



Creative Broomfield

A Master Plan for Cultural Development

Adopted April 2001

- Arts Education.** The need to develop more opportunities for students of all ages, K-12, to experience and participate in the visual, literary and performing arts both in and outside of the classroom.

- Cultural Diversity.** The need for emphasis on supporting and encouraging a full range of opportunities that reflect the cultural richness and diversity of the community.

- Cultural Spaces and Places.** The need for affordable space for performance, exhibition, studio, administrative and storage functions as well as gathering spaces for community events.

- Cultural Marketing.** The need to heighten public awareness of and participation in Broomfield's cultural offerings.

- Lifelong Access to the Arts.** The need for increased opportunities for citizens of all ages and backgrounds to participate more fully in a wide range of quality arts experiences.

- Community Focal Point.** The need for the creation of a strong cultural identity as well as people places where both formal and informal events can occur, both interior and exterior, including festivals, concerts and exhibitions as well as serendipitous activities. Creative and distinctive entryways and signage were additional expressions under this theme.