it was sent to the organization's representative for approval and further comment. After approval was received and the write-up was updated with recommendations from the organization, the item was then added to the comprehensive inventory.

The Eastern I-70 Corridor Arts and Culture inventory is a crucial piece of the master plan because the Arts Council could not have built comprehensive future goals for the community without first understanding fully what was already happening with arts and culture in the area. In a rural community, resources are incredibly limited and it is very important that efforts are not duplicated. By having the inventory, the Arts Council could move forward with goals that were appropriate to the context of the community.

### **Bennett Arts Council Input**

Bennett Arts Council members include representatives from Anythink Library, Bennett Community Market, Bennett Parks and Recreation District, Bennett School District, Communities that Care, Morgan Community College, and local artists. They represent many different demographics in the community, which made their input particularly valuable to the draft master planning process.



Special districts like the Bennett Parks and Recreation and Anythink Library are highly representative of the area's population because they serve children, adults, seniors, men, and

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women through their programming and offer services to families and individuals from all income levels. The Bennett Parks and Recreation District also provides a particularly strong connection to the Town's senior population. Representatives from Bennett School District highlight the Town's youth voice as well as having cross-sections with the community's minority populations, while representatives from Communities that Care and Morgan Community College further accentuate the student voice but also add the adult voice which is the Town's majority population. Other Bennett Arts Council members represent the surrounding agriculture community and local artists groups.

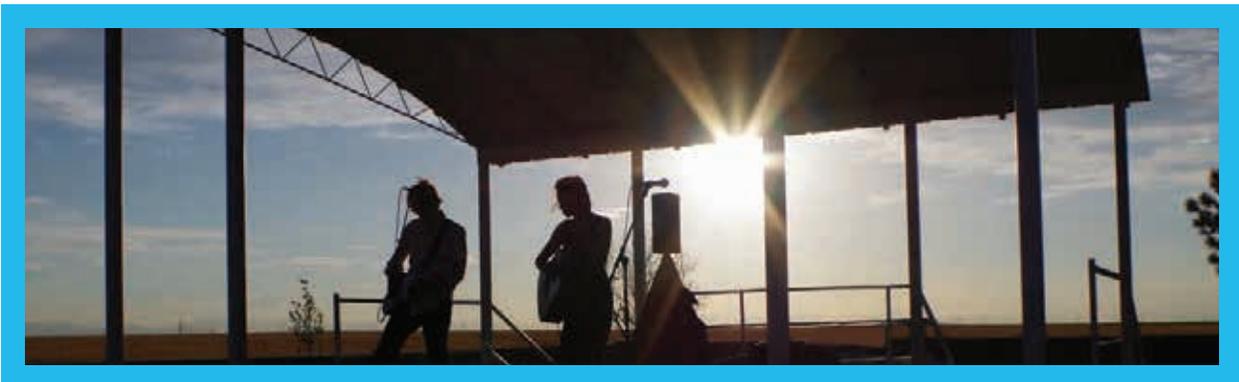
Feedback from the members of the Bennett Arts Council was integral to the formulation and completion of the overall Arts and Culture Master Plan. During the planning process, members were briefed on the collected community input data and asked to provide feedback on areas of improvement, community goals, public art, current programming, inventory topics, etc. Two such input meetings took place on June 25th, 2019, and August 20th, 2019.

During the June 25th meeting, the Arts Council was given the preliminary survey results and asked to provide input on what areas were most important to focus on. It was at this time that the group suggested the four goal areas: inclusion, outreach, access, and education. These area goals continued to fall in-line with additional community feedback and were later formulated into longer more comprehensive goals and steps to implementation by Town of Bennett staff. After the goal formulation was complete, the comprehensive goals and steps to implementation were reviewed by Bennett Arts Council members on August 20th. Each of the goals and steps to implementation were read aloud in the public meeting and the advice and feedback given by members was incorporated into the master plan goals.

Overall, the role of Bennett Arts Council members was one of collaboration and guidance. They brought the objectives, input, and priorities from their own organizations/businesses to the table to help build a more effective and representative

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document. As the master plan developed, they aided in the clarification of various segments and helped ensure that information was articulated in a way that was appropriate to the context. Lastly, they acted as advocates for both the arts and residents, and helped formulate future arts and culture goals that encompassed the voices of numerous community groups throughout Bennett and the surrounding unincorporated areas.

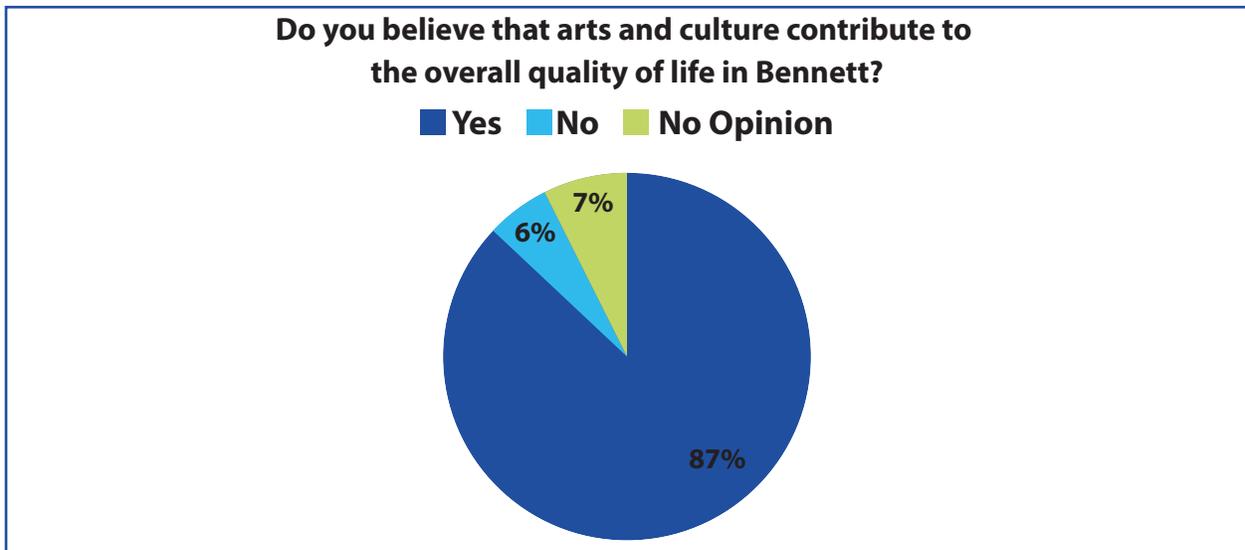


# Survey and Public Meeting Analysis

The following pages offer an analysis of the Arts and Culture Community Survey as well as an analysis of the public input attained at the public meetings for this master plan. The reason for the analysis is to clearly show how the public input gathered throughout the master planning process was ultimately shaped into the master plan arts and culture goals, which are listed under the heading “Community Arts and Culture Goals: Inclusion, Outreach, Access, Education.”

## Survey Analysis

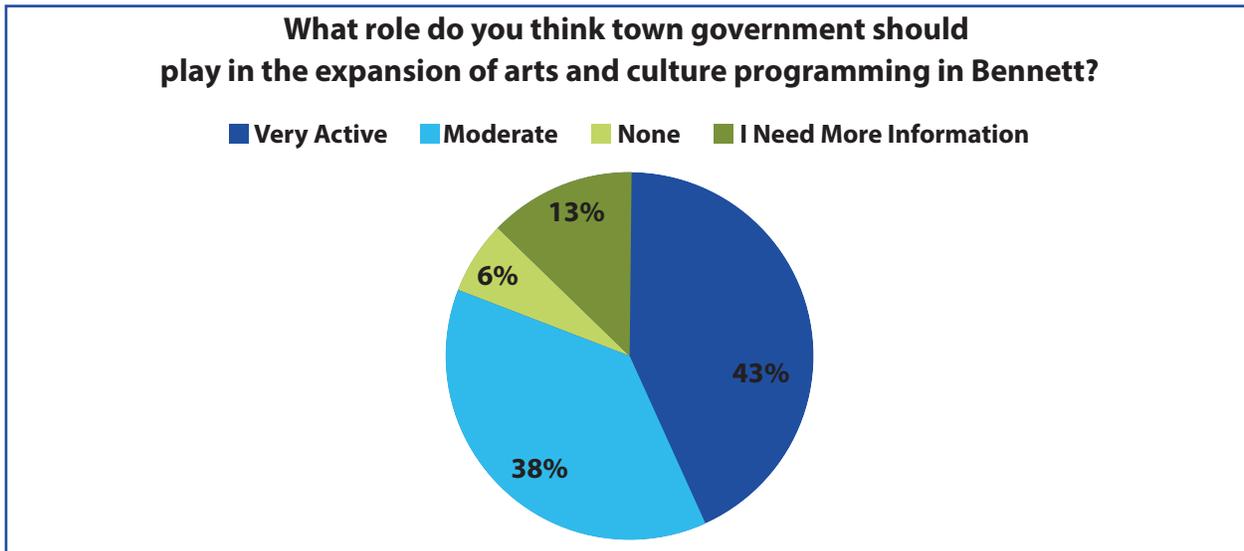
Through the Arts and Culture Community Survey, area residents expressed definitive support for arts and culture. Of those surveyed, 87 percent said that they believed that arts and culture contributed to quality of life in Bennett and a combined 90 percent said that having arts and culture offerings in the Town was either “very important” or “somewhat important” to them.



The survey also showcased residents’ belief that the Town government should play a role in bringing arts and culture to the community with 43 percent responding that government should play a “very active” role and 38 percent responding that it should play a “moderate” role. These numbers are important because they showcase the alignment between public opinion and the overall goals of Bennett’s Board of Trustees in supporting quality of life

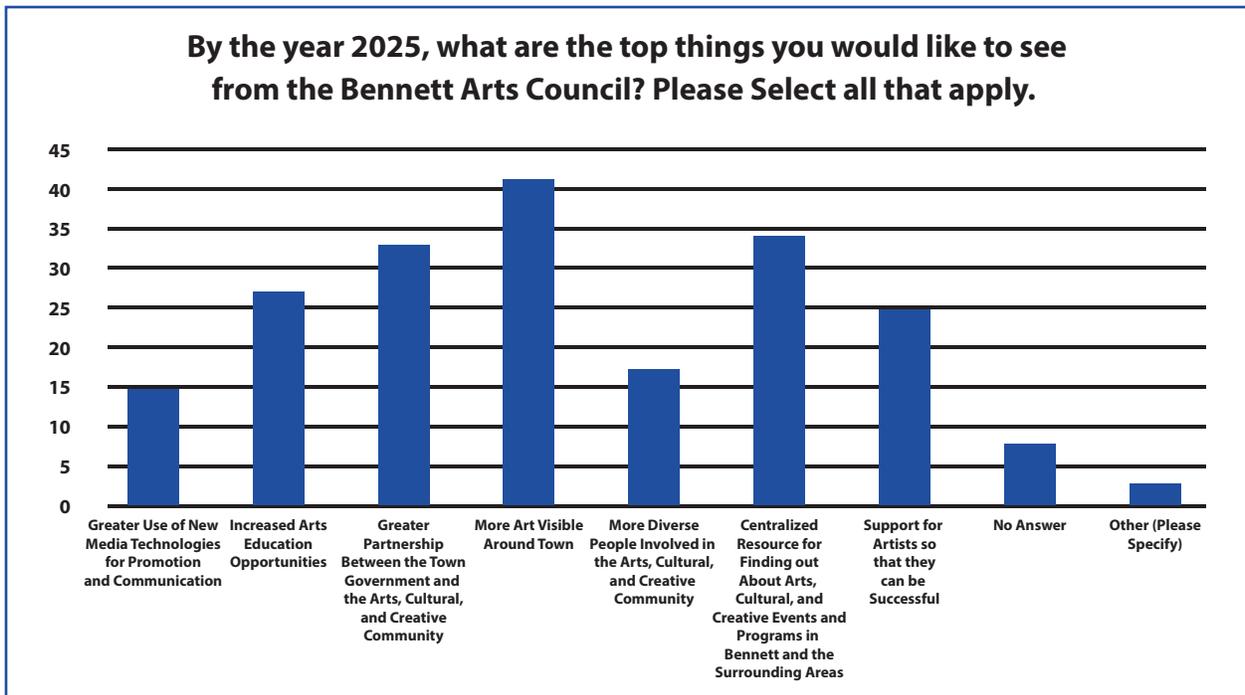
by starting an arts and culture initiative.

