

# 2060 Comprehensive Plan

## Culture

“What is a city but the people,” penned William Shakespeare.

Indeed, if not for the residents of a community and their cultural distinctions, there would often not be much to differentiate one city from another. The cultural identity of “place” is reflected in the ideas, skills, arts, heritage and way of life in an area and bridges the origin of a community to its present social form. Physical features cherished, honored, or protected as well as community events and festivals are all reflections of cultural significance unique to a city.

When communities grow and change, cultural values and places are often impacted. Just as the early settlers influenced changes to an area, new immigrants bring another set of customs as well. As important as it is to transmit knowledge and heritage from previous generations, new opportunities exist to celebrate an evolving community culture.

By exploring the customs and cultures of other groups, people learn how they can better relate to all members of the community and region. Such understanding can promote better civil behavior and tolerance of others and makes it possible for people from different backgrounds to live together and share a collective and unique sense of community.

*A civilization is only a way of life. A culture is the way of making that way of life beautiful.*

– Frank Lloyd Wright



I.  
CULTURE CHAPTER  
INTRODUCTION & PERSPECTIVE  
TABLE OF CONTENTS

Past.....	3
Present.....	4
- Historic Preservation.....	4
- Museums.....	5
- Cultural Festivals & Events .....	5
- Public Art .....	5
- Downtown Arts & Entertainment.....	6
- Population Diversity .....	6
- Table CU1 – Greeley Racial and Ethnic Composition, 1990 – 2007.....	7
Patterns.....	8
Progress.....	8
Potential.....	9
Promise.....	9

**EXCEPTIONAL CIVIC LIFE**  
**History Cultural Offerings**

## Introduction & Perspective

### Past

Culture was important to Greeley from its earliest stages. One of the first issues of the Greeley Tribune in 1870 called for colonists to “collect natural specimens, artifacts and documents for posterity.” By 1900, a group of civic-minded women formed the Meeker Memorial Association to gather and preserve history and materials relative to the community’s culture and its pioneers. Between 1910 and 1919, Greeley saw an era of prosperity that resulted in many new buildings being constructed, including new schools and buildings for classrooms on the college campus. There were clubs organized for intellectual development, a library was built, the symphony orchestra was formed, artists resided in the community during the season, an opera house was built, and the summer Chautauqua was held. The Philharmonic Orchestra, formed in 1911, is the oldest continually performing orchestra between St. Louis and San Francisco; the 2010 – 2011 season will mark the centennial of this organization. During this time, Greeley became known as the “Athens of the West” because of its many cultural and intellectual activities, its expanding college, and many beautifully designed buildings. By 1922, over 50 social clubs offered activities year round. Also that year, Greeley’s first radio concert was aired on KFKA radio, one of Colorado’s first radio stations, which still broadcasts from Downtown Greeley.

Early settlers in Greeley were predominantly Anglo-Saxons, but as the colony and its reliance on agriculture grew, its labor force became much more diverse. People came from many parts of the world to work and live in Greeley. Scandinavians came to the area as laborers in the late 1800s. They were followed by Germans who had been living in Russia and who settled in “Little Russia,” on the east side of town. By 1910, laborers from Mexico migrated to the community. The Spanish Colony was established by Great Western Sugar Company in 1924 as one of 13 such colonies in Northeastern Colorado, offering housing as an incentive to attract laborers back to the area each year.

By 1958, Greeley was reorganized under a home rule charter and became the first city in the United States to create a Department of Culture to coordinate activities of the museum, library, and recreational and educational programs for its residents. In 1988, the Union Colony Civic Center (UCCC) opened, offering two performance halls and a gallery. Nearly one-half of the UCCC’s \$9.2 million price tag was raised through private donations and is testament to the community’s support for the arts, which continues today.

*To plan we must  
know what has gone  
on in the past and  
feel what is coming  
in the future. To  
plan cities one must  
believe in life.*

– Sigfried Giedion



## Present

Culture in Greeley includes its historic resources and museums, performing and visual arts, celebration of important community festivals and events, and recognition of the community's racial and ethnic diversity. In addition to City facilities and events, there are many cultural activities offered at the University of Northern Colorado for students and residents.

