<table>
<thead>
<tr>
<th>Time</th>
<th>Attendee(s)</th>
<th>Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:30 A.M.</td>
<td>Adam Burg / Eliza Schultz / Elisabeth Rosen / Alan Morse</td>
<td>Legislative Update</td>
</tr>
<tr>
<td>12:15 P.M.</td>
<td>Byron Fanning</td>
<td>Public Art Update and Proposal</td>
</tr>
<tr>
<td>1:00 P.M.</td>
<td>Raymond Gonzales</td>
<td>Adams County Foundation</td>
</tr>
<tr>
<td>1:30 P.M.</td>
<td>Raymond Gonzales</td>
<td>Administrative Item Review / Commissioners Communication</td>
</tr>
</tbody>
</table>

(AND SUCH OTHER MATTERS OF PUBLIC BUSINESS WHICH MAY ARISE)

***AGENDA IS SUBJECT TO CHANGE***
**STUDY SESSION ITEM SUMMARY**

<table>
<thead>
<tr>
<th><strong>DATE OF STUDY SESSION:</strong></th>
<th>February 23rd</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SUBJECT:</strong></td>
<td>Public Art Update and Proposal</td>
</tr>
<tr>
<td><strong>OFFICE/DEPARTMENT:</strong></td>
<td>POSCA</td>
</tr>
<tr>
<td><strong>CONTACT:</strong></td>
<td>Byron Fanning</td>
</tr>
<tr>
<td><strong>FINACIAL IMPACT:</strong></td>
<td>There may be additional costs for this program depending on the BOCC’s direction. Most additional costs would come out of planned CIP projects as the plan includes a percentage of CIP projects to be dedicated to the Arts over a defined project cost threshold. This plan also requests one additional FTE for the program, this request can be included in the 2022 budget as no additionally FTE were approved for 2021.</td>
</tr>
<tr>
<td><strong>SUPPORT/RESOURCES REQUEST:</strong></td>
<td>Funding for Arts within Capital Projects</td>
</tr>
<tr>
<td><strong>DIRECTION NEEDED:</strong></td>
<td>Direction on approach for funding</td>
</tr>
<tr>
<td><strong>RECOMMENDED ACTION:</strong></td>
<td>Approval to propose a resolution for Public Hearing</td>
</tr>
</tbody>
</table>

**DISCUSSION POINTS:**

In 2016 and 2017, the County embarked on a master planning process for the arts. The result was the plan titled Artfully Adams which came with many recommendations and ideas. Since Cultural Arts was moved to the POSCA Department in 2019, staff have been working on determining how to make this master plan come to life. While Covid 19 did slow down this work in favor of trying to spread art projects such as the murals and carvings on park and trail properties, staff is now ready with a presentation that will provide an update on arts in the County and also make some recommendations on moving forward.
• Update on Cultural Arts accomplishments in 2020
• Proposed change to how Arts is funded to include all Capital Projects over $250,000
• Proposed changes to the art selection process to include members of the community
• Proposed minor changes to the Visual Arts Commission
• Future Staffing recommendations
Adams County Public Art Program
Agenda

- Background
- Proposal
VISION
Adams County is the most INNOVATIVE and INCLUSIVE county in America for all families and businesses.

MISSION
To responsibly serve the Adams County community with INTEGRITY and INNOVATION.

Parks, Open Space & Cultural Arts
Purpose Statement:
“To significantly enhance quality of life, enrich communities and inspire.”
The arts help people connect, make them feel welcome and respected, decrease crime and vandalism, and increase economic vitality.

Art makes people smarter, kinder, happier and healthier.
In one year alone...

- Arts and cultural production in Colorado added 4.4%, or $14.5 billion to the state's economy.
- Colorado’s arts and cultural industries employ 103,274 workers. These workers earn wages and benefits totaling $7.2 billion.
- 44.4% of Colorado’s adults attended live music, theater, or dance performances, while 30.1% attended art exhibits.

$763 billion nationwide
ECONOMIC ACTIVITY
$1.9 BILLION

ECONOMIC IMPACT
$573 M

GIVING TO THE ARTS
$182.6M

JOBS
11,820

ATTENDANCE
15M People

EDUCATION OUTREACH
4.3M Children
SCFD: A tiny tax that does big things

The ongoing 1¢ tax on every $10 purchase creates:

- **Adams County**
  - 2015: $1,397,318
  - 2016: $1,446,933
  - 2017: $1,407,183
  - 2018: $1,770,595
  - 2019: $2,109,820

2018: $61,003,362.24
Adams County Public Art Collection
Adams County Public Art Collection
Upcoming Projects

USS COLORADO BATTLESHIP
SEATING, RAILING, DECKING, SHELTER, INTERPRETIVE ELEMENTS TO HIGHLIGHT CHARACTER OF BATTLESHIP
STONE SHORELINE STABILIZATION
SHADE SHELTERS
RAILING

“GROTTO” WALL WITH INTERPRETIVE IMAGERY, TEXT TO CELEBRATE VETERANS
ADAMS COUNTY LOGO IN PAVEMENT DESIGN
INSPIRATIONAL WALL

