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#IMAGINE2020



**DENVER**  
ARTS & VENUES



# A COLLECTIVE VISION FOR DENVER.

**IMAGINE**  
— 2020 —

• DENVER'S CULTURAL PLAN •

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# ALL IT TAKES IS FOCUS.



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## IMAGINE 2020

• DENVER'S CULTURAL PLAN •

### EXECUTIVE SUMMARY

It's no secret. Denver is an attractive and livable city with countless cultural assets and creative enterprises. Denver is known for its public art, downtown theatre district, indie music scene, art districts, creative sector businesses, and microbreweries and distilleries, to name a few features that make our city special.

Arts, culture and creativity contribute significantly to Denver's economy and quality of life by offering unique experiences to residents and visitors, creating jobs, attracting a talented workforce and strengthening the community. **IMAGINE 2020** embraces the full spectrum of people, activities and enterprises involved with arts, culture and creativity in Denver and recognizes the important role this sector plays in advancing the region's competitive advantage.

**IMAGINE 2020** provides a strategic vision for arts, culture and creativity. It makes a call to action to city agencies, cultural institutions, businesses, civic leaders, neighborhood- and community-based organizations, and residents to make this collective vision a reality.

### Created for Denver, by Denver

This community-based plan was created under the leadership of the Denver Commission on Cultural Affairs, the Stakeholder Leadership Group comprised of volunteer arts community leaders, and Denver Arts & Venues, the city agency responsible for stewarding the city's cultural assets and programs.

Denver residents shared their aspirations and priorities through public meetings, City Council-hosted community forums, the Mayor's Cabinet in the Community meetings, focus groups, outreach at festivals and fairs, input tools and surveys in both English and Spanish, and a custom website.

More than 5,000 people brought their voices to **IMAGINE 2020** and thousands more heard about it.



# OUR COLLECTIVE VISION

## Foundation of the Plan

More than seven months of public input built the foundation for **IMAGINE 2020**. Thousands of Denver residents shared heartfelt aspirations for their city, and those aspirations shaped the seven “Vision Elements” upon which the plan is built.

## Top Priorities

**IMAGINE 2020 INCLUDES MORE THAN 50 GOALS, 10 OF WHICH HAVE BEEN IDENTIFIED AS IMPERATIVES TO BUILD MOMENTUM AND ACHIEVE RESULTS.**

- ➡ Support Denver Public Schools’ arts education strategic plan
- ➡ Maximize Denver365.com website for residents and visitors
- ➡ Increase visibility of local artistic and creative talent
- ➡ Launch a public-private partnership with a focus on building the infrastructure necessary for 21st century cultural development and promotion
- ➡ Identify, inventory and rank availability of arts, culture and creativity in every neighborhood, noting cultural deserts
- ➡ Address barriers that limit participation such as affordability, transportation and other factors
- ➡ Increase availability of affordable and accessible live-work spaces for creative sector workers
- ➡ Launch an alliance of organizations committed to inclusiveness and engagement in arts and culture
- ➡ Inventory all arts, cultural, and creative enterprises for policy and messaging purposes
- ➡ Offer a “Culture Cash” gift card, with proceeds benefiting IMAGINE 2020 initiatives



## INCREASING ART, CULTURE & CREATIVITY IN DAILY LIFE

## VISION **1** INTEGRATION

**Arts, culture and creativity are fully integrated into daily life, work and play in Denver.** Denver residents and visitors find art, culture and creativity everywhere they turn, from their neighborhoods to downtown and anyplace else they look. These are visible in daily settings, thus informing city planning, transportation, architecture, housing, public spaces, and more. Opportunities for surprise, delight and creative participation are varied and infused into everyday life for easy access and appreciation. Arts, culture and creativity thrive in Denver.





