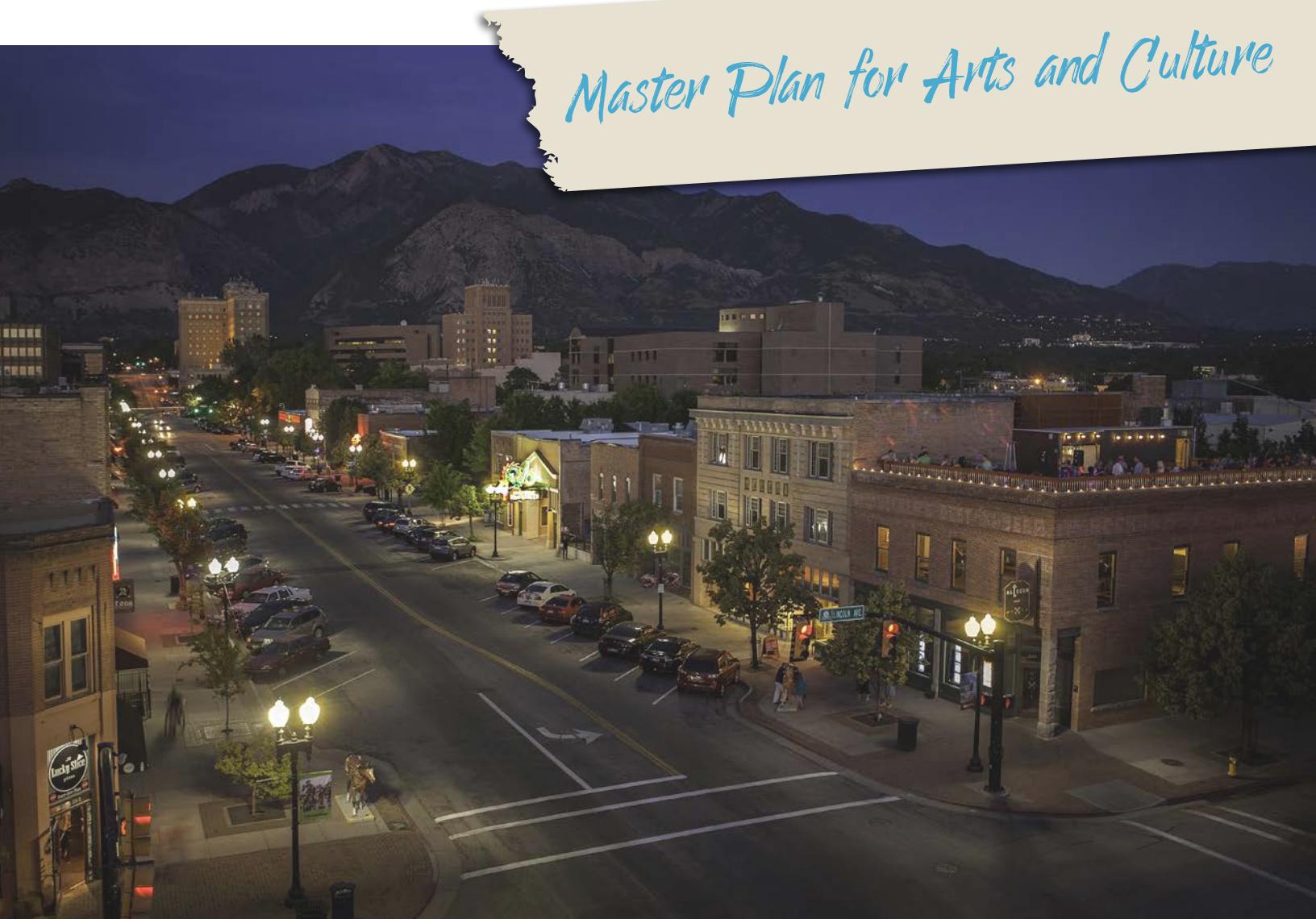


Ogden City

Master Plan for Arts and Culture

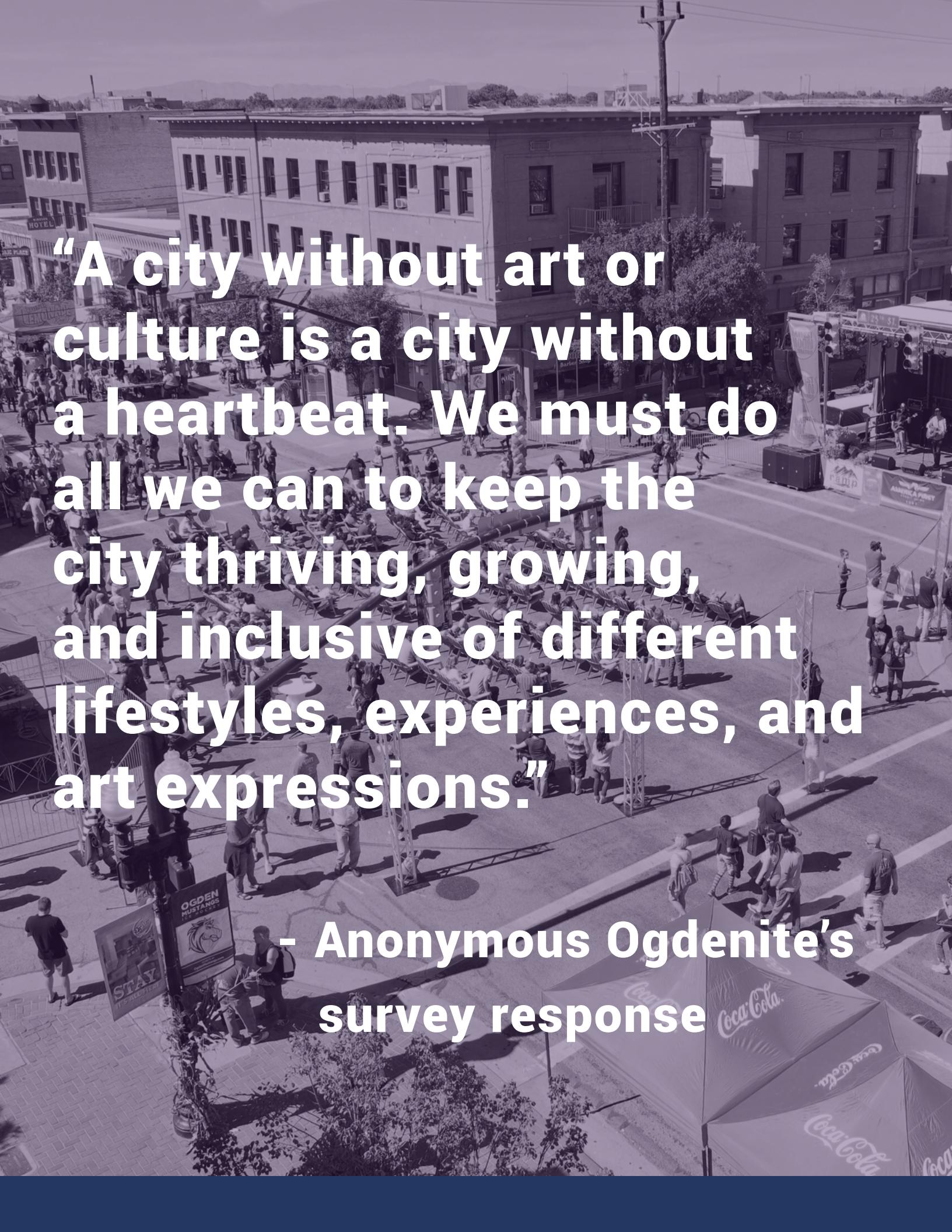


Ogden
UTAH
Still Untamed™



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“A city without art or culture is a city without a heartbeat. We must do all we can to keep the city thriving, growing, and inclusive of different lifestyles, experiences, and art expressions.”

- Anonymous Ogdenite's survey response



Rachel Pohl Mural

Why Create a Master Plan for Arts and Culture?

The purpose of creating a Master Plan for Arts and Culture is to provide a framework and road map to move the arts forward as a key element in enhancing quality of life, promoting economic development, enhancing education, and celebrating our community. Ogden City's 2002 General Plan directed that an arts master plan be created. A plan was created previous to this document, but never adopted. In April of 2015, Ogden City charged Ogden City Arts to develop a Master Plan for Arts and Culture to be adopted and guide the city for the next 10-15 years. Working with an independent consultant, city arts staff, a steering committee, and public subcommittees, the result is a comprehensive document that reflects and captures as many of the community's values and needs as possible.

Art simultaneously reflects our diversity and builds our unity. The point of art isn't to make everyone feel the same thing, but simply to feel something... and in a community as wildly eclectic and diverse as Ogden, art is absolutely essential.

Shane Osguthorpe







Vision Statement

Ogden is a thriving arts community and the epicenter for arts in Weber County. The City cultivates opportunities for residents to create and enjoy art in all forms. The arts are an integral part of a healthy community. It supports education and economic development, instills city pride, reflects our rich diversity, and contributes to overall quality of life.



Methodology



After many months of meetings and hours of discussion with community members, city representatives, artists, and others, over a wide range of issues, the assessment was made that our City needs a strong arts presence and the arts need to play a prominent role in city planning, education, and economic development.

Public input was the first step toward identifying assets, wants, and needs in the community. It became apparent that the goals needed to be value driven, rather than project driven. This affords flexibility in city planning and economic development. Realizing the potential for the arts to play a prominent role in economic development, education, and neighborhood and city planning was key to the success of a Master Plan for Arts and Culture.

The methodology used for development of the plan included:

- Formation of a three member working group of City staff and an independent consultant.
- Formation of an 11 member steering committee.
- Creation of an Asset Map to reflect existing resources.
- A public survey to gather information from the community.
- Two community input sessions.
- Small focus conversations with community leaders to insure representation of the diverse community.
- Focus groups to identify and develop four goals and objectives to achieve them.
- Additional group meetings to identify strategies that would support the objectives and goals.
- Meeting with City Council to gather input on creation of a vision for the Master Plan for Arts and Culture.

Throughout the numerous input opportunities, community members identified that the arts should connect strongly to our natural environment and high quality of life. Creating gathering areas for artists to work and events that integrate the arts into everyday life were other common topics raised by the community.