### **Historic Preservation**

Greeley has a number of historic buildings, structures and neighborhoods. The City's Historic Register contains two districts, the Monroe Avenue Historic District and the **Downtown Historic District**, and 75 designated structures. Local register designations began in 1996 and several properties are typically added each year. These landmarks include individual buildings, houses, churches, schools, parks, the Greeley No. 3 Ditch, an artesian well, and a garden. The original sign from Weld County Garage was also added to the local Historic Register. The Historic Preservation Commission is a citizen board appointed by City Council that is responsible for designating historic landmarks.

There are 14 historic structures and one historic district in Greeley which are also on the **National Register of Historic Places**. The National Register considers historic designation for structures, objects, and districts that are at least 50 years of age. Most of the landmarks on the **National Register in Greeley** are also on the local Historic Register, although the Downtown District on the National Register is somewhat smaller than the local Historic Register district boundaries. The City's Historic Preservation Ordinance provides for a review of buildings 40 years of age or older which are proposed for significant exterior remodeling or demolition. This review can provide an opportunity to explore alternatives to demolition, such as adaptive reuse, as well as consider whether landmark designation is appropriate.

The conversion of the former Greeley Tribune building into the **Greeley History Museum** is an excellent example of adaptive reuse of an older structure. Another recent adaptive reuse of a Downtown historic structure has been the renovation of the Kress building, originally a department store, into the Kress Cinema and Lounge. The buildings and structures completed during the 1950s and 1960s are now becoming eligible for consideration as historic landmarks; however, most do not contain the level of design quality and character that has been associated with historic landmarks over the past 50 years. With the 50-year planning horizon of this Comprehensive Plan, the buildings and structures being designed and built today and in the next decade will also have the potential to become historic landmarks of the future. It is important to consider the level of design attention and quality given to these buildings today so they create a legacy in which community residents can have pride.

**DOWNTOWN GREELEY HISTORIC DISTRICT** – locally designated historic district located between 7<sup>th</sup> – 10<sup>th</sup> Streets, between 8<sup>th</sup> and 9<sup>th</sup> Avenues, which is the area around which Greeley developed.

**GREELEY HISTORY MUSEUM** – museum of the history of Greeley, from the earliest inhabitants, to recent history, located in the former Greeley Tribune newspaper offices.

**GREELEY NATIONAL REGISTER** – the City of Greeley's listing of locally designated historic landmarks, as designated by the Historic Preservation Commission and City Council.

**HISTORIC PRESERVATION PLAN** – the City of Greeley's plan for historic landmarks and landmark districts, adopted in 1996 and subsequently amended.

**NATIONAL REGISTER OF HISTORIC PLACES** – the US government's official list of districts, sites, buildings, structures, and objects deemed worthy of preservation.

### **Museums**

The Greeley Museums consist of four different facilities: Centennial Village; the Greeley History Museum, located in the former Greeley Tribune building; the **Meeker Home**; and the Plumb Farm Learning Center. Centennial Village illustrates what life was like in Greeley and Weld County between 1860 and 1920 through this outdoor “living history” museum, which includes a representative sample of older buildings organized in a small village layout. Each building contains artifacts associated with the period of the building’s original use and many of the structures are used for classes, meetings, and a retail museum store; the Village is a favorite place for weddings and special celebrations. The Greeley History Museum occupies an award-winning **renovated** landmark and offers both permanent and temporary displays. The 1870 Meeker Home is the original adobe structure of Greeley founder Nathan Meeker. The Plumb Farm Learning Center is an agricultural learning center left to the City of Greeley by C. O. Plumb, whose family settled in the area in 1870 and farmed on lands located east of Greeley, as well as the Learning Center site in west Greeley.

### **Cultural Festivals & Events**

Greeley has a variety of festivals and activities that are held to observe important events. Key festivals and events include Cinco de Mayo/Semana Latina, the Arts Picnic, Potato Day, the Independence Stampede, Blues Fest, the Jazz Festival, and the Festival of Trees. These festivals and events celebrate the community and its diverse cultural interests. Many of the key cultural resources in the community are held in and around the Downtown in venues such as the Union Colony Civic Center, the museums, the Jesus Rodarte Cultural Center, the Ice Haus, the Greeley Recreation Center and the Island Grove Event Center.