Having established that the majority of residents support arts and culture development



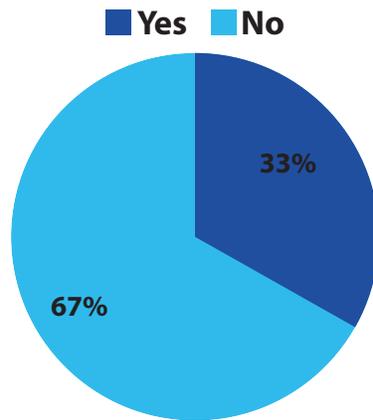
in the area, the survey was then analyzed to determine the community’s arts and culture needs and wants so that long-term goals could be established for the master plan. From the analysis, four key categories were identified as focal points for the next three years of growth. The categories are: inclusion, outreach, access, and education.

Inclusion was inspired by a reoccurring theme in the survey that stressed the importance of expanding community partnerships and leveraging the resources already in the area. When asked what they would like to see from the Bennett Arts Council over the coming years, one of the top three responses was “greater partnership between the town government and the arts, cultural, and creative community.” A desire to see more diverse people and programming as part of the arts initiative was also identified, and included suggestions of organizations and individuals who could be potential partners. Inclusion focused on broadening representation within the Bennett Arts Council and expanding community partnerships in order to provide additional resources and support for the arts and culture initiative.

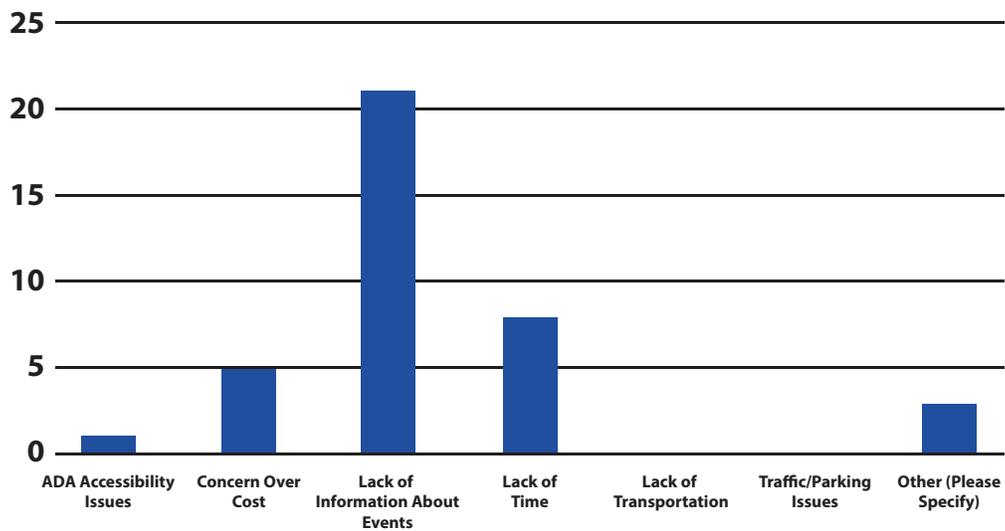


Outreach became an important goal because one of the greatest concerns that came out of the survey was lack of knowledge about arts and culture resources and events in the Bennett. Of those who said there were issues preventing them from attending more events, the most cited reason was “lack of information about events.” Respondents also identified “greater publicity” as one of the most important ways in which the Bennett Arts Council could improve access to arts and culture. Outreach concentrates on improving informational access for all aspects of arts and culture in the area. One of the ways this can be achieved is through a centralized online information resource database which ranked second for what respondents want to see as a long-term goal for the Arts Council. Surveyed individuals also identified the best ways to receive information about arts, culture, and special events, which will allow the Bennett Arts Council to highlight successful lines of communication and improve in other marketing areas.

**Are there issues that prevent you from attending more arts and cultural events in Bennett?**

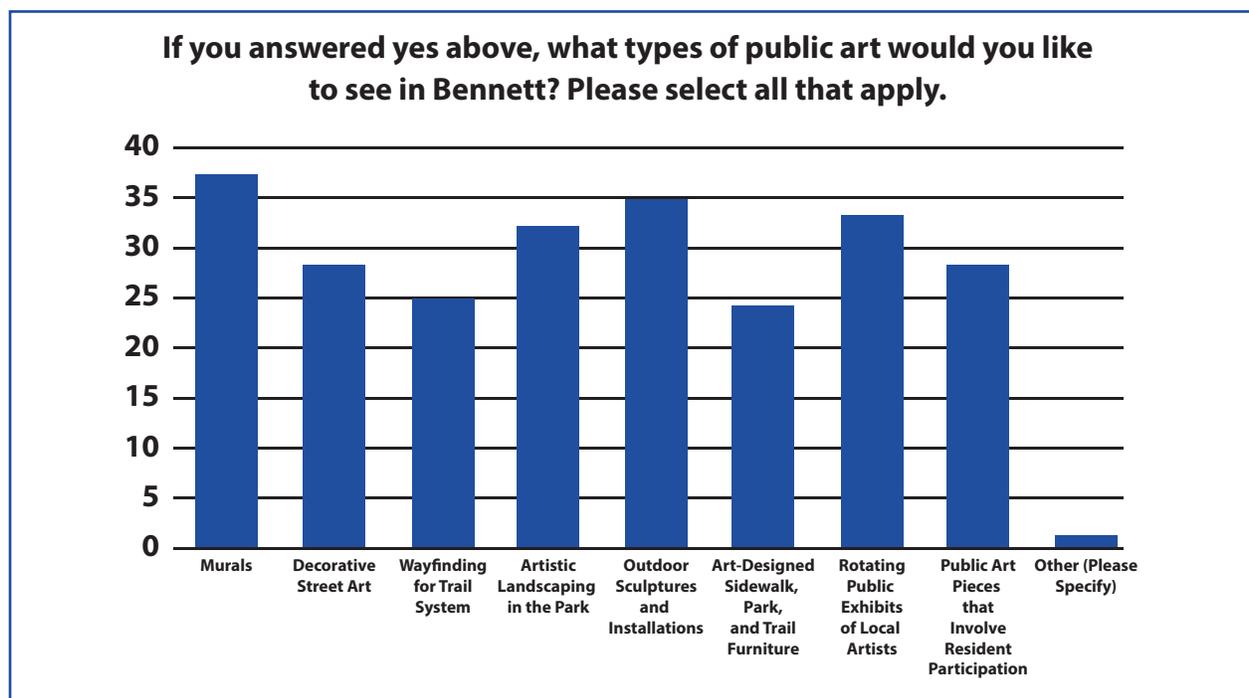
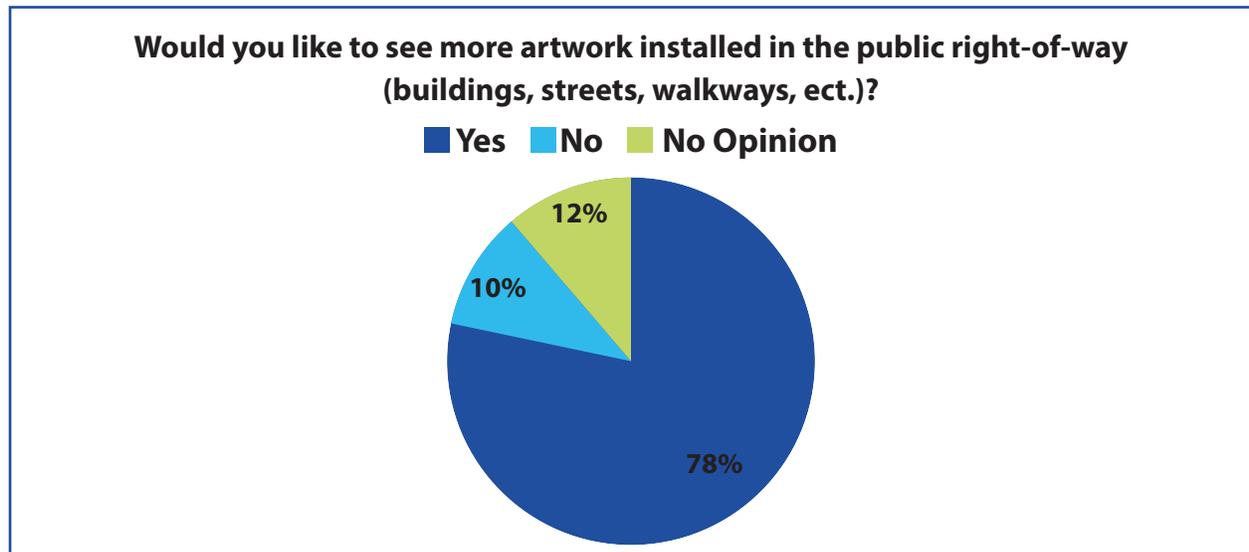


**If you answered yes above, please let us know why.**

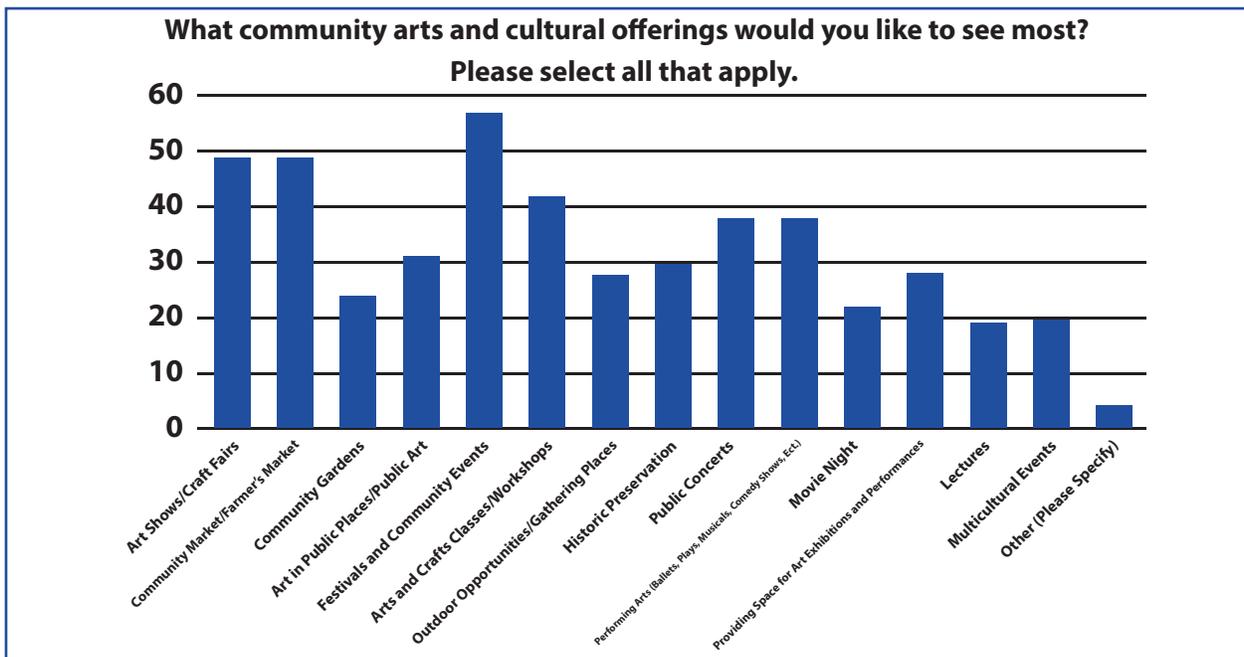


Providing access to arts and culture events has been the driving force behind the Bennett Arts Council. By including the Access category as a community goal, staff can work to develop access to additional types of art that are not as prominent in the area. The first type of art highlighted in the Access category is public art. This was included in the community goals because of the specific support from residents for the expansion of public art in the