Public Input Session I

August 20, 2015

Location: Corporate Alliance

Public Input Session II

August 26, 2016

Location: St Joseph's High School

Public Input Survey Round I

July 16, 2015 – August 31, 2015

Public Input Survey Round II

November 9, 2015 – November 30, 2015

Conversations with Community Representatives

Multiple Dates and Multiple Locations - Seven meetings total

Vision Session with Arts Advisory Committee

December 7, 2015

Goals Session with Arts Advisory Committee

January 20, 2016

City Council Work Session

February 2, 2016

Public Input Session - Objective I

March 25, 2016

Location: Municipal Building

Public Input Session - Objective II

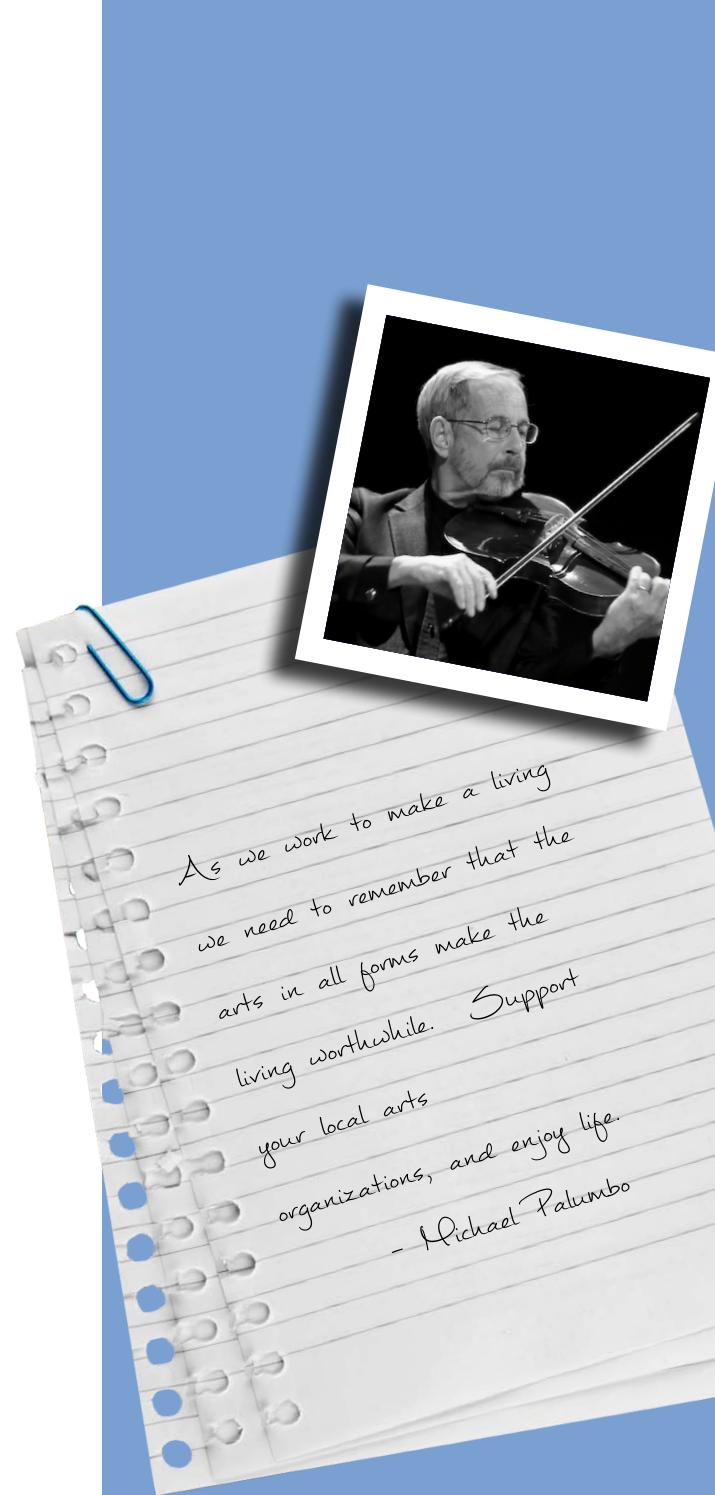
March 21, 2016

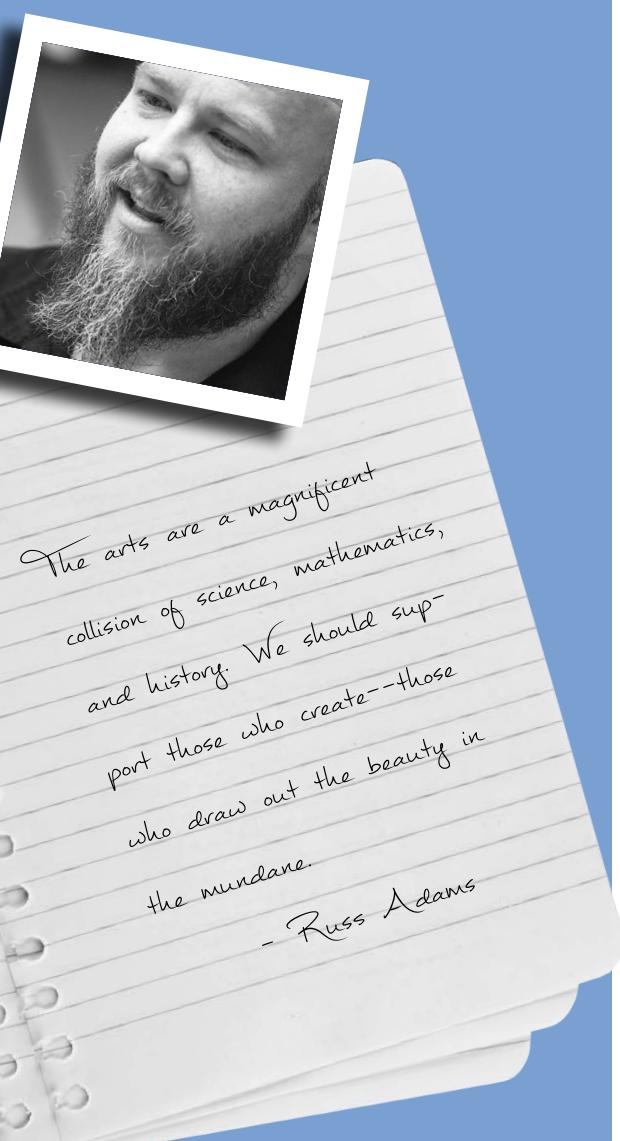
Location: GOAL Foundation

Public Input Session - Objective III

March 30, 2016

Location: Municipal Building





Public Input Session - Objective IV

March 22, 2016

Location: GOAL Foundation

City Council Work Session - Visioning

August 16, 2016

Visioning Session - City Council Staff

August 25, 2016

Public Input Session - Strategy I

September 7, 2016

Location: Union Station

Public Input Session - Strategy II

September 8, 2016

Location: Union Station

Public Input Session - Strategy III

September 9, 2016

Location: Union Station

Public Input Session - Strategy IV

September 9, 2016

Location: Union Station

Report to Ogden City Arts Advisory Committee

October, 10 2016

Ogden City Planning Commission Recommendation

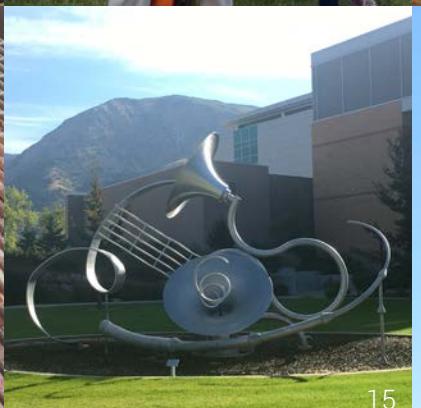
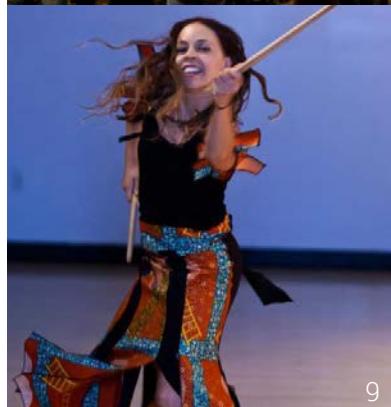
December, 7 2016

Ogden City Arts Advisory Committee Recommendation

December 13, 2016

City Council Approval

February 28, 2017



1. Street Pianos © Nurture the Creative Mind 2. Ogden Pioneer Days Parade © Bryan Smith 3. Russ Adams in his studio © Escape Design FX 4. Fe5tival © Nurture the Creative Mind 5. Fe5tival © Nurture the Creative Mind 6. Water Cycle by Andy Dufford 7. Purity Ring at Twilight Concert Series © Ogden City 8. Untitled by Fred Hunger 9. © Deja Mitchell 10. Set Design Project © Nurture the Creative Mind 11. Arts in the Parks © Weber State University 12. NCM Studios © Nurture the Creative Mind 13. Rachel Pohl Painting mural on 25th Street © Union Creative Agency 14. Jake McIntire in his studio © Union Creative Agency 15. Entangling Disentangling Space by Alice Aycock 16. New Heights by Peter Fillerup



