

CULTURAL HERITAGE COMMITTEE PRESENTATION

MISSION
VALUES
DEVELOPMENT
STRATEGY
PROGRAMS

April 6, 2021

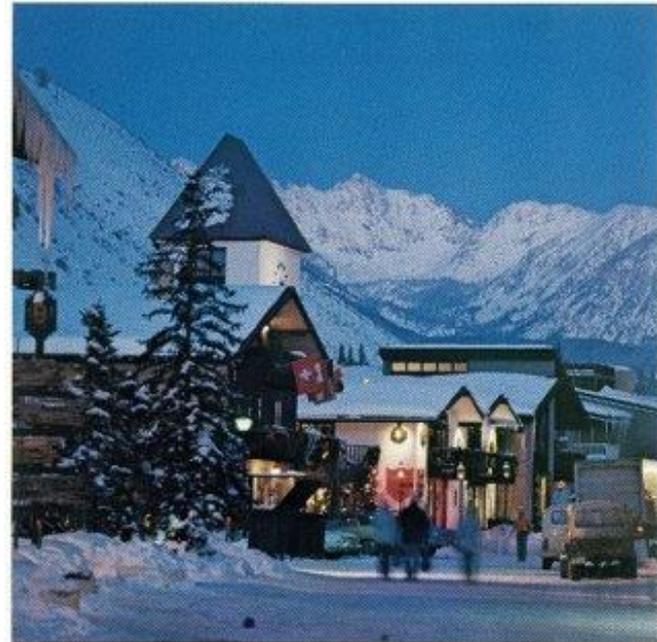


TOWN OF VAIL

CULTURAL HERITAGE COMMITTEE

The committee is made-up of employees from the following departments who have met monthly since August 2019:

- Library
- Art in Public Places (AIPP)
- Environmental Sustainability
- Economic Development
- Community Development
- Communications
- Town Managers Office



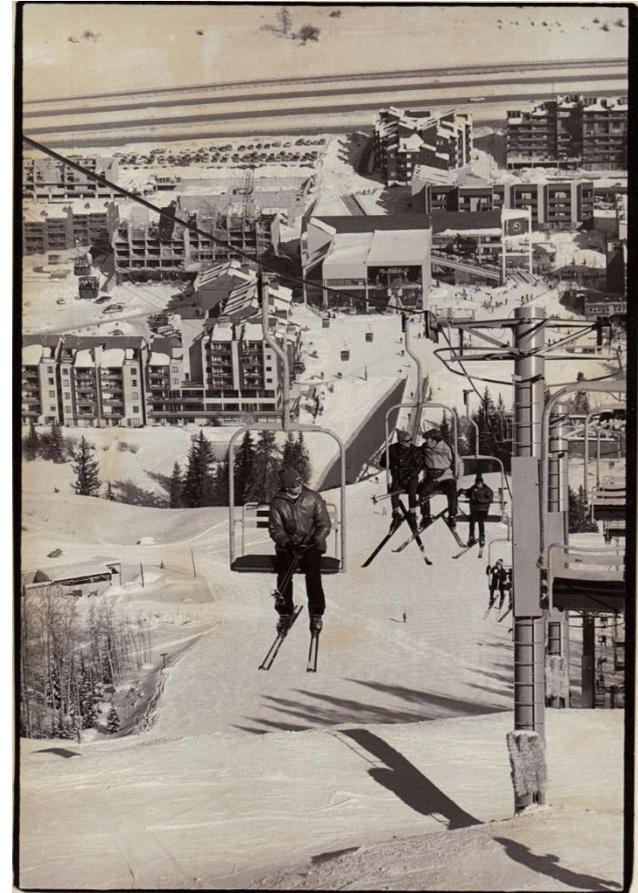
MISSION & VALUES

Mission Statement

to preserve, enrich and sustain the cultural and historic legacy of Vail

Areas of Focus

- Arts and Cultural Heritage
- Archival Development
- History and Legacy
- Natural Landscapes
- Community and Local Government



PRESERVING CULTURAL HERITAGE OF VAIL

Established as priority by:

- Council Action Plan
- Sustainable Destination Program Standards
 - The Vail Destination was first certified as a Sustainable Destination under the Mountain IDEAL standard through the Global Sustainable Tourism Council in 2017.
 - Vail was the first destination in the U.S. and the first mountain resort community in the world to achieve this designation.
 - Following a virtual audit in December 2020, Vail achieved recertification in March 2021.



