

# Chapter 6: Community Culture and Arts

## Vision

**Pagosa Springs will broaden community cultural events and venues and continue to support public art as a way to enrich the lives of residents and visitors.**

*Arts and culture and our traditional cultural events and festivals contribute to an innovative and creative environment in our community. Arts and culture promote civic pride, contribute to economic vitality, celebrate the diversity of our community, and stimulate dialogue and learning. By supporting special events, festivals, fairs, markets and other artistic enterprises, public spaces, performing arts, and lifelong learning, Pagosa Springs can establish a vibrant creative and artist community that honors the individual and authentic local identity of the town.*



*The definition of “Art” includes visual art, music, dance, film, theater, literature, exhibitions, performances, or classes.*

## Goals and Policies

### **Goal C-1 Pagosa Springs will develop and support a community Cultural Plan.**

The town will develop a community Cultural Plan. The Cultural Plan should be guided and overseen by a Cultural Arts Board with diverse and broad-based representation that is officially recognized by Town Council.



***The definition of “Culture” includes activities celebrating ethnic traditions, practices or holidays, or occupational traditions, such as a harvest festival, cowboy poetry, or rodeos.***

### Elements of a Cultural Plan

A Cultural Plan for Pagosa Springs should:

1. Promote culture, arts, heritage and art-related activities.
2. Be a public/private partnership.
3. Encourage cultural education and lifelong learning.
4. Promote the natural beauty and heritage of the area.
5. Encourage quality programming and its development.
6. Improve and expand on existing facilities and venues.
7. Explore future facilities and venues.
8. Support Art in Public Places.
9. Address funding sources.

*See Appendix F: Framework for a Cultural Plan.*

### Policy C-1(a) A Cultural Plan

A Pagosa Springs Cultural Plan should address all arts, culture, and heritage issues and needs of the community.

### Policy C-1(b) Cultural Arts Board

Establish a Cultural Arts Board that is officially recognized by Town Council. The Cultural Arts Board will oversee the development and implementation of a Cultural Plan.

### Actions

- C-1.1 Establish a Cultural Arts Board.
- C-1.2 Develop and adopt a Cultural Plan.
- C-1.3 Consider and establish a variety of funding sources, such as dedicated funding sources for arts and cultural programs (e.g., sales tax), improvement districts, grant funding, and philanthropic/investor opportunities.

**Goal C-2 Pagosa Springs will promote cultural events, fairs, festivals, markets, and public spaces that celebrate our diversity and bring the community together.**

**Pagosa Springs will continue our traditional cultural events, fairs, and festivals and will support the creation of new events that enrich our community. A Cultural Plan will be the avenue to address needs and facilities in detail.**

### Policy C-2(a) Events and Facilities Guided by a Cultural Plan

The town will continue to support on-going and new events and festivals that enrich our community in many ways as identified in a Cultural Plan. The Cultural Plan should also lay out an approach to determining the effectiveness of events.

### Actions

- C-2.1 Establish a public events coordinator position (or part-time position) in the town to coordinate organizations and events and staff to a Cultural Arts Board.
- C-2.2 Work with businesses and organizations in the community to continue to support festivals, fairs, and events, and to fund promotions outside the region.

- C-2.3 Review effectiveness and economic performance of events, as guided by a policy in the Cultural Plan.

**Goal C-3 Pagosa Springs will support integrated cultural facilities, venues, and public spaces in our community.**

Pagosa Springs recognizes that public and private cultural facilities and lifelong learning opportunities are assets that residents and visitors use. Such assets contribute to economic vitality of the town.

**Policy C-3(a) Culture and Arts Promoted**

The town will continue to support existing facilities, including the library, downtown park arts building, history museum, and other existing public or private facilities. Explore the possibility of a new Performing Arts Center, Visual Arts Center, and Children’s Museum, or some combination of multi-purpose facility or facilities to serve the needs of the community.

**Policy C-3(b) Lifelong Learning Promoted**

The town will promote lifelong learning in the community by continuing to support cultural and educational programs and facilities, such as public and private schools, museums, libraries, and other programs, classrooms and conference facilities.

**Actions**

- C-3.1 Work with businesses and a variety of private organizations to promote the arts, culture, and heritage of the community.
- C-3.2 Develop an inventory of existing and possible venues and appropriate uses and real property that could be developed for venues.
- C-3.3 Provide incentives to rehabilitate and upgrade existing venues or to develop live/work spaces or studios.
- C-3.4 Maximize the use of Reservoir Hill as a venue for performing arts while respecting its open space and recreational values.



*Pagosa Springs’ History Museum is an important asset.*

**Arts and Culture Contribute to Economic Well-Being**



*The Creede Repertory Theater, for example, is Creede’s largest employer in the summer months, generating 116 jobs. It also represents a significant amount of dollars spent in the local economy (photo from website). (Source: Colorado Council on the Arts).*



*Public art can be integrated into lighting, play equipment, or on walls or paving to enliven places.*



*Puma exhibit image (Photo courtesy of Scott Smith).*

### **Goal C-4 Pagosa Springs will support Art in Public Places.**

Public art can help foster community identity and create a vibrant and healthy community. It also enlivens our public places and contributes to economic well-being of the tourism economy. Common areas, including parks and riverways, can become visibly enhanced through public art and better serve the community and its visitors.

#### **Policy C-4(a) Public Spaces Include Art**

The town will support private or public displays of art in public places that is appropriate to the small town and that reinforce history and folklore. Public art can instruct or enlighten while also being functional (e.g., a map, bench or light fixture, trails, signage). Pagosa Springs will enhance capital improvement projects by adding appropriate public art and artistic amenities in public projects and outdoor places, either publicly-funded or rotating displays. Public art can encourage and attract investment in the town.

#### **Policy C-4(b) Joint Ventures for Arts and Culture**

The town will work with private or public organizations that support business development of artistic endeavors and local artists.

#### **Actions**

- C-4.1 Identify avenues to support staff time in town to coordinate with arts and cultural organizations in our community to bring art to public places either as temporary or permanent exhibits.
- C-4.2 Develop a public art program that will strengthen the identity of the town and work with local artists.
- C-4.3 Municipal public works projects (i.e., buildings, furnishings, and landscapes), should contain some artistic elements and reflect the history of the community.