# AMPLIFYING

ARTS, CULTURE & CREATIVITY  
➡ TO RESIDENTS &  
**THE WORLD**

# ACHIEVING ACCESS ➡ & INCLUSIVITY TO **ARTS,** **CULTURE** & CREATIVITY

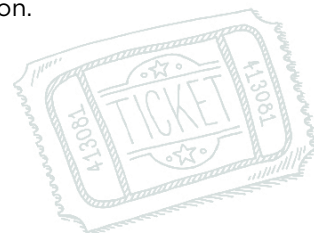
## VISION **2** N AMPLIFICATION

**Arts, culture and creativity are amplified in Denver – and amplify the city to the world.** Not only are Denver residents aware of the cultural breadth and depth of their city, but they are engaged and proud. We celebrate our history and heritage as we showcase current and emerging art forms. People regularly read about it, hear about it and experience it. Residents and visitors can easily learn what's happening and how to partake in it. Not only do we vote “yes” on investments in our civic arts and cultural infrastructure, we line up at doors, fill up seats, and max out websites. This level of civic pride and critical cultural dialogue sends a message to the world about what Denver values. Art, culture and creativity are part of our identity and our DNA. We *art* Denver.



## VISION **3** N ACCESSIBILITY

**Arts, culture and creativity are truly inclusive and accessible for all.** Denver is a model community demonstrating how cultural institutions, community and faith-based groups, city government, the business community, and individual citizens can come together to advance diversity and inclusion with lasting results. Strong public will and community leadership have forged an unshakeable commitment to address issues of cultural diversity, accessibility, social equity, and barriers to participation as they pertain to the arts and engagement. Arts, culture and creativity serve as both a social equalizer and a mode for authentic expression.



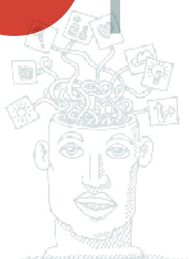




# FILLING OUR LIFETIMES WITH LEARNING

# BUILDING CAREERS & BUSINESSES BY NURTURING LOCAL TALENT

## VISION 4 LIFELONG LEARNING



**Exposure, appreciation and participation in arts, culture and creativity span our lifetimes.** From programs in public and private schools to formal and informal education for all ages, the Denver community is rich in resources that encourage art appreciation and engagement as a lifelong adventure. Regardless of age, income or education, people can find the educational offerings to help reach new heights as artistic and creative individuals, or experience something new and inspiring. The positive ripple effects of creative learning and expression, from problem-solving to design, are apparent throughout the city.

## VISION 5 LOCAL TALENT

**Denver's diverse artistic and creative professionals are locally cultivated and flourishing.** Denver is a great city for the arts, from emerging art forms and artists to established creative professionals and their enterprises. Our diverse individuals and institutions are celebrated and supported. Local talent is cultivated through professional development, financial support and recognition. We *art* Denver - we consume art produced here; we promote unique venues; and we support local creative businesses. The best minds come to Denver to create, collaborate and be showcased. Careers are born and made here. Creative pioneers are rewarded for their risk-taking. We take our cultural talent seriously and the rest of the world does, too.





# FUELING

➔ OUR ECONOMIC

# ENGINE

# LEADING

# CULTURAL DEVELOPMENT

# TO 2020

AND BEYOND ➔

## VISION 6

### ECONOMIC VITALITY



**Denver's economic vitality is accelerated by arts, culture and creativity.** Arts, culture and creativity are an essential component of Denver's thriving economy, from art and creative districts and creative industries to cultural tourism. The city embraces and nurtures creative industries. New public-private partnerships are forged to spur economic vitality and job creation. Resources and infrastructure are in place to leverage and invest in future financial prosperity. Denver tells the full story of the economic impact of arts, culture and creativity across the nonprofit, for-profit and government sectors.

## VISION 7

### COLLECTIVE LEADERSHIP



**Collective leadership is committed to high impact results across Denver.** Leaders across civic, business, government, and philanthropic sectors have joined together to pursue opportunities and address challenges for Denver. Shared commitment, pooled resources, and joint accountability achieve results otherwise unattainable. Information sharing, joint planning and collaborative programming define how we achieve results for our community. Along the way, we strengthen the network of relationships among individuals, organizations, and sectors. As a result, collective leadership advances arts, culture and creativity for Denver.