STANDARDS OF GLOBAL SUSTAINABLE TOURISM COUNCIL

To achieve certification, systems must be in place that address the following:

- To protect and preserve the tangible and intangible heritage and property of individuals and communities.
- There must be laws and regulation to protect historical and archeological artifacts.
- A plan to contribute to dissemination of knowledge about the destination's cultural heritage.
- Programs to protect and celebrate intangible cultural heritage (e.g., song, music, skills, stories, etc.)



FOCUS AREAS OF PROGRAMS

Environmental Sustainability Initiative		
	<u>Current Programs</u>	<u>Description</u>
1	Sustainable Destination Program	Encompasses all cultural heritage programs and tracks and reports on progress in preserving local history, enhancing and celebrating culture, indigenous peoples, language, international relationships and exposure, historical buildings/sites, wildlife, art, etc.
Town Council Initiatives		
	<u>Current Programs</u>	<u>Description</u>
1	Global Friendship Exchange	A program that endeavors to identify and cultivate relationships with peer resorts in which challenges, opportunities and best practices are shared in the spirit of mutually beneficial partnerships and friendships. The program speaks to the vision that Vail is a premier international resort.
2	Trailblazer Award	A program that recognizes individuals, couples, or team that exemplifies the spirit and fortitude in making Vail a great community.
3	Vail Community Social	A community potluck dinner that helps to reconnect the Vail community in a gathering in the streets of the village.
4	Commemorative Bench Program	A program that offers the community an opportunity to commemorate family and friends with the purchase and placement of a bench in Vail.
5	Ford Park Cultural Programming - Bravo! Vail, Vail Jazz	Town support for a multitude of cultural programming at Vail's Ford Park and the Gerald R. Ford Amphitheater and Betty Ford Alpine Gardens.
6	Recognition of Cultural and Arts Groups tenure in Vail (Proclamations at Town Council meetings)	The next group proposed for recognition: Vail Symposium 50th Anniversary Celebration (August).
	<u>Proposed Programs</u>	<u>Description</u>
1	Pepi Gramshammer Recognition (e.g., propose new landscape and artwork display near restaurant with new name, Pepi's Plaza; August)	A proposal is currently being reviewed by the CHC for recognition of Pepi Gramshammer and will be presented for review in May.
2	Archival program for TOV documents	Roger Brown Video Proposal - Digitization of 1960-70s (?) video footage & EEF Productions Archival Project (Hayden Scott proposal).
3	Summervail Art Workshop Legacy Project & 50th Celebration	
4	Recognition / Designation of Historic & Cultural Buildings and Landmarks in Vail	CHC proposes developing a recognition program that would highlight its historic and cultural building and landmarks.
5	Honor and recognize Cultural and Historic Programs	An example of this would include recognition of the Vail Chapel and its 50th Celebration and Capital Campaign.

