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**TO:** Fruita City Council and Mayor

**FROM:** Marc Mancuso, Parks and Recreation Director

**DATE:** November 30, 2021

**AGENDA TEXT:** Arts and Culture Board Goals for 2022

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### BACKGROUND

The Arts and Culture Board would like to outline their goals for 2022. They have three goals they would like to pursue for the upcoming year, listed below. They would like to receive Council's support for pursuing these goals and possibly scheduling time in the future to further discuss goal three.

1. Create a scholarship program. The scholarships will be made available annually by using money raised from fundraising efforts throughout the year. The Arts and Culture Board has approximately 10k in fundraising dollars in their account currently and will fund scholarships up to but not exceed \$2,500 per year. These scholarships will be for Arts and Culture based programs and could be guitar lessons, art supplies for teachers, rental fees for a band instrument, or help with funding for a special event. They will work on criteria and details regarding the scholarships if given the approval to proceed.
2. Highlight a monthly artist by recording a Q & A with the artist also potentially showing the artist at work. The video would be on the Arts and Culture Facebook page as well as the city website and maybe the city YouTube channel.
3. The Arts and Culture board would like to look at the possibility of building a Music Park on city owned land between the Dinosaur Journey parking lot and the state park. If given approval from City Council, they would want to start raising money to hire a landscape architect. Once designed they would do another fundraising campaign to build the Music Park like what they did for the roundabout art projects.

### FISCAL IMPACT

1. The Arts and Culture Board will use existing funding from the Art Stroll and the cost of the scholarship program will not require funding.
2. The Arts and Culture Board will produce the video and publications highlighting the local artists. There will be no resources needed to produce the videos other than utilizing the social media platforms to showcase the highlight.
3. If given the approval from City Council to move forward with this project they plan on getting some proposals on a concept design for this property. With the budget to hire a landscape architect they will start fundraising efforts to start this project.

### APPLICABILITY TO CITY GOALS AND OBJECTIVES

This process is applicable to the City's goals of Quality of Place and Lifestyle. This project will provide another venue for community members to gather and share music and art. The City values a diversity of cultural and recreational opportunities.

**OPTIONS AVAILABLE TO THE COUNCIL**

*N/A*

**RECOMMENDATION**

*N/A*