### **Public Art**

The City’s Art in Public Places program has nearly 30 pieces of art on display throughout the community. These pieces have come about through the One Percent for Art program, the Sculpture on Loan program, and through donations. The One Percent for Art program began in 1998 and requires that any capital improvement project of \$250,000 or more allocate one percent of the project cost to public art. The Greeley Art Commission, working with citizens, artists and the funding department recommend how this money will be spent. The Sculpture on Loan program began in 1995, when the Greeley Art Commission placed three pieces of sculpture in the downtown area. The selected artist receives an honorarium for the loan of their sculpture for one year. As of 2009, there are eleven pieces on display throughout the city, one of which will be purchased for permanent display to add to the other works of art already owned by the City.

*There is nowhere you  
can go and only be  
with people who are  
like you. Give it up.*

– Bernice Johnson  
Regan



**MEEKER HOME MUSEUM**  
– the 1870 home of  
Nathan Meeker, one of the  
original settlers of Greeley,  
now used as a museum  
illustrating life during the  
Meeker family time.

**RENOVATE** – to restore  
a building, structure, or  
object to a previous or  
better condition.



### ***Downtown Arts & Entertainment***

The Downtown Development Authority has initiated the creation of an **Arts and Entertainment District** in Downtown as a way of helping to revitalize the area. With the Union Colony Civic Center (UCCC) and other cultural, religious, recreational, and educational facilities located in proximity to Downtown, this area is a natural for an arts and entertainment district. The UCCC brings in renowned entertainers to perform in this state-of-the art facility. The Greeley History Museum plays a key role in Downtown. Many events and festivals are centered in Downtown and include the Greeley Arts Picnic, Colorado Jazz Festival, Art Train, Greeley Lights the Nights, Tointon Gallery (showcasing local artists as well as UNC and School District works), and the Farmers' Market, held at the historic Union Pacific Depot.

### ***Population Diversity***

The population of Greeley has been increasing in diversity over the past decades and an increased level of awareness and understanding of cultural differences will be needed to create a stronger, more unified community. In the 2000 Census, the Hispanic or Latino population accounted for 29.5% of Greeley's population. The 2007 American Community Survey did not provide an estimate for the Hispanic or Latino population, although it is estimated to have increased since 2000. The 2010 decennial Census will provide detailed data on race and ethnic origin and will be released within a year or longer after the Census is completed. The percentages of Asian and Native American populations in Greeley increased between 2000 and 2007, while the percentages of Caucasian and Other/Mixed Races declined. More recently, approximately 400 Somali refugees have settled in Greeley assisted by their sponsoring agency, Lutheran Family Services. This group is expected to grow, as other political refugees seek communities in which to settle. Data from the 2007 American Community Survey on ancestry notes that the ancestors of residents of Greeley came primarily from the European countries of Germany, England, Ireland, Scotland, Italy, Norway and Sweden. Ancestry for persons of Hispanic origin is predominantly from Latin American nations. Table CU1 reviews Greeley's ethnic and racial composition from 1990 – 2007.

**ARTS & ENTERTAINMENT DISTRICT** – a district proposed by the Downtown Development Authority's Plan of Development that emphasizes Downtown Greeley as an area for activities and events related to arts and entertainment.

<b>Table CU1 – Greeley Racial and Ethnic Composition, 1990 - 2007</b>					
	<b>1990 Population</b>	<b>2000 Population</b>	<b>% of Population 2000</b>	<b>2007 Population Estimate</b>	<b>% of Population 2007</b>
<b>Hispanic Origin (all races)</b>	12,327	22,683	29.5%	(no data available)	--
<b>African American (Black)</b>	408	672	0.80%	1,000	1.0%
<b>Asian</b>	607	885	1.0%	2,108	2.3%
<b>Caucasian (white)</b>	53,936	61,853	80.2%	73,207	79.2%
<b>Native American</b>	366	639	0.50%	1,727	1.9%
<b>Native Hawaiian, Pacific Islander</b>	(no data available)	106	1.0%	(no data available)	--
<b>Other Race, Mixed Race</b>	5,219	12,775	16.5%	14,405	15.6%
<b>Total: Not of Hispanic origin</b>	<b>60,536</b>	<b>76,930</b>	<b>100.0%</b>	<b>92,447</b>	<b>100.0%</b>

