



Report on Inclusion Efforts

When the Arts Vision 2030 project work began in fall of 2018, efforts to improve the equitable inclusion of diverse voices also began. Below is a summary of the project's efforts toward inclusion, including diversity of age, race, discipline, and geography across the two-county region but with a primary focus on inclusion of BIPOC community members, leaders, and creatives.

- Assembled a Steering Committee of 24 that included and maintained:
 - Representation from Manitou Springs, Monument, Woodland Park, and Cripple Creek
 - Balanced expertise in a wide variety of visual and performing arts, organizations large and small, nonprofits, creative businesses, individual artists, and arts education.
 - 30% BIPOC creatives (8 of 24)
 - 13% GLBTQIA (3 of 24)
 - 29% under age 40, 33% over age 50
- The RFP to choose a consulting team included a weighted evaluation rubric which added up to 10 additional points for candidates who demonstrated a strong "Inclusion & Cultural Equity" approach
- The focus group series included one dedicated to listening and visioning specifically about the creative future of Southeast COS.
- Community stakeholders who were invited to interviews or focus groups were 18% BIPOC. Of those who attended, interviews were 20% BIPOC and focus groups were 10% BIPOC.
- The \$3,400 social media marketing campaign budgeted during the community engagement phase reached 79,936 individual residents with 305,198 impressions.
 - A subset of the English campaign was targeted toward BIPOC residents in El Paso and Teller counties, reaching 6,312 local residents with 12,006 impressions. The BIPOC audience had the highest click-through rate of all audiences targeted in 16 ad sets.
 - \$1,500 was dedicated to Spanish-language marketing. The Spanish campaign was the 4th highest, performing in the top 25% tier of all campaigns. In addition, Google Analytics reports that 3% of all site visits to Arts Vision 2030 used the Spanish translation widget
- A special advisory team of the Steering Committee was convened to brainstorm ways of increasing BIPOC engagement. The team recommended focusing the limited in-person outreach budget and efforts (once the pandemic conditions improved) on directly hearing from BIPOC community members. These efforts in June & July included:
 - Sponsorship of Juneteenth Celebration, including on stage invitations to participate in Arts Vision 2030.
 - Sponsorship of Poetry 719, including on stage invitations at open mic events and an engagement table at the Poetry 719 Day on July 24.
 - Partnership with Colorado Springs Fine Arts Center's City as a Venue series, including stuffing engagement activity fliers in giveaway bags for free community performances at Deerfield Hills Community Center in Southeast COS and the Colorado Springs Sesquicentennial Celebration.
- The Cultural Office engaged Debbie Howell (Pawnee/Dakota) to help craft a land acknowledgement for the Pikes Peak region that is intentionally brief enough to be used by the creative community within certain speeches before performances and other cultural events. It was released on Indigenous People's Day, read at the Arts Vision 2030 Release Event, and distributed in print.
- Access 2 Sign Language was engaged for ASL translation services at the Arts Vision 2030 Release Event and other future public events of the Cultural Office.