



TOWN OF
BRECKENRIDGE

TOWN OF BRECKENRIDGE

ARTS & CULTURE RESEARCH 2025

CORONAINSIGHTS



CONTENTS

Executive Summary			
Introduction	<u>04</u>	Detailed Findings: Focus Groups	
Executive Summary		Perceptions and Misperceptions	
Key Findings and Audience Spotlights	<u>06</u>	of Arts In Breckenridge	<u>51</u>
Executive Summary		Detailed Findings: Focus Groups	
Recommendations	<u>22</u>	Venue- and Entity-Specific Feedback	<u>60</u>
Detailed Findings		Detailed Findings: Focus Groups	
Introduction: Survey	<u>25</u>	Feedback on Classes/Studio Hours	<u>70</u>
Detailed Findings: Survey		Detailed Findings: Focus Groups	
Perceptions of Arts & Culture in Breckenridge	<u>26</u>	Opportunities and Desired Experiences	<u>74</u>
Detailed Findings: Survey		Detailed Findings: Focus Groups	
Motivations for Leisure Activity	<u>31</u>	Unmet Needs and Barriers	<u>87</u>
Detailed Findings: Survey		Detailed Findings: Focus Groups	
Arts District Participation & Perceptions	<u>38</u>	Feedback from Business Leaders	<u>105</u>
Detailed Findings		Appendix	
Introduction: Focus Groups	<u>50</u>	Methodology	<u>117</u>

EXECUTIVE SUMMARY

INTRODUCTION

Corona Insights was retained by the Town of Breckenridge to conduct quantitative and qualitative research to inform the upcoming arts and culture master planning process and inform future programming ideas.

To do so, Corona conducted an initial survey of year-round residents, part-time residents, and visitors. To further explore some of the key findings from the survey, Corona conducted focus groups with a variety of key audience.

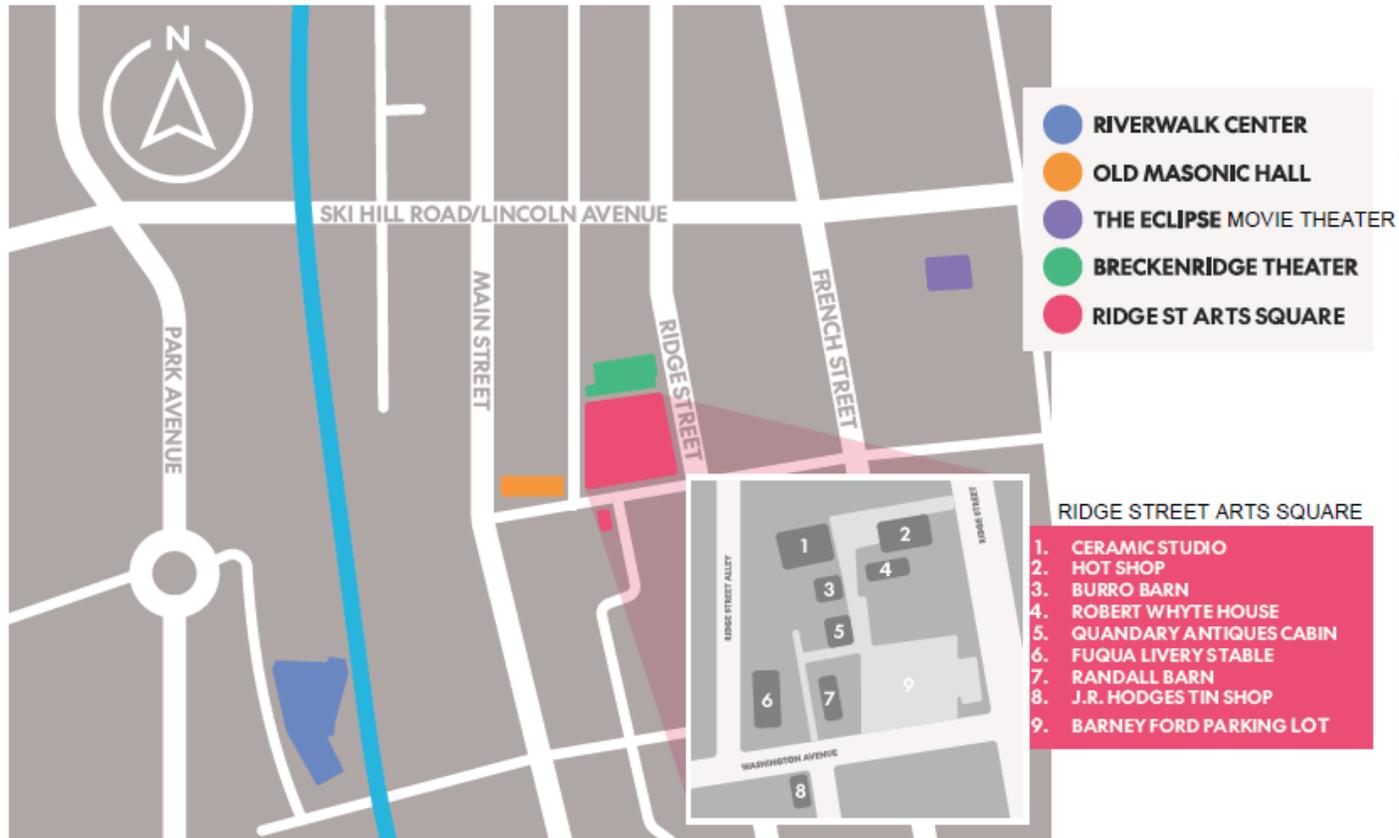
This report summarizes the findings across both phases of research. The executive summary provides a high-level description of the larger findings across the survey and the focus groups.