Source: U. S. Census Bureau, 1990, 2000; 2007 American Community Survey

In addition to increasing racial and ethnic diversity, the community population is aging and the number of persons with disabilities has also been increasing in past years. The median age in 2007 was estimated to be 30.1 years, up from 28.5 years in 2000. Persons with disabilities in 2000 accounted for 18.7 % of the population over the age of five. In the 2007 American Community Survey, this estimate dropped to 12.5% of the population. The American Community Survey is an estimate based on a fairly small sample, and as a result, data from the survey may have a higher than normal margin of error. The population with disabilities would be expected to increase, rather than decrease, so the 2010 decennial Census will be able to offer a more accurate analysis. The nature of disabilities is fairly broad and may include disabilities that are physical, sensory, and mental which may affect self-care, mobility and/or employment options.

Household and family makeup has also been changing. In 2000, 64.0% of all households were “family” households. By 2007, the estimates were that family households had dropped slightly to 63.6% of all households. Within family households, married-couple families accounted for the largest percentage, at 50.1%, followed by female-headed households, at 10.1% in the 2007 estimates of the American Community Survey. Average household size has been increasing, from 2.63 persons per household in 2000, to 2.67 persons in 2007.

Average family size remained the same, at 3.19 persons per family. The number of single parent households has generally been increasing in recent years and a new category relative to family make up was first tracked in the 2000 Census: grandparents as primary caregivers for their grandchildren. In these “skipped generation” households, neither parent of the grandchild was present. Their absence could be due to such things as death, incarceration, drug abuse, illness, and/or military duty. The 2010 Census will provide additional data on this topic, to determine if there is a trend emerging.

## Patterns

The following key trends related to culture have been identified:

- Greeley has a significant number of historic resources and places a high value on the preservation of these resources
- As of 2009, there are 75 designated local landmarks and two historic districts on the Greeley Historic Register. There will continue to be a supply of potential historic landmarks and buildings
- Structures being built today have the potential to be landmarks near the end of the 50-year planning horizon of this Comprehensive Plan
- The community enjoys a variety of cultural resources in the form of public and private performing and visual arts, museums, organizations, and cultural centers
- The population in Greeley is continuing to become more racially and ethnically diverse, with persons of Hispanic or Latino origin estimated to account for nearly one-third of the total population
- The overall population is aging, the number of persons with disabilities is expected to increase, and family composition is also shifting away from the traditional concept of “family”

## Progress

Since the adoption of the 2020 Comprehensive Plan, many of the action steps from that Plan have been accomplished or are in process. The following “report card” summarizes some of the key accomplishments. The full Culture Report card can be found in the appendix of this document.

- The City’s Monroe Avenue Historic District and Downtown Historic District have been placed on the Greeley Historic Register and a variety of preservation-related programs and activities are offered by the City’s Historic Preservation Office
- The “One Percent for Art” program continues to be a successful way of introducing art into the community in unique and creative ways
- The former Greeley Tribune Building was **rehabilitated** and is now the home of the Greeley History Museum
- Special events such as Arts Picnic, Cinco de Mayo, Oktoberfest, the Independence Stampede, various festivals and other dynamic performances at the Union Colony Civic Center attract hundreds of thousands of people to the Downtown area annually

**REHABILITATE** – the upgrading of an area which is in a dilapidated or substandard condition for human habitation or use.





