



Town of Silverthorne

Arts & Culture Plan

Guiding the Arts, Events and Venues Department

2024



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Keep Shining Silverthorne

In every performance, there is a STAR.

In this case, it's you Silverthorne. The people who live and work here are center stage. This plan is for you because Silverthorne remains true to the sentiment that the town is home to many Summit County community members, with visitors always welcome. Thank you for showing up and speaking your mind when it comes to who Silverthorne is and wants to be, and how you hope it might best be expressed through arts and culture. You were there during First Fridays, at the Art Spot, and plenty of one-on-one conversations that influenced the direction and priorities in this plan.

Silverthorne's Dedicated Art Volunteers.

The Art Board, Art Selection Committee, and Events Committee provided leadership and direction, and helped to make the hard choices when it came to prioritizing all the things Silverthorne might do.

Cody Mendoza
Chairperson, Art Board

Lisa Hueneke
Vice Chairperson, Art Board

Tanecia Spagnolia
Town Council Representative,
Art Board

Brenna Gardner
Member, Art Board

Pamela Churman
Member, Art Board

Molly Datz
Member, Art Board

Dave Ratner
Member, Art Board

Nina Waters
Ex-Officio Member

Ryan Halsne
Ex-Officio Member

Simone Belz
Art Selection Committee

Martha Bird
Art Selection Committee

Jill O'Connor
Art Selection Committee

Kathy Swanson
Art Selection Committee

Andy Moran
Art Selection Committee

Jackie Smith
Art Selection Committee

Brittany Josie
Art Selection Committee

Chris Carran
Events Committee

Erika Donaghy
Events Committee

Linda Harmon
Events Committee

Elizabeth Bowling
Events Committee

Suzy Bauer
Events Committee

Susie Humphrey
Events Committee

As was the case in the first plan, special attention was given to hear from Spanish speakers and new immigrants to our community. Special thanks to the important role of those residents and the community-based organizations that support them such as FIRC, Mountain Dreamers, and others. It's not in any of their job descriptions to think about arts and culture every day, but they played an important and influential role in how this plan came together.

Victor Mercado

Yirka Platt

Javier Pineda

Yadira Gutierrez

Claudia Sigala Felix

Brenda Gutierrez

Lindy Chavira

Ingrid Davis (Kiki)

Santiago Vera Ovalle

Irma Gutierrez

Ana Castillo

Blanca Delao

Sara Castillo

Lorena Pinedo

Theater SilCo is Silverthorne's premier resident performing arts organization and anchor for Silverthorne's downtown. The theater company's staff provided important input to the plan and insights into the need to establish a post-pandemic vision for the performing arts.

Chris Alleman
Producing Artistic Director

Shawna Gauss
Director of Development

Jess Short
Director of Marketing &
Communications

Graco Hernandez
Social & Digital Media
Coordinator

Whitney Carter
Production & Company
Manager

Kayden Raynard
Technical Director

Town Council.

They are the front-facing part of the work. We know them to be integral to everything this plan might do and how goals and activities are advanced within the community.

Ann-Marie Sandquist
Mayor

Tim Applegate
Town Council

Kelly Baldwin
Town Council

Jannah Glassman
Town Council

Amy Manka
Mayor Pro Tem

Tanecia Spagnolia
Town Council

Erin Young
Town Council

Silverthorne Staff.

While never the star, their work is essential. Silverthorne has the best, each a leader and expert in what they do.

Sydney Schwab
Arts and Culture Manager

Joanne Cook
Assistant Town Manager

Ryan Hyland
Town Manager

Mark Leidel
Assistant Town Manager

Marcus Miller
Events Coordinator

Mallory Gemlo
Art Spot Coordinator

Kristina Nayden
Marketing & Communications Manager

Itzel Delgado Lara
Communications & Public Outreach Coordinator



Silverthorne Today



How We Got Here.

This is Silverthorne's Plan Update to the 2016 inaugural plan. The original plan was meant to be a five year plan. With much of the plan actualized, the Town was ready to develop a follow-up in 2020 when the pandemic hit. As with so many things, the plan update was delayed. Thankfully, the original vision was durable and continued to set a course for the community's efforts.

In 2016, Town Manager Ryan Hyland said "We are imagining a future where Silverthorne's musical performances, theatrical offerings, lectures, celebrations, artist endeavors, and historical exhibits will define the town in equal measure with parks, trails, open space, and recreation." By 2024, this was true for a great many residents. When speaking with people at First Fridays, many indicated that when they shared what is special about Silverthorne it was its natural beauty and the arts and culture-related opportunities.

We're not the same.

A lot has changed. Silverthorne has grown substantially. In 2016, when the first plan was adopted, Silverthorne had a population of 4,424 residents. Today, 5,086 people live in Silverthorne, a 15% increase over eight years. While more walkable, it continues to be a challenge to connect the 4th Street area to the community lawn and plaza with Silverthorne Performing Arts Center as an anchor. In addition, a pandemic that made it more possible for people to work remotely further exacerbated a housing crisis; that meant that Silverthorne, long known as the affordable place to live in Summit County, got less so. And all this time, Silverthorne's arts and culture efforts were growing.



A reputation for "Yes, and..."

With a strong reputation for listening to community members, Silverthorne continued to ensure that events had an artful component. When the Art Board approached the town staff and town council about turning the vacant firehouse into a community makerspace, the town conducted a feasibility study, asking residents and artists how they would use the space. Ultimately, the town supported and financed the building conversion into the Art Spot with a grand opening in 2023. Now, Silverthorne has two artistic anchors in the downtown area, one for performing arts at the Silverthorne Performing Arts Center and one for visual arts at the Art Spot.

All about engagement.

In addition to planning meetings with the relevant boards and committees, the planning process extended into the wider community with bilingual outreach, meetings with Town Council and Theatre SilCo, and time spent with community members at First Fridays in May and June and at the Art Spot Open House. In all these settings, our team worked to create an informal and interactive setting where the community participants had the opportunity to review draft plan language. All of the outreach efforts relied heavily on visual images, examples from other places, stories, and informal conversation.

Encore, not an overhaul.

When it came time in 2024 to develop the new plan, the focus was how to update the inaugural plan, not to jettison it. Many organizational and structural elements are well established and high functioning, including the Art Board, Events Committee, and Art Selection Committee. Additionally, Silverthorne had developed proof-of-concept in growing audiences for Theatre SilCo, First Fridays, the Art Spot, the public art program and other events and venues. The town and its residents were hungry to imagine the next steps in growing the arts and culture look, feel, and experiences in Silverthorne. This plan seeks to do just that.





A Second Plan

What's Next?

Silverthorne accomplished everything it outlined in the inaugural plan and has laid the foundation for what's next. Silverthorne spent the early years building a platform for success in being a collaborative partner with Theatre SilCo and experimenting with the broad definitions outlined in the inaugural plan about all the ways arts and culture might create opportunities for the community to come together for artistic, social, historic, recreational and philosophical purposes. This has taken the form of rotating art exhibitions, temporary murals, opportunities for local artisans to sell art, and events that draw on cultural identity and mountain culture. In 2022-2023, with a recommendation from the Art Board, the town made a more permanent investment with the revitalization of the former firehouse into a community makerspace at the center of the downtown area.



How We Got Here.