Methodology

- > Detailed findings from the survey can be found in the Detailed Findings: Survey section.
- > Detailed findings from the focus groups can be found in the Detailed Findings: Focus Groups section.
- > Further information about the both the survey and the focus group methodologies including recruitment approach can be found in the [Appendix](#).

Locations, Names, and Acronyms of Venues and Organizations

ARTS DISTRICT CAMPUS MAP 5 VENUES • 14 FACILITIES

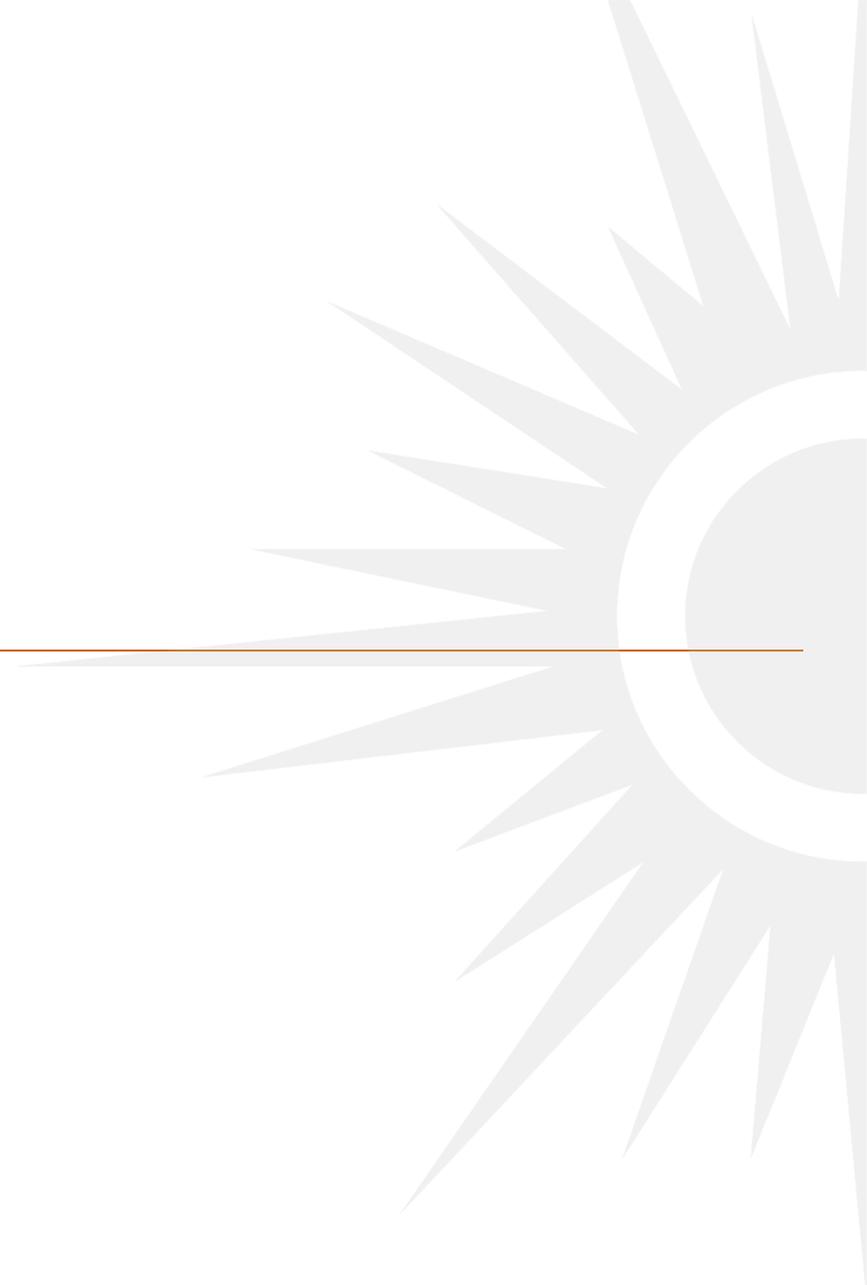


Breckenridge Backstage Theater: often referred to by participants as just “Backstage”

Ridge Street Arts Square: although Ridge Street extends beyond just the Square/Arts Campus area, many refer to this specific area with just the term “Ridge Street”

The National Repertory Orchestra (NRO): Symphony orchestra group that has a summer fellowship program in Summit County and uses the Riverwalk center during most of this time for rehearsals and performances

EXECUTIVE SUMMARY
KEY FINDINGS



Perceptions of Breckenridge Arts and Culture

Impressions of the Arts District

Impressions of the Arts District among focus group participants were positive, with patrons and business leaders highly praising recent programming and the vibrancy of the area. Regardless of whether they had visited in the past, survey respondents have positive opinions of the Arts District in Breckenridge. Most respondents agreed that the Arts district is a community resource, is fun, welcoming, and held other positive attributes. Among all survey respondents, nearly one third (31%) said they were very satisfied and more than three out of four (76%) said they were at least somewhat satisfied with the Arts District. Part-time Breckenridge residents were more likely (84%) to say they were somewhat or very satisfied than full-time residents (70%).

Identity of Breckenridge