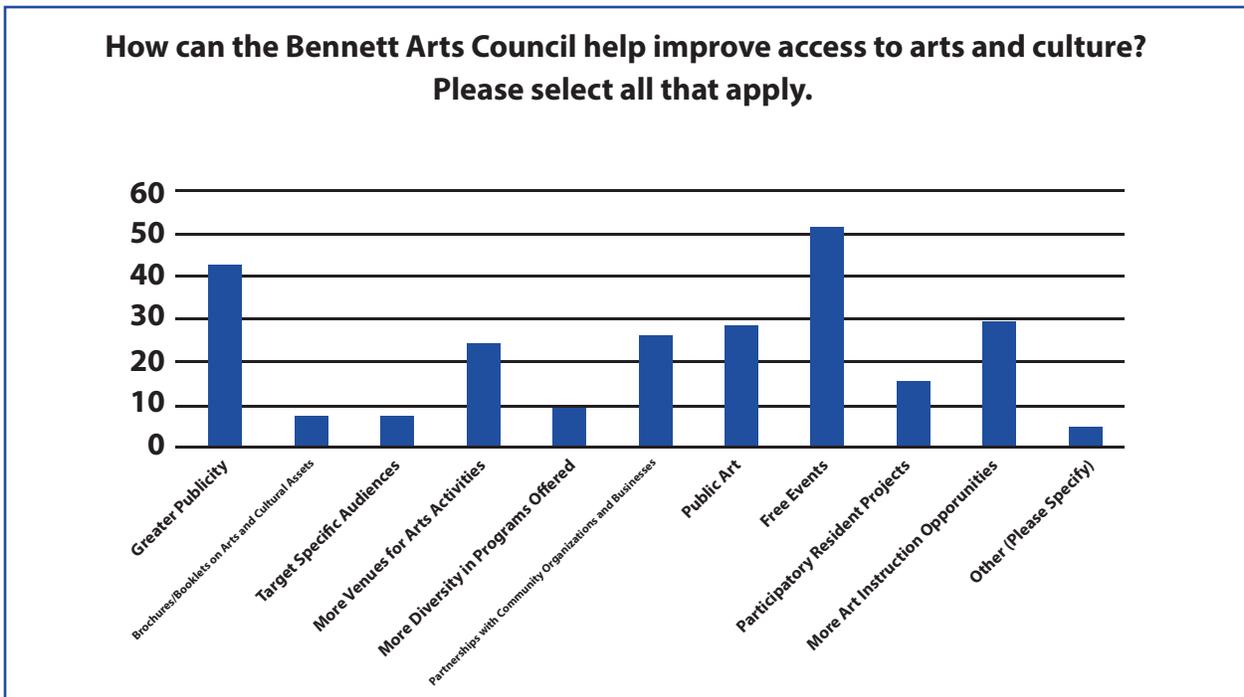
community. Seventy-eight percent of those surveyed expressed a desire to see more artwork installed in the public right-of-way and “more art visible around town” was the highest ranked item for what residents want to see by 2025. Murals, outdoor sculptures, artistic landscaping, and rotating art exhibits were all listed as priorities for what respondents wanted to see most.



The second type of art highlighted in the Access category is associated with yearly programming. The 2018 and 2019 Bennett Arts Council calendars included many of the offerings that survey respondents wanted to see like art shows, community markets, arts classes, historic preservation, and public concerts. However, there is always room for improvement and section “b” of the Access community goal emphasizes ways in which Bennett Arts Council programming can expand. Performing arts and community events/festivals were two specifically targeted goals for increased access because of survey responses that identified both items as a high priority.



The key way that area residents felt the Bennett Arts Council could improve access was to continue to have free events. For this reason, it is important that future events and programming remain free to allow for the continued development of art in the community. Obtaining Scientific and Cultural Facilities District funding in 2023 is crucial to the continued success of the Bennett Arts Council because it will provide an avenue for funding, thus allowing events to continue to be free. Part “c” of the Access category was established so that staff is prepared to apply for SCFD funding eligibility when the five-year moratorium is complete.



Supporting and encouraging arts and culture education was another major theme throughout the survey and led to the creation of the Education community goal. “Arts and crafts classes/workshops” was the fourth highest ranked cultural offering that respondents wanted to see most and “more art instruction opportunities” was the third highest ranked item to help improve access to arts and culture. Respondents also identified “increased arts education opportunities” as one of their top priorities for long-term planning. For this reason, the Education goal was developed to increase access to educational opportunities and provide a support system for local artist.

Pie charts and column charts have been included in this document as Appendix B for additional information on survey responses.

**Public Meeting Input**

*Bennett Arts Council Meeting: August 20th, 2019*

The main purpose of the Bennett Arts Council meeting on August 20th, 2019, was to review and acquire feedback on the draft master plan arts and culture goals and the steps to

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implementation associated with those goals. It was the first public meeting held by the Arts Council and a public comment section was included on the agenda. No public attended the meeting other than the residents who are also Bennett Arts Council members. A full list of those in attendance can be found in Appendix C of this document. The Town Board of Trustees had also been notified of the public meeting during their Board Meeting on August 13th, 2019. Though unable to attend, a Trustee did offer his opinion for the coming meeting and informed staff that he would like to see more performing arts included as part of the arts programming, especially Ballet. He also said he would continue to support and help where he could.

Town staff moderated the meeting, and the review process for the draft master plan goals and steps to implementation was done by reading each item completely and then asking for input from the Arts Council members.

Inclusion centers on ensuring that all demographics in Bennett are included in the Bennett's art initiative. An open call for additional Arts Council members was discussed as a way to fulfill this goal. Applications would be made available to potential candidates at Bennett Days and possibly through the Town's water bill announcement. The size of the Arts Council was discussed and the idea of a twelve-member arts council was brought up. It is important to provide enough space for all key voices but to be leery of the group getting so big that no one can be heard. It was during the Inclusion discussion that staff were invited to attend a Silver Sneakers meeting to gather additional feedback on arts and culture in the area from the participating residents. Notes from the Silver Sneakers meeting can be found below as part of the next subheading.

In the "Community Arts and Culture Goals: Inclusion, Outreach, Access, Education" section of this master plan, each outlined goal also has an accompanying "steps to implementation" portion that describes how each goal will be accomplished. The steps to implementation for Inclusion involve ways in which the Bennett Arts Council can encourage

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more participation from underrepresented demographics. Members were read the steps for implementation and had no further comment on the items listed.

Outreach is associated with providing greater communication for arts and culture programming. No comment was made by Arts Council members on this goal.

The steps to implementation for Outreach revolve around ways in which outward communication can be developed so that more residents know about the culture happenings in their community. The comments associated with these steps were logistically based and involved inquiries about the Bennett Arts Council’s presence at Bennett Days and whether the Town would be acquiring an electronic board.

Access focuses on increasing contact between art and residents throughout the community. The entire goal was read and Arts Council members had no comment on the goal.

The steps to implementation for Access were designed to help increase access to all facets of art in the community and are multifaceted including instructions for securing a stable funding mechanism for the Arts Council, increasing public art, and providing more opportunities for a wider variety of arts and culture activities. During this portion of the meeting, an important conversation took shape that asked the question: Should a Public Art Committee be established to oversee and recommend the design and purchase of public art in Bennett? One member felt it would be good to have an art committee that could brainstorm ideas and determine costs of the public art. The majority, however, believed that public art committee felt redundant and that, for now, the Bennett Arts Council could fulfill that role and perform the tasks mentioned above. Another step for Access involves researching



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the potential of a Bennett arts center. A member commented that they liked that goal.

Education revolves around increasing access to educational opportunities. After the goal was read, a member expressed the reality that some of the goal had already been started. This included putting a list together of fiber artists in the area. No further comments were made about this goal.

Goal Four's steps to implementation aim to improve access to arts education. The first step initially discussed reaching out to educational and arts organizations in the area but an Arts Council member made the astute observation that the majority of those institutions were already in the room. Together it was determined that the educational goal should be focused more on maintaining current relationships and seeking out art instructors. Once that information was found and classes were established, members also agreed that classes should be included in an overall Arts Council calendar.

*Public Meeting: August 26th, 2019*

The public meeting that took place during the Silver Sneakers class on August 26th offered incredibly important feedback on Bennett's arts and culture initiative. The discussion opened with staff inquiring if the people present felt that it was important to have arts and culture offerings in Bennett. Answers to that question include yes, no, and "it depends." Some participants felt that it was important and others felt that it was acceptable but only if tax dollars were not used for the initiative. Town staff received a similar answer when those same residents were asked about their desire to see more artwork in the public right-of-ways. Participants spoke to the favorability of that idea as well as the idea that art should come second to other priorities in the Town.

When asked about ideas for public art, it was the moderate supporters who provided the most feedback. They discussed the potential for art to be used to rejuvenate Main Street, specifically mentioning putting a mural on the Roggen Elevator or old enlarged photos throughout the

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downtown area. Participants expressed a desire to seeing farming and agriculture featured in public art work and felt that it was important that there be some sort of oversight over what was purchased and installed.



Town staff also queried the Silver Sneakers group about what arts and culture offerings they would like to see most, to which they replied: films in the park, family friendly events, and plays. Upon hearing that all of the 2019 Bennett Arts Council events were paid for through sponsorship, an area resident mentioned the importance of adequate publicity for sponsors and that they be given ample recognition for their willingness to fund the yearly programming.

*Business Advisory Group Meeting: September 23rd, 2019*

Understanding that arts and culture can positively impact a community's economic well-being, it was important that the draft Community Arts and Culture Goals be presented to the Town's Business Advisory Group for review. Prior to the meeting on September 23rd, BAG members were sent a meeting agenda with the draft community goals and steps to implementation so they could read through them before meeting in-person.

At the meeting, the goals were reviewed one by one and BAG members were asked for their input on each. Meeting participants had no feedback for the goal Inclusion. After

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summarizing the goal Outreach, consensus was that outreach has always been difficult but that the community's businesses would be willing to help with communication by posting flyers at their locations or distributing information. Input on the goal Access, centered on public art. One member asked where new public art pieces would be displayed, to which he was informed that as of now, they would be in the public right-of-way. The conversation around public art then led to a discussion about how cleaning up the park and area around the railroad crossing in Bennett would be helpful. No feedback was given on the goal Education.

*Board of Trustees Board Meeting: September 24th, 2019*

The last public meeting took place at the regularly scheduled Town of Bennett Board of Trustees meeting on September 24th, 2019. A synopsis of the Arts and Culture Community Survey and previous public input was provided to the Board of Trustees as well as the draft Community Arts and Culture Goals and the timeline for implementation. Those items were published in the meeting agenda on Friday, September 20th, 2019, and Board members had the opportunity to review them before the meeting took place.

On the night of the meeting, staff gave an overview of the community survey and public input synopsis and then read the four community goals aloud to the Town's Trustees and asked for feedback after completing the reading. Members of the Town Board of Trustees had no additional feedback for staff on the community goals outside of the "outreach" goal. During that portion of feedback, it was commented that the majority of survey respondents said that social media was the best way to receive communications about arts and culture events and that we should research the intent behind social media platforms that we use to disperse information.