In 2016, the Art Board and ad hoc Events and Art Selection Committees were formed. They work in partnership with the town and have been instrumental in shaping arts and culture in Silverthorne. Additionally, Silverthorne made an investment in town leadership positions with an arts and culture focus -- Arts & Culture Manager, Event Coordinator, and Art Spot Coordinator. This means that there is people-power and expertise to act on and implement initiatives. While the town government has been building its crew, the town itself has been growing too. Silverthorne has always been the locals' town and strongly identifies with that. The mountain workforce has found community here. In recent years, there has been a shift; instead of landing in Silverthorne because people can't afford a different place, people are now choosing Silverthorne for its beauty, welcoming environment and people and social offerings. And there's been a transition with many in the Spanish-speaking community finding they are no longer the newcomers, but rather established residents and business owners. They look for ways to welcome additional immigrants from Latin America as well as Africa, Ukraine and other places.

Building Momentum.

In talking to Silverthorne residents, many now think about Silverthorne as a place that invests in arts and culture, and that's part of Silverthorne becoming a modern mountain town, one that is diverse, multicultural and welcoming. People mentioned the events such as First Fridays, the places like the Art Spot and Silverthorne Pavilion, and the cultural activities that draw on mountain culture.

Among the Spanish-speaking stakeholders, the Celebrations Around the World event and Dia de los Muertos celebration in November continue to feel successful and authentic. It also seems that the time has come for more than these two, big multicultural events. Among those who offered their insights about the second plan for arts and culture, there is a recognition that as much as Silverthorne has tried to do to make a downtown, it is incomplete and still feels bifurcated by Highway 9. So, this plan is focused on future connection - the connection of community and inclusion and those physical connections of walkability and continuity in downtown, linking artful places like the Art Spot and the storefronts nearby, the lawn and the Silverthorne Performing Arts Center and the Blue River. In all ways, people wanted more connection -- to each other and to the places where arts and culture take the stage.





In collaboration with the Silverthorne team, we decided to use a participatory art project as a way to raise the profile and awareness regarding the planning process for this plan. **We wanted to demonstrate how an artful project could foster connection and increase a sense of belonging.** Inspired by Soul Pancake's Stranger in a Ball Pit, we modeled this effort in the same way. We expected that two people, sitting in a ball pit, would be freed up to be open and silly and a little vulnerable. We thought it would be quiet and thoughtful. What can we say? We. Were. Wrong.

The season is affectionately called "mud," when the lake ice is breaking up, the days are puffy coat cold and it is Locals' Appreciation First Friday in Silverthorne. For five minutes, Sydney Schwab worked to explain to kids that this was for adults and there was a smaller pit made just for them. The children of Summit County weren't having it, and the larger adult ball pit was overflowing with kids diving in head first and cannonballing with delight into the sea of colorful balls. Balls overflowed and the wind took them far and wide, much to the delight of the four-legged friends tugging on their leashes, in chase. Music played, drinks flowed, and parents looked on while catching up with neighbors and friends -- and all wondering how they would tear their kids away when it was time to go.

What we learned...Silverthorne loves a reason to get together; arts and culture should enable this in all the ways we can imagine. **Silverthorne will be there; they will jump in, literally.**

**"Do not fear mistakes.
There are none."
- Miles Davis**



Ways Silverthorne Jumped in to Shape this Plan

With the ball pit to draw in the curious, we spoke with residents at First Fridays and the Art Spot Open House. Additionally, we had in-depth conversations with the Art Board, members of the Art Selection Committee, Events Committee and an ad hoc Spanish-speaking committee in ways that shaped this plan and particularly the goals and investments to be pursued. Town Council members engaged in conversations as part of these groups and separately. And at the heart of it, you told us more about Silverthorne's current and emerging arts and culture identity and what you hope to see.



Silverthorne Spoke and We Listened.

5

Take-Aways That Shaped This Plan.

1

Silverthorne's investments have paid off.

Many we spoke with said Silverthorne feels more artful than other places and specifically mentioned the murals, Theatre Silco and Art Spot as examples. People also said it was an easy, open place to be an artist, professional or amateur. There are places to create, show and perform art, and there was a supportive community spearheaded by the Arts and Culture Manager and the Arts, Arts Selection, and Events boards. In 2016, the plan put out a stretch goal that wondered whether Silverthorne could ever be as well known for arts and culture as it is for its beautiful scenery. Since that time, Silverthorne has made it true. Where conversations and questions of identity previously focused on the natural environment, people now have equal things to say about arts and culture.

Translating into Action:
See Goal 2 for how we are building on this community feedback by positioning for future growth and Goal 4 for advancing how to measure and refresh what people are experiencing.

2

Silverthorne feels local and people love it.

It was very clear that locals feel seen in Silverthorne; and locals is defined broadly, since it includes people who live in town, but also others across the county. Visitors remarked on it too, saying they feel they were a part of something authentic and real and love being welcomed into the heart of Summit County. In the end, it seems that Silverthorne works for everyone.

Translating into Action:

See Goal 1 for how we are building on this community feedback by continuing to find something in the domain of arts and culture that speaks to each Silverthorne resident.

3

Silverthorne is future-focused and it's redefining what it means to be a modern mountain town.

Silverthorne isn't focused on the rearview mirror, instead it's searching the horizon. It attracts visitors and residents who appreciate the sentiment, and together, they continue to build Silverthorne into the modern mountain community it is. Despite the growth and focus on what's to come, Silverthorne knows who it is and wants to be. Words like Multicultural, Creative, Diverse, Adventurous, Welcoming and Progressive continue to capture Silverthorne's identity and spirit.

Translating into Action:

See Goal 1 for how we are building on this community feedback by continuing to ensure that Silverthorne's arts, venues and events build and support Silverthorne's identity and foster a sense of belonging.

4

Defining "downtown" remains a challenge, but perhaps art can help.

When we asked questions about what would make people spend more time in Silverthorne's downtown, the first question was "what downtown?" This remains a challenge for Silverthorne, though arts and culture can continue to help define it and work in cooperation with other Silverthorne plans and efforts. People think well designed art installations will be able to pull people to different parts of downtown from Rainbow Park, the library, the river, the Silverthorne Pavilion, the green and the Silverthorne Performing Arts Center, and across to 4th Street, highlighting businesses and points of interest along the way.

Translating into Action:

See Goal 3 for how we are building on this community feedback by considering what a signature art installation might be that supports downtown's placemaking.

5

Don't rest; there's an appetite for what's next.

There is a sense of wanting to see how far Silverthorne can go, what more it might do, and how far it might reach to serve its many communities, particularly those that don't presently take advantage of the arts and culture opportunities.

Translating into Action:

See Goal 1, 3 and 5 for how we are building on this community feedback by working specifically with diverse Silverthorne communities. We envision a signature art installation or experience that Silverthorne might become known for and helps connect parts of Silverthorne's downtown and by using art as a safe place to explore difficult conversations that let residents fully explore and act on what's important to them.

Vision Mission Goals



Vision

Silverthorne is a modern mountain town with the ideal combination of small-town warmth and fearless expressions of arts and culture. The downtown is vibrant and walkable. The Silverthorne Performing Arts Center, the Pavilion, the Art Spot Silverthorne Makerspace, restaurants, galleries, coffee shops, breweries and residences make the street level active and inviting and draw pedestrians to move from one highlight to the next. Cultural events and activities for community members engage and honor the wide diversity of the cultures, countries, languages and customs that make up our home town. Whether you are a recent arrival, long-time resident, or here for the day, you feel you belong.