Patrons tended to view Breckenridge as an arts town more than other audiences—most felt it is primarily a ski town. However, many believed the arts is an added bonus that tourists recognize after arriving and that many residents value. Nearly nine out of ten survey respondents (86%) said “a ski town” best described Breckenridge, and nearly two out of three (65%) said “a historic town” best fit. One third of respondents (33%) said the description of “an arts town” fit Breckenridge well; year-round residents were the least likely to say that Breckenridge was an arts town.

Perceptions of Impact

Residents and business leaders alike acknowledged how important the arts are to creating a strong economy and town culture in Breckenridge. There was some debate among residents about whether arts and culture in Breck feels more catered to tourists or locals, though most did feel it leaned toward tourists, but that locals also benefit from the offerings. Residents and visitors believe that arts and culture have many positive impacts on Breckenridge, especially in creating a vibrant town, making residents happy to live in Breckenridge, and improving the quality of life.

Utilization

The Riverwalk was the third most highly rated facility by survey respondents, and most had been to the Riverwalk in the last 12 months. Many focus group participants felt it is an incredible venue, but that it is underutilized and needs more activation. Many also mentioned wanting the lawn used more when weather allows and having events extend into the outdoor spaces around Riverwalk.

Facilities

In terms of facilities, the most common complaints are about the chairs and the bathrooms. Business leaders also have strong opinions about size and layout of the Riverwalk venue. They feel it had outgrown itself and wish it could be redone but acknowledged how cost-prohibitive that would be. Business leaders and residents alike feel strongly that higher quality and bigger music acts need to be brought back to Breckenridge, and, if not possible to accommodate within Riverwalk, find alternative spaces to have larger shows (e.g., parking lot near Riverwalk or other places like lodging/ski resort location parking lots).