Harvest Moon Festival © Robby Lloyd/ Special to the Standard-Examiner

Art as a Community Asset

The Creative Economy and Job Creation

The Creative Economy is one of the biggest trends in urban and economic development. While much has been written about the Creative Economy over the last decade, the field has been continually spearheaded by Richard Florida, professor and head of the Martin Prosperity Institute at the Rotman School of Management at the University of Toronto. "He contends that cities of the future will either thrive or die in a global market depending on their ability to attract and retain workers in the creative industries, the so-called 'creative class,' an economically ascendant group made up of workers involved in the commerce of creativity and discovery." (City of Santa Cruz, Arts Master Plan)

In many cities across the country, where manufacturing jobs have dwindled, creative industry jobs have filled the void and become a massive economic contributor. Ogden is fortunate to have a quickly growing advanced manufacturing sector, providing the unique opportunity to simultaneously build jobs in both sectors. The Creative Economy is founded on the success of the Creative Industries. The table on the following page outlines some of the Creative Industries, as defined by creativestartups.org. These industries stretch across a wide breadth and move beyond our typical expectations of creative jobs. Upon reading this list, it becomes apparent how each of these has the capacity for strong crossover with many of Ogden City's existing initiatives. As an example, Industrial Design and Creative Sector R&D are two fields that are critical to advanced manufacturing, especially in outdoor recreation, and should be considered as part of the city's strategic planning.

The Global Center for Cultural Entrepreneurship describes creative entrepreneurs as "the heartbeat of the global economy, and essential to the vibrancy of our local communities." The economic contribution of the creative industries is substantial and growing rapidly. In 2012, the United States creative industries collectively contributed \$142 billion in export sales and employed 27 million people (creativestartups.org).

THE CREATIVE INDUSTRIES

Advertising
Architecture
Apps (for creative industries)
Craft and artisan
Creative Sector R&D
Culinary

Education Tech
3d Printing (of creative products)
Digital Design
Graphic Design
Industrial Design
Product Design

Planning/Design
Fashion
Film
Museums
Music
Performing Arts

Photography
Publishing
Software (for creative industries)
Toys and Games
TV & Radio
Video Games

creativestartups.org/creative-economy

In his article, *The Future of the American Workforce in the Global Creative Economy*, Richard Florida wrote, "the U.S. is at the forefront of this global economy. Over the next decade, it's projected to add 10 million more creative sector jobs, according to the newest number from the Bureau of Labor Statistics. At the present rate of increase, creative jobs alone will soon eclipse the total number of jobs in all of manufacturing. Already, more than 40 million Americans work in the creative sector, which has grown by 20 million jobs since the 1980s. It accounts for more than \$2 trillion USD – or nearly half – of all wages and salaries paid in the U.S."

Building a vibrant Arts and Culture community in Ogden provides opportunities for increasing creative sector jobs as part of the City's Economic Development initiatives. It is recommended this be explored further and executed in a manner which creates a symbiotic relationship with existing efforts.

Attraction and Retention of Good Talent

In addition to adding jobs and an economic boost, growing a substantial Arts and Culture community will help retain and attract good talent.

According to Florida, creative individuals are highly selective about the places they call home. He has found that a city must meet three criteria in order to successfully attract and retain creative talent: cities must simultaneously have high levels of technology, talent, and tolerance. It is easy to see that Ogden has a strong possibility of growing into a city that fulfills these considerations.

Technology: In Ogden, advanced manufacturing is a major economic player that undoubtedly supports Richard Florida's high-tech requirement. Ogden's unique high-tech niche has the opportunity to position itself ahead of many other high-tech cities. Very few, if any, American cities have the ability to specialize in attracting high-tech creative talent with a focus on production and manufacturing. This can become a significant value proposition for the city of Ogden.

Talent: Ogden is fortunate to have two fantastic institutions of higher education that can funnel creative citizens into the city. Both Weber State University and the Ogden-Weber Tech College offer a breadth of excellent programs that support the creative industries. As part of the City's ongoing initiatives aimed at better connecting these institutions to downtown, effort should be made to enable pipelines for graduating students into creative economy careers. As the number of students graduating from these programs who are retained within Ogden increases, the City will begin to see those programs grow and attract outside talent. Private sector partnerships with companies that currently employ creative talent will also be key to growing the local talent pool.

Tolerance: Mentioned on numerous occasions during re-branding initiatives, Ogden is a very welcoming, accepting, and tolerant community. It is important that Ogden City help to facilitate this mentality and support Arts and Culture activities that demonstrate our community's tolerance.



Arts and Culture activities are a key factor considered by a wide range of people deciding where they want to live, not just creatives. According to a survey by CityLab, high quality Arts and Culture activities are among the top five most important criteria for what makes us happiest about where we live. As Ogden looks to grow as a city, establishing and promoting high quality Arts and Culture activities need to be high priority.

Strengthens and Promotes Ogden's Unique Cultural Identity

Ogden City has a long history of possessing a unique cultural identity that differentiates itself within the state and region. It is quite clear that Arts and Culture can, and should, be at center stage of this identity. It is through Arts and Culture that citizens are able to express themselves, communicate their inspiration, and push the boundaries of what we, as a community, know is possible. The wide array of concerts, performances, festivals, and arts activities that take place on a regular basis throughout Ogden are a testament to the vibrancy and energy that exists within Ogden. By continuing to encourage, support, and facilitate these types of initiatives, the city will see a rise of even more programs, activities, and events that bring life to our uniqueness.

Art and Culture Activities Unite

The beginning of many of the community and group sessions held for the creation of this plan began with an exercise of each individual telling the group why they thought it was important to create a Master Plan for Arts and Culture. One of the answers that stood out very strongly was from Ogden City's Diversity Affairs Officer, Viviana Felix. Viviana said she felt art had an ability to connect people from diverse backgrounds and statuses—that art can become a common ground to bring people together. This idea is not only beautiful, but is evident in many of the Arts and Culture activities held throughout the city. While there is a substantial opportunity to increase the efficacy and inclusiveness of Arts and Culture activities, we have found evidence within existing programs that Viviana is right—art brings people together.

As Ogden City becomes further involved in the Arts and Culture activities held throughout the city and works to better connect with diverse communities, Arts and Culture activities should be used as a tool to better connect disparate groups and be created with mindfulness toward diverse inclusion.