- Neighborhood Nights has been extended to park venues throughout the community in summer months, bringing entertainment to “backyards”

## **Potential**

The following Culture themes were identified to create a vision of a 2060 Greeley:

- Exceptional civic life
- Appreciation of cultural riches
- Celebrating local traditions
- Build today with care – It is tomorrow’s history
- Cultural offerings
- Build green
- Sense of place
- Community arts
- Protect cultural resources
- Where history is alive
- Image & identity
- Community engagement in arts
- Embrace differences
- Support neighborhoods
- Variety
- Community pride & ownership of Greeley’s unique place
- Educational tradition – Rebirth
- Arts & entertainment

## **Promise**

Support and celebration of Greeley’s unique population and heritage



## II.

### CULTURE CHAPTER

#### GOALS, POLICIES, OBJECTIVES & ACTIONS

#### TABLE OF CONTENTS

<b>GOAL</b>	12
<b>OBJECTIVES</b>	12
<b>CU1 HISTORIC PRESERVATION</b>	12
A Provide a context for the community's development by encouraging sensitive and complementary redevelopment in established neighborhoods.....	12
B Promote local heritage with identification of structures, facilities and areas which carry historical, cultural, architectural or geographical significance .....	13
C Preserve important structures, facilities and areas in the community for perpetual appreciation and historic reference and to contribute to the community's unique character .....	14
<b>CU2 CELEBRATING COMMUNITY THROUGH EVENTS AND FESTIVALS</b> .....	15
A Observe important events and provide opportunities for individuals to experience the rich diversity of the community .....	15
B Provide emotional renewal and relief from normal routines through art, entertainment and activities that add to the community's quality of life .....	15
C Promote the community as a unique destination for visitors, travelers and conferences that expose newcomers to the city's vitality and diversity, thereby enhancing its image and economic development appeal.....	16
D Plan, promote and stage a variety of community events and festivals to enhance a sense of the community culture and facilitate understanding and appreciation of customs, beliefs, and behaviors of different social groups and cultures .....	16
E Increase appreciation and understanding of important local events and features through community education.....	16

<b>CU3</b>	<b>UNDERSTANDING DIVERSITY</b> .....	16
A	Foster understanding between people from varied backgrounds and promote conditions which enable different people to live together without conflict and with mutual respect .....	16
B	Provide venues for the healthy and harmonious discussion of dissimilar orientations, opinions and values .....	17
<b>CU4</b>	<b>CULTURAL RESOURCES</b> .....	18
A	Promote opportunities for residents to experience their community and world in an expansive manner while appreciating unique local offerings.....	18
B	Strengthen, promote and expand the cultural resources within the community.....	18

# Build Green    Sense of Place Community Arts

## ◆ CULTURE ◆

**GOAL:** Support and celebrate the rich diversity of human experience within the community, foster understanding and cooperation among its residents, and establish unique community distinction

### OBJECTIVES

#### CU1 HISTORIC PRESERVATION

**A Provide a context for the community's development by encouraging sensitive and complementary redevelopment in established neighborhoods**

- 1 Without compromise to essential safety and land use considerations, support amendments that add flexibility to local **municipal codes** to support **adaptive reuse** and preservation of historic structures (see also RE1B1)
  - a Utilize the **Existing Building Code** as adopted as part of the Greeley Municipal Code to provide reasonable flexibility in the application of building and fire code standards to older, established properties
- 2 Through recognition and financial and related incentives, reduce barriers to preservation support and induce land owners to protect, improve and designate historically significant structures (see also RE2A1 and TR7B1)
  - a Continue and expand the City's historic preservation loan program for façade renovation of significant structures
  - b Facilitate the availability of private loans at attractive rates and terms through local lenders for landowners seeking financial support in the renovation, rehabilitation, or restoration of an historic structure
  - c Explore other financial sources of support for historic preservation activities, including state, federal and private foundation sources which will bring new funds to community preservation endeavors
- 3 When considering land use applications, weigh the potential impact to any structures or areas of historic or potential historic merit

**ADAPTIVE REUSE** – the development of a new use for an older building or for a building originally designed for a specific or special purpose.

**EXISTING BUILDING CODE** – One of several building codes adopted by the City of Greeley, and administered through its Building Inspection Division, which allows the alteration of an existing building to consider and follow the code standards in place when the building was constructed under certain conditions.

**CULTURE** – elements relating to customary beliefs, social forms, physical structures and related traits of racial, religious or social groups, and, aspects of intellectual or artistic taste.