TRAILBLAZER AWARD RECIPIENTS



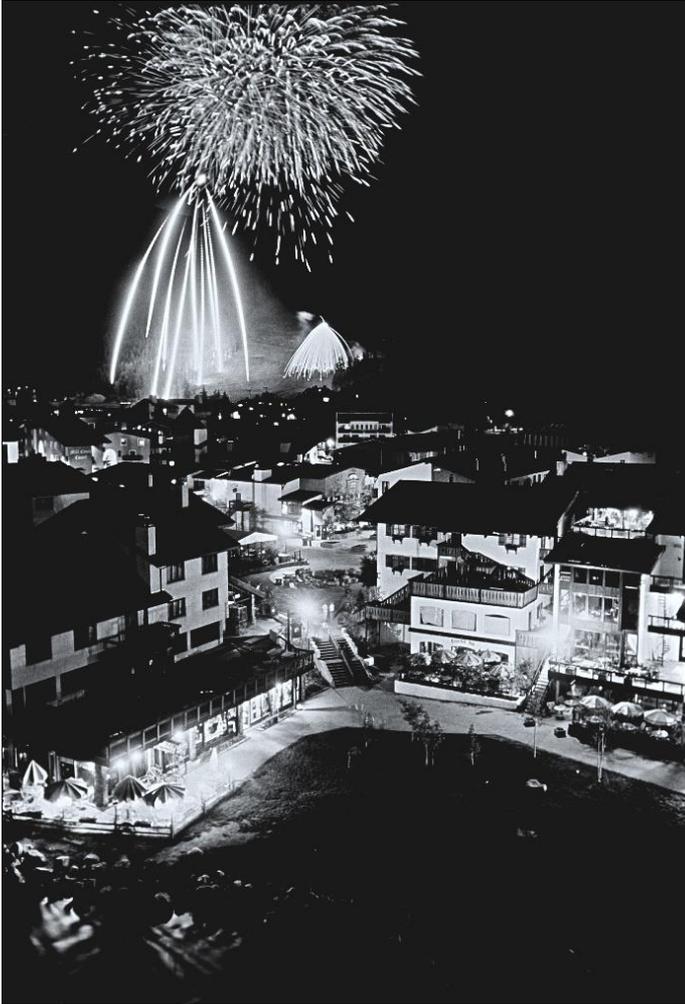
10th LEGACY CELEBRATION, VAIL RESORTS



FOCUS AREAS OF PROGRAMS

Vail Public Library Initiatives		
	<u>Current Programs</u>	<u>Description</u>
1	Program support from Friends of Library	The Friends of Vail Public Library work to assist the library director in promoting and improving library services, materials and facilities; and, in seeking donations, gifts and bequests. The Friends help host cultural speakers and programs at the library; assist with the annual Fourth of July book and bake sales; and, advocate for the library through public awareness. In addition, the Friends support the many facets of the digital archives initiative.
2	VPL Local Digital Archives are organized within 3 broad themes under the overall title: "Virtually Vail"	*Vintage Vail Quilt – an oral history project associated with the historic quilt created by Vail’s founding women and early residents *Vail Valley Voices – a local and oral history project sponsored by VPL and the Town of Vail (TOV) *Art in Vail
3	Archival program for TOV documents	
4	Vail Trail Digitization	This project is partially funded by a grant from Holy Cross Energy and is an ongoing effort to digitize the former newspaper, Vail Trail. The Library continues to help shepard this project.
	<u>Proposed Programs</u>	<u>Description</u>
1	Library to serve as key repository for archival materials	A proposal from the Library to restrict some space for the collection of archival material and offer staff resources to develop this platform as one of the foundations of the town’s cultural heritage programs.
2	Summervail Art Workshop Legacy Project - assist with archival program	A proposal from the group to implement an action plan that preserves their heritage and celebrates their 50th anniversary of programming in Vail.
3	Establish regional partnerships for the benefit of preserving cultural and historic information	Collaborate with Eagle County Historical Society on shared cultural heritage topics of mutual interest.