Tourism

Section 5 Objective 7 of the Ogden City General Plan identifies a need to expand tourism and enhance visitor experience in an effort to grow economic development. Developing and growing Arts and Culture activities throughout Ogden will be key to expanding Economic Development opportunities through tourism. Visitors to Ogden may come for a host of reasons, from conferences, to mountain biking, to skiing, but great Arts and Culture activities will give them more things to do and more things



Literacy Podcast - Star Coulbrooke & Kase Johnstone



Harvest Moon Festival © Bryan Smith



Poet Flow



Arts in the Parks © Weber State University

to spend money on while in town. As the arts have become a higher priority within the city there has been a rise of festivals and programs that serve as both arts-based celebrations and tourist attractions. The City should promote these activities in places where visitors will see them, including at ski resorts, the convention center, restaurants, booking tours and hotels. As part of this, an ongoing effort needs to be made to expand the understanding of the variety of arts that take place in the city.

Funding Opportunities

By developing and adopting this Master Plan for Arts and Culture, Ogden City will become significantly more competitive for a variety of grants and funding opportunities. In 2015 Ogden City was awarded a \$50,000 Our Town grant from the National Endowment for the Arts for the development of a creative corridor connecting Union Station to the Eccles Community Art Center. This grant is just a small example of the types of funding opportunities available for arts-based development projects. The field of Creative Placemaking has recently emerged as a major category for federal and private grants. ArtPlace America, Kresge Foundation, National Endowment for the Arts, Southwest Airlines, and Levitt Pavilions are a small sampling of the organizations that offer creative placemaking grants. By building creative placemaking mentalities into this plan, Ogden City will become more competitive for these and many other grants.

General Plan Connection Points

This section identifies points of connection with Ogden City's General Plan. The connection points identify areas where the General Plan and the Master Plan for Arts and Culture can support one another and help users of this plan to understand how it fits within the larger vision of Ogden City. The General Plan utilizes a framework of goals, objectives, and strategies. The connection points are identified on the objective and strategy level, but the categorical goal is also identified to provide context. Under each goal is a justification for including that goal as a connection point to the Master Plan for Arts and Culture. Each justification is followed by the objectives and/or strategies that support the justification.

General Plan Goal 3: Community facilities and services that provide individuals a safe, healthy and secure community which provides quality education.

Justification: Supporting Arts and Culture has a direct connection to improving public safety and strengthening educational development. Art can serve both as a beautification tool to brighten blighted areas of the city and as a bridge between disconnected groups. As art and culture are more effectively connected to local educational initiatives, students will gain an increased understanding and appreciation for the arts as well as widened educational experience.

General Plan Objective 3.8: Work to improve public safety perceptions and realities.

General Plan Strategy 3.9.B: Supporting partnerships between Ogden City Government and Ogden School District to involve Ogden employees in the education and development of Ogden youth.

General Plan Goal 4: Community identity that is distinguished by its people-friendly environment, unique historic, artistic and architectural assets, cultural diversity and outstanding physical appearance.

Justification: Arts and Culture affords the creation of a vibrant community identity for Ogden, celebrates our unique assets, and elevates quality of living. Infusing Arts and Culture into places and projects throughout the city will elevate community pride, identity, and vibrancy.

General Plan Objective 4.1: Increase pride in and cultivate a positive image of Ogden.

General Plan Strategy 4.2.A: Supporting an annual multi-cultural food and craft festival.

General Plan Strategy 4.2.C: Facilitating the creation of public art that celebrates Ogden and its environments.

General Plan Strategy 4.2.D: Developing community/ethnic centers and programs to recognize diversity, promote unity and improve education in Ogden.

General Plan Strategy 4.2.G: Supporting high-quality, family-oriented community and neighborhood celebrations.

General Plan Strategy 4.2.H: Creating nationally acclaimed festivals around locally relevant themes.

General Plan Strategy 4.4.C: Interpreting local history through public arts programs

General Plan Strategy 4.5.G: Studying key gateways and identify ways of beautifying and improving them. The concepts included in the Public Arts Master Plan might be utilized to help ensure these gateways are meaningful and unique.

General Plan Strategy 4.9.C: Including representatives of Ogden City Arts as part of the reviewing body for certain urban design guidelines or standards.

General Plan Strategy 4.9.D: Encourage Businesses to incorporate art in their developments

General Plan Strategy 4.9.E: Encourage Ogden Arts to educate the public about the value of art in the community.

General Plan Strategy 4.10.A: Fostering a prominent role for the Arts and Culture downtown through financial support and event promotion.

General Plan Strategy 4.10.B: Encouraging local artists and design professionals to participate in Ogden City projects.

General Plan Strategy 4.10.C: Encouraging the development of a mixed-use downtown arts district.

General Plan Strategy 4.10.D: Emphasizing high-quality, culturally diverse art events.

General Plan Strategy 4.10.E: Enlivening downtown with artists, concerts, performers and galleries.

General Plan Strategy 4.10.F: Encourage the creation of a high-quality art festival with juried exhibitors.

General Plan Goal 5: Economic development that focuses on expanding and diversifying the local economy, revitalizing older business areas and raising the standard of living in a business friendly environment.

Justification: Utilizing Arts and Culture to expand and diversify local economy will be a highly important and effective approach. As explained earlier in this document, the creative economy is a vibrant and robust economic sector that should be explored by Ogden City.

General Plan Strategy 5.1: Improve Ogden's economic development image by developing and implementing a citywide marketing strategy that promotes the City's business investment, job creation and quality of life advantages.

General Plan Objective 5.5.A: Working in partnership with the City's public and private sector development partners to devise a long-term economic diversification plan that is updated every two years. Ensuring the plan is in sync with City development goals and that it is in harmony with the changing regional, national and global economies.

General Plan Objective 5.7.E: Improving the physical environment with consideration for visitors including enhancing Ogden's physical image through beautification strategies.

General Plan Goal 6: Environmental resources such as mountains, rivers, green spaces and air, should be preserved, reclaimed and enhanced for the overall value of the City.

Justification: Throughout the public input gathered for the creation of this Master Plan for Arts and Culture topics, of connecting art to the natural environment were mentioned repeatedly. It is clear that the Ogden community wants to see better integration between the natural environment and artistic experiences.

General Plan Strategy 6.5.F: Integrating the natural environment experience into Ogden's public arts program by utilizing the program as a teaching opportunity.

General Plan Goal 9: Neighborhoods in which residents are involved in creating a safe, liveable and attractive environment.

Justification: Arts and Culture instill a sense of community pride and ownership. Art can establish unique identities between neighborhoods. This can be achieved through wayfinding, landmarks, and overall design. Using art to beautify and identify neighborhoods will catalyze neighborhood involvement and respectfulness.