Mission

I. We will create opportunities to build community and connection through cultural and artistic events and programs that demonstrate in compelling ways that Silverthorne welcomes participants of every age; people from every place, language and history; and both new arrivals and long-standing residents. We will include everyone – those of different economic means, traditions, experiences, values, and ways of expressing their artistic vision and their cultural history.

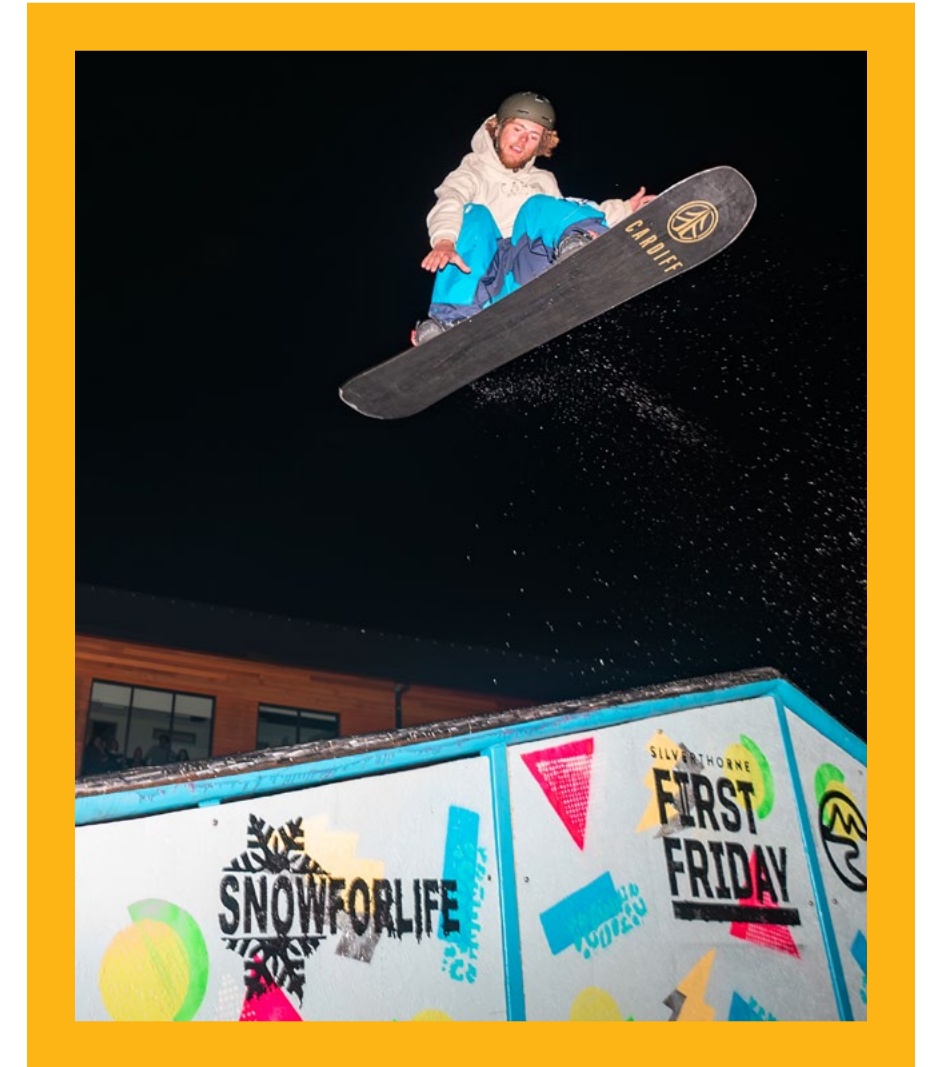
II. We will transform the downtown into a walkable, welcoming, active place. Silverthorne's residents and visitors will meet one another for quiet conversation, active entertainment and educational experiences. The downtown will give entrepreneurs, artists, entertainers, and cultural arts organizations the opportunity to find their audience, grow and thrive.

III. We will make the Silverthorne Performing Arts Center, the Art Spot, the Pavilion, the downtown's green spaces and plazas, and the bridges across the Blue River important areas for community gatherings. This will be a place for all parts of the community to come together for planned and spontaneous artistic expression, cultural and heritage festivals, performances, celebrations, and exhibitions. It will be an informal gathering place to experience public art installations, sit by a fireside, listen to the river and meet other members of our community.

IV. We will link the Blue River to the downtown and community in creative and interactive ways that connect the built and natural environment. We will draw residents and visitors to the river that is central to our identity.

1 2 3 4 5

Goals



1

Everyone Will Find Something that Speaks to Them.

With these audiences in mind, we will invest in arts, events, and venues that:

- Build a shared sense of community.
- Elevate local businesses and Silverthorne's workforce by integrating art in the form and function of the town with creative takes on benches, bike racks and landscaping.
- Leverage the Art Location Plan to ensure art reaches all corners of our community.
- Build appreciation and exposure to a variety of art forms and practices - both performance and visual.
- Create spaces and ways for residents to express themselves artistically.

By deepening our presence and service through our arts, events, and venues programming, every Silverthorne resident (5,086 in 2024) will choose to participate in one or more artful or cultural offering in the next five years. To do this, we will be focused on engaging our diverse Silverthorne communities to ensure we are investing in programming and art that speaks to various interests.

They include:

- Artists, cultural event participants, theatergoers, young people, cultural leaders and loyal fans who have shaped and continue to shape arts and cultural offerings.
- Latino/a/e and Spanish-speaking leaders and community members (who make up nearly a third of Silverthorne residents as of the last census).
- Existing community members from diverse cultures who are currently not engaged in community services.
- Newcomer community members, including refugees and immigrants.
- Residents in new and emergent neighborhoods.
- Silverthorne's workforce and businesses.

This strategic outreach will build and enhance relationships with those we serve and ensure our investments in arts, events and venues are expansive and deepen a sense of belonging and connection in Silverthorne.

2

Positioning for Future Growth.

Take steps that create sustainable funding and partnerships; these will not replace current Town commitments, but will augment them.

Specifically, Silverthorne will:

- Seek a Colorado Creative District designation in 2025 to recognize Silverthorne's arts and culture investments to date and benefit from the positive implications for local businesses, non-governmental organization partners, artists and others.
- Upon receiving the Colorado Creative District designation, offer to host the Colorado Creative Industries state conference.
- Partner more intentionally with local businesses by identifying efforts that seek artful intersections that increase traffic to local businesses.
- Identify and advance the most promising funding sources to sustainably support arts and culture. Options for community consideration include 1% for the arts, lodging tax, art venue ticket fees that go back into town art programming (ex: \$1 per ticket at the Silverthorne Performing Arts Center or Pavilion events) and development fees.
Note: this funding would be separate from the annual operating budget for arts and culture. Additional funding sources would support signature events or art installations not possible without targeted investment.
- Explore how other communities have worked to attract arts-intersecting businesses that reflect their town's identity and interests (arts and outdoors); then incentivize those businesses to be in Silverthorne's downtown. Note: Models might include Fruita Arts Recreation Marketplace that seeks to attract art, recreation, and wellness studios, shops, and workspaces and The Terminal in Grand Junction, designed to provide workforce housing and community space for artists.
- Partner with downtown anchor arts organizations, like Theatre SilCo, in finding what post-pandemic audiences look like and expect. Revisit and refresh joint programming that enhances downtown vibrancy.

3

Identify and Invest in a Signature Art Installation.