**HISTORIC PRESERVATION** – the protection, rehabilitation, and restoration of districts, sites, buildings, structures, objects, and artifacts that are significant in history, architecture, archaeology, or culture.

**MUNICIPAL CODE** – the adopted code of the City of Greeley.

- a Review **Development Code** standards to assure standards provide complementary site and building design within established areas in order to maintain the character of an area (see also CD1B1 and RE1A2)
  - b Ensure that infrastructure installed in established areas matches prevailing layouts to achieve neighborhood compatibility when the existing conditions have design merit. Sidewalk location and design, street lighting and curb types are examples of the type of infrastructure which should be reviewed for complementary design
  - c Acquaint the community with the option to propose a “**character overlay district**” to support neighborhood driven **covenants** or design characteristics to protect the distinctiveness of an area
- 4 Explore the development of landscape standards for established areas of town which support reforestation and a range of complementary design options to help maintain the character of an area while supporting water conservation objectives (see also policies (EN4B2 and RE3A3)

**B Promote local heritage with identification of structures, facilities, and areas which carry historical, cultural, architectural, or geographical significance**

- 1 Through this 2060 Plan readopt the 1996 Preservation Plan, as amended and managed by the Greeley Historic Preservation Commission
  - a Conduct a comprehensive review and update of the **Preservation Plan** to assure its continued relevance in application
  - b Promote awareness and application of the Preservation Plan’s objectives
- 2 Continue the identification of historically significant elements of the built environment associated with important people and events (see also policies CD1A5 and RE3D1)
- 3 Encourage community education that facilitates a deeper understanding and appreciation for local historic resources through activities which could include, but not be limited to, the following:
  - a Produce materials which describe and illustrate elements associated with historic structures, architectural styles and related topics

**CHARACTER OVERLAY DISTRICT** – an overlay district established for the purpose of maintaining and preserving the attributes which make up the character of a particular and definable area within the city.

**COVENANTS** – a set of restrictions and conditions that are intended to maintain neighborhood or character and prevent improper use of land and which are administered by a homeowners’ or property owners’ association.

**DEVELOPMENT CODE**  
– the City of Greeley’s Zoning and Subdivision regulations, adopted in 1998 and amended in 1999.

**PRESERVATION PLAN** – (see Historic Preservation Plan)



- b Continue to program events and extend opportunities which assist residents to experience history and preservation appreciation in a dynamic and hands-on manner, such as through “living history” settings (**Centennial Village, Plumb Farm Learning Center**)
    - c Produce self-guided tour maps and listings of historic resources to encourage resident awareness of local resources of historic significance
    - d Seek grants and other resources to provide markers, plaques, and other identification, as appropriate, at sites of historic significance
    - e Explore technological opportunities to expose the public to historic preservation programs and resources
  - 4 Display leadership in the care, promotion, and use of City-owned facilities which are of historic significance and encourage other public entities to offer like stewardship
    - a Work with Weld County government, local school districts, the University of Northern Colorado, area library districts and other government entities to honor and protect historic resources
    - b Explore the option of an intergovernmental agreement to provide historic preservation support within the Long Range Expected Growth Area (LREGA)
  - 5 Protect and expand the City’s museum archives as a resource for documentation of the human experience in Greeley
    - a Promote partnerships among cultural heritage organizations in the community to develop interpretative and educational programming about Greeley’s heritage, such as with the “**Windows of Time**” series
    - b Encourage public participation in the documentation of Greeley’s history through such means as acquisition of oral histories for the elderly or their family members
- C **Preserve important structures, facilities, and areas in the community for perpetual appreciation and historic reference and to contribute to the community’s unique character**
  - 1 Promote the designation of historically significant buildings and districts to the local register

**CENTENNIAL VILLAGE** – a “living history” museum campus which provides interpretation and hands-on experience of the early history of Greeley and Weld County.

**LIVING HISTORY** – an activity that incorporates historical tools, activities and dress into an interactive presentation that gives observers and participants a sense of stepping back in time.

**PLUMB FARM MUSEUM** – an agricultural learning center providing educational resources about Greeley’s agricultural heritage.

**WINDOWS OF TIME** – a production of the Greeley Historic Preservation Commission about historic preservation and local history in Greeley.

