

**Cultural Council  
2023 Year Review & 2024 SMART Goals Planning Document**

**Year Review:**

- 1,450+ attendees at the 2023 Music in the Park series (More than a 25% increase from 2022).
- Collaborated with SACWSD to hire 11 artists to paint 12 unique fire hydrants.
- Hosted a Spring Photography Art Show at the Rec Centers with 17 participants compared to 3 participants in Fall 2022 Art Show.
- Opened a Call to Artists for the Winter Art Exhibition at both Recreation Centers. Art will be displayed starting in January 2024.
- Completed outreach at the Music in the Park series and Hispanic Heritage Event.
- Awarded \$7,500 by QCF and \$26,000+ from SCFD in grants for community-focused events.
- Hosted 2023 Annual Retreat to develop 2024 goals, budget and new subcommittee structure.

**2024 Cultural Council Goals**

1. **Goal #1: In 2024, the Music in the Park series will see more than a 25% increase in total attendance at the Music in the Park series (1,850+).**
  - *Add outreach opportunities for community groups and add local student performances as opening acts.*
  - *Re-fresh marketing materials and branding.*
  
2. **Goal #2: In 2024, the Cultural Council will re-fresh the Fall/Winter Art Exhibition to heighten participation and engagement, as well as reach new community members.**
  - *Outreach to local art galleries and artists*
  - *Consider other forms of art exhibitions (fair, auction, etc.)*
  - *Develop relationships with Commerce City schools*
  
3. **Goal #3: In 2024, the Cultural Council will wrap a minimum of 10 traffic boxes by utilizing the public engagement art process to select the art.**
  
4. **Goal #4: In 2024, the Cultural Council will add two new members and maintain engagement by conducting outreach to local community groups, businesses and nonprofits.**
  - *Attend or speak with a minimum of 3 community groups with the hope of speaking to 6 different groups throughout the year.*
  - *Look into adding a youth, voting members.*
  - *Add an on-boarding process for new members.*

Adopted by the Cultural Council on, November 20, 2023 with a motion from \_\_\_\_\_, seconded by Board member \_\_\_\_\_, which was passed unanimously.