The installation should be outdoors, and special consideration should be given to installations that foster a sense of wonder, create connectivity to different parts of downtown, feature the river or mountains as a backdrop and invite participation. The installation may be static, kinetic, or interactive. Silverthorne will develop an approach and process for this investment; a first step will be to learn from other communities' successes and lessons learned.

"Under the inaugural plan, Silverthorne successfully focused on temporary installations, events that focused on building community, investing in infrastructure for the performing arts and creating a makerspace for professional and amateur artists. A goal of this plan is to identify and select a signature art installation that resonates with Silverthorne's identity and further elevates Silverthorne's sense of place, potentially using the Blue River or mountains as a backdrop."
-- Ryan Hyland, Town Manager

Note:

Silverthorne's signature piece should be more permanent and invoke the same sense of wonder and pride as the [Bean in Chicago](#), the [Blue Bear in Denver](#), or the [Troll in Breckenridge](#). It should delight residents and visitors and invite contemplation and participation such as installations like [this one in a forest in Canada](#) or [this slow roller coaster](#) that invites people to linger and enjoy the view. The town of Silverthorne has identified initial funding for this effort. Once installed, Silverthorne should use the momentum from this kind of high-profile installation to create additional offerings by hosting signature events that enhance quality of life and traffic to local business.

4

Refresh What's Beloved & Measure Impact in Different Ways.

The public art program, First Fridays, Silverthorne Pavilion, Art Spot, and a multitude of other events and shows are now established and have grown in important ways. However, with the recognition that public art installations or beloved events can get tired, look at each with fresh eyes:

- **Refresh.** Look for ways to build on successes and continue to surprise and delight Silverthorne residents with popular art installations, opportunities, and cultural events.
- **Refresh.** Embrace a five-year organizing focus to guide event and public art themes (e.g. Belonging, Environment, Laugh, Play, Wellness) and look for creative ways to link to such a focus.
- **Measuring Impact.** Think beyond attendance and revenue numbers. General attendance is an important indicator, but seek additional robust measurement that links to the organizing principle, mission, and vision. Create and implement metrics for measuring these objectives:
 - Support for artists, businesses, and NGOs.
 - Reach into different neighborhoods.
 - Participation by different community members identified in Goal 1.
 - Sense of belonging and connectedness to each other and to Silverthorne.

5

Use Arts & Culture to Elevate Community Conversations.

Work collaboratively with other towns in Summit County to further enhance the year-round arts and culture offerings for residents. Explore and advocate for the continued networking and identification of one collaborative effort per year. Consider using joint efforts to focus on important community-wide conversations.

Specifically, Silverthorne will:

- Collaborate on initiatives to intentionally use arts and culture as an entree into our most challenging conversations in Summit County. Art can provide a safe platform for people to talk about the most difficult issues communities face. Done well, it can lead to increased understanding and potential breakthroughs helpful to the towns and the county. It is a potentially powerful way to connect with other arts and culture leaders in Summit County to celebrate the county's diversity and to tackle vexing topics such as: housing, mental health, retaining our mountain character and soul, traffic, dark skies, wolf reintroduction and other issues.
- Host or co-host an annual meeting of Arts and Culture town leaders for the purposes of networking, comparing calendars, sharing resources, etc.



Goals at a Glance

Goal 1

Everyone Will Find Something that Speaks to Them

	YEAR 1 THROUGH OCTOBER 2025	YEAR 2 THROUGH OCTOBER 2026	YEAR 3 THROUGH OCTOBER 2027	YEAR 4 THROUGH OCTOBER 2028	YEAR 5 THROUGH OCTOBER 2029
Create events that build a shared sense of community.	✓	✓	✓	✓	✓
Elevate local businesses and Silverthorne's workforce by Integrating art in the form and function of the town with creative takes on benches, bike racks and landscaping.			✓	✓	✓
Leverage the art location plan to ensure art reaches all the corners of our community.	✓	✓	✓	✓	✓
Build appreciation and exposure to a variety of art forms and practices - both performance and visual.	✓	✓	✓	✓	✓
Create spaces and ways for residents to express themselves artistically.	✓	✓	✓	✓	✓

Goal 2

Positioning for Future Growth

	YEAR 1 THROUGH OCTOBER 2025	YEAR 2 THROUGH OCTOBER 2026	YEAR 3 THROUGH OCTOBER 2027	YEAR 4 THROUGH OCTOBER 2028	YEAR 5 THROUGH OCTOBER 2029
Seek a Colorado Creative District designation in 2025 to recognize Silverthorne's arts and culture investments to date and benefit from the positive implications for local businesses, NGO partners, artists and others.	✓				
Upon receiving the Colorado Creative District designation, offer to host the Colorado Creative Industries state conference.			✓	✓	✓
Partner more intentionally with local businesses by identifying efforts that seek artful intersections that increase traffic to local businesses.	✓	✓	✓	✓	✓
Identify and advance the most promising funding sources to sustainably support arts and culture. Options for community consideration include 1% for the arts, lodging tax, art venue ticket fees that go back into town art programming (ex: \$1 per ticket at Theatre SilCo or Pavilion events) and development fees.	✓	✓	✓	✓	✓
Explore how other communities have worked to attract arts-intersecting businesses that reflect their town's identity and interests (arts and outdoors); then incentivize those businesses to be in Silverthorne's downtown					✓
Partner with downtown anchor arts organizations, like Theatre SilCo, in finding what post-pandemic audiences look like and expect. Revisit and refresh joint programming that enhances downtown vibrancy.	✓	✓	✓	✓	✓

Goal 3

Identify and Invest in a Signature Art Installation

	YEAR 1 THROUGH OCTOBER 2025	YEAR 2 THROUGH OCTOBER 2026	YEAR 3 THROUGH OCTOBER 2027	YEAR 4 THROUGH OCTOBER 2028	YEAR 5 THROUGH OCTOBER 2029
Understand how other municipalities have approached the attainment of a signature art piece.	✓				
Develop a Silverthorne approach that includes: criteria, engagement, and fundraising.		✓			
Develop and issue a Call for Artists.			✓		
Install and celebrate.				✓	

! 4

Refresh What's Beloved & Challenge Ourselves to Measure Impact in Different Ways

	YEAR 1 THROUGH OCTOBER 2025	YEAR 2 THROUGH OCTOBER 2026	YEAR 3 THROUGH OCTOBER 2027	YEAR 4 THROUGH OCTOBER 2028	YEAR 5 THROUGH OCTOBER 2029
Refresh. Look for ways to build on successes and continue to surprise and delight Silverthorne residents with popular art installations, opportunities, and cultural events.	✓	✓	✓	✓	✓
Refresh. Embrace a five-year organizing focus (e.g. Belonging, Environment, Laugh, Play, Wellness) and look for creative ways to link to such a focus.	✓	✓	✓	✓	✓
Measuring Impact. Think beyond attendance numbers. General attendance is an important indicator, but seek additional robust measurement that links to the organizing principle, mission, and vision.		✓	✓	✓	✓