**Embrace  
differences**

- 2 Seek funding and tax credits to support the maintenance and improvement of locally significant structures
- 3 Educate the public about the available resources to support rehabilitation of historic structures
- 4 Provide technical assistance and resources to the community and landowners wishing to explore designation of a structure as historically significant
- 5 Work with neighborhood residents and business owners, as requested, to evaluate the potential for area designation as an historic district (see also CD1B1 and LU2A9)

**CU2 CELEBRATING COMMUNITY THROUGH EVENTS AND FESTIVALS**

**A Observe important events and provide opportunities for individuals to experience the rich diversity of the community**

- 1 Encourage and support the celebration, preservation and transmission of traditions through cultural activities, the arts, education, literature and public events (see also RE2C1)
- 2 Develop and expand resources, exhibits, and programs through the museums, libraries and other public venues which educate residents in a thoughtful manner about the diverse cultures within the community

**B Provide emotional renewal and relief from normal routines through art, entertainment and activities that add to the community's *quality of life***

- 1 Provide programs and events that offer residents the opportunity to experience art and entertainment within the community
  - a Continue to offer such City events as Neighborhood Nights, Arts Picnic, Oktoberfest, Friday Fest, Historic Preservation Month, Festival of Trees; University of Northern Colorado programs such as the Gala, Jazz Festival, and concerts; along with the many other similar and regular community entertainment events such as the Blues Festival and the Fiesta

**QUALITY OF LIFE** – is the degree of well-being felt by an individual or group of people, consisting of physical and psychological.

**Build Today with Care –  
it is Tomorrow's History**

- b Support the Downtown Development initiative to create an Arts and Entertainment District identity (see also RE2C5)

**C Promote the community as a unique destination for visitors, travelers and conferences that expose newcomers to the city's vitality and diversity, thereby enhancing its image and economic development appeal**

- 1 Work with the Convention and Visitors Bureau to promote conferences and events that showcase Greeley's many offerings to visitors
  - a Continue to promote **Operation Safe Stay** to hospitality providers to increase the safety and well being of travelers and guests in Greeley hotel accommodations (see also PS4A8)
- 2 Support community branding programs that reinforce and promote Greeley's assets

**D Plan, promote, and stage a variety of community events and festivals to enhance a sense of the community culture and facilitate understanding and appreciation of customs, beliefs, and behaviors of different social groups and cultures**

- 1 Involve neighborhood residents in area-specific art and cultural events

**E Increase appreciation and understanding of important local events and features through community education**

- 1 Promote and expand celebrations such as Potato Day and Homesteaders' Holidays to provide an opportunity to learn about and experience events of local and historical significance

**CU3 UNDERSTANDING DIVERSITY**

**A Foster understanding between people from varied backgrounds and promote conditions which enable different people to live together without conflict and with mutual respect**

- 1 Demonstrate cultural sensitivity and encourage the participation of diverse populations in municipal and community services
  - a To the extent feasible, anticipate and provide language support and interpretation to assist with program access
  - b Use international and universal symbols to guide visitors to important local destinations

**OPERATION SAFE STAY**  
 – a program coordinated by the City's Community Development and Police Department for hotel operators/landlords providing crime prevention strategies and marketing support.

**WHERE HISTORY IS  
ALIVE**

- 2 Support reciprocal international understanding and goodwill through such activities as exchange programs and related means
- 3 Use cultural events to promote cross-cultural awareness in order to foster healthy interactions with one another and minimize conditions that contribute to isolation and segregation
- 4 Support safe and appropriate opportunities to explore differing points of view in order to address issues and conditions that may divide neighborhoods so that actions can be taken to address and overcome obstacles to community harmony (see also PS3C1)
- 5 Support the work of such groups as **“Realizing Our Community”** and the **Human Relations Commission** which exist to foster healthy and successful relationships and living situations for all members of the community
- 6 Solicit citizen participation on City boards and commissions which represent a broad geographic, cultural, gender, age and ability cross-section of the community
  - a Continue efforts to achieve a city work force which is a reflection of the cultural and demographic population of the community

**B Provide venues for the healthy and harmonious discussion of dissimilar orientations, opinions and values**

- 1 Promote opportunities to increase the involvement of diverse groups of residents in community issues and in City-sponsored events
- 2 Continue support for the City **Mediation** program to help residents and businesses work through differences (see also PS3C1)
- 3 Explore venues to expand knowledge, understanding and appreciation of differences between people in order to diminish stereotypes and reduce intolerance and disparities between various community populations

**HUMAN RELATIONS COMMISSION** – an 11-member Council-appointed citizen commission responsible for fostering mutual respect and understanding among all members of the community.