# Eastern I-70 Corridor Arts and Culture Inventory

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After several months of research, in-person interviews, and data compilation, Town staff was able to create a comprehensive arts and culture inventory that showcases the arts and culture organizations and programming already present in the Eastern I-70 Corridor community. It was important that a comprehensive arts and culture inventory be compiled not only so that staff would have an overall picture of current arts and culture efforts for planning and goal making purposes, but also to provide a resource for residents in order to connect them with the organizations producing art and culture in the area.

The inventory below was compiled predominantly through in-person interviews and personal online communications, but also includes some non-contact research. It is featured in its entirety in the Bennett Arts and Culture Master Plan because of its importance in the master planning process, as well as its ability to be used as a tool to help residents find arts and culture venues, organizations, events, public amenities, and policy in Bennett and along the Eastern I-70 Corridor.

## **Eastern I-70 Corridor Organizations:**

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### *Anythink Bennett*

Anythink is the public library system that serves the residents of Adams County, Colo., with seven libraries and a bookmobile. With a focus on innovation, Anythink's award-winning approach to library service is recognized by industry leaders and organizations across the globe. With an experience-based model, Anythink believes that creativity and play inspires lifelong learning. Anythink offers a wide variety of interactive programming for all ages and interests, as well as numerous resources available at the library and online. Programs are often presented in partnership with local experts in order to provide



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high-quality instruction for customers. As an organization focused on providing early literacy opportunities for children of all ages, Anythink is also a primary source for supporting the educational success of children and families in the Adams County community. The organization's current Strategic Plan outlines the library's work through 2022, the vision of which is to be a catalyst for innovation in the community. The Anythink Strategic Plan focuses on achieving this vision through work in three specific areas: community, culture, and career.

Anythink Bennett was the first of Anythink's branches to be remodeled under the new library brand in 2009. Located at 495 7th St., the library is at the heart of the Bennett community. The building is energy-efficient and designed with a Western style that reflects life on the Eastern Plains. The branch frequently partners with local artists, non-profits, and business industry leaders to provide learning opportunities on everything from entrepreneurship and robotics to textile arts and design. Anythink Bennett is managed by Whitney Oakley and operates as a community hub for residents in the area. For a complete list of upcoming programs at Anythink Bennett, visit [anythinklibraries.org](http://anythinklibraries.org) (Oakley & Zacharias, 2019).

#### *Arapahoe Libraries-Kelver Branch*

Arapahoe Library District started in 1966 and one of the first stops for the bookmobile was near where the Kelver Branch stands today in Byers, Colorado. The current library facility is located near the Byers School District and a large portion of the community that the branch serves are school children. The library also strives to serve everyone in the community including adults, teens, and seniors. Branch supervisor Joshua Mote reiterates, "We are a public library. Our job is to connect with the public and offer them services, and give them what they need." The Kelver branch offers programming, meeting space, access to internet, and entertainment. They also engage with businesses in the area like Aspen Grove, an assisted living facility in Byers, to do a "collection deposit" where books are rotated in and out of the facility monthly. The

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Kelver Branch actively strives to engage with the community to see where there is intersection. Current community involvement includes a presence with the Eastern I-70 Chamber of Commerce, Bennett Days, and the Bennett Community Market.

The Kelver Branch routinely offers arts and culture programming for its patrons. Past monthly adult programming includes creating a tea cup scene, arts and crafts, a Legendary Ladies of Denver lecture, historic programming, quilting, and an antique road show event. Art displays can also be found at the library. Programming for children includes story time, science and animal events, and literacy. One of the biggest events of the year for the Kelver Branch is the annual summer reading program that typically runs between June and July.

Recently, the Branch announced that it would be building a new facility which will increase its size as well as open opportunities for additional public gathering and programming. A list of all Kelver Branch events and programming can be found at [arapahoelibraries.org](http://arapahoelibraries.org) (Mote, 2019).

#### *Bennett Community Market*

In 2012, Becky Zierer of LaZyB Acres Alpacas approached the Town of Bennett about starting a farmer's market after realizing a desperate need for it along the Eastern I-70 Corridor. Many artists, artisans, and farmers in the area had nowhere to market or sell their goods, including Becky who wanted a venue where she could sell her alpaca products. After a successful meeting with the Town, a location for the market was established just north of the Historic Charles Muegge House in what would become the Civic Center complex. The Town's Board of Trustees approved a Temporary Use Permit and in June of 2013, the first Bennett Community Market opened for business with twenty-one vendors.

The Bennett Community Market averages 200 visitors and 20 vendors at each event date, with a core of six vendors consistently attending throughout its history. It's held primarily on a monthly basis with two additional weekends added in August and September to

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accommodate the abundant harvest goods. One of the weekends in September takes place at the Town’s annual celebration Bennett Days. Products sold at the market include vegetables, eggs, baked goods, jellies, picked veggies, candy, plants, Watkins products, books, sewn items, commercial products, wood crafting products, crochet products, clothing, yarn, and alpaca products. The Bennett Community Market has become an essential part of our community as a place where residents can gather to promote economic development and build camaraderie with their neighbors. It provides an opportunity to develop a new market in Bennett as well as a place to develop new friendships. Its influence continues to spread as people get to know one another, share stories, and can ultimately recommend or hire the vendors for other events. The market has opened up lines of communication between residents and businesses that were not there before.

It supports arts and culture in the area by offering artists, handcrafters, and farmers a chance to display and sell their goods to community members.

Additional information can be found at the Bennett Community Market Facebook page, the I-70 Scout Newspaper, and on local flyers (Zierer, 2019).

#### *Bennett Park and Recreation District*



The Bennett Park and Recreation District (BPRD) is a Special District that serves residents from East Aurora to Agate. As described by Director Leila Schaub, “We really serve anybody that wants to be part of the solution in health and wellness along the I-70 Corridor.” The BPRD provides local

community members with recreational services, including youth and adult sports leagues, fitness classes, aquatics programs, and more. Additional amenities include a weight room, large

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gymnasium, small fitness room, junior Olympic-sized pool, toddler pool, continuous pool, steam rooms, and locker rooms, all of which are available for use by the public.

BPRD's story began in 2000 when four local residents decided to form a recreation center for their town and community, with particular importance placed on providing youth with a safe location to connect and play. In 2002, local voters approved a \$1.8 million bond to build the center and set aside the minimal amount needed to initially fund operations. BPRD officially opened to the public in October 2007.

Sustaining and building community relationships is at the heart of what the Bennett Park and Recreation District does. As reiterated by Ms. Schaub, "It is about building the relationships and sustaining this community so people don't have to go into town. They are safe here in their own community." One of the ways that BPRD builds relationships is through arts and culture programming. It provides art classes, dance opportunities, and community meeting rooms. It also hosts a large vendor market and fundraising event every year on Small Business Saturday. This is the biggest event of the year for the Rec. District and the most important day for fundraising via a silent auction. Along with the vendor market and silent auction, BPRD has also partnered with the Bennett Arts Council to house the Fiber Arts Show at that event.

Along with providing recreational and cultural opportunities for local residents, the BPRD has served as an emergency Red Cross shelter since 2007.

For more information about Bennett Park and Recreation District, please visit [www.bennettrec.org](http://www.bennettrec.org) or call 303.644.5040. The BPRD is located at 455 S. First St., Bennett, CO 80136 (Schaub, 2019).

#### *Bennett School District*

Bennett School District 29J has been in existence for over 100 years and is comprised of a preschool, elementary school, intermediate school, middle school, and high school. Its

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mission statement is to “provide a safe environment for a quality education with high expectations for success, ensuring students obtain the necessary skills to achieve their full potential and to think critically as responsible citizens in a complex, diverse, and ever-changing world (Bennett School District, 2019). Along with providing academic opportunities for Bennett’s children and youth, the school district has long provided arts and culture opportunities for area residents. Its arts and culture contributions can be broken down into four categories: visual arts, musical arts, drama, and agriculture.

Students at Bennett School District have an opportunity to take visual arts classes starting in elementary school and going all the way through high school. The most in-depth visual arts classes are taken during High School and art from the participating students is displayed around the campus throughout the year. Student artists also participate in the annual Student Art Show, which is hosted by the Bennett Arts Council and displayed for the public at Town of Bennett Town Hall.

Musical arts are an important part of the arts and culture offerings at Bennett School District. Bennett Elementary School has a general music teacher and performs two concerts a year. Starting in the sixth grade, students can choose to take band or choir and these classes are offered through twelfth grade. Both programs perform two concerts a year and participate in competitions throughout the state. The band also performs at the annual Bennett Days celebration. Along with traditional band classes, the Bennett School District also hosts the Eastern Plains Honor Band that performs an annual concert. Overlap between sporting and artistic endeavors happens at “home” football and soccer games. The Pep Band which consists of eighth to twelfth graders performs at “home” football games and the choir performs the National Anthem at the beginning of all “home” soccer matches.

Drama has become an important part of the artistic experience for Bennett School District students. Theater classes are offered from ninth to twelfth grade and consist of

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beginning to advanced drama. Along with performing three plays annually, students put on a musical every other year which incorporates the school band. Bennett School District also hosts Strasburg School District's middle school and elementary school plays. Bennett High Students can also take theater tech class where they learn costuming, building sets, and calling light and sound during performances (Klomp, 2019).

The Future Farmers of America at Bennett School District contributes to the community's cultural happenings in a big way. The Bennett FFA is an agricultural science program that develops students' "potential for premier leadership, personal growth, and career success through agricultural education" (Bennett FFA, 2019). Students in the program participate and volunteer in community events throughout the year, including the Colorado State Fair, the National Western Stock Show, National FFA Week, various cook-offs, and Taste of Colorado (Bennett FFA, 2019). It will also be partnering with the Town of Bennett on two gardening grant projects. Last year, Bennett FFA received the Gold Award which only two percent of FFA clubs throughout the country receive. It will be accepting its award in 2019 at the National FFA Conference (Hudson, 2019).

#### *Byers School District*

Byers School District is participating in numerous activities that support arts and culture in the area. There is an annual school play, elementary music classes, and art classes that cover kindergarten through twelfth grades. The school district's art program is also part of the Alliance group, which is a grant program that promotes arts and culture for students. Programming that is part of the grant includes the Cherry Creek Arts Festival's mobile art gallery, which will visit Byers in the spring of 2020, fieldtrips to theater productions at the Denver Center for Performing Arts, and admission to the Denver Art Museum. The program also features guest lectures and art workshops that the students can attend (Pelton, 2019).

#### *Comanche Crossing Historical Society and Museum*

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Strasburg, Colorado, is listed on the National Register of Historic Places as the site where the Kansas Pacific Railroad laid the railroad tracks that formed the first continuous chain of railroads from the Atlantic Coast to the Pacific Coast on August 11th, 1870. Comanche Crossing Museum features parts of this rich history, and sits on two and a half acres of landscaped grounds, which include historic buildings filled with artifacts, outdoor displays, and a collection of over 8,000 historical treasures. The majority of the historic artifacts at the museum have been collected locally and include old farm tools and equipment, wood working tools, house appliances, a Union Pacific train caboose, military uniforms, electronics, and a baggage cart from the Bennett train depot. The onsite historic buildings feature two one-room schoolhouses, a homestead cabin, and a recently restored railroad depot.

Comanche Crossing Museum developed from the creation of the Comanche Crossing Historical Society in 1969 and a desire to celebrate the Centennial of the joining of the railroad. The museum was established in 1970 and officially opened its doors in 1971. It is a 501(c)(3) that is funded strictly by donations and run exclusively by volunteers. Comanche Crossing Museum is open daily from 1:00 to 4:00 p.m. during the summer months of June, July, and August, and is free to the public. The museum also hosts a week long “pioneer school” during the month of June for children eight years of age and older.

For more information on donating, volunteering, and the “pioneer school,” please contact the museum’s curator Cliff Smith at [CSmith@strasburg31j.com](mailto:CSmith@strasburg31j.com) (Smith, 2019).