! 5

Use Arts & Culture to Elevate Our Most Important Community Conversations

	YEAR 1 THROUGH OCTOBER 2025	YEAR 2 THROUGH OCTOBER 2026	YEAR 3 THROUGH OCTOBER 2027	YEAR 4 THROUGH OCTOBER 2028	YEAR 5 THROUGH OCTOBER 2029
Collaborate on initiatives to intentionally use arts and culture as an entree into our most challenging conversations in Summit County. Art can provide a safe platform for people to talk about the most difficult issues communities face. Done well, it can lead to increased understanding and potential break-throughs helpful to the towns and the county. It is a potentially powerful way to connect with other arts and culture leaders in Summit County to celebrate the county's diversity and to tackle vexing topics such as: housing, mental health, retaining our mountain character and soul, traffic, dark skies, wolf reintroduction and other issues.	✓	✓	✓	✓	✓
Host or co-host an annual meeting of Arts and Culture town leaders for the purposes of networking, comparing calendars, sharing resources, etc.	✓	✓	✓	✓	✓



**Playful &
Progressive
Multicultural
& Diverse
Colorful &
Adventurous
Creative
Peaceful &
Natural
Welcoming**

**"Community identity includes the values we hold, and our values shape the choices we make. Silverthorne's values continue to be expressed in arts and culture as the town deepens its commitments to what residents feel and experience."
– Janesse Brewer, 23.4 Degrees**



Appendix A

Inspiration Gallery

Message from the 23.4 Degrees Team – Janesse Brewer, Mike Hughes, and Adrian H. Molina

Expression of arts and culture can take so many forms and we urge you to make space to daydream. Share ideas, lots of them. Sharing ideas reminds each of us of other things we've seen or heard about, inspires investigation, and lets us collectively zero in on what feels right and reflects who we are collectively, who we want to be in the very best version of Silverthorne and how we show up for each other.

When thinking about a signature project, we recommend Silverthorne consider art installations that offer a different experience than currently afforded in Summit County. For example, there are wonderful and whimsical sculptures in Breckenridge. However, there aren't yet experiential installations that harness the Blue River and invite playful participation and inspire awe. There are many artistic installations that are best viewed in daylight, indoors, or in the summer; there are fewer that take advantage of our night sky and winter.

What follows is not meant to be prescriptive. It is intended to serve as inspiration in light of Silverthorne's five goals, particularly goals 1, 3 and 5:

Goal 1: Everyone Will Find Something that Speaks to Them

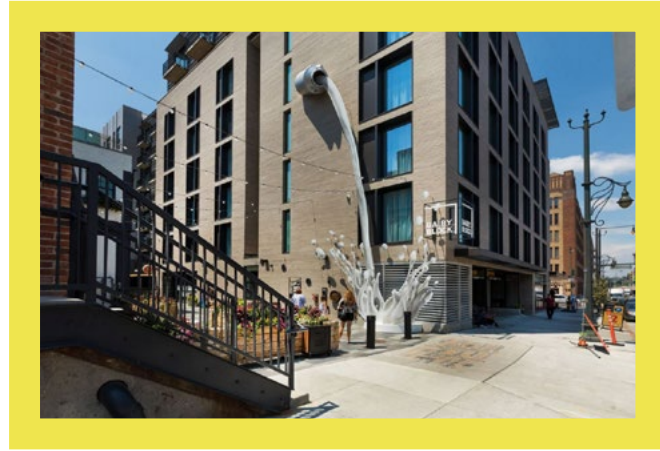
Goal 3: Identify and Invest in a Signature Art Installation

Goal 5: Use Arts & Culture to Elevate Our Most Important Community Conversations

Appendices



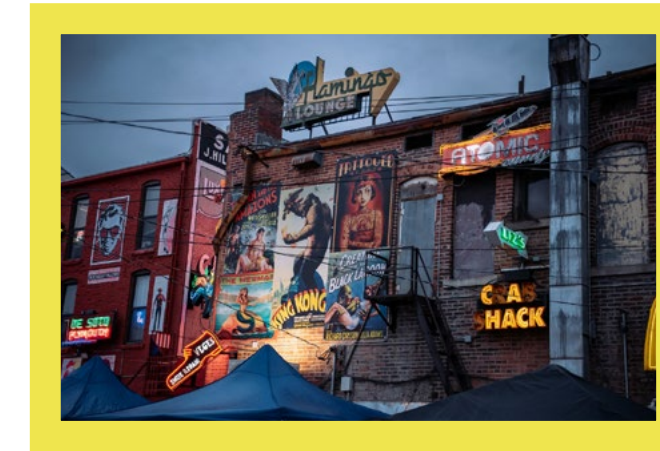
Forest Illumination
NightTime Forest Walk



Alley Activation



Motion-Activated Outdoor Art Installation



Neon Alley



Linking cultural activity to wildfire preparation
(or any compelling public issue)



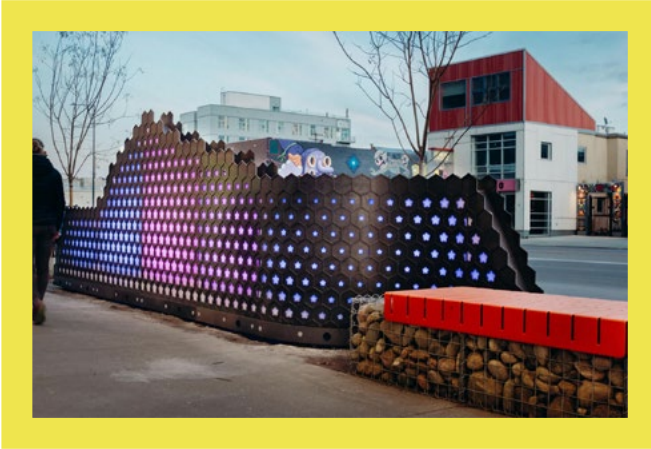
Sculpture Park



Musical (Self-Activated) Alley Installation



Sound Totems



Interactive Lighted Walls Along Major Roadway



Sculpture Integrated Into the Trees



Future Town



Mi Casa, Your Casa



Interactive Cloud Lighted Sculpture



To Ease The Pain of Those Who Have to Live with Construction Projects



Signature Art Piece The Bean (Cloud Gate)