General Plan Strategy 9.2.B: Establishing unique, contextual streetscape design and initiating implementation concurrent with street improvement projects and individual site developments.

General Plan Strategy 9.2.C: Recognizing and encouraging the preservation of existing "landmarks" that help to create community and neighborhood identity. Obtaining, where appropriate conservation easements through acquisition or donation.

General Plan Strategy 9.2.D: Establishing district "landmarks" through public art projects that help to create neighborhood identity.

General Plan Strategy 9.4.B: Encouraging neighborhood "block" parties.

General Plan Goal 10: To preserve, enhance and acquire open space that improves the quality of life, provides a place for recreation, and promotes awareness of our environment.

Justification: Art should be used as a method of celebrating Ogden's natural environment. This can be done through encouraging art that is reflective of the natural environment and by bringing more art into the natural environment.

General Plan Strategy 10.6.A: Supporting the Stewart Amphitheater (Ogden Amphitheater) and Municipal Gardens as an anchor for outdoor arts and entertainment in the downtown.

General Plan Strategy 10.6.B: Create a sculpture garden in the Municipal Gardens that becomes a focal point for the City as part of the Public Arts Master Plan.

General Plan Strategy 10.6.C: Increase activities and events in the Downtown area for all age groups.

General Plan Strategy 10.8.A: Design open space areas to include reduced maintenance. Encourage designs and redesigns of the Natural and Cultivated environments to find ways in which maintenance can be reduced. The Natural Environment could design trails to reduce erosion which would eliminate trails being washed out. The Cultivated Environment could reduce graffiti with the use of community designed murals which encourage the community to take ownership in the art.



© Deja Mitchell

General Plan Goal 11: Transportation choices that are safe, environmentally responsible, accessible, and adequate in a pleasing setting and connected to the region.

Justification: Art can be used to beautify and bring awareness to a multitude of transportation choices. By designing facilities with an arts-based mindset, the public will begin to take notice of, and gain appreciation for quality transportation choices.

General Plan Strategy 11.3.J: Designing the facilities associated with public transit according to themes that reflect Ogden's setting (i.e. history, natural environment, or urban fabric).

General Plan Section 16 Community Plan for Wall Avenue Corridor Goal A : Create a functional corridor along Wall Avenue between 12th Street and 36th Street, that is economically viable, defines and supports the multi-segmented land use areas, and enhances the identity of Ogden.

Justification: Art should be utilized as a method of beautification and placemaking throughout Ogden, including in industrial areas like the Wall Avenue Corridor. Murals can be used to make this area aesthetically pleasing, but also to give this area a heightened identity.

General Plan Strategy 16.A.5.H: Consider the use of public art in the form of murals to break up the mass of large blank building walls along Wall Avenue as shown in the before and after picture to the side.



Goals, Objectives, and Strategies

The Master Plan for Arts and Culture was created by Ogden City Arts, the Ogden City Arts Advisory subcommittee, the community, and a steering committee from city administration. This process focused on producing a document that would be based on values for arts in the city and serve as a road map for the future.

This section uses the same framework as Ogden City's General Plan: goals, objectives, strategies. Four goals were identified through multiple public input sessions, a public survey, and with the guidance of the subcommittee. Another series of public meetings were held to address the development of objectives to support the execution of the goals and a separate set of meetings was held to identify strategies that would lead to the success of those objectives. As the winnowing process of putting the final document together went forward, it was evident that there were points of duplication that would deliver maximum results and help to fulfill multiple strategies and goals. These points are identified as high priority and should be considered points of emphasis that have substantial outcomes.

GOAL 1 - EMBED THE ARTS AS A KEY COMPONENT IN ECONOMIC DEVELOPMENT AND CITY PLANNING STRATEGIES.

OBJECTIVE 1.1 - Creative Job Creation

STRATEGY 1.1.1 - Collaborate with Community and Economic Development to recruit creative sector jobs to Ogden.

STRATEGY 1.1.2 - Showcase existing creative sector jobs in Ogden.

STRATEGY 1.1.3 - Establish strong partnerships between Ogden City Arts and Weber State University, Ogden-Weber Tech College, Ogden School District, and local workforce.

OBJECTIVE 1.2 - Increase Arts Funding [HIGH PRIORITY]

STRATEGY 1.2.1 - Identify and partner on local, regional, and national grant opportunities.

STRATEGY 1.2.2 - Establish relationships with local, state, regional, and national arts and funding groups.

STRATEGY 1.2.3 - Encourage Ogden City Arts Advisory Committee to participate in Arts Day on the Hill

STRATEGY 1.2.4 - Identify and establish strong partners with private sector organizations, community partners, and local foundations to provide funding for key art-related projects.

OBJECTIVE 1.3 - Integrate the Arts in City Marketing and Publicity Initiatives

STRATEGY 1.3.1 - Establish strong partnership with Visit Ogden.

STRATEGY 1.3.2 - Promote art as a facet of Ogden's high quality of life.

STRATEGY 1.3.3 - Include art as a component of national marketing initiatives.

STRATEGY 1.3.4 - Use art as a key element of telling the Still Untamed story.

OBJECTIVE 1.4 - Position an Arts Representative as a Partner in Major City Projects

STRATEGY 1.4.1 - Ensure Ogden City Arts is included in all major projects carried out by the City.

STRATEGY 1.4.2 - Establish a strong relationship between Ogden City Arts and other internal departments.

STRATEGY 1.4.3 - Utilize Ogden City Arts Advisory Committee and local creative professionals as a resource to collaborate on city initiatives.

GOAL 2 - ADVANCE THE ARTS AS AN INTEGRAL ELEMENT THAT CELEBRATES OGDEN'S DIVERSITY AND STRENGTHENS ITS UNIQUE IDENTITY.

OBJECTIVE 2.1 - Connect Ogden City Arts and Master Plan for Arts and Culture to Ogden City's Diversity Charter

STRATEGY 2.1.1 - Help Ogden City identify important community partnerships related to the arts.

STRATEGY 2.1.2 - Encourage applicants from diverse populations to Ogden City Arts programs and opportunities.

STRATEGY 2.1.3 - Establish strong relations between Ogden City Arts and Ogden City's Diversity Affairs Officer.

OBJECTIVE 2.2 - Support and Encourage a Wider Variety of Art throughout Ogden

STRATEGY 2.2.1 - Increase communication channels between Ogden City Arts and diverse groups.

STRATEGY 2.2.2 - Encourage increased education opportunities for the public.