Programming

The NRO is viewed very positively across audiences; however, some wish for more variety in their offerings and that other programming could be scheduled more easily at Riverwalk during the NRO season. The overall programming at Riverwalk was viewed by many participants as lacking variety and catered more toward an older crowd. Many also shared a desire for non-music or even non-performance-based offerings (e.g., comedy show, TED-style talk/lecture, dance or fitness classes on the lawn, making the space more accessible for community events to rent it like ski swap used to do).

Other Venue/Programming-Specific Feedback

Breck Create

Breck Create and their role/mission is not entirely understood by participants, with some suggesting more communication or outreach about who Breck Create is. Business leaders expressed concerns about the way facilities are managed in Breckenridge, and feel the task needs to be back in the hands of the Town. Patrons expressed worries about future funding for Breck Create, wondering if the Town would always be able to fully fund them.

Venues/Facilities

Few survey respondents rated any facility as less than good and nearly none described any facility as poor. While each facility was rated as good or excellent by a majority of respondents, the Eclipse Movie Theater and the Breckenridge Theater received the highest ratings. Similarly, in focus groups, both Breckenridge Theater and the Eclipse were highly praised by participants for having great programming and were thought to be the most popular of all the venues. However, the Old Masonic Hall is considered a somewhat forgotten venue in the Arts District; some feel more could be done to activate the space and engage people who pass through.

Classes/Artist in Residence

Many focus group participants are unsure of how the Artist in Residence program works, whether the artists have set hours, or otherwise how to know if they can visit. Classes, for those who had attended any, were well-liked. Others shared that the timing of classes has prevented them from attending (e.g., mid-day weekend is a busy time, some would prefer some early evening weekend or weekday classes for the after-work crowd). In terms of offerings, 12% of survey respondents said they wanted more variety of classes and open studio spaces for creating art. Focus group participants shared other mediums/types of classes they wanted to see offered, including urban art/graffiti, performing arts, and cooking.

Desired Programming

Desired Experiences

Survey respondents reported wanting free time experiences that had physical activity (85%), play/fun (73%), and connection with others like friends or family (66%). Strong majorities of respondents said that these kinds of experiences were very easy to find in Breckenridge (92%, 75%, and 59% respectively), although connection with others was relatively harder to find. Focus group findings echoed these sentiments, with all finding community connection the most desired experience. Participants were somewhat divided on whether this was hard to find, with some feeling existing events and programming do accomplish this (e.g., Farmer's market, 4th of July, AirStage shows, etc.) while others desired more programming that has a community-building focus.

Desired Programming

When asked how they would improve the Arts District, the most common open-ended survey responses described different/more events programming, and activities. Digging deeper into this in the focus groups revealed that participants want more events that bring community together. While there was recognition that alcohol-centered events are popular especially with the vacation and tourist crowd, there was a desire for events, which may have alcohol, to also have more to them (i.e., "less drink more think"). Spanish speakers and young adults also want more culturally diverse programs, with Latine participants sharing that broader representation of Latin-American cultures was important to them.

Specific Suggestions

Suggestions that emerged in focus groups included: Immersive theater, dance and fitness classes (on the Riverwalk lawn), sports on the lawn (volleyball, spikeball), movie screenings, football/other sports game screenings, TED-talk style lectures, comedy shows, battle of the bands, open mic nights, and food-related events similar to Barbeque and Blues by NRO or the Culinary Showdown by FIRC.

Features of Community-Centered Programming

Local-Focused

For focus group participants, discussions about community-centered events often converged on the topic of a local-focused approach, which they felt was crucial to making locals feel more like arts and culture programming was for them and not only for tourists. Survey respondents under the age of 45 were more likely (19%) to want a local-focused approach than older residents (3%). Local-focused programming was a highly discussed topic across all focus groups.

Casual and Activity-Based

Common ways participants described community-centered programming were as events that are somewhat more casual/informal, that promote socializing and quality time with loved ones, and that have some element of participation/activity (e.g., so there is something to *do* not just something to see). They especially liked events that had outdoor space for families to spread out, kids to play, and people to not be seated in one location but rather moving around and interacting with others. Many feel the Riverwalk lawn is an ideal location for this type of format.

