



A GRAND COLLABORATION TO MAP THE FUTURE OF THE ARTS THROUGHOUT OUR COMMUNITY

Project ABC (Arts, Beauty, Culture) is a master planning process that will help create a road map for the future and provide a unifying vision for arts and culture throughout Park City and Summit County.

Hadley Dynak is executive director of the Park City Summit County Arts Council and is leading Project ABC. Jenny Diersen is the staff liaison to the Park City Public Art Advisory Board. Together with many other community members and leaders, they are working to helping map the future of arts and culture in our community.

Park City Municipal Corporation: Project ABC stands for “Art Beauty Culture.” How are you defining arts and culture?

Hadley Dynak: Project ABC is a community cultural planning process. We have intentionally defined the term “arts and culture” very broadly to make sure our planning efforts reflect interests across Summit County—from public art to the county fair, local creative businesses, film, music, theatre, and visual arts programming. Key stakeholders include our local governments, schools, resorts, businesses, nonprofits, residents, and visitors. We want to make

sure this effort captures the desires of those who live, work, and play here. The priorities that result will identify unique needs for individual communities, as well as opportunities for collaboration and connections among the communities to form a collective vision.

PCMC: How is the project structured?

Hadley: The Park City Summit County Arts Council was asked to manage Project ABC, which is overseen by a steering committee of representatives from the key stakeholder groups. We’ve hired a project manager, Jake McIntire, who has helped run similar initiatives for other towns, including Ogden. The steering committee holds the Summit County Arts Council accountable and represents the initiative to their constituencies.

We also have five workgroups that provide content direction and guidance at key points of the process





in specific areas of expertise: Creative Sector, Business Section, Nonprofit Sector, Youth, and Finance.

PCMC: What are the mechanics of the process?

Hadley: The project has three concurrent and complementary phases: data collection, public outreach, and documentation. They are informing each other in a virtuous cycle: as we collect data, we share it with the public and develop recommendations, which we then bring back to the public for input.

PCMC: What are your sources for the data?

Hadley: We're casting as wide a net as possible. In addition to our work with the steering committee, workgroups, and public outreach channels, we're also interviewing key leaders, benchmarking similar communities, and incorporating data sets from secondary sources such as the Sundance Film Festival, Park City Chamber, and the county.

PCMC: Why is the road map important?

Hadley: The arts are a fundamental part of who we are, and they help preserve our history. They're a huge economic driver across the county (and state), they create connections among people, institutions, and sectors of the community, and they can help us creatively understand and address other critical community needs. The Park City and Summit County Councils have both identified the arts and culture as top priorities, and Project ABC will provide a set

of concrete action items to inform local decisions moving forward that ensure the long term vitality and sustainability of our arts and culture sector.

PCMC: How is Project ABC being funded and what is the money being used for?

Jenny: The funding sources reflect the project's broad scope and the fact that it influences nearly every aspect of Park City and Summit County: this a collaborative project. The project is being supported by the City and County, Park City

Chamber, the two resorts and other business interests, Park City Community Foundation, nonprofits, and private donations. The money is being used for community engagement,

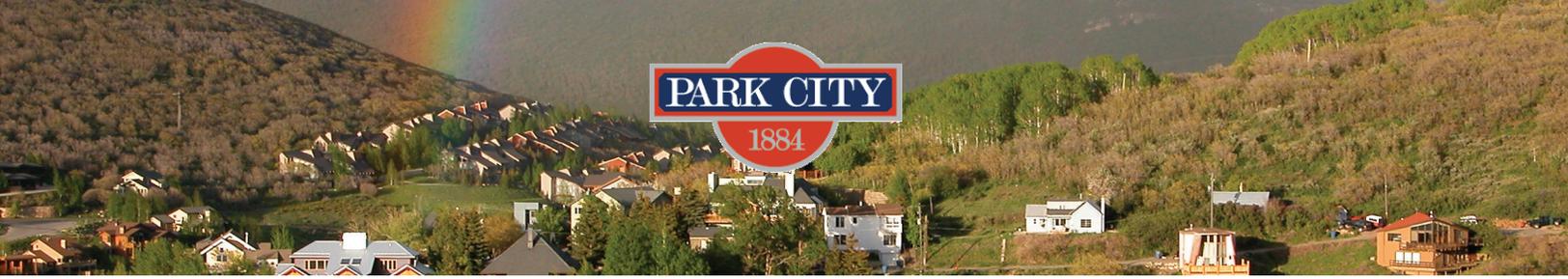
data collection, technology, and staffing required for this project.

PCMC: What will be the final product?

Hadley: In late fall, we'll convene the community to review the ideas and data collected this summer. We'll validate these findings and begin to develop a phased plan of action with key priorities and funding recommendations, which we expect to be finalized by spring. We're expecting some bold recommendations, but we are also operating under the mantra of "Think big and find small wins." The workgroups have started to identify smaller initiatives that can be implemented quickly and with little investment of time or money. Seeing progress—even in little ways—helps maintain momentum and support.

"WE HAVE INTENTIONALLY DEFINED ARTS & CULTURE BROADLY TO ENCOMPASS THE ENTIRE COUNTY."



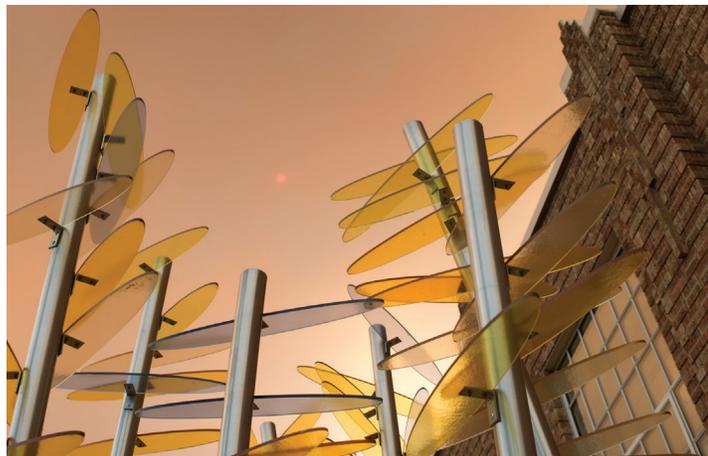


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Jenny: We want the final product to provide a summary of the collective vision, reflecting the community's needs and priorities. There's no arguing that the arts and culture assets in our small community are incredible. We want to not only make sure they stay that way, but to invest in their future growth and vitality because they're a part of who we are.

PCMC: This is an ambitious undertaking. What are your barriers to success?

Hadley: This process will only be as good as the data we collect and the participation we receive from the community. We're working to engage our residents and community stakeholders in as many ways as possible, to ensure that the results are representative.



PCMC: How can people provide input?

Hadley: Go to the Project ABC website to take our survey, sign our pledge to support the arts, share your story, and learn about future meetings (look under the "What's Happening" section to see the meeting schedule). You can also register to receive our monthly newsletter or email feedback directly to projectabc@pcscarts.org. We need everyone's help to inform the process. This is our community, and these are our cultural assets. Let's work together to map the future.

To learn more visit www.projectabcsc.com.