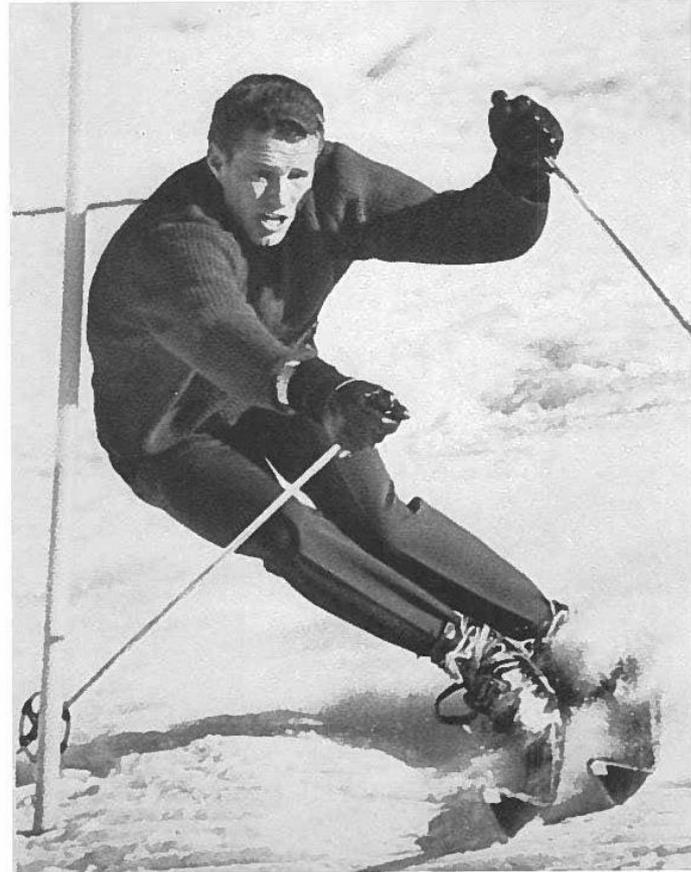
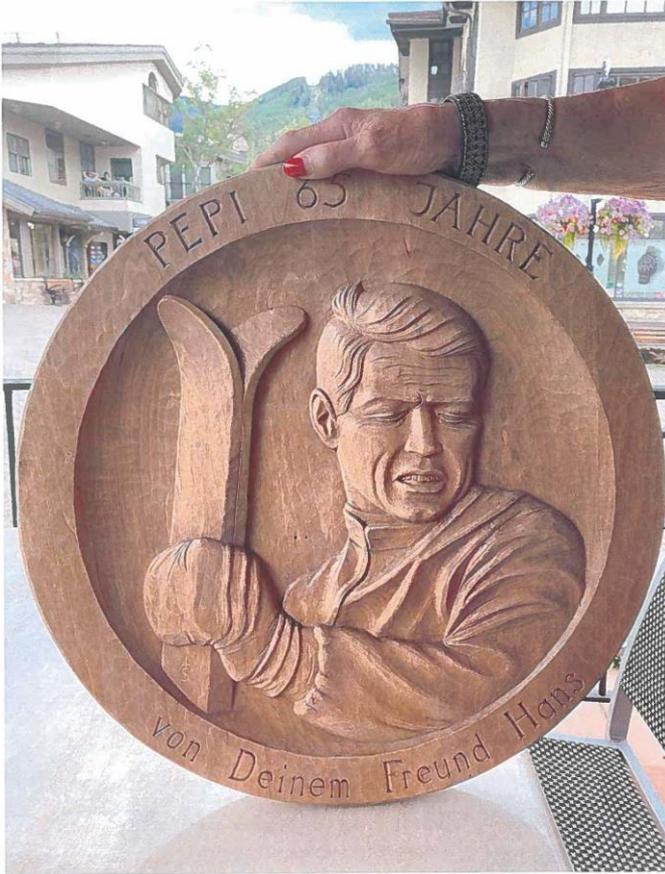
HISTORIC IMAGES



FOCUS AREAS OF PROGRAMS

Art in Public Places Initiatives		
	<u>Current Programs</u>	<u>Description</u>
1	Interactive Public Art Map	map found at artinvail.com; virtual program
2	Vail Symposium Limited Edition Prints	Prints found in Vail Municipal Building with informational signage
3	Jerry Ford Invitational Golf Tournament Posters	Posters found at Vail Golf & Nordic Clubhouse with informational signage (Sally & Bill Hanlon collection)
	<u>Proposed Programs</u>	<u>Description</u>
1	Ford Park Art Space / Artist Residency & community arts space	Transition to modern working artist studio & program space; will include interpretative signage & images of the existing structure
2	Summervail Art Workshop Legacy Project	Collaborative programs at Ford Park Art Space
3	The Public Art Collection	
4	Audio Tour of Public Art Collection	Create an accessible audio tour of Vail's art collection
5	Mural by Olive Moya at Vail Transportation Center	Collaborate with Colorado Snowsports Museum - Spring 2021
Economic Development Initiatives		
	<u>Current Programs</u>	<u>Description</u>
1	Guest Experience programs	Town of Vail, VCBA and Vail Mountain collaboration for PrimaVail Guest Service training and early season activations in Villages
2	Awareness and Promotion DiscoverVail.com	Continue to use the DiscoverVail platform to market the town's attractions including the cultural and historic highlights and programs.
3	Winter Scavenger Hunt activity	Collaboration with Colorado Snowsports Museum for activity that highlighted history and skiing of Vail

