

STRATEGIC CULTURAL PLAN - OVERVIEW

Grand Junction, Colorado (2017-2021)

Making arts and culture part of everyday life in our community!

Goals

Arts Education	Creative Districts and Industries	Economic Impact	History, Science and Culture	Public Art	Urban Planning and Cultural Facilities
Build and enhance the value of arts education	Maintain an effective and positive community image of arts and creatives	Establish a consistent, significant arts and culture funding commitment for Mesa County communities	Promote the diversity of Mesa County's history, heritage, scientific endeavors, and cultural experiences	Build the image of the grand valley as an arts destination through public art	Maximize event potential of existing and new cultural facilities
	Foster professionalism, cooperation, and recognition of the arts as a powerful industry and community development tool		Engage residents and attract visitors		Improve and/or create infrastructure and access between cultural facilities

Strategies

Establish a volunteer organization to articulate and communicate the importance of arts education	Organize a grand valley creative alliance	Complete an economic impact study	History: update existing historic preservation information and media	Identify significant and strategic locations for the placement of public art	Potential relocation of the Museum of the West
Promote the value of arts education across a broad spectrum	Achieve Colorado Creative Industries Creative District status	Complete a literature survey of the impact of arts on quality of life	History: improve signage for historically significant resources	Organize for fundraising	Identify new location for Western Colorado Center for the Arts
Increase funding resources for arts education	Pass a tax initiative	Create an independent entity to promote arts and culture	History: improve mapping and linkages between historic sites	Implement a public art maintenance and repair program	Complete Avalon Phase I
		Recruit an economic development liaison	Culture: support efforts to increase awareness of available cultural variety	Expand public awareness through educational programs and guided tours	Complete Las Colonias Park and Amphitheater
		Encourage economic partnerships with local governmental boards and organizations	Culture: celebrate contributions of cultural groups to the community		Optimize utilization of all cultural venues
			Science: support science related educational and recreational efforts and opportunities		Advocate for Grand Junction South Downtown Plan
					Develop Riverfront Trail bike path to Palisade, Patterson Rd., Cross Orchards, Matchette Park
					Create safe path between downtown Grand Junction and Las Colonias Park
					Increase bike traffic on trails
					Improve wayfinding between cultural facilities
					Improve linkage between Colorado Mesa University and downtown Grand Junction

Reference full plan for Action Items