Signature Art Piece Denver's Big Blue Bear



Signature Art Piece Breckenridge Troll



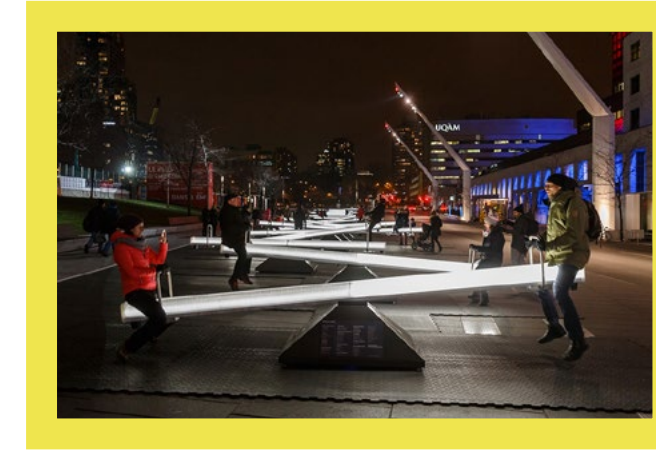
Slow Roller Coaster



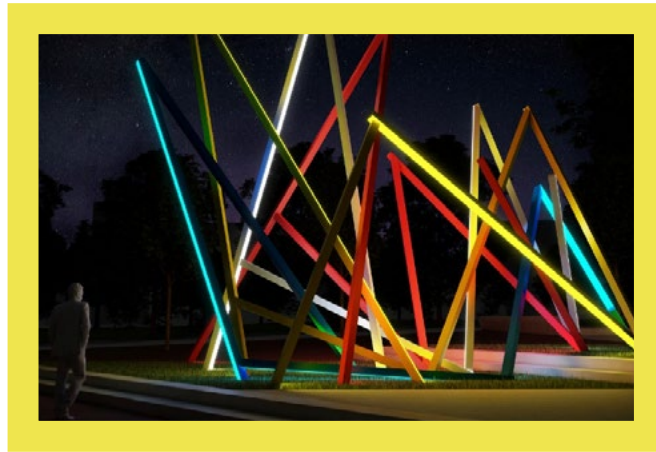
Unexpected Presentations
Mixed Taste



Gas Station Transformation
in London



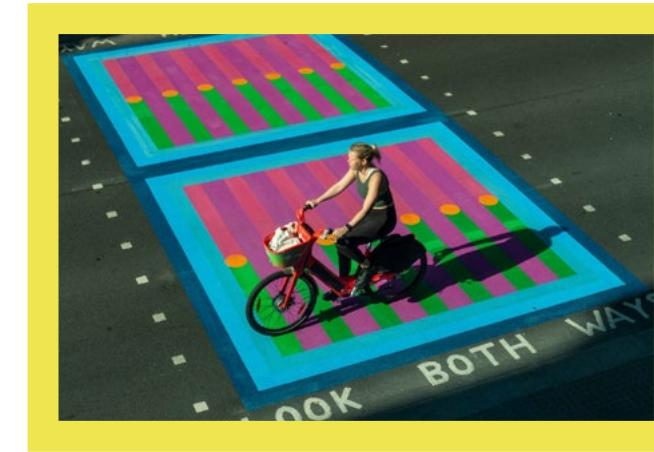
Seesaws in Montreal



Bloomington, Indiana - Selected
by Arts Commission



Rainbow Machine in Aulkand



Crosswalk in London



Isamu Noguchi
Play Sculptures



Moving Dunes Next to the Montreal Art Museum



Underpass in Toronto



Illuminated River. London



Immersive Bubble Installation



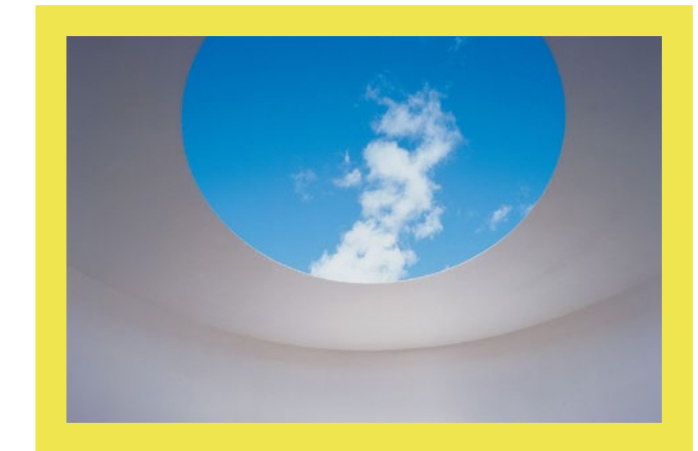
Behind the Curtain Martin Watson. Miami



Signature Bridge



10,000 White Balloons by Charles Petillon

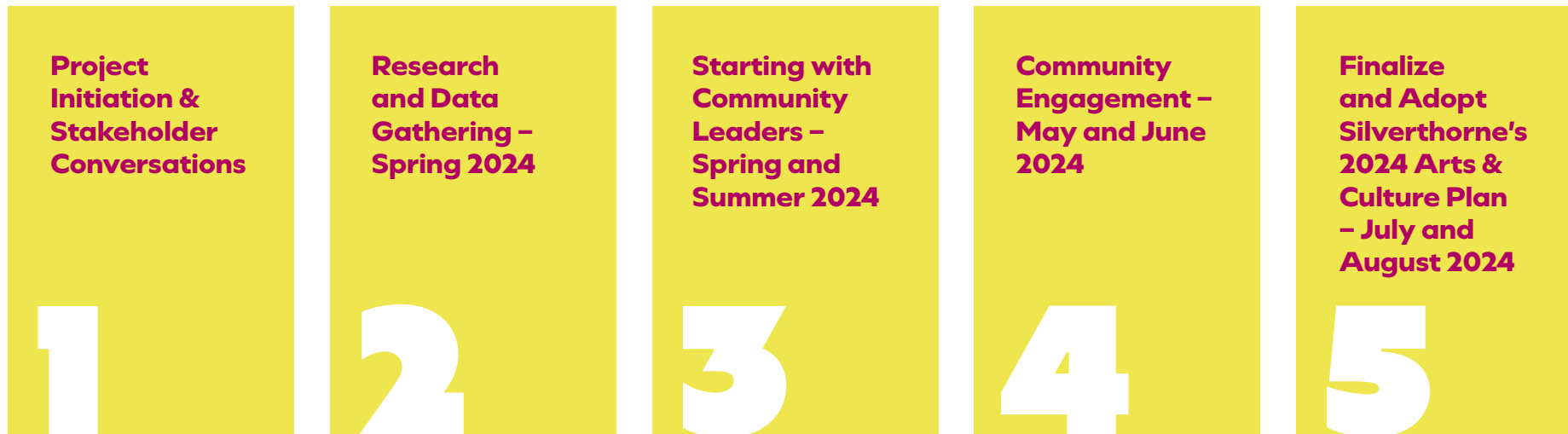


James Turrell Light Installations

Appendix B

23.4 Degrees Approach to Building Silverthorne's Arts & Culture Plan

The 23.4 Degrees team worked closely with the Town of Silverthorne to design a plan that included diverse stakeholders interested in how arts and culture might further express who Silverthorne is. Central to the effort was hearing from those who think about this regularly and those who have a more casual or passing interest. Below are the five stages of the planning process and a high level summary of what we learned at each stage.



1 Project Initiation & Stakeholder Conversations

The 23.4 Degrees Team worked with the Town of Silverthorne team to chart the course for Silverthorne's 2024 Arts & Culture Plan.

What are the opportunities for this process; at the heart of it, what does Silverthorne hope to achieve with this second plan?

What is essential and what is nice-to-have in terms of content?

With recognition that the 2016 plan is a good model, are there perspectives on the look, feel, and size of a perfect plan?

Who are the stakeholders to engage 1:1 or in small groups?

Which town events might serve as good opportunities to gather feedback from the community?

Specifically, the Town and 23.4 Degrees agreed to do more research in the following areas that might be important to the next five years.



2 Research and Data Gathering – Spring 2024

1. Sustainably resourcing arts and culture.

Updating the plan gave the Town and the 23.4 Degrees team the opportunity to think about the possibility of dedicated income streams to support the Arts, Events and Venues department and augment the general fund resources that support the work today. Among the options that the Town might explore are:

- A 1% for art from the Town's future construction projects. In many jurisdictions, one percent of construction costs are set aside for public art. Airports, libraries, town halls, recreation centers and other signature buildings can be improved by setting aside a very modest amount for art to enhance and enliven a building and draw residents and visitors to it.
- For towns with venues that generate ticket sales, a seat tax can be an important user fee that generates funds for operation, maintenance and improvements to the venue.