Recurring/Regular

Another element of programming that checked the boxes for both local-focused and community-centered is having a regular schedule. This is one of the reasons so many love the farmer's market: they know on Thursdays they are going to go to that and socialize and hopefully also catch an AirStage show. Young people also mentioned Dillon Amphitheater free Mondays and wished they had something like that in Breckenridge. The desire was not even necessarily for music, but rather something they know to count on every week to get together with friends and do. The idea of recurring programming was also discussed in the context of classes, with some participants sharing a desire for classes offered in a series.

Top Barriers

Parking

Among survey respondents, almost a quarter said worries about parking (23%) were a barrier to attending arts and cultural events in Breckenridge. Visitors were more likely (37%) to say worries about parking prevented them from attending arts and cultural events in town than were part-time (19%) or year-round (16%) residents. In focus groups, part-time and year-round residents across groups, especially patrons and young adults, discussed the frustrations of parking around the Arts District.

Lack of Information

Survey findings revealed that the most common barrier to attending arts and cultural events in Breckenridge is a lack of information about events (35%), and 17% of respondents desired increased outreach and promotion of events. Focus groups echoed this finding, with participants reporting information barriers across all groups. Many participants reported subscribing to updates from GoBreck, Breck Create, or the Town of Breckenridge, but felt the information is spread across too many channels, making events easy to miss. They wanted a single, centralized source for arts, culture, and entertainment information in Breckenridge, and ideally, for all of Summit County.

Cost/Scheduling

Survey respondents under the age of 45 were more likely to say the cost of attending (38%) and events not being at convenient times (33%) were barriers than did older respondents (17% and 12% respectively). These two barriers were also top concerns in focus groups among young adults as well as Spanish speakers. Young adults suggested under-35 discounts and broader access to scholarships for Breck Create classes as ways to feel more included. They also pointed to demanding work and college schedules that limit their ability to participate. Among Spanish speakers, conflicting work hours in hospitality and service jobs make event attendance difficult, and cost was also mentioned as a lesser barrier.

Survey Audience Spotlight Summary

Unique Opinion/Experience

Reach Them By...



Year-Round Residents

Were more likely to visit the Arts District in Breckenridge with friends and much more likely to have visited the Eclipse Movie Theater

Making the Arts District more welcoming and accessible, offering a wider range of programming, and demonstrating the arts' economic contribution



Part-time Residents

Were very unlikely to view cost as a barrier to engaging with the arts in Breckenridge and thought arts and culture honored the town's history very well

Communicating information about events occurring in town and offering experiences that provide physical activity and/or relaxation of the mind



Visitors

Were most likely to describe Breckenridge as an arts town and visited museums or galleries at a higher rate than year-round residents

Mitigating concerns about parking (the most frequently reported barrier to arts engagement among visitors) and communicating information about events occurring in town



Breckenridge Business Owners

While they participated in cultural activities at similar rates to non-business owners, they were less likely to have visited the Arts District

Making them feel welcomed in arts and cultural events and highlighting the economic benefits and business connections of the arts in Breckenridge.



Individuals Under The Age of 45

Were more likely to bring children to arts and cultural events, and wanted experiences that allowed them to escape and get out of their comfort zone

Reducing barriers like cost, limited scheduling, and the need for childcare (these barriers were more common among younger respondents)

Activity/Opinion	Year-Round	Part-time	Visitor
Visited the Eclipse Movie Theater	61%	34%	47%
Thought Breckenridge Arts District is not for someone like them (among those who never visited)	34%	14%	18%
Said programming not being of interest was a barrier to attending arts/cultural events in Breckenridge	35%	22%	25%
Said arts and culture did not contribute to Breckenridge's economy	16%	5%	4%
Visited the Riverwalk Center	91%	80%	81%
Typically visits Arts District in Breckenridge with friends	44%	35%	30%
Strongly agreed that arts and culture honor the history of the town	22%	38%	30%
Said cost of attending was a barrier to attending arts/cultural events in Breckenridge	26%	8%	27%
Wants to connect with their community in their free time	45%	31%	48%
Describes Breckenridge as an arts town	25%	34%	41%
Visited a museum or gallery in the last 12 months	46%	59%	61%
Would improve the Arts District experience with increased outreach/promotion	9%	25%	31%
Said concerns about parking were a barrier to attending arts/cultural events in Breckenridge	16%	19%	37%
	<i>Sample size</i>	335	253
			224

All differences on this slide were statistically significant. The bolded percentages indicate which segment was most likely to say/do the item described in each row.

