

## 1.4 Cultural Enrichment

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Assessment Process	
<b>A.</b>	Community betterment surveys, town meetings, brainstorming, focus group studies, and advisory committees achieve the assessment of needs, wants, and resources.

Program Standards	
<b>A.</b>	<p><b>Organization:</b> Under the umbrella of Lamar Community Betterment, several organizations have been formed to promote cultural events.</p> <ol style="list-style-type: none"> <li>1. In 2001, the Arts Council Barton County, with a five-member board, was created to promote the arts and to work with other cultural organizations. This council serves as the primary organization for cultural enrichment functions.</li> <li>2. The Plaza Theater, with a board of five members, sponsored restoration and operation of the art-deco-style movie theater.</li> <li>3. A seven member Lamar Community Theater Board sponsors a children’s play and an adult play annually.</li> <li>4. The Lamar Downtown Association, also under the Lamar Community Betterment umbrella, strives for the beautification of the Lamar Square with an emphasis upon restoration of original building designs of the 1880’s.</li> <li>5. The City of Lamar has established and funded a full-time position that has the responsibility of promoting the use of an 805 seat auditorium for cultural and entertainment events.</li> </ol>
<b>B.</b>	<p><b>Mission Statement:</b> It is the mission of the Arts Council Barton County to enrich the lives of the community through access to programs and opportunities of education, participation, and appreciation of the arts.</p>
<b>C.</b>	<p><b>Activities:</b> Year-round activities are held in every aspect of the arts for the citizens of Lamar and Barton County. Sample activities include, but are not limited to:</p> <ul style="list-style-type: none"> <li>• A two-day Shakespeare Film Festival</li> <li>• Poster Contest</li> <li>• Lectures on the Theatre Arts</li> <li>• A two-day Arts Festival</li> </ul>
<b>D.</b>	<p><b>Assessment:</b> The Lamar Community Betterment Council, through the Chamber of Commerce, administered a comprehensive survey with a heavy emphasis on arts and cultural activities. Additionally, the Arts Council receives valuable input through a suggestion box at key events. The council is assessing both sources of community input on an ongoing basis.</p>

<b>Program Goals and Planning</b>	
<b>Goal</b>	<b>Develop a permanent, physical headquarters for arts and cultural activities in Barton County.</b>
<b>Strategy</b>	A building has been identified and purchased by the council to be used for classes in dance, theatre, music, and painting. The facility will serve as a permanent gallery for showings by artists. The building is centrally located in a key commercial and tourism area of Lamar.
<b>Funding</b>	Funding for architectural planning, refurbishment, and operation will be secured through local donations, fundraising events, and state grant support.
<b>Timeline</b>	Completion by 2004
<b>Goal Evaluation</b>	Completion of project, increase in arts and cultural activities, increase in visitor counts to local tourism attractions, increase in economic impact of tourism and cultural activity.

<b>Program Evaluation</b>
<p>The success of Cultural Enrichment endeavors for Lamar are addressed through:</p> <ul style="list-style-type: none"> <li>• Specific economic indicators available from the local agencies, the Missouri Economic Research and Information Center and the U.S. Census Bureau</li> <li>• Benchmarks established through the Missouri Arts Council and the Missouri Division of Tourism</li> <li>• Monthly focus group sessions conducted by the Arts Council of Barton County</li> <li>• Annual Surveys of the local community</li> <li>• Annual Strategic Planning Retreat of Board Members and invited volunteer executives from other local civic partners engaged in cultural enrichment</li> </ul>