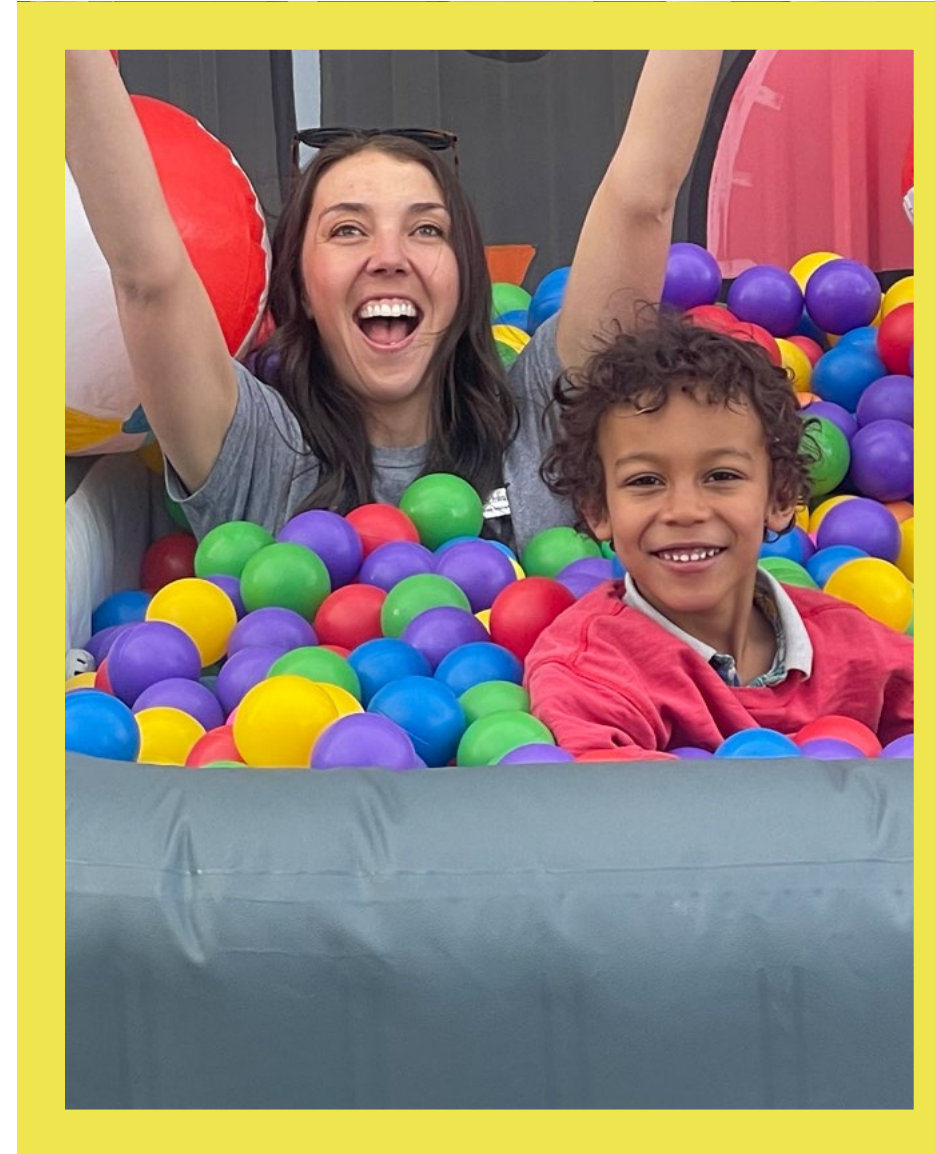
- Silverthorne collects fees from new development and from lodging. As the Town considers the future of these revenue sources, it is worth examining the nexus between new development and the need to expand services between visitors and arts and culture services.

2. Measuring impact beyond attendance numbers.

Silverthorne has typically measured the impact of its arts, events, and venues in ways consistent with other municipalities. In general, that's focused on quantitative assessments looking at attendance and revenue. As part of this plan, Silverthorne wants to challenge itself to measure impact differently to better understand how the work they are doing is supporting the community and creating opportunities for connection.

Additional measures may include:

- The number of artists and businesses supported in a given arts and culture focused event, venue or program;



- How foot traffic might be increased to different parts of the community; and
- The extent to which an art installation or event has increased residents' sense of belonging in Silverthorne and their connection to others in their community.

As part of this effort, 23.4 Degrees has worked to identify existing tools such as the Creative Vitality Suite, a tool of the Western States Arts Federation (<https://www.westaf.org/>). WESTAF's tool is used by all of the Colorado Creative Industries cultural districts.

Initiatives like Belonging Colorado offer grant opportunities that Silverthorne might use to develop and expand measures of success.

The Denver Foundation also offers tools that can help the Town measure belonging to create arts and culture programs, projects and initiatives that increase the sense of belonging. (<https://denverfoundation.org/funding-opportunity/belonging-colorado/>) Pursuing ways to measure belonging are perfectly aligned with



Silverthorne's arts and culture vision.

3. Considering thematic areas of focus.

A central question for key stakeholders, arts committees and commissions, Town staff and the planning team: should this phase of the arts, venues and events plan have a central, organizing theme or focus? The Art Board and the planning team spent time together considering possibilities for a focus that can drive investment, help the Town decide which projects to pursue or reject, and help make programs and events coherent and complementary. Among the themes discussed during this planning process:

- Arts and Adventure;
- Belonging, connection and inclusion; and
- Wellbeing and its component dimensions.

As the Arts Selection Committee does its work, it is essential to have criteria for selection. An organizing theme and purpose for the arts and culture program can be an important criterion. As the Arts Board advises the town, it too can benefit from having an area of focus to direct their advice. The Events Committee will have

countless choices for events and making the hard choices of what to do and what to leave behind can be made easier with an area of focus as a distinguishing characteristic of each event. While both committees will want the opportunity to be opportunistic and experimental at times, these diagnostic questions may serve to narrow choices or ensure the community's interests are at the forefront. Questions that might be considered are:

- To what extent does this art/event advance our selected theme?
- To what extent does this art/event meet specific or general interests of one of the key resident populations we hope to engage?
- To what extent does this art/event advance the concepts that are central to who Silverthorne is and wants to be: multicultural, diverse, welcoming, playful, progressive, peaceful, natural, creative, colorful and adventurous?
- To what extent does this art/event increase participation, connection and belonging?

4. What communities should anticipate when embarking upon signature arts projects.

Goal 3 of this plan is for Silverthorne to think about and advance a more permanent, signature art installation. This can take many forms (beyond sculpture which is what many envision initially) and the 23.4 Degrees team suggests that Silverthorne and the arts selection process be familiar with the data and findings emerging about the power of awe (<https://www.aspenideas.org/sessions/the-power-of-awe>) and the positive impacts it can have on individuals and communities. Looking for projects that create wonder and awe have the potential to create open-mindedness, humility and risk-taking, and improve well-being. Many of these characteristics are also ones that Silverthorne talked about during engagement about the arts and how a modern mountain town might express itself in a signature installation. Looking for something that invites participation and harnesses the beautiful backdrop of Silverthorne's mountains and/or Blue River was also echoed in conversations throughout the planning process.

Significant investment in a signature art installation can be an exciting journey for a community. Many artists consider the process

of conception, selection, and financing to be part of the artistic endeavor. It can also, in some communities, lead to important conversations about the value of artistic expression and how these investments stack up against other community priorities. Communities that have been successful in navigating these conversations suggest that it isn't "signature art pieces versus X, Y, or Z." Instead, it is more that a modern mountain town can have a vibrant arts and culture scene (inclusive of a signature art investment), and take care of other important priorities. That being said, it is expected this will invite dialogue and perhaps even controversy - in the same way that the Isak Heartstone (Troll) in Breckenridge did or the Blue Stallion at the Denver International Airport did. In general, it's all expected and this goal may work nicely in tandem with Goal 5 which suggests leaning into big conversations important to the Silverthorne community.



