



Town of Parker

# Cultural Strategic Plan

2026 – 2036



**PARKER  
ARTS**





# Executive Summary



# OUR VISION

To promote and celebrate vibrant, creative and connected experiences that make Parker a thriving cultural destination.



*A Classic Parker Holiday featuring the Parker Symphony Orchestra and the Parker Choral.*  
Courtesy of Parker Arts.



# OUR MISSION

Parker Arts enhances the quality of life and economic vitality of our Town by supporting artists, creating spaces and experiences that bring people together, and cultivating a vibrant creative community.



Parker Arts outreach event.  
Courtesy of Parker Arts.





# OUR APPROACH

Parker Arts is guided by the following core principles:

## WELCOMING

We offer a wide variety of experiences to ensure inclusive, accessible and affordable participation opportunities.

## CULTURALLY VIBRANT

Whether it's creative entrepreneurship or arts education, history or scientific innovation, our programming strengthens Parker's identity as a vibrant cultural hub.

## COMMITTED TO EXCELLENCE

From programming to operations, we hold ourselves to the highest standard of quality.

# OUR STRATEGIC PRIORITIES

2026–2036

As we work toward our vision and fulfill our mission, our strategic priorities are:



# Strategic Priority 1:

## **Plan for Parker's sustainable arts and culture future**

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### Objectives:

- Optimize programming to support the financial health of arts and culture in Parker.
- Maximize efficiency.
- Implement a long-term fundraising strategy.
- Explore improving governance.
- Attract and foster staff and volunteer talent.

## Strategic Priority 2: **Cultivate creative community**

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### Objectives:

- Build community relationships.
- Amplify local creatives.
- Support creative entrepreneurship in Parker.



## Strategic Priority 3:

# **Invigorate Downtown Parker as a thriving cultural destination**

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### **Objectives:**

- Refine roles of the PACE Center and the Schoolhouse within Parker's cultural strategy.
- Activate underutilized spaces.
- Develop signature Town events.
- Collaborate on placemaking.
- Promote Downtown Parker as a cultural destination.



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