MEMORIAL WAITING EXHIBIT

VENUE SPACE CONCEPT
CRUISER FINE'S TRAIL

RIDE RACKS

VIEW OF FIREWORKS

TERRACE SEATING
INTERPRETIVE ELEMENTS WITH EMBLEMS OF SHADY HILL ROAD MANOR
SHADE SHELTERS
DECORATIVE PAVEMENT
STONE SEATING IN SHAPE OF TURRETS
BATTLESHIP OUTLINE DESIGNED IN PAVING BORDERS
Public Art in Adams County
Adams County Arts Master Plan
Public Art Proposal

1. Rethink how art is funded in Adams County
2. Improve art selection process
   & Visual Arts Commission
3. Address staffing recommendations
#1 Public Art Funding
Public Art Funding

Cultural Arts Funding Sources

I. Adams County Operating Budget

II. Adams County Capital Investment

III. SCFD Grants
   • General Operating Support
     • Programs
     • Visual Arts Projects

IV. Other arts-related Grants
Public Art Funding

Currently, we dedicate half of one percent of all capital facilities projects (new buildings only).
Public Art Funding

Percentage for the Arts Funding Proposal:

1. Extend funding
   - All eligible capital infrastructure projects above $250,000

2. Increase dedicated percentage
   - Three models
Public Art Funding – Extend to CIP

- Global way of thinking about investments and improvements
  - Increase art experiences and public art collection
    - Integrated, intentional art installations
    - Expand our reach county-wide
    - Stronger community involvement
What Could Be…
Public Art Funding – Price of Art

Photography Collection
$185,000

Nashville Stix - $750,000+

Murals - $10,000 - 25,000

I See What You Mean
$425,000

Native Grasses - $100,000

Digital Installations
$15,000 - $100,000
### Public Art Funding – Increase Dedicated %

#### Capital Spending in Adams County

<table>
<thead>
<tr>
<th>Year</th>
<th>Low</th>
<th>High</th>
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<tbody>
<tr>
<td>2015:</td>
<td>$6,238,322</td>
<td>$50,663,047</td>
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<tr>
<td></td>
<td>.5% - 31,191</td>
<td>.5% - 253,315</td>
</tr>
<tr>
<td></td>
<td>1% - 62,383</td>
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</tbody>
</table>
### Public Art Funding – Increase Dedicated %

<table>
<thead>
<tr>
<th>0.5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>low - 30,000</td>
</tr>
<tr>
<td>high – 250,000</td>
</tr>
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<th>1%</th>
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<tbody>
<tr>
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<tr>
<td>high – 1,000,000</td>
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### Public Art Funding – % Increase

#### Percentage for the Arts Program Snapshot

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Denver</td>
<td>1%</td>
</tr>
<tr>
<td>Commerce City</td>
<td>1%</td>
</tr>
<tr>
<td>Aurora</td>
<td>1%</td>
</tr>
<tr>
<td>Loveland</td>
<td>1%</td>
</tr>
<tr>
<td>Austin</td>
<td>2%</td>
</tr>
<tr>
<td>San Diego</td>
<td>2%</td>
</tr>
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</table>
Public Art Funding

Arts & Culture Fund (or subfund)

- One dedicated place
  - Consistency
  - Flexibility
  - Maintenance
#2 Art Selection Process & Visual Arts Commission
Art Selection Process

Unique Selection Panel:

- Visual Arts Commission
- Community Representatives
  - Parks, Open Space & Cultural Arts Representative
  - Project Representative, County
  - Project Representative, Firm
Art Selection Process – Visual Arts Commission

Visual Arts Commission Proposed Changes:

- Name
- Mission
- Number of members
Art Selection Process – Visual Arts Commission

Commission Name:

Current
Visual Arts Commission

Proposed
Arts & Culture Commission
Art Selection Process – Visual Arts Commission

Mission:

Current
Includes the promotion of public art, cultural, historical and scientific activities in Adams County.

Proposed
To expand the opportunities to experience art in public places, and cultural, historical and scientific activities in Adams County.
Art Selection Process – Visual Arts Commission

Commission Size:

7 ➤ 9 members
- Greater involvement
- Larger, longer commitments
- More expertise and broader representation
  - Allow for subcommittees
#3 Staffing Recommendations
Staffing Recommendation

Arts & Culture team:

- Liaison (current)
- Coordinator (future change to addt’l FTE)
- Administrative (current)
Next Steps

- Propose resolution amendments addressing changes to the Visual Arts Commission
  - Prepare for Public Hearing
Questions?
Proposal Summary

I. Percentage for the Arts Program
   ▪ Extension to all CIP
   ▪ Increase Percentage [1, 1.5, 2]

II. Artist Selection
   ▪ Unique Selection Panel
   ▪ Arts Commission Amendments [name, mission, 9 members]

III. Staffing Recommendations
   ▪ 1 additional FTE (future change)
Thank you.