Question sample size may differ based on nonresponse and survey logic.

Breckenridge Business Owners

There is an opportunity to grow and strengthen the relationship between business owners and the Arts District.

- > Overall, business owners were less likely to feel welcomed or like they belonged in the Arts District, perhaps because they were less interested in the programming.
 - Among those who had visited the Arts District, business owners were less likely (15%) than others (33%) to strongly agree that the Arts District in Breckenridge has a welcoming atmosphere. This difference was also present when comparing full-time resident business owners (13%) to other full-time residents (38%). Similarly, business owners were less likely (13%) than others (24%) to strongly agree that the Arts District is for someone like them.* Again, this difference remained when comparing just full-time residents (11% and 27%).*
 - Among those who had not visited the Arts District, business owners were more likely to disagree that the Arts District was for someone like them (51%), is fun (38%), or family friendly (29%) than others (14%, 5%, and 2% respectively).
 - When asked what issues prevent them from attending arts and cultural events in Breckenridge more frequently, business owners were more likely (43%) than others (25%) to say the programs, performances, and events are not interesting to them.

- > Business owners do participate in arts and cultural activities, even though a small percentage claim they are not interested.
 - Business owners were less interested in arts and culture than others. Among all business owners, 6% said they were not at all interested in arts and culture in general compared to just 1% of other respondents. Full-time resident business owners were more likely (7%) than other full-time residents (0%) to say they were not at all interested in arts and culture in general.
 - Full-time business owning residents were less likely to say they had visited the Arts District in Breckenridge (69%) than non-business owning full-time residents (85%).*
 - However, business owners (both full-time and part-time residents) said they participated in cultural activities at similar rates to others in the last year.
- > Business owners are interested in more collaboration.
 - When asked how they would improve the Arts District in Breckenridge, business owners were more likely (16%) than others (4%) to describe engagement/collaboration with the community (e.g., local artists and businesses).
 - Business owners were less likely to strongly agree that arts and culture in Breckenridge contribute to Breckenridge's economy (27%) than others (36%).*

* This difference was not statistically significant due to a smaller sample of business owners.

Business Leaders

- > Business leaders believe arts and cultural offerings contribute to Breckenridge's overall appeal as a destination and support local businesses.
 - These offerings are impactful particularly during slower periods, but also during busy seasons, to spread out the crowds across the town, and provide something for ski/recreation guests to do to supplement regular activities, in the evening, when it is too expensive to get a ski pass every day, or when not everybody in the party does the outdoor recreation activity.
- > Business leaders perceive the Arts District to have improved its programming activation over time, with more consistent activity visible in previously underutilized spaces (like the Ridge Street area).
 - However, business leaders believe there are opportunities to expand concert programming, as many perceive Breckenridge to be losing market share to other venues. They suggested that if Riverwalk cannot facilitate it, they should look to alternative venue options like outdoor spaces (e.g., Beaver Run parking lot).
- > Another type of programming business leaders would like to see more of is events that move through and activate different parts of town and venues/locations.
- > Business leaders have some strong opinions about Riverwalk facilities and programming.
 - Some feel that due to the venue's capacity constraints (750 max), it will never be a money-making venue for higher caliber acts. In terms of facilities, they voiced the same complaints about bathrooms and seating as other audiences, but knew the background of why those improvements are really difficult and would be a substantial investment.
- > They are open to more collaboration and cross-promotion but feel smaller businesses may need direct outreach. Communication could also be streamlined, as multiple requests for the same event sometimes create confusion about who their main point of contact is.

Respondents Under The Age of 45

There is an opportunity to increase participation for younger audiences by addressing common barriers.