STRATEGY 2.2.3 - Consider diversity of work in selection of recipients of Ogden City Arts programs and opportunities.

OBJECTIVE 2.3 - Increase Accessibility and Communication Related to the Arts [HIGH PRIORITY]

STRATEGY 2.3.1 - Identify and utilize a centralized calendaring system for Ogden City Arts, art organizations, artists, and the general public.

STRATEGY 2.3.2 - Organize and carry out a quarterly Arts Summit.

STRATEGY 2.3.3 - Develop and utilize effective, consistent, and reliable communication channels.

STRATEGY 2.3.4 - Maintain up-to-date social media accounts and website for Ogden City Arts with high-quality content.

OBJECTIVE 2.4 - Welcome the Expression of Diversity

- STRATEGY 2.4.1 - Support the recognition of neighborhood identity and cultural districts.
- STRATEGY 2.4.2 - Emphasize and provide internal City education about the value of a wide variety of art throughout Ogden.
- STRATEGY 2.4.3 - Utilize Ogden City Arts Advisory Committee for decision making involving arts-related programs, initiatives, and challenges throughout Ogden.

GOAL 3 - CREATE AN ENVIRONMENT WHERE ARTISTS CAN THRIVE

OBJECTIVE 3.1 - Encourage Private Partnerships

- STRATEGY 3.1.1 - Encourage new and existing businesses to incorporate an arts component.
- STRATEGY 3.1.2 - Support and welcome new and existing artists to our city.
- STRATEGY 3.1.3 - Emphasize recruitment of creative talent.

OBJECTIVE 3.2 - Education

- STRATEGY 3.2.1 - Host and promote professional development programs for artists.
- STRATEGY 3.2.2 - Create a resource library for artists and arts organizations.
- STRATEGY 3.2.3 - Encourage cross-curricular education that incorporates an arts element at multiple grade levels.
- STRATEGY 3.2.4 - Provide and encourage opportunities for Ogden City residents to learn more about arts and culture.

OBJECTIVE 3.3 - Work with Artists to Increase Their Ability to Have a Sustainable Livelihood in Ogden.

- STRATEGY 3.3.1 - Connect artists to existing opportunities and resources.
- STRATEGY 3.3.2 - Work with Economic Development and community partners to foster the development of an Arts and Culture Center.
- STRATEGY 3.3.3 - Work with local industry and community partners to increase creative sector jobs and help connect artists with existing job opportunities.

GOAL 4 - WEAVE THE ARTS INTO THE DAILY OGDEN EXPERIENCE

OBJECTIVE 4.1 - Create Experiences and Destinations Throughout the City

- STRATEGY 4.1.1 - Encourage, support, and participate in festivals.
- STRATEGY 4.1.2 - Utilize trailheads as site for public art to connect arts with outdoor recreation.
- STRATEGY 4.1.3 - Embrace impromptu art throughout Ogden.

OBJECTIVE 4.2 - Support Physical Infrastructure and Gathering Places

- STRATEGY 4.2.1 - Identify and promote existing spaces and resources.
- STRATEGY 4.2.2 - Establish strong partnerships with existing and future creative spaces.
- STRATEGY 4.2.3 - Work with Economic Development, City Planning, and community partners to steward the creation of an Arts District and other creative neighborhoods throughout the city.
- STRATEGY 4.2.4 - Work with Economic Development and community partners to foster the development of an Arts and Culture Center.
- STRATEGY 4.2.5 - Create a street-level gallery and office facility for Ogden City Arts.

OBJECTIVE 4.3 - Define and Communicate the role of Ogden City Arts [HIGH PRIORITY]

- STRATEGY 4.3.1 - Work with internal City partners to identify, understand, and communicate the role and value of Ogden City Arts.
- STRATEGY 4.3.2 - Develop a strong and cohesive marketing strategy and budget for Ogden City Arts.
- STRATEGY 4.3.3 - Establish strong relationship between Ogden City Arts and the local arts community.



Implementation

This document is a strategic action plan, not a project based plan, so implementation becomes a very important aspect of how to proceed. This section identifies a portion of the processes to be used toward implementing this plan.

CURRENT TOOLS

(Internal) Ogden City Arts Office and City Planning Office

Under the direction of Community and Economic Development, Ogden City Arts, and City Planning annual action plans will be created and designed to infuse art into the infrastructure of Ogden City. This action plan will have the specific details of what steps to follow each year concerning Arts and Culture. The Master Plan for Arts and Culture and the General Plan will be guiding documents in creating these action plans.

(External) Ogden City Arts Advisory Committee (OCAAC)

The Ogden City Arts Advisory Committee performs a valuable service through and under the direction of Ogden City Arts in the areas of arts advocacy, administration of the public art program, the Arts Grants program, the Mayor's Awards in the Arts, and First Friday Art Stroll.

This Committee gives the city a direct link to the community. They review and recommend public art, ephemeral art, pop-up events, art murals, festivals, and more. Annually the OCAAC submits information to be included in the final report of the Arts to City Council, at this time the Arts Committee will include information pertaining to how the city adhered to the Master Plan for Arts and Culture. Every five years OCAAC will be involved in the major review and update to the Master Plan for Arts and Culture. This ensures the community's voice is integrated into the revisions.

(Tool 1) Ogden City's Public Art Program

Since 2002, Ogden City has funded Public Art through the Percent for Art Program (One percent of each qualified CIP project was set aside for the installation of public art.) In 2016 the program was updated to become the Public Art Program through Ordinance 4-1C-1 FA. A set amount of \$100,000.00 is budgeted yearly as part of the City's General Fund and projects are proposed using information statements. These statements will come from Department Directors, City Planning, and other sources. The statements are in essence requests for public art, and will be evaluated for adherence to the ideals set in the Master Plan for Arts and Culture and General Plan.

(Tool 2) Ogden City's Arts Grant Program

Since 2003, the Ogden City Arts Grants program has funded, through an annual appropriation from Ogden City, direct grants to individuals and organizations that contribute to the cultural life of our community. Using Ordinance 3-16-5 Ogden City Arts and the OCAAC review and recommend Arts Grants each year. Fiscal Year 2016 saw funding in the amount of \$60,000 and an increase to \$70,000 for Fiscal Year 2017. The stated goal of the City Council is to continue to increase grant funds until they reach \$100,000.

The City Council's role in the grant process is to make a determination that the value of the tangible and intangible public benefits that will result from the proposed grants equal or exceed the monetary value of the grants. The council's determination of value is presumptively correct: "[a] determination of value received, made by the [City Council], shall be presumed valid unless it can be shown that the determination was arbitrary, capricious, or illegal." Utah Code Ann. §10-8-2-(3)(b).