**MEDIATION** – a form of dispute resolution intended to assist two or more parties to reach agreement.

**REALIZING OUR COMMUNITY (ROC)** – a collaborative initiative formed to support the Immigrant and Refugee Families program of The Colorado Trust, with the goals of working together on education, language and community relations.

#### CU4 CULTURAL RESOURCES

##### A Promote opportunities for residents to experience their community and world in an expansive manner while appreciating unique local offerings

- 1 Promote a full array of cultural facilities, including libraries, schools, parks, performing arts and art exhibition facilities, museums, and community centers throughout the community
  - a Locate those facilities which attract large attendance in urban centers that also function as major commercial, business or governmental gathering places and that have regional identity and good transportation access
  - b Locate small cultural facilities in neighborhoods with a scale and design compatible with the character of the surrounding area
- 2 Foster public interaction throughout the city by providing open spaces that are well-integrated into the neighborhood areas they serve and which may also function as informal gathering areas (see also CD1D6 and PS2A8)
- 3 Promote community use and access to the local library system
  - a Explore, expand, and integrate awareness of the library system in partnership with other community events to introduce library resources to the broadest community audience possible

##### B Strengthen, promote and expand the cultural resources within the community

- 1 Catalogue and promote places in the community which have special significance to the development of the area, such as the Cache la Poudre River, the **Union Pacific Railroad** Department, irrigation ditches and improvements, and similar features which provide an important context of community identity
- 2 Encourage informal opportunities for learning and enjoyment of the arts through creative ways of presenting cultural resources to the public such as via mass transit, the treatment of publications and flyers about public events, at public gatherings, billing statements, library resources, and programming

**UNION PACIFIC RAILROAD**  
– the largest railroad in the United States, serving much of the central and western areas of the county, headquartered in Omaha, Nebraska.

# Celebrating Local Traditions



- 3 Work with community artists, arts organizations, ethnic, cultural, entertainment and community associations to foster life- long cultural exploration for all city residents
- 4 Encourage cultural programs and public art projects that involve youth in the participation of their design and **implementation**
- 5 Promote the City's **One Percent for Art** Program which incorporates artistic design and art works installation as
  - a component of its capital construction projects, thereby enriching both the interest, quality and relevance of public improvements and the community areas in which they are located (see also policy CD1A3)
- 6 Continue and expand programming of performances and events in non-traditional settings, such as neighborhood parks, schools, transit areas and public areas within private developments, to reach new audiences and increase access for people who might not otherwise attend such events
- 7 Promote and expand local museum facilities and/or programming to provide a context for residents to understand those who preceded them in the development of the community, as well as to provide a mechanism to document key events, people and community features to help bring history alive for area residents and visitors
  - a Promote events throughout the region to add to Greeley's image as a culturally-rich and diverse community (see also CD1A5)
  - b Continue neighborhood history walking tours and character enactments, such as at the cemetery, to help residents appreciate the local context of settlement, development and local events in history
- 8 Integrate cultural and art elements as an integral part of the City's capital improvements program
- 9 Retool the City's art program to expand community awareness, experience and involvement through hands-on demonstrations and outreach
  - a Provide a 'mobile gallery' that brings artwork to various parts of the community
  - b Expand community exposure to the arts through an "art-mobile" type of venue that brings art to community residents in a variety of neighborhoods, facilities and settings

**IMPLEMENTATION** – carrying out or fulfilling plans and proposals.

**ONE PERCENT FOR ART** – a City program that requires capital improvement projects of \$250,000 or more to allocate one percent of the total project cost for public art.

# COMMUNITY ENGAGEMENT IN ARTS