- > Younger audiences are interested in the arts but face more barriers to attending arts and cultural events.
 - Respondents under the age of 45 were generally as interested and satisfied in their local arts community as older respondents.
 - Those younger than 45 were nearly twice as likely (29%) to describe themselves as artists than older respondents (15%).
 - Respondents under the age of 45 were less likely (20%) to have bought a piece of artwork in the last 12 months than older respondents (36%). However, younger respondents were more likely (39%) to have brought their children to a youth arts program or event (39%) than those 46 and older (9%).
 - However, respondents under the age of 45 were more likely to experience barriers to attending arts and cultural events in Breckenridge than older respondents. Specifically, those under 45 were more likely to say they faced barriers from the cost of attending events (38%), events not being scheduled at convenient times (33%), and finding childcare (18%) than older residents (17%, 12%, and 1% respectively).
- > Younger audiences often have young children with them and are seeking slightly different experiences in their free time.
 - Those under the age of 45 were more likely to say they typically take their children (under the age of 18) (41%) or coworkers (16%) to the Arts District in Breckenridge than older respondents (6% and 3% respectively).
 - Those under the age of 45 were more likely to say they were most interested in having free time experiences that allowed them to escape (get out of the house/office) (69%) or to get out of their comfort zone (28%) than older respondents (47% and 13% respectively).
- > Younger audiences are looking for more of a local focus in arts and cultural programming.
 - Respondents under the age of 45 were more likely (19%) to say they would improve the Arts District in Breckenridge with a local-focused approach than older respondents (3%).
 - Those under the age of 45 were more likely (35%) to say they would improve the experience of visiting the Arts District in Breckenridge with facilities modifications/utilization than older respondents (16%)*

This difference was not statistically significant due to a smaller sample of younger residents.

Young Adults

- > Young adults do not feel like arts and culture is exactly *not* for them, as they enjoy family-friendly and community events, typically, and do not feel excluded from them.
- > However, they would like more programming that feels catered to them.
 - Young adults suggested that one way to signal that an event is targeting a younger demographic could be having an alcohol component, but like other audiences, young adults felt they did not want events that were only alcohol and nothing else going on. They just felt it was a good sign that if the event involved alcohol, they could feel confident a younger crowd might show up.
- > Other types of events they would be interested in included dance and fitness classes, movie screenings, screening football games, comedy shows, and anything that facilitates socialization or meeting new people.
- > More culturally diverse programming was also discussed, and they would like to see more events reflecting and showcasing different cultural backgrounds.
- > Like other audiences, young people feel that consistent weekly programming that brings the community together would be a popular way to engage and socialize as a young person (like Dillon has every Monday a free show, Breck could have something else, not even necessarily music, on a different night).
- > Young people also felt that many arts and culture events were not accessible to them.
 - Cost was the biggest barrier. Some suggestions include younger adult discounts/subsidies and more information about scholarships for 18+ for taking classes.

Patrons

- > Patrons are overall highly satisfied with programming and venues.
 - They had some of the same suggestions for improving the Riverwalk Center as others, but generally are very pleased with the NRO and other programming at Riverwalk.
 - They would like to see more performance art, not just visual, for the classes and artist in residence representation.
 - They would also like to see more local artists showcased.
- > Patrons reported the fewest barriers, as the arts are clearly important to them to prioritize in terms of time and money. They are also more motivated to overcome information hurdles that impede other audiences. They are the most tapped into how to access information about arts and culture events, although would still appreciate a more centralized calendar or way of learning about upcoming events.

Spanish Speakers

- > Spanish speakers perceive Hispanic community participation in arts and culture to be very low, with tourists and non-Hispanic residents making up most attendees.
 - Some do not always feel included or do not feel like Breckenridge arts and culture is for them.
 - Others reflected that it is also a matter of putting yourself out there and choosing to engage with the broader community at events.
- > The biggest barrier to higher engagement mentioned was conflicting work schedules—many Hispanic residents work in hospitality during weekends when most events occur—making attendance difficult.
- > This community also faces language and information barriers.
 - Classes are rarely if ever offered in Spanish, as far as they are aware.
 - While some marketing and communications are in Spanish, some felt that more targeted efforts could be made to produce transcultural marketing campaigns.
- > The presence of Spanish language communications alone sends a signal of inclusion and belonging that some feel is missing at times in the culture of Breckenridge.
- > While increasing language access of materials and promotion is certainly important, some participants feel that alone would not be enough and that what is really needed is a word-of-mouth approach from trusted messengers within the community.
 - Identifying community leaders as "ambassadors" was thought to be more effective than just posting written information, as having other Spanish speakers communicate about cultural and artistic opportunities would result in better promotion and more excitement about an event.
 - Participants reported that Spark was an event that caused such excitement that many people heard about it through word-of-mouth, and sometimes it is just the quality of the event that would entice the Spanish speaking community to turn out more than they might typically.
- > Spanish speakers also want to see events that represent a broader array of Latin-American cultures (e.g., Día de los Muertos is primarily Mexican/Central American).