### *Communities that Care*

In 2016, a grant was awarded to Bennett Park and Recreation District to house Communities that Care (CTC), a subsection of Tri-County Health Department. CTC was created because the department noticed a need for more participation from the community to encourage youth to be substance free. Their area of service extends from Watkins to Deer Trail and includes all community members within that zone. The coalition encourages mental health

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awareness, family friendly business practices, building support for hot mapping, altering the physical environment, and making the I-70 Corridor a healthier environment for youth and communities to live in. Teens Living Clean (TLC) is the coalition's youth group and specifically engages youth to support community strategies and inspire a substance-free lifestyle.

CTC and TLC actively participate and encourage arts and culture engagement in the community. In 2018, TLC partnered with the Bennett Arts Council to create the Trupp Park Mural Wall. Details of that project are listed below in the Public Art portion of this inventory. This project not only highlights arts



and culture in the area but also fulfills the CTC goal of altering the physical environment. A cultural highlight of CTC is their desire to unite the community and bridge generational gaps. The coalition uses the Positive Youth Development Model, which encourages communication and interaction among adults and youth to build a stronger bond.

Additional strategies are selected based on specific community needs and are centered on family-friendly activities. Engagement strategies have included bowling and a public dance. Continued partnership with the Bennett Arts Council via volunteering opportunities at events has also provided mentoring opportunities for the youth and has taught them public speaking skills (Harrell, 2019).

#### *High Plains Music Ensemble*

The High Plains Music Ensemble was formed in 2013 in order to provide an opportunity for adult instrumentalists in the Eastern I-70 Corridor to play and perform their art. Volunteer musicians in the ensemble range in age from 15 to 70 and play woodwind, brass, string, and percussion instruments. The Ensemble enjoys playing a wide variety of music genres, including

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classical, pop, jazz, and Americana. It performs three annual concerts in March, June, and October and can be found performing at local events including Bennett Days. They are also part of the Strasburg Arts Council.

Additional information about the organization and their schedule can be found at their website (Williams, 2019).

#### *Joyful Journeys-Eastern Corridor*

Joyful Journeys is a non-profit that was started in 2008 and bases out of Denver, Colorado. Its founder was a probation officer who desired to create an organization that focused on breaking generational poverty by concentrating on the family as a whole. It serves an array of people from different social statuses and provides love and compassion so that they can help build community. Their goal is to enrich the lives of community members, one family at a time. Programming for Joyful Journeys involves a wide variety of activities including sports programming, mobile showering, resume building, and arts classes.

In June 2017, Joyful Journeys expanded its mission into the Eastern I-70 Corridor after area resident, Kimberly Nichols, told the organization's founder that the Eastern Plains communities were often overlooked or ignored. The first event conducted by the Eastern Corridor chapter was a backpack drive that provided school bags to children and youth in the community. Fifty backpacks were given away in the first year of the drive and in just two years, that has expanded to 180 backpacks. Joyful Journeys-Eastern Corridor also maintains a "blessing box" across the street from the Bennett-Watkins Fire Rescue's administrative office in Bennett where anyone can leave or take non-perishable pantry products.

Providing arts and culture opportunities has been an important part of the Joyful Journeys-Eastern Corridor mission because of the diminishing access to arts that they saw in the community. Arts and culture offerings that the organization has provided are cooking classes, creative arts and craft classes, and toddler art. In order to support greater access to the

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arts, Joyful Journeys-Eastern Corridor sponsors families or individuals that might need or want help in accessing arts activities and opportunities.

More information can be found at their Facebook page “Joyful Journeys-Eastern Corridor” (Nichols, 2019).

#### *Morgan Community College Bennett*



The Morgan Community College (MCC) Bennett Center officially opened in 1988, but the college had already been serving the area with classes for at least five years prior to that date. The Bennett Center serves more than 375 students annually in an area that reaches from beyond Aurora to Agate, and Wiggins to Kiowa. MCC has developed numerous partnerships in the areas surrounding Bennett, which has led to courses designed specifically to meet the needs of area businesses and services. Examples include Industrial Electrical and Mechanical Maintenance, EMT, and phlebotomy courses. Other partnerships include the local school districts, development boards, the Lions Club, artists and artisans, members of the nearby agricultural community, and the Town of Bennett. By leveraging these important relationships, striving for additional outreach opportunities, and continuing to provide courses relevant to the needs of the community, MCC hopes to eventually develop a full-service campus in Bennett.

Morgan Community College actively promotes the arts at both its Fort Morgan and Bennett locations. One of the most important ways it does this is through the college’s Center for Arts and Community Enrichment (CACE), which has a special commitment to supporting and growing opportunities for arts and humanities throughout the MCC service area, including Bennett. In November and December 2018, the college actively participated in the first Bennett Arts Council Fiber Art Show, as well as coordinated a MCC Jazz Band Ensemble performance for

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Bennett area residents. Through a partnership with and membership on the Bennett Arts Council, MCC was proud to provide a location for the first Eastern I-70 Corridor Art Show and Mural Wall Auction in April 2019. MCC also partnered with the Bennett Arts Council, May Farms, and UACED by sponsoring the 2019 Eastern Plains Summer Concert Series. Part of the skillset the Regional Director at the MCC Bennett Center brings to her job includes having produced community and high school theater productions and taught a wide variety of theater, art, and humanities courses for the last 30 years. MCC's goal is to leverage this unique skillset to provide stronger collaboration with the community in order to bring more live theater, dance, and arts classes to the area.

Like the Bennett Arts Council, Morgan Community College shares a deep desire to see arts and culture develop in Bennett and the surrounding Eastern I-70 Corridor communities. MCC believes that community engagement is fundamental to growing the college's presence. One of the primary ways MCC plans to accomplish this is through ongoing support of the arts and recognition of the unique and diverse backgrounds and histories of long-time, new, and future Bennett-area residents. Through support of the humanities, MCC has shown its commitment to the community it serves, and will continue to do so as it supports artistic efforts that bridge cultural and diversity differences and help a community thrive.

In addition to supporting arts and culture, Morgan Community College also provides support for other types of community organizations and events, including local fairs, rodeos, and high school activities. For more information on Bennett MCC, please contact Robbin Schincke at [Robbin.Schincke@morgancce.edu](mailto:Robbin.Schincke@morgancce.edu) or 303-644-4034 (Schincke, 2019).

#### *Strasburg Arts Council*

The mission of the Strasburg Arts Council (SAC) is to enrich the cultural lives of our community by nurturing and supporting excellence in the arts; promoting, presenting and encouraging educational activities; and increasing the communities' awareness of and

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appreciation for the arts (Strasburg Arts Council, 2019).

SAC has supported arts and culture in Strasburg and its neighboring communities by heading up the Hemphill Middle School Drama Club, sponsoring the Interfaith Christmas Choir, and buying the Strasburg High School art program a kiln. High Plains Music Ensemble also operates under the umbrella of the Strasburg Arts Council (Authier, 2019).

#### *Strasburg School District*

Strasburg School District has multiple arts and culture groups and activities that are active throughout the school year. The District's elementary school has a general music class, the middle school has two school bands and a choir, and the high school has a choir, pep band, and school band. The school district also hosts a talent show each school year in the spring.

In addition to the arts curriculum featured at Strasburg School District, Strasburg Elementary is home to the Strasburg Singers, which is an early morning extra-curricular choir of fourth and fifth graders from Strasburg Elementary. The choir was started in 2007 and is 66 members strong. It performs two concerts a year and put on a fully staged musical in the spring (Authier, 2019).

#### *Unincorporated Arapahoe County Economic Development*

Unincorporated Arapahoe County Economic Development (UACED) was created in the fall of 2017 and is a 501(c)(3) non-profit organization. The organization was born out of a meeting with the Arapahoe County Planning and Zoning Department, Arapahoe County Commissioner Jeff Baker, and rural Arapahoe County community leaders in which it became apparent that Unincorporated Arapahoe County did not have representation or a voice in economic development initiatives in the area. From this need, Janet Cook and other rural business leaders were motivated to create the organization in order to provide a visible advocate for Arapahoe's rural communities with the county government as well as bring projects to the region that support economic vitality.

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UACED serves all of Unincorporated Arapahoe County including both urban and rural areas. Its mission is to promote positive growth and prosperity throughout the rural communities and serves as vehicle through which residents and businesses work together to solve problems and improves life in Unincorporated Arapahoe County. Highlighting local businesses that are available for meeting and convention space, advertising fun activities, and getting the rural communities to work together on projects have been the priorities of this organization. The organization’s Board consists of rural community business leaders from throughout the county.

Since its inception, UACED’s contributions to the communities has been in the form of sports equipment for various teams at the Byers Park & Recreation District, updating the picnic tables at the Byers Quint Valley Fairgrounds, providing new livestock panels to the Arapahoe County Fairgrounds, donating funds to the Byers Senior Class Trip, designing and coordinating a 3-Day Colorado Field Guide Itinerary for the Colorado State Tourism Website, and designing and providing rack cards for the Visit Denver organization.

In the fall of 2018, UACED saw an opportunity to support economic development through a partnership with the Bennett Arts Council via a Summer Concert Series. Understanding that the Arts attract both outside investments, drive tourism, foster civic engagement, and help drive



business development, UACED identified an opportunity to enlist a local family farm, May Farms, to help support the 2019 Eastern Plains Summer Concert Series by providing a second location for the series.

May Farms is located east of Denver on Colorado’s High Plains and is a working farm

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dedicated to establishing family traditions as well as creating experiences tailored to accommodate the character of the special event. Since 2018, May Farms has specialized in creating an “Arts Oasis” in the programs they produce such as Murder Mystery dinners, Comedy Shows, Barn Dances, Cowboy Poetry, Rustic Pint Painting, and Brushes & Booze Painting. May Farm’s contributions to arts and culture through their innovative ways of employing and supporting the arts, and through helping improve and strengthen the surrounding communities.

UACED recognizes the importance of building a creative economy and has done that through the Eastern Plains Summer Concert Series partnership. By hosting community events such as free music concerts, this area can become a destination in the community for people from all socioeconomic backgrounds. Arts and culture activities allow individuals to learn, explore, think, dream, and understand. Early exposure to the arts improves educational outcomes and builds confidence, creativity, and self-expression. UACED is proud to be part of the Bennett Arts Council’s success in supporting the arts and providing new experiences for our rural community without having to travel into the Denver Metro area (Cook, 2019).

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## **Eastern I-70 Corridor Venues:**

### *Bennett Community Center*

The Bennett Community Center is located at 1100 E Colfax Avenue in Bennett. Built in 1985, it has become a staple of the Bennett community and has acted as a cultural gathering place for many years. It is currently home to the Food Bank of the Rockies, Lions Club, Antelope Crossing 4-H club, Calvary Chapel, Bennett ATA Tae-Kwon-Do, Prairie Star Square Dancers, Scout BSA, and Young at Heart Seniors.

Yearly events also take place at the Community Center including numerous small group gatherings and conferences, Bennett Arts Council events, and the Town's Breakfast with Santa celebration. In 2019, the Bennett Arts Council events held at the location included a movie night and painting class. Breakfast with Santa is a yearly event that features a visit from Santa and breakfast from the Town Board of Trustees. Proceeds generated go directly toward providing a family in need with a holiday celebration.

For more information on any of these organizations or rental opportunities, please contact Christina Hart at [chart@bennett.co.us](mailto:chart@bennett.co.us) or 303-644-3249 ext. 1001.

### *Charles Muegge House*

Soon after the arrival of the Kansas Pacific Railroad in 1870, homesteaders began streaming into the area that would eventually become Bennett in order to claim their 640-acre homesteading land. This migration helped in the establishment of Bennett, making it a commercial, shipping, and social center of the high plains of Colorado.



Garrett Harris was one of these settlers, albeit, much later than 1870. He settled his land in the early 1900s and constructed, what is now known as the Charles Muegge House on his

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land, just south of Bennett. The home itself is a simple gable, wood-frame box with a wrap-around porch and subtle Victorian embellishments. Garrett cultivated dryland wheat, corn, and other non-irrigated crops, like his fellow farmers.

