

1 **Chapter 3** **Community Arts**
2

3 (February 2009)

4 **Strategic Objectives**

5 The Town of Snowmass Village values the richness and diversity of its cultural
6 resources. The community seeks to be a place where individuals and families can enjoy
7 the visual and performing arts and learn more about the integral role they play in our
8 society. Snowmass Village shall have a unique cultural identity based on the belief that
9 the arts contribute to the resort’s evolutionary nature and its strong economic base.

10
11 **Background**

12 There are several main categories that constitute community arts in the Town of
13 Snowmass Village: Visual Arts, Performing Arts, Entertainment, Events, and Festivals.

14
15 **Visual Arts**

16 The visual arts are a key ingredient of Snowmass Village’s cultural life. The beauty and
17 sweep of the natural environment provide a compelling backdrop for the exploration of
18 these tangible elements of our artistic community, which is served by several key
19 resources.

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21 • *Anderson Ranch Arts Center.* The Ranch is a learning community dedicated to
22 creativity and growth through making and understanding the visual arts. Its
23 vision is to be a world leader in the growth and development of the visual arts,
24 in the international dialogue that inspires common humanity through art making,
25 and in the creation of a campus imbued with a spirit of community, challenge,
26 support, exploration, innovation, and discovery.
- 27 • *Public Art Program.* The Snowmass Village Arts Advisory Board (SAAB)
28 manages the solicitation and placement of public art, funded by appropriations
29 from the Town’s budget. The public art program remains a key element of the
30 Board’s work and of the community’s cultural life.
- 31 • *Art Walk.* Snowmass Village’s Art Walk falls under the auspices of the SAAB
32 and is a specific subset of the Town’s public art program. An Art Walk Master
33 Plan was adopted in 2002. The Walk’s purpose is to showcase local and national
34 artists and their work; to establish places of beauty, stimulation, and reflection
35 throughout the Village; and to provide connectivity between existing and
36 proposed physical amenities.

37
38 **Performing Arts**

39 Snowmass Village enjoys a rich menu of cultural events produced by several local arts
40 organizations. The Town supports such efforts both philosophically and, in many cases,
41 through the generous use of its resources. Through the SAAB, the Town continues to
42 seek opportunities to host such events to aid in the realization of its vision as a vibrant
43 community and successful resort.

- 1 • *Jazz Aspen Snowmass (JAS)*. This internationally renowned producer holds its
2 annual Labor Day Festival in Snowmass Village. The Village also plays host to
3 the Thelonius Monk Institute of Jazz, which is run by JAS.
- 4 • *Fanny Hill Concert Series*. Programmed with the help of JAS and run by the
5 Town’s Tourism Office, this weekly series of concerts has become a mainstay of
6 the Roaring Fork Valley’s summer schedule of events.
- 7 • *Community Cultural Series*. New to the Town’s offerings is the Community
8 Cultural Series, sponsored by the SAAB and the Snowmass Chapel. The Series
9 incorporates both music and theater, and includes performances throughout the
10 year.
- 11 • *Aspen Film*. Aspen Film produces the annual Aspen Filmfest and Shortsfest in
12 Aspen. The organization has also offered several Snowmass Village–based
13 programs, and has expressed an interest in exploring additional, similar activities
14 in the future. These would encompass both educational programs (i.e., animation
15 workshops produced in cooperation with Anderson Ranch), and a short series of
16 films screened in Snowmass Village.
- 17 • *Theatre Aspen*. Theatre Aspen is an organization that offers professional, equity-
18 based theatrical performances in Aspen’s Rio Grande Park during the summer
19 season. In 2008, one of its family-friendly productions traveled to Snowmass
20 Village with the help of underwriters and was shown on the Fanny Hill stage.
21 This nonprofit has also expressed interest in additional activity in Snowmass
22 Village if appropriate facilities could be identified.

23
24 ***Entertainment, Events, and Festivals***

25 In addition to the Fanny Hill Concert Series, the Town’s Tourism Office produces a
26 comprehensive series of programs throughout the calendar year. Such events are intended
27 to attract visitors to Snowmass Village and to augment activities for local residents.

28
29 **Existing Conditions**

30 Snowmass Village Arts Advisory Board (SAAB): The SAAB was established in 1993 by
31 a Town ordinance. Its mission is to demonstrate how the arts can contribute to the unique
32 cultural identity of Snowmass Village. The Board believes that the arts are intrinsic to the
33 values, culture, and heritage of the community. Therefore, the Board hopes that enhanced
34 arts programming will promote cultural consciousness, stimulate economic viability, and
35 foster a sense of community pride.

36
37 The Snowmass Village Arts Advisory Board’s objectives are to:

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- 39 • Provide direction and leadership for arts initiatives, particularly as they impact the
40 Town’s funding
- 41 • Act as an arts advocate in promoting awareness and education
- 42 • Provide information and expertise on arts-related issues
- 43 • Function as the primary arts liaison between the Town Council and the
44 community
- 45 • Make recommendations to the Council on arts-related issues, propositions, and
46 funding proposals

- 1 • Review and evaluate progress of the arts strategic plan
- 2 • Oversee the Town's public art program
- 3 • Work in cooperation with the Town's Tourism Office and other arts organizations
- 4 that present cultural events in Snowmass Village to meet the goals of the strategic
- 5 plan
- 6 • Seek and evaluate methods of providing stable funding for the arts
- 7 • Assist in developing a user-friendly cultural information source for local citizens
- 8 and visitors
- 9 • Support and assess proposals for a year-round facility with appropriate
- 10 performance, exhibit, and teaching space
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12 **Policies**

13 The Town of Snowmass Village shall:

- 14
- 15 • Improve and maintain a successful resort in balance with the cultural and artistic
- 16 needs of the community.
- 17 • Plan for and support development of the visual and performing arts within the
- 18 community.
- 19 • Seek to provide the necessary facilities to support the community arts.
- 20 • Seek to provide sustainable, dedicated funding for arts programs and associated
- 21 facilities.
- 22 • Examine each development proposal for inclusion of proposed cultural elements
- 23 during development review of all new projects, and propose commitments to
- 24 support these elements.