

**Cultural Council  
2025 SMART Goals Planning Document**

**Subcommittees:**

- Music in the Park – Ronna, Jackie & Nick
- Community Engagement & Partnerships – Deana, Jade, Cynthia & Omar
- Public Art – Jan, Kelly & Tyler
- Art Exhibitions – Jen & Augusta

**2025 Cultural Council Goals**

- 1. Goal #1: In 2025, the Music in the Park series will increase total attendance at the Music in the Park series (2,700+).**
  - *Provide consistency across all four events: free food and community booths*
  - *Active partnership with city personnel in planning conversations*
  
- 2. Goal #2: In 2024, the Cultural Council maintain community engagement efforts and recruitment by conducting outreach to local community groups, businesses and nonprofits.**
  - *Speak with a minimum of 3 community groups*
  - *New Event/Program ideas: Art at all events to be displayed afterwards, Day of the Dead, Cinco de Mayo, Weekend celebrating all cultures in C3, Door décor, Farmers Market, Car show on Hwy2, Bike parade, Disability events, Event at Animal Reserve.*
  - *More active role in annual Hispanic Heritage (table, craft, and planning), Juneteenth (jazz performance, spade's tournament, poetry slams at cafes, history of Black American treasures in C3), and Senior Resource Fair (activity and food, pie/food competition) city events*
  
- 3. Goal #3: In 2025, Cultural Council will establish inclusive and sustainable guidelines for public art funding, selection, and maintenance processes that also adhere to the public art master plan.**
  - *Inclusive and sustainable guidelines for artists, art selection committee jurying, and maintenance plans.*
  - *2025 Projects to practice established master plan with new guidelines: Cocklebur, CALU Park, 96<sup>th</sup> Rd Expansion, and Second Creek Park.*
  
- 4. Goal #4: In 2025, the Cultural Council will re-fresh the Art Exhibitions to heighten participation and engagement, as well as reach new community members.**
  - *Explore new venues with our new mobile art show*
  - *Host social media art show campaign*
  - *Develop relationships with Commerce City schools*
  - *Set criteria for all art selections in our art exhibitions*

Adopted by the Cultural Council on, November 19, 2024 with a motion from \_\_\_\_\_,  
seconded by Board member \_\_\_\_\_, which was passed unanimously.