PEPI'S PLAZA



CULTURAL HERITAGE PROGRAM DEVELOPMENT AND STRATEGY

- Identify various funding sources through grants and federal, regional and state funding partnerships.
- Create a cultural heritage brand that would help communicate the committee's role in the community and offer some consistent use with various grant proposals.
- Promote the program through the environmental platforms as Vail continues to maintain its certification as a “sustainable destination” to draw attention and potential funding of programs
- Pursue mutually beneficial relationships and community partnerships that will help promote the mission “to preserve, enrich and sustain the cultural and historic legacy of Vail”.
- Explore the details surrounding the formation of a Colorado Creative District, a program offered by the State of Colorado Office of Economic Development and International Trade. Colorado Creative Districts can be found across the state - Breckenridge Creative District, Salida Creative District, Carbondale Creative District. Access their website at:
www.oedit.colorado.gov/colorado-creative-districts

RECOMMENDED PARTNERSHIPS

Community Partners

- The Colorado Snowsports Museum
- Vail Resorts, Inc.
- Eagle County Historical Society (ECHS)
- Vail Chamber & Business Assn
- Vail Health
- Eagle County School District
- State of Colorado Tourism Office

Town of Vail Partners

Town of Vail's Boards & Commissions

- Art in Public Places
- Commission on Special Events
- Vail Local Marketing District (Advisory Council)

FUNDING REQUEST FOR NEW PROGRAM

Summervail Art Workshop Legacy Project (SAWLP)

- Proposal to Council will follow from SAWLP
- “rekindle the Summervail program in celebration of its 50-year anniversary.”
- seeks Town funding to help establish a preservation program for their archives and support cultural summer activation.
- Supplemental Budget Ordinance proposes \$25K earmarked for these two components of programming



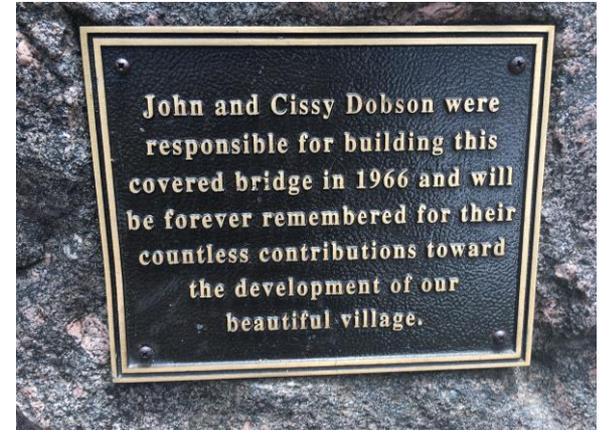
NEXT STEPS

Seed Money:

- The CHC proposes returning during the 2022 budget cycle with funding estimates and a fully vetted program with criteria that would support the mission of the town committee.

Archival Development:

- Activate library staff resources to address the archival processes and tasks.
- Use library space as repository location
- Funded with 2021 budget



QUESTIONS FOR COUNCIL FEEDBACK

- Does the Town Council support the direction of the committee, including the mission statement, the program components, and related objectives?
- What additional components should be added to the programming?
- Does the Town Council support the idea of providing “seed money” for community projects and proposals that align with the mission of the cultural heritage program?
- Would Town Council support a more robust effort for resources to address and activate archival measures that are the basis of the preservation efforts?



Thank you



TOWN OF VAIL