Charles Muegge purchased Garrett's property in 1948 and utilized the house as a bunkhouse for hired hands that worked his crops. The property was purchased by the Town of Bennett in 1998 and the Charles Muegge House continues to be one of the most unique and important historical buildings in Town because of its connection to Bennett's rich agricultural and homesteading past (White, 2019).

In spring 2019, the Town of Bennett was awarded a grant through Adams County Open Space to transform the Muegge House and its surrounding property into a living museum and historic park. The house will be restored to look like an early 1900s Colorado farmhouse and the surrounding property will feature a restored historic combine and vegetable garden. Public art sculptures of farm animals have recently been added to the area to highlight the continued importance of agriculture in the area.

An important feature of the landscape is the cultivation of native grass as part of the Civic Center landscape. The Town specifically allows these areas to grow because of water conservation efforts and the natural aesthetic of the native plants.

### *Trupp Park*



Trupp Park is a public park located at 105 Palmer Avenue in Bennett. It has been an integral part of the Bennett Community for many years and has recently experienced extensive renovations including a new playground, skate park, a stage upgrade, and landscape improvements. Shade structures,

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benches, and a large pavilion create a welcoming environment for all who wish to visit and play.

The park hosts a variety of events throughout the year including private community parties, youth sports, the summer concert series Party in the Park, and Bennett Days. Party in the Park is a free summer concert series that offers I-70 Corridor residents an opportunity to picnic, play, and listen to live local bands. It is held on the second Thursday of June, July, and August. Bennett Days is held annually on the Saturday following Labor Day. A farmer's market, art show, play area, rodeo, food truck rally, live music, and fireworks make this the Town's most successful celebration of the year.

Trupp Park is an important arts and culture venue in Bennett that has helped shape the community by offering a location for people to gather and celebrate their home town.

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## **Eastern I-70 Corridor Events:**

### *Bennett Days*

Bennett Days is the year's biggest public celebration for the Town of Bennett and the event is entirely focused on building community and celebrating the Town's residents. Originally named the Harvest Festival, the event also highlights Bennett's agricultural roots. It is free to the public to provide greater access and encourages residents to engage with each other and their government. It also is a source of economic development through the art show and vendor market, which showcases the areas small artisan business owners.



The amazing part of the event is the way that residents and local organizations contribute. The parade and stage performances are filled with local organizations and groups that wish to connect with their community while exhibiting the talents that they have built. Examples of performances include live music from area-specific bands, traditional Mexican dancing, and so much more.

Other fun events and performances at the annual celebration include a rodeo, inflatable obstacle courses, bounce houses, caricatures, balloon animals, magicians, face painting, food trucks, a public art engagement piece, giveaways, and a community dinner.

The annual celebration is fully funded through local sponsorship and the Town could simply not accomplish all that it does without the help of these generous donors.

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### *Fourth of July*

Every year the Byers Park and Recreation District hosts a Fourth of July community celebration. Events include a fundraiser meal for the Byers Fire Protection District 9, a Silver & Gold Seniors Group pancake breakfast, an Independence Day parade, street fair, BBQ dinner, rodeo, and fireworks (Byers Park and Recreation District, 2019).

### *Hometown Days*

It was 3:00 p.m. on August 15, 1870, when the Kansas Pacific Railroads met just east of Strasburg. There was not a big celebration – the American flag and a keg of whiskey sat at the center of the last 10 1/4 miles of track to be laid. The first crew from either the east or the west to reach the center was the winner. The east team reached the center point and continued on to meet the west team. When the last spike was driven, a new record for laying track was set. When the rails were joined at Promontory, Utah, in May 1869, the Union Pacific Railroad did not have a railroad bridge across the Missouri River. The only way to cross the Missouri River was by ferry boat. The Kansas Pacific Railroad had a railroad bridge spanning the Missouri River giving it the first continuous link.

Hometown Days began in August 1970 to celebrate the opening of the new Comanche Crossing Historical Society's Museum and to act as a fundraiser for the museum. The day began with a parade followed by many activities such as bread making, wheat threshing, and a re-enactment of the joining of the rails. The museum continued to coordinate the Hometown Days celebration for several years until the Hometown Days Committee was formed. The Committee is comprised of 10 dedicated volunteers, some with over 20 years of dedication.

The festivities are held the second weekend in August throughout the community of Strasburg. Most activities are free, including the barbecue, which is sponsored by Independent Bank. The Comanche Crossing Museum, one of the best kept secrets in the state, is also open for tours. (Strasburg Parks and Recreation District, 2019).

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## **Eastern I-70 Corridor Public Art:**

### *Teens Living Clean Mural Wall*

In the summer of 2018, the Bennett Arts Council began a partnership with Teens Living Clean to create a mural wall for Trupp Park that would bring color and imagination to the park, and would celebrate and encourage the community's young people to get more involved.



The TLC and Bennett Arts Council mural wall is designed and painted annually and is partially funded by the proceeds from auctioning off the past year's mural wall. In the first mural wall design, the youth featured aspects of their lives associated with living on the Eastern Plains of Colorado. Design elements included the Bennett skyline, rolling plains, grain silos, and neighborhood houses.

### *Muegge House Agricultural Animal Menagerie*

During July 2019, the Town of Bennett installed public art sculptures around the Charles Muegge House that featured a variety of farm animals. After receiving feedback from the Arts and Culture Community Survey that residents wanted to see the agricultural history of Bennett reflected in public art, the livestock sculptures were chosen because of their connection to farming. The series of animal sculptures includes a grazing horse, a lying foal, a donkey, two sheep, a large pig, a piglet, a rooster, and a flock of hens.

### *Bennett Town Hall Bronze Sculpture*

In November 2018, the Town of Bennett acquired its first sculptural art piece. The bronze sculpture was purchased from the Randolph Rose Collection and features two children, a boy and girl, sitting on a bench reading a book. The children are wearing historic dress and

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their simple joy is reminiscent of childhood fun. The statue is located directly in front of Town Hall close to the center flower bed.

#### *Rotating Art Display at Bennett Town Hall*



Beginning in January 2019, the Town of Bennett initiated a rotating art wall in the lobby of Town Hall. The wall was created in order to provide local artists with more opportunities to display their work in the area. Submittals for the rotating art display are taken year round and artwork is displayed for three months.

For more information or if you would like to display your artwork, please contact Taeler Houlberg at [thoulberg@bennett.co.us](mailto:thoulberg@bennett.co.us).

#### *Water Tower Sculpture by Scouts BSA*

Every year, Bennett Days parade entry groups are asked to build a float around the theme of that year's Bennett Days Celebration. The theme of the 2018 Bennett Days was "This is Home" and the Scouts BSA created a miniature replica water tower of the old Town of Bennett Water Tower.

Upon seeing the water tower in the parade, the Town of Bennett Mayor expressed a desire to acquire the piece for the town. The Scouts BSA offered to donate the replica water tower and it was given to the Town during a Board of Trustees meeting. The miniature now sits in the entrance lobby of Town Hall.

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### **Eastern I-70 Corridor Government Policy:**

#### *Adams County Office of Cultural Affairs*

The Adams County Office of Cultural Affairs oversees the Adams County Public Art Program, the Adams County Visual Arts Commission, and the Adams County Cultural Council. As part of the Public Art Program, the Board of County Commissioners dedicated ½ of one percent of the total cost of construction on any new county-owned building to facilitate public art projects throughout the county. The Adams County Visual Arts Commission oversees the Public Art Program as well as the county's overall arts and culture initiative. The Adams County Cultural Council is responsible for recommending Scientific & Cultural Facilities District (SCFD) funding to eligible arts organizations that serve Adams County residents (Adams County, 2017)

#### *Bennett Arts and Cultural Division and Fund*

In 2018, the Town of Bennett Board of Trustees passed Resolution No. 734-18, which retroactively established the Bennett Arts and Cultural Division and Fund, and clarified its purpose and mission. The Bennett Arts and Cultural Division operates as a division of the Town's administration department and oversees the Bennett Arts Council, Bennett Days, Trunk or Treat, and any additional cultural or artistic activities at the Town. A copy of Resolution No. 734-18 has been included in this master plan as Appendix D.

## Community Arts and Culture Goals: Inclusion, Outreach, Access, Education

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The remaining section of this master plan lists the long-term community goals that were created in order to support arts and culture growth in Bennett. There are four goals in total and each is based on the main areas of focus identified via the inventory and analysis process. The four areas of focus are: inclusion, outreach, access, and education. The following pages list each specific community goal and the steps to implementation necessary to meet those goals. A graphical three-year timeline has also been included in this master plan as Appendix A.

### ***Inclusion***

**Goal: Ensure that all demographics in Bennett are represented in the community's arts and culture initiative.**

Identify key community groups that the Bennett Arts Council can engage to broaden representation.

*Steps to implementation:*

1. Brainstorm potential contacts and community leaders who can help connect the Bennett Arts Council with underrepresented demographic groups.
2. Organize a meeting with community leaders to receive feedback on how those groups can be more actively represented.
  - i. Ensure that Bennett youth are represented and heard at the meeting of key stakeholders.

Once specific demographics have been identified, move to increase community partnerships.

*Steps to implementation:*

1. Approach community organizations about different opportunities to be involved.
  - i. Sponsorship
  - ii. Venue site for events
  - iii. Volunteering opportunities for organization members
  - iv. Representation on the Bennett Arts Council
  - v. Etc.
2. Support community organizations in their choice of participation.
  - i. Specific support offered will vary based on the participation, need, and desire of each organization.
3. Appoint community representatives to sit on the Bennett Arts Council.
4. Incorporate more diverse programming into the Bennett Arts Council yearly events calendar.

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## Outreach

**Goal: Improve outreach for all aspects of arts and culture in the area, including Bennett Arts Council programming.**

Establish a centralized online resource of information for residents and arts organizations in the area.

*Steps to Implementation:*

1. Identify the best online platform to use to disperse information about arts and culture events in the Bennett area.
2. Create an online platform account and ensure all Bennett Arts Council members have the ability to contribute to the calendar.
3. Commit Bennett Arts Council members to updating their specific programming into the centralized online platform.
4. Launch awareness campaign so area residents know where to look for all current arts and culture programming and events.

Continue to identify and incorporate key ways in which the community receives information.

*Steps to Implementation:*

1. Conduct verbal surveys of event attendees to catalog how they heard about the event.
2. Review success of centralized online source and evaluate the need for an eNewsletter.
3. As informational trends shift, evaluate with Bennett Arts Council members how best to adapt to changes in communication.
4. Implement best practices for outreach as required.
  - i. Continue to identify partnerships and marketing strategies with media outlets.

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## Access

### Goal: Increase access to various forms of art throughout the community.

Increase the amount of public art installation in the Town of Bennett.

#### *Steps to Implementation:*

1. Research sustainable funding mechanisms for public art.
  - i. Approach Board of Trustees on securing yearly budgetary allotment for public art.
  - ii. Though not considered sustainable, incorporate grant and sponsorship opportunities into public art funding mechanism.
2. Once funding has been secured, leverage Bennett Arts Council members to brainstorm, prioritize, and approve design of public art.
  - i. Incorporate feedback from 2019 Arts and Culture Community Survey for sculpture ideas.
  - ii. Identify prime locations for public art projects and create a map that identifies each location.
  - iii. Ensure that public art is representative of Bennett's history and culture.
  - iv. Evaluate future needs for a Public Art Committee as a subset of the Bennett Arts Council.
3. Encourage various public art initiatives that can include but are not limited to:
  - i. Quarterly visual art shows and displays
  - ii. Art on loan competition
  - iii. Bennett Art Tour
  - iv. Public art wayfinding along trail system
  - v. Identify common community item that can be incorporated into a public art program
4. Research the potential of creating an arts center in Bennett that incorporates access to all forms of art.

