



Orem Arts Council

**Strategic Plan for the Arts in Orem
Adopted October 2012**

Vision

Our vision is a city with strong governance, committed to advancing and supporting the arts through collaboration with the public, arts providers, cultural arts organizations, educational institutions, and the business community. We envision the City of Orem as a place where:

- quality arts activities energize, entertain, educate, refine, and inspire us;
- enthusiastic citizens participate in, volunteer for, support and appreciate the arts;
- performers and artisans seek to display their talent to an eager public;
- arts activities are accessible to all and are well-publicized;
- families participate in rich and varied cultural activities;
- Orem's heritage, history, and diversity are preserved and promoted;
- the arts are adequately funded and appropriate facilities are available;
- public/private partnerships in support of the arts are encouraged; and,
- arts education is fostered.

Mission

The mission of the Orem Arts Council is to:

- advance the vision of the arts in Orem through a strategic plan;
- advise and recommend strategies to Orem's Mayor and City Council to help that vision become a reality; and,
- facilitate arts development and events in Orem.

The Arts in Orem

The arts are indispensable to creativity and to the pursuit of truth, virtue, and beauty. They bring a richness of life to our residents and contribute to a sense of community. There is great intrinsic value and power in the aesthetic experience; it is a significant factor in ennobling mankind. We are inspired to do better in every facet of our lives when we are lifted by the arts. The arts boost the economy¹ and enhance our overall quality of life.

The Orem Arts Council urges the City Council to give the arts an even more prominent place in our city through the following strategies, listed below in priority order:

- Strategy #1:** Refine and strengthen the role of the Orem Arts Council.
- Strategy #2:** Develop cultural arts facilities as a landmark attraction for the city and region, establishing Orem as a leader in promotion of the arts.
- Strategy #3:** Expand awareness of and involvement in the arts, and increase support for and sustainability of the arts in Orem.

¹ See “Arts and Economic Prosperity III: the economic impact of nonprofit arts and culture organizations and their audiences” by Americans for the Arts.



Strategy #1: *Refine and strengthen the role of the Orem Arts Council.*

In the six years since it was created, the Orem Arts Council has become more than just an advisory council. The Council has gradually evolved into a presenting council as well, with *Orem Arts Council Presents*, *Arts in the Park*, Summerfest entertainment, and the Stage at City Center Park. These events have had a wonderful response from the community and the Council is on a great trajectory.

As an Arts Council we believe that the City needs to more fully embrace an expansive vision for the arts, and provide the means for the Arts Council to function with maximum effectiveness. To that end, we encourage the City Council to:

- a) formally adopt an expanded role for the Orem Arts Council through changes to the City Code;
- b) strengthen the Orem Arts Council with the appointment of additional engaged, contributing members with adequate initial training;
- c) provide better funding to support the accomplishment of the purposes and initiatives of the Arts Council; and,
- d) hire a full-time (or, if necessary as an intermediate step, a part-time) professional level Executive Director for the Arts Council, establishing an arts department or section in the City organization. The growth we need and foresee will require a dedicated Director of the Arts Council that can spend the time needed for networking, grant writing, fundraising, organizing, promoting, etc. This new Executive Director will:
 - provide leadership for the objectives in the Orem Arts Strategic Plan and would be very involved with fundraising and grant writing to realize those objectives;

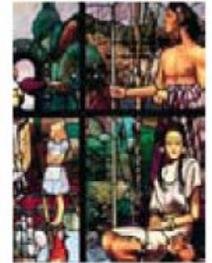


- create alliances and partnerships to benefit the arts in Orem;
- manage Arts Council events and facilitate the promotional goals we have for the arts;
- organize and direct a newly formed *Orem Friends of the Arts* from which could come a large volunteer force to help with events, promotion, and fundraising;
- continue to develop and expand program initiatives already underway, including the Stage at City Center Park, *Orem Arts Council Presents*, Summerfest entertainment, and *Arts in the Park*; and,
- play a key role in expanding arts events in our city, including pursuing collaboration with the Orem Recreation Advisory Commission for some new major city events.

Strategy #2: *Develop cultural arts facilities which will serve as a landmark attraction for the city and region and establish Orem as a leader in support and promotion of the arts.*

The arts need physical facilities in which artists may perform, practice, entertain, display, and educate. Cultural arts facilities should be a landmark attraction for the City. These facilities may be located in a central arts district, fostering artistic interaction and establishing Orem as a leader in the promotion of cultural arts. Visual art displays should be spread throughout the City where the public can view and appreciate them.

We want to be known as Family City, USA where a robust culture in all of the arts develops young artists, fosters the work of more mature artists, and enriches the whole population as they participate in the arts. We also want Orem to be known as the national center for storytelling.