Longevity

The Master Plan for Arts and Culture is meant to be a flexible, living document that is constantly used and when necessary, updated to reflect changing conditions and values of the community.

Annual Report

Each year the Ogden City Arts Office will report (during the Annual Report) on what projects happened and how the Master Plan impacted or supported them.

Annual Review

The Master Plan for Arts and Culture will be reviewed on an annual basis by Ogden City Arts, Ogden City Arts Committee, and Ogden City Planning.

Five Year Major Review and Update

Every five years the Planning Commission and Ogden City Arts will initiate a major review and update this plan.

Examples



Grant Promenade © Ogden City

Grant Ave. Promenade

Redevelopment of Ogden City has been underway for over 10 years with planning objectives of a mixed-use urban development incorporating designs to bring people back to the central City area to live, work, and play in an urban setting.

The Grant Avenue Promenade is designed to tie the restored river, and its amenities, to the central business district through the redeveloped mixed use of apartment buildings, town homes and small commercial outlets. It creates increased visual appeal by including Urban Forestry objectives (Green Streets), lower speeds, low impact road/landscape design. Bike lanes and walking / linger longer attributes as well as an inviting connection to the Ogden River Trail and riverside High Adventure Park are key elements of the design.



ENVE Composites © Ogden City



Trackline Concept Design © IO Design Collaborative

Trackline Project

Ogden City, together with the Redevelopment Agency and local and federal partners, is working to achieve the vision of the Ogden Business Exchange, a 51-acre master planned business park located at the historic Ogden Union Stockyards. The Ogden Business Exchange is the first lifestyle business park of its kind in Utah. The park has been thoughtfully and creatively designed to provide outdoor access and amenities, connections to the site's rich history, state-of-the-art facilities and infrastructure, and sustainable design.

The design of the Ogden Business Exchange creates a connection to the active outdoor recreation lifestyle that abounds in Ogden City and to the storied past of the area. Its proximity to the Weber River and internal walking/bike paths connect to the vast trail system that weaves in and out of the City. The unique design and layout of the master plan embodies the history of the site through open space development and preservation of important historic elements. The Exchange Building, an iconic 1931 building designed by Leslie Hodgson, will also be restored as part of the project.

Serving new industry with state-of-the-art amenities and infrastructure while preserving and highlighting the past, the Ogden Business Exchange truly sits at the intersection of Ogden's history and its future.



Lester Park Concept Design © IO Design Collaborative, Union Creative Agency, Graphmehch

Lester Park

The Weber County Library at Lester Park is going through a major renovation. The new emphasis in the renovation is the library filling a need as a community gathering location. This, in turn, has pointed out the need to revise the park and its design to make a statement of the changing nature of the area. The park design should accommodate the needs of a changing neighborhood and provide a gathering spot for the community. A process of meeting with neighbors to understand how they want to use the park and how it can be more functional to those needs was conducted. That input lead to the development of neighborhood objectives which were then used as a standard for a design competition to transform the park. The top three designs were selected by a professional design jury and then the three designs were voted on by the community. This public involvement from the very beginning established a process of creating a public space that the people have helped program.



Video Projections along Arts Corridor © Union Creative Agency



Mural by Rachel Pohl and outdoor art gallery, PLATFORMS, by Ogden First

Creative District

Ogden City is currently working to form a Creative District connecting the Central Business District with East Central. The District will sit between 24th and 26th Streets from Wall to Jefferson Avenues. The identified area contains numerous arts organizations and facilities including: the Eccles Community Art Center, the Ogden Symphony Ballet Association, the Weber County Library, the Weber Arts Council, Good Company Theatre, Peery's Egyptian Theater, as well numerous galleries and creative companies.

In addition to the multitude of creative assets within this district, new development efforts are increasing the area's population and energy. As the district continues to be defined and recognized, additional projects and developments are anticipated. Small scale, temporary, and ephemeral projects are being used as low-cost initiatives to activate the district while the large scale and long-term developments are underway.

Appendix

People involved in spearheading this process

Ogden City Administration Steering Committee

Ogden Mayor - Mike Caldwell
Ogden City Chief Administrative Officer - Mark Johnson
Director of Ogden Community and Economic Development - Tom Christopoulos
Division Manager of Ogden City Arts, Culture and Events - Christy McBride
City Council Staff Executive Director - Bill Cook

Ogden City Council

Marcia White
Doug Stephens
Neil Garner
Richard Hyer
Luis Lopez
Ben Nadolski
Bart Blair

Ogden City Arts

Ogden City Arts Coordinator Diane Neri Stern
Ogden City Associate Arts Coordinator Lorie Adams Buckley

Ogden City Arts Advisory Committee

Russ Adams
*Brandi Bosworth
Susan Campbell
Jane Font
Sandy Havas
*Kase Johnstun
Debra Muller
Jake McIntire
*Deja Mitchell
Mike Palumbo
*Scott Patria
Shane Osguthorpe
R. Brandon Long
Alicia Washington
*Wes Whitby
Teri Zenger
*Master Plan Subcommittee members

Independent Consultant

Jake McIntire

Special Thanks to:

Pat Poce and the Eccles Community Art Center
GOAL Foundation
Union Station
St. Joseph's Catholic High School
Nurture the Creative Mind
Weber State University Partners
Adrienne Andrews
Matt Choberka
Enrique Romo



- [Annual Arts Events](#)
- [Arts Advisory Committee](#)
- [Arts Master Plan](#)
- [First Friday Art Stroll](#)
- [Frequently Asked Questions](#)
- [Local Artist Database](#)
- [Locations of Interest](#)
- [Mayor's Awards in the Arts](#)
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Arts



Contact Us

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Arts Coordinator

[Email](#)

Phone: 801-629-8718

FAQs

- [What time does the Art Stroll start?](#)
- [When are the nominations open for Mayor's Awards in the Arts?](#)

[VIEW ALL](#)

Supporting Pages

The following documents were created as part of the development of this Master Plan. Due to the fluid nature of these documents they have been added to the Ogden City Arts website rather than within this document. These documents will be updated regularly. If you are reading this Master Plan digitally, the list below will link you directly to the appropriate documents. If you are unable to access the links digitally, all of the supporting documents can be found at: www.ogdencity.com/arts

Asset List

Public Art List

Current Role of Ogden City Arts

Current Ogden City Arts Advisory Committee Roster

Current Ogden City Council Roster

Funding Sources