Incorporate more opportunities for performing arts and community events/festivals in the Bennett Arts Council yearly calendar.

#### *Steps to Implementation:*

1. Identify types of performing arts programming not already included in the yearly Bennett Arts Council calendar and seek out other artistic opportunities and programming.
2. Reach out to other arts organizations in the area to identify potential performing arts groups.
3. Identify historically significant days, occasions, or cultural characteristics that can be celebrated as part of a community event or festival.
4. Engage and plan events leveraging the newly identified art groups or opportunities.

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Obtain funding eligibility from the Science and Cultural Facilities District (SCFD) upon completion of the five-year moratorium.

*Steps to Implementation:*

1. Provide arts and culture programming consistently for three additional years in order to obtain eligibility for SCFD funding in January 2023.
2. Complete SCFD Eligibility Application and submit for review and approval.
  - i. Maintain a detailed record of arts and culture events including event names, locations, descriptions, attendance numbers, and number attendees by county.
  - ii. Maintain the Arts and Cultural Fund as a separate entity in Bennett's yearly operating budget with funding dedicated specifically to arts, culture, and scientific events.
  - iii. Include Resolution No. 734-18, Resolution Retroactively Establishing the Bennett Arts and Cultural Division and Fund and Clarifying Its Purpose and Mission in the eligibility application.

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## **Education**

### **Goal: Increase access to arts and culture educational opportunities.**

Create a resource database of venues and teachers that can assist in educational programming.

#### *Steps to Implementation:*

1. Reach out and maintain relationships with local educational institutions, arts organizations, and local artists to find potential teachers for art classes.
2. Establish locations that are viable in supporting art education.
3. Research the potential of creating an artist guild for Eastern I-70 Corridor artists.

### **Incorporate innovative ways to educate current and future artists.**

#### *Steps to Implementation:*

1. Use database resources to formulate community specific educational opportunities for artist at all levels of ability.
2. Incorporate and promote educational opportunities in the centralized arts and culture calendar.
3. Encourage participation from all residents despite their background in the arts.

# Appendices

## Appendix A: Timeline for Implementation for Community Arts and Culture Goals

	<b>Inclusion:</b> Identify key community groups that the Bennett Arts Council can engage to broaden representation.	<b>Inclusion:</b> Once specific demographics have been identified, move to increase community partnerships.	<b>Outreach:</b> Establish a centralized online resource of information for residents and arts organizations in the area.	<b>Outreach:</b> Continue to identify and incorporate key ways in which the community receives information.	<b>Access:</b> Increase the amount of public art installations in the Town of Bennett.	<b>Access:</b> Incorporate more opportunities for performing arts and community events/festivals in the Bennett Arts Council yearly calendar.	<b>Access:</b> Obtain funding eligibility from the Science and Cultural Facilities District (SCFD) upon completion of the five-year moratorium.	<b>Education:</b> Create a resource database of venues and teachers that can assist in educational programming.	<b>Education:</b> Incorporate innovative ways to educate current and future artists.
<b>2020 Q1</b>	Brainstorm potential contacts and community leaders who can help connect the Bennett Arts Council with underrepresented demographic groups.						Provide arts and culture programming consistently for three additional years in order to obtain eligibility for SCFD funding in January 2023 (annual).	Reach out and maintain relationships with local educational institutions, arts organizations, and local artists to find potential teachers for art classes.	
<b>2020 Q2</b>	Organize a meeting with community leaders to receive feedback on how those groups can be more actively represented. 1. Ensure that Bennett youth are represented and heard at the meeting of key stakeholders		Identify the best online platform to use to disperse information about arts and culture events in the Bennett area.		Research sustainable funding mechanisms for public art.			Establish locations that are viable in supporting art education.	
<b>2020 Q3</b>		Approach community organizations about different opportunities to be involved.  Support community organizations in their choice of participation			Approach Board of Trustees on securing yearly budgetary allotment to public art.  Incorporate grant and sponsorship opportunities into public art funding mechanism.				Use database resources to formulate community specific educational opportunities for artists at all levels of ability.
<b>2020 Q4</b>		Appoint community representatives to sit on the Bennett Arts Council.	Commit Bennett Arts Council members to updating their specific programming into the centralized online platform.						Incorporate and promote educational opportunities in the centralized arts and culture calendar.

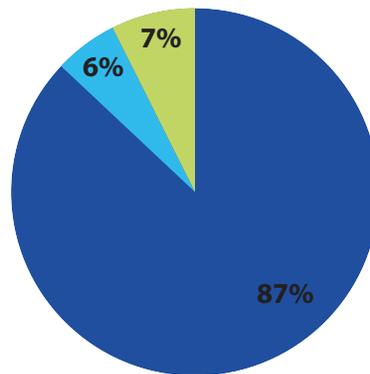
2021 Q1		Incorporate more diverse programming into the Bennett Arts Council yearly events calendar (annual).	Launch awareness campaign so area residents know where to look for all current arts and culture programming and events.		Once funding has been secured, leverage Bennett Arts Council members to brainstorm, prioritize, and approve design of public art. 1. Incorporate feedback from 2019 Arts and Culture Community Survey for sculpture ideas. 2. Identify prime locations for public art projects and create a map that identifies each location. 3. Ensure that public art is representative of Bennett's history and culture.				Encourage participation from all residents despite their background in the arts (annual).
2021 Q2						Identify types of performing arts programming not already included in the yearly Bennett Arts Council calendar and seek out other artistic opportunities and programming.  Reach out to other arts organizations in the area to identify potential performing arts groups.			
2021 Q3					Evaluate future needs for a Public Art Committee as a subset of the Bennett Arts Council.	Identify historically significant days, occasions, or cultural characteristics that can be celebrated as part of a community event or festival.			
2021 Q4					Encourage various public art initiatives that can include but are not limited to: 1. Quarterly visual art shows and displays 2. Art on loan competition 3. Bennett Art Tour 4. Public art wayfinding along trail system 5. Identify common community item that can be incorporated into a public art program	Engage and plan events leveraging the newly identified art groups or opportunities (annual).			

2022 Q1				Conduct verbal surveys of event attendees to catalog how they heard about the event.					
2022 Q2				Review success of centralized online source and evaluate the need for an eNewsletter.				Research the potential of creating an artist guild for Eastern I-70 Corridor artists.	
2022 Q3				As informational trends shift, evaluate with Bennett Arts Council members how best to adapt to changes in communication (annual).	Research the potential of creating an arts center in Bennett that incorporates access to all forms of art.				
2022 Q4				Implement best practices for outreach as required (annual). 1. Continue to identify partnerships and marketing strategies with media outlets.			Complete SCFD Eligibility Application and submit for review and approval. 1. Maintain a detailed record of arts and culture events including event names, locations, descriptions, attendance numbers, and number attendees by county (annual). 2. Maintain the Arts and Cultural Fund as a separate entity in Bennett's yearly operating budget with funding dedicated specifically to arts, culture, and scientific events (annual). 3. Include Resolution No. 734-18, Resolution Retroactively Establishing the Bennett Arts and Cultural Division and Fund and Clarifying Its Purpose and Mission in the eligibility application.		

Appendix B: Arts and Culture Community Survey Responses

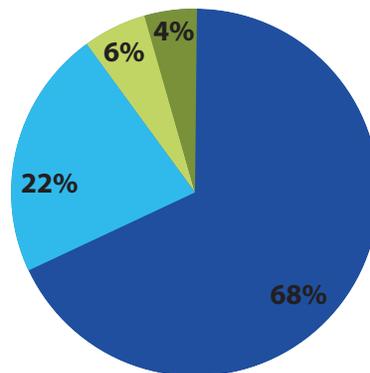
**Do you believe that arts and culture contribute to the overall quality of life in Bennett?**

■ Yes ■ No ■ No Opinion



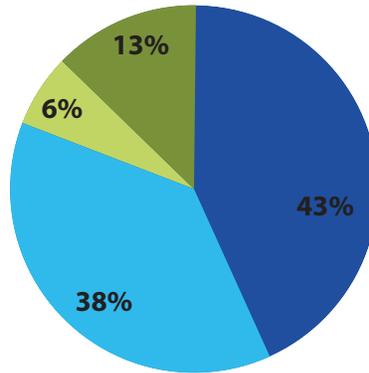
**How important is it to you to have cultural offerings in Bennett?**