After considering the concepts presented in the cultural arts facilities feasibility study conducted in 2006, the Orem Arts Council recommends that the City of Orem:



- a) establish a district for the arts near 720 South, with SCERA at the hub and with additional facilities to support performance, display, and educational outreach for the arts. Because of its historic value, the SCERA building should be preserved and fully utilized. We see this “720 Arts District” as fully compatible with the other efforts to build up the arts in Orem. It will be a major anchor for arts and arts education in Orem, while other anchors will include The Center for Story and all the Orem Public Library offerings, the Stage at City Center Park, Hale Center Theater Orem, Woodbury Art Museum, Mt. Timpanogos Park, and Ragan Theatre and Noorda Regional Theatre Center for Children and Youth at Utah Valley University. Each venue adds its own unique dimension to the cultural arts offerings that span the length and breadth of our city. We recommend that the City Council:
 - establish a strategic planning committee to work with the Orem Arts Council to develop a Master Plan for an arts district near 720 South; and,
 - determine how development of this district can be accomplished, including whether the project will be a SCERA (private nonprofit) arts district, an Orem City (owned) arts district, or an area zoned for arts and eventually populated by various private businesses and organizations; or a combination of all three approaches. We urge a study of the possibilities and an action plan to begin moving this work along.
- b) support the renovation and expansion of SCERA’s grand theatre to become a performing arts venue and a home for local and regional performing arts entities;
- c) support the renovation/expansion/building of a proper facility for Hale Center Theater Orem;

- d) support building the Center for Story;
- e) exhibit art in public spaces, including beautifying the City by placement of sculpture; and continue to augment the City’s art collection by purchase and juried donation;
- f) improve and utilize public spaces, including Orem City parks for arts events, concerts, exhibitions, activities, and community cultural festivals;
- g) explore the possibility of developing a home for the Colonial Living History group;
- h) support the construction of a fine concert hall in Orem; and,
- i) support and coordinate with Utah Valley University in its arts facility development and programming in the arts.

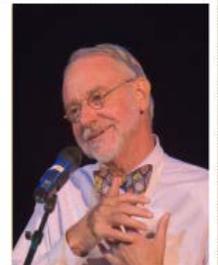


Strategy #3: *Expand awareness of, support for, and involvement in the arts in Orem.*

We recommend the City:

- a) provide funding to increase marketing and advertising efforts for Orem arts events, including:
 - kiosk information booths at the Recreation Center and other strategic places to publicize and promote arts events;
 - advertising banners along city streets and other high traffic areas;
 - a digital marquis on State Street on City property;
 - arts advertisements regularly included with utility bills sent to Orem homes; and,
 - an enhanced and expanded Orem Arts website and online calendar of events.

- b) support and participate in county and state associations and the Utah Valley Convention and Visitors Bureau to increase advertising for and support for the arts;
- c) develop a branding that promotes Orem as a destination for arts, storytelling, and culture;
- d) recognize outstanding achievements in the arts including awards for significant contributions to the arts in Orem by arts educators; outstanding achievements by Orem's students of the arts; and excellence achieved by Orem's professional artists;
- e) encourage the renewal of CARE in 2013. Many residents have experienced the tremendous benefits of CARE without even knowing it was CARE that made this possible. CARE has done much good for the community, and yet so much more can yet be accomplished. We realize that we cannot actively “proselyte” for the tax, but we can:
 - make sure in all of our events that the public is aware that they are witnessing the benefits realized from the CARE tax;
 - take steps to better inform the public of the benefits of CARE for both arts and recreation; and,
 - we urge the City to use any lobbying power available to pursue legislation that would make it possible for the Orem Arts Council to receive funding through the CARE tax. At this point, counties in Utah can grant to their local municipal arts councils, but cities cannot; and,
- f) establish and support a community band and a community orchestra.



A Vision for the Arts in Orem

With staffing and funding in place the Orem Arts Council would:

- a) Establish Orem as a regional center for arts, culture, and storytelling.
- b) Continue and expand *Orem Arts Council Presents*, Summerfest entertainment, *Arts in the Park*, and programming for the Stage at City Center Park. Continue to support and expand the Timpanogos Storytelling events in the City.
- c) Establish a community band and a community orchestra.
- d) Build community awareness of the arts and enhance promotion of arts events in Orem. We would have one or more digital electronic marquees in prominent places in the City.
- e) Fully realize the vision suggested in the Cultural Arts Facilities Feasibility Study and develop an arts education program and center, establish a Children's Museum, strengthen the Heritage Museum, and create an arts district that would allow for many synergistic arts opportunities for our citizens. We would also like to see in the future a fine concert hall in Orem, designed and dedicated for that purpose.
- f) Ensure that our youth are given educational arts opportunities and a chance to develop a sense of cultural heritage.
- g) Ensure that SCERA and Hale Center Theater Orem remain successful, permanent fixtures in our city artscape.
- h) Create contests and festivals that would stimulate the creation of new art works from our residents.
- i) Place important sculptural pieces around the City.
- j) Foster cooperation with arts councils of other cities in the area to share the burden and also the opportunity of increasing more visible arts offerings.
- k) Bring in more national talent and exhibits.
- l) Establish a home for a living history museum and support other organizations similar to the Colonial Living History group.
- m) Increase collaboration with UVU in regard to facilities and cultural arts events in our community.
- n) Promote broad public understanding of the benefits of the arts in terms of quality of life, economic development, and overall prosperity.