3 Starting with Community Leaders – Spring and Summer 2024

Throughout the planning process, the Arts Board, Art Selection Committee and Events Committee offered input and advice and reviewed draft plan text. In their first meeting, the group examined the original plan's vision, mission and goals and offered input leading to a new vision, revised mission statements and new goals. Among their suggestions and edits:

- Focus on the Blue River
- Focus on downtown's vitality and activation
- Create events and arts and culture programs that are welcoming and provide a place for everyone in the community
- Measure impact in new ways
- Use arts and culture as an entry point for important community conversations - housing, traffic, growth and more

- Partnerships matter, from those with downtown anchors to those with other Summit County communities
- Use downtown venues in creative ways
- Create more opportunities for creativity and for artists to do their work
- Build on the concept of belonging and being welcoming

Additionally, we convened a group of leaders from organizations that support the Spanish-speaking community in Silverthorne. They offered input on the plan's vision, mission and goals and highlighted key themes for this update including:

- Focus attention and resources on plan Goal #1 with programs and events that include everyone
- Continue to refresh existing events that have a multicultural focus (Celebrations Around the World, Dia de los Muertos Celebration and Noche de Candela) and develop more community-led events
- Create more opportunities for artists to showcase their work

- Improve access for the whole community by paying attention to cost and timing and by creating events that speak to every segment of the community
- Leverage leadership in cultural communities, some of whom have been here for a generation and can share lived experience, and provide expertise as newcomers adjust and integrate in Summit County.

Our team also spent time with the Theatre Silco team at the Silverthorne Performing Arts Center to better understand their challenges and hopes for the downtown area and arts and culture in Silverthorne. Central to their interests is building audiences for arts and culture in theater, jazz, comedy, and other performing arts. An outcome they can imagine (one that would benefit arts and culture more generally) is that there is broad situational awareness about performances at the Performing Arts Center. For example, this could take the form of a local restaurant or retail worker saying to a guest "have you stopped by the Theatre SilCo? I haven't seen it yet, but heard the show is terrific..."

4 Community Engagement – May and June 2024

As part of our community engagement approach, the Town of Silverthorne elected to do a variation on Soul Pancake's Adult Ball Pit. It raised the profile of the arts and culture planning and added energy to the Locals' Appreciation First Friday event.

Two First Friday events and an afternoon at the Art Spot provided opportunities for community members and visitors to reflect on what they love about Silverthorne's approach to arts, events and culture and imagine what the next few years might bring. June also offered the opportunity to react to the plan's draft language. Both the community leaders and the First Friday attendees provided input on Silverthorne's identity (how they thought of Silverthorne and what they hoped people felt and experienced in the downtown area). The words they chose included: multicultural, diverse, welcoming, playful, progressive, peaceful, natural, creative, colorful, and adventurous. Among the input from

the community events are:

- High level of support for the vision, mission and goals in this draft
- Hope for more live music, art events and festivals, dance and performance
- Find creative ways to bridge the two sides of Hwy 9 in the core
- More street art, food events, educational and cultural walks/talks/gatherings
- More lighted art and sculpture to enjoy in the evenings
- More transportation to and from downtown
- Keep focusing on events for locals
- Connect to the river
- More summer fun

When asked about how participants currently spend their entertainment dollars, residents indicated eating out, travel, concerts, and time with family and friends. This feedback may provide direction when thinking about how arts and culture might further reflect and express

Silverthorne's interests and cultural pursuits.

Additionally, residents voiced support for:

- More restaurants, including farm to table culinary experiences
- Concerts of every kind -- perhaps focused on small notable acts
- More opportunities for dancing, including country western
- More celebrations that are expressions of the cultures represented in Silverthorne
- Perhaps sports related events -- watch parties, etc.
- Educational (e.g. solar system), artistic (e.g. story walks) focused trails
- More theatrical work
- Street art, and lots of it. Participatory whenever possible. E.g. a mural that's also a climbing wall
- Lights, lights, lights
- Drive in movie theater

- Doing more artistically with the Blue River and the bridges that link parts of the town
- Try to attract major events such as Chili Cook Off or BBQ Festival
- Artistic installations that invite engagement and participation for people of all ages
- More events in the downtown area

Lastly, the public provided feedback on which parts of town they'd like to see connected with art. This included Rainbow Park, the library, across the river, the green space outside the Performing Arts Center, and across the highway.

5 Finalize and Adopt Silverthorne's 2024 Arts & Culture Plan – July and August 2024

Mid-summer focused on integrating the final feedback from the community and Art Board and working with Town staff to finalize the plan and ready it for review and adoption by the Silverthorne Town Council.

On-going Consultation and Collaboration for Silverthorne's Colorado Creative Industry Submission

While the plan highlights the goal of creating a Colorado Creative District, the details of that work are not enumerated in the plan. The 23.4 Degrees team will continue to work with Town staff after the adoption of this plan to put together a winning application for the designation.



Grow Belonging by Adrian H Molina

Silverthorne: winter wonderland, sled days, summer play, road trips, local pride and sun tans.

Art marks the spot X. Snow fans, what is the future town creative plan? Playful? Colorful? Natural? Rustic, peaceful and historic? Experimental, energized, and adventurous? How about diverse and multicultural?

First signs of spring, daisies pop!
First Friday, local beer fest, hops!
Hard rock stage with a Buffalo Mountain backdrop.
The conversation gets looser as the night roars on.
Talk of art covering the town. Think broad.
Music, poetry, murals, sculptures, classes, and events—
good vibrations at 9000 feet of elevation.
Now teleport forward.
What is Silverthorne's cultural identity five to ten years out?
What will downtown look like, feel like?
What is that story about?

Lookout! For the children, the joy in their play.
Ball pits and laughter, and nobody is cold despite 40 degrees and a setting sun!

Pour craft beer. Pour whiskey. Pour rum.
Somebody wants to yell at somebody about taxes, immigrants and then some.
Chill out! Everything is cool here, have fun.

White man dreads and indigenous Mexican pancho threads,
happy camper hats and puff coats in all colors,
Patagucci gear and Yeti mugs,
friendly smiles, funky beards, and hippie hugs,
Central American and African influence,
old school Colorado mountain culture imprints—
a place where outsiders are welcome...
buy some art, stay awhile, vibe,
but know that the priority is for working class locals to thrive.

The future is already at work. Look at what has been built
from a place of creative longing!
Vibrant and colorful. Emerging and authentic.
Grow belonging.

Silverthorne, CO
First Friday Locals' Appreciation Event
Poetic Recap, May 2024





23.4 Degrees Team.

This plan was prepared by 23.4 Degrees with graphic design by [Jenn Goodrich Design](#).

23.4 Degrees is a woman-owned small business privileged to call Summit County, Colorado home with engagement, strategic planning and conflict resolution work world-wide.

Janesse Brewer and Mike Hughes additionally collaborated with the Town of Silverthorne on their inaugural 2016 plan. Adrian H. Molina joined their team as a poet scribe and expert in civic participation.

For more information about the planning process, be in touch with Janesse Brewer at janesse@23-four.com.