■ Very Important ■ Somewhat Important ■ Not Important ■ No Opinion

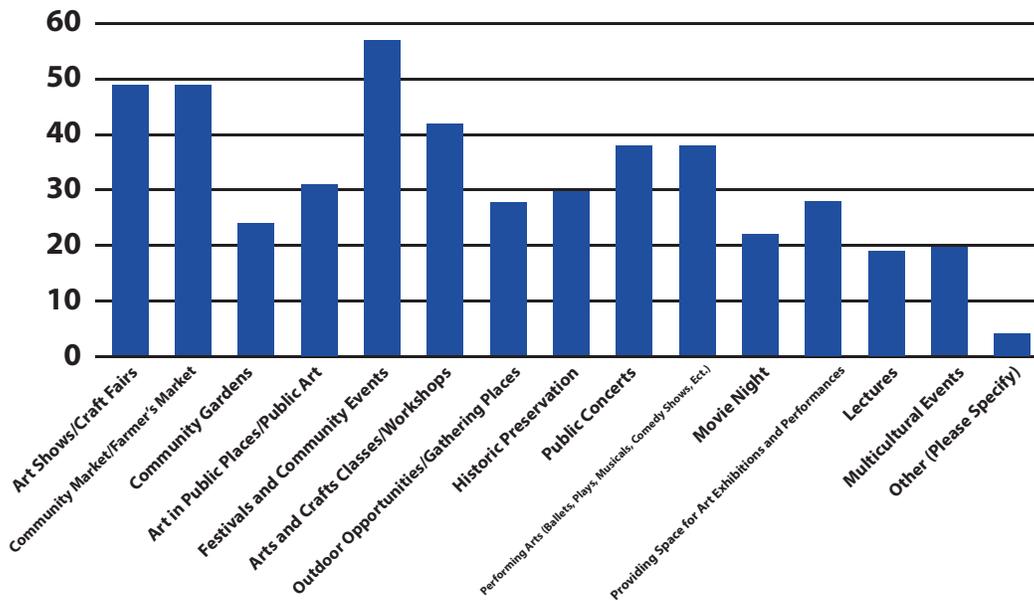


### What role do you think town government should play in the expansion of arts and culture programming in Bennett?

■ Very Active  
 ■ Moderate  
 ■ None  
 ■ I Need More Information

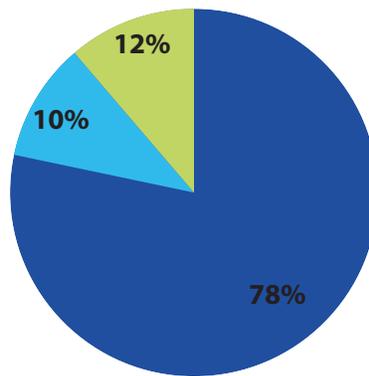


### What community arts and cultural offerings would you like to see most? Please select all that apply.

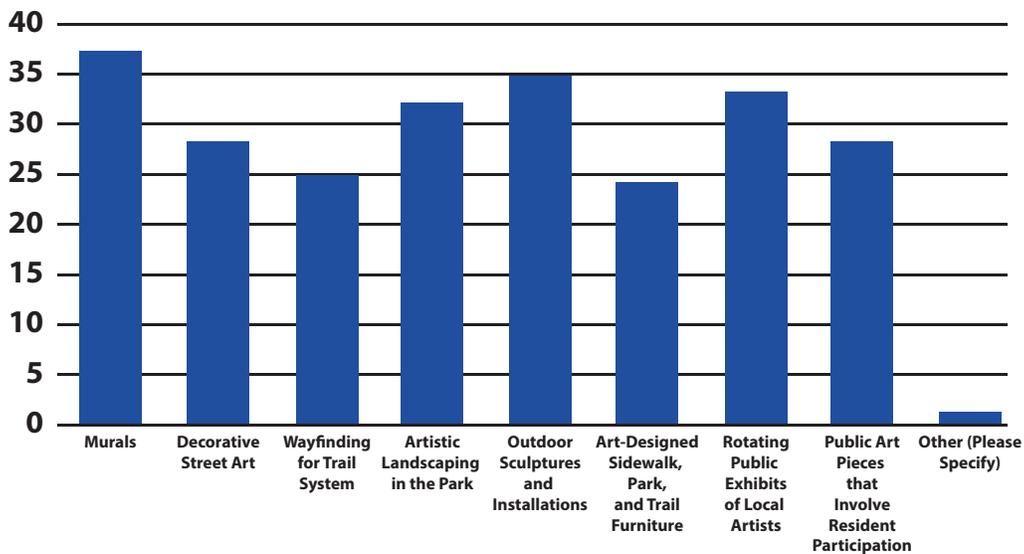


**Would you like to see more artwork installed in the public right-of-way (buildings, streets, walkways, ect.)?**

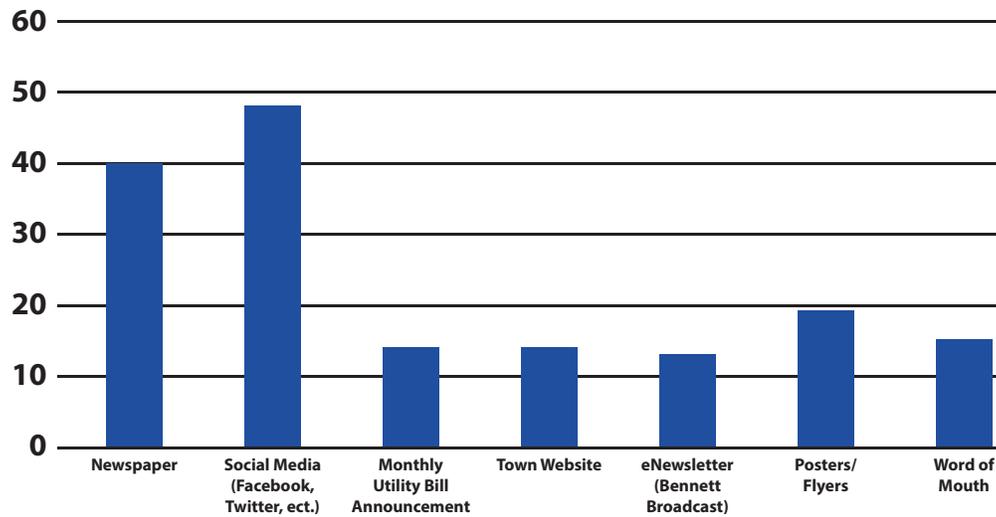
■ Yes ■ No ■ No Opinion



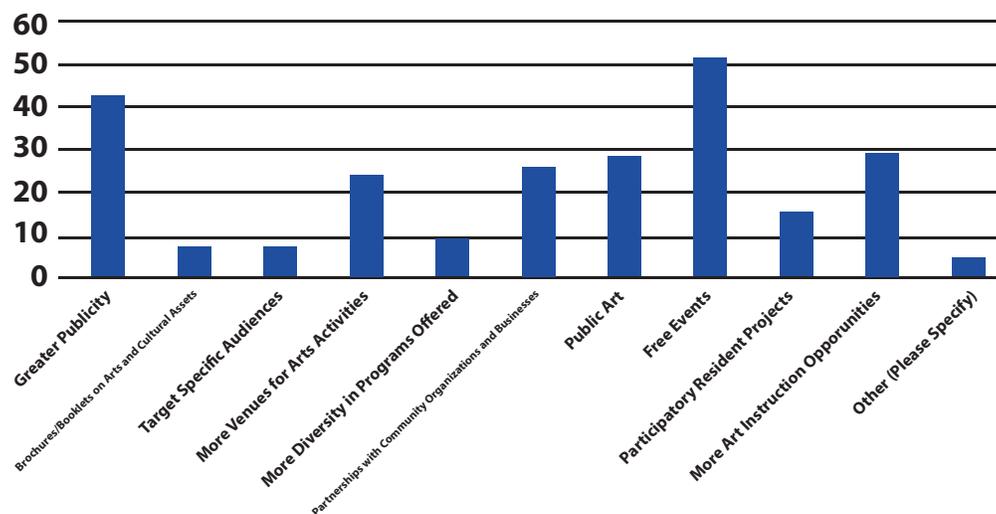
**If you answered yes above, what types of public art would you like to see in Bennett? Please select all that apply.**



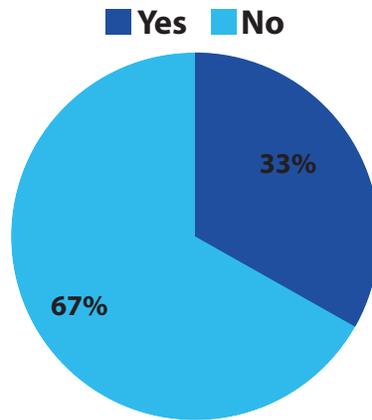
**What is the best way for you to receive information about community arts, cultural and special events? Please select the two best options.**



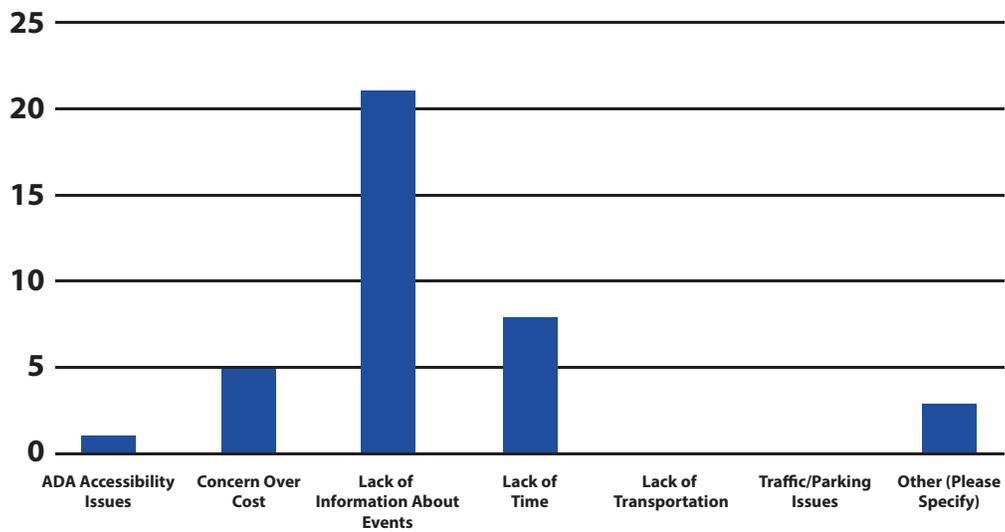
**How can the Bennett Arts Council help improve access to arts and culture? Please select all that apply.**



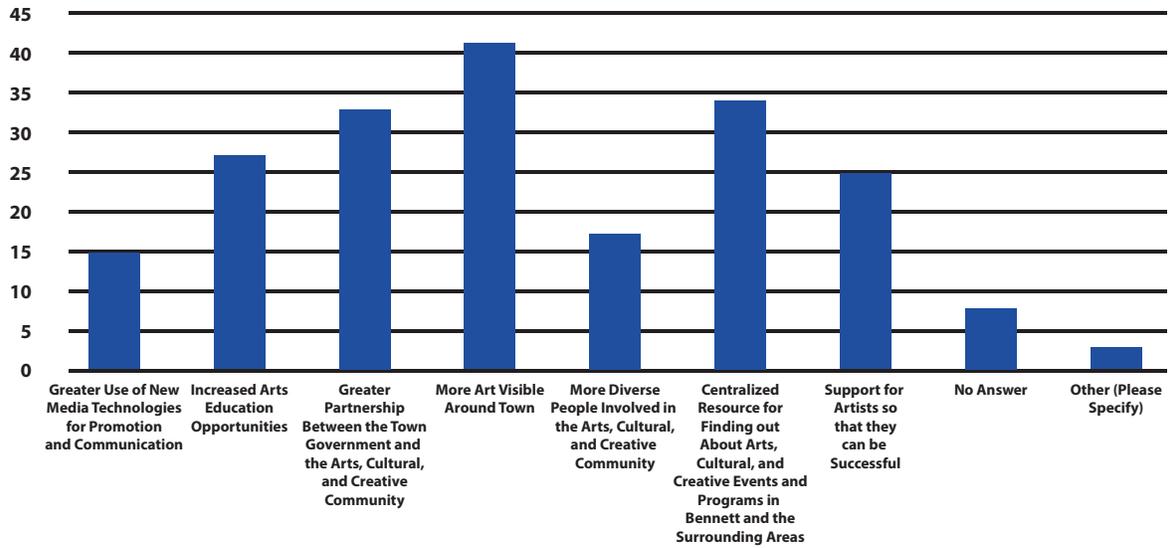
**Are there issues that prevent you from attending more arts and cultural events in Bennett?**



**If you answered yes above, please let us know why.**



**By the year 2025, what are the top things you would like to see from the Bennett Arts Council? Please Select all that apply.**



**RESOLUTION NO. 734-18**

**A RESOLUTION RETROACTIVELY ESTABLISHING THE BENNETT ARTS AND CULTURAL DIVISION AND FUND AND CLARIFYING ITS PURPOSE AND MISSION**

**WHEREAS**, the Board of Trustees desires to increase awareness and promote arts, cultural and scientific opportunities in the Town of Bennett; and

**WHEREAS**, the Board of Trustees also desires to commission and procure arts programming and cultural affairs for the Town of Bennett and its surrounding areas; and

**WHEREAS**, to achieve these goals, the Board of Trustees desires to retroactively establish the Bennett Arts and Cultural Fund and the Arts and Cultural Division within the Town for the above-stated purposes.

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOWN OF BENNETT, COLORADO:**

**Section 1.** The Board of Trustees hereby retroactively establishes the Bennett Arts and Cultural Division, effective January 1, 2018. The Bennett Arts and Cultural Division shall operate as a division of the Town's Administration Department and its purposes and responsibilities include, but are not limited to the following:

- A. The promotion of public art, culture, historical and scientific activities, and to support and enhance the hometown feeling and quality of life for the Bennett area through support of community goals and needs.
- B. Promote, connect, and empower arts and culture for all ages throughout Bennett and the Eastern I-70 corridor; valuing sustainability, collaboration, innovation and the transformative power of the arts.
- C. Organize, coordinate and preside over the annual Bennett Days celebration and other arts and cultural events.
- D. Work cooperatively with the Bennett Arts Council, which is a volunteer council made up of Bennett residents and stakeholders, to undertake arts and cultural activities and events.

**Section 2.** The Board of Trustees hereby changes the name of the Bennett Days Fund within the Town budget to the Bennett Arts and Cultural Fund, effective January 1, 2018. The monies currently deposited in said fund and the monies deposited in said fund in the future shall be used for the purposes described in Section 1 of this Resolution.

**Section 3.** All actions heretofore taken by the Mayor, any member of the Board, officers and employees of the Town, not inconsistent with the provisions of this Resolution, relating to the Bennett Arts and Cultural Division and Fund, or actions to be taken in respect thereof, are

hereby ratified, approved, and confirmed.

INTRODUCED, READ, AND ADOPTED this 27<sup>th</sup> day of November, 2018



TOWN OF BENNETT, COLORADO

*Royce D. Pindell*  
Royce D. Pindell, Mayor

ATTEST:

*Lynette White*  
Lynette White, CMC, Town Clerk

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