“Lack of Information” Residents

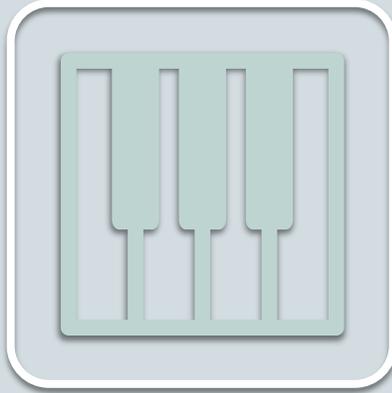
- > Residents who indicated in the survey that lack of information was a barrier for them discussed at length the fragmentation of information they perceive available to them about events in Breckenridge.
 - They feel like there were simply too many sources (TOB, GoBreck, Breck Create, websites, calendars, newsletters, etc.) to get that information from, and it makes it very difficult to consolidate it all and know what is going on for a given weekend.
- > They want to see a single calendar on a single site that has a filter function (note that GoBreck does have this, but the filter is not very obvious and is called “categories” and many Breck Create events/classes are not cross-listed there). They also suggested an even better solution could be an app where you could set your interests and it would remember them so that you would only see a personally catered list, you could turn on notifications for only events related to that, and connect it to your own calendar app.
- > This group was most vocal about wanting better music offerings. It was a mostly 40-55ish aged crowd, and they were very nostalgic for years past when some high-quality acts “on their way up” played in Breck. They feel that quality would bring in tourism and satisfy all types of audiences.
- > This audience was also very curious about the direction and identity of Breck Create/The Arts District and felt there was no clear audience in mind based on the programming and way it was marketed.
 - It seemed to them that in trying to be everything to everybody, they were missing the mark for many. They believe by offering events that focus on quality and on building community connections, it would tick the box for most without having to cater hyper-specific programming to every audience.
 - Note that some participants in this group were or had been involved in the tourism industry or marketing/communications, so they had some strong opinions about “design guest” practices, “destination drivers,” and the like.

EXECUTIVE SUMMARY
RECOMMENDATIONS

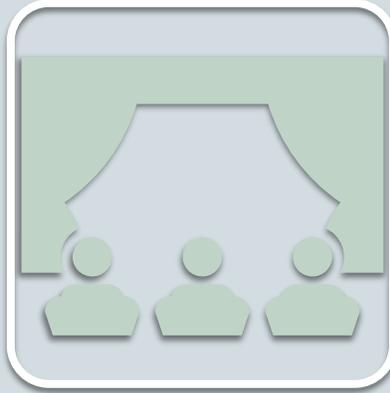
RECOMMENDATIONS



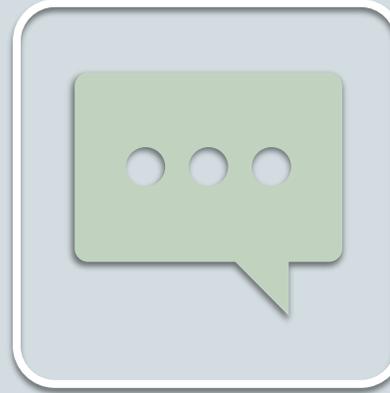
Community Connection: Create programming that encourages socialization, is recurring, makes use of the outdoor spaces, and is occasionally more informal or casual.



Live Music: Be strategic in positioning Breck in the regional live music ecosystem. An outdoor space (like a parking lot) might work better for some larger acts. Offer a variety of genres in a variety of venues (both informal and formal).



Riverwalk Center: Offer programming other than music that spills out into the outdoor space (e.g., projecting football games, yoga classes, TED talk-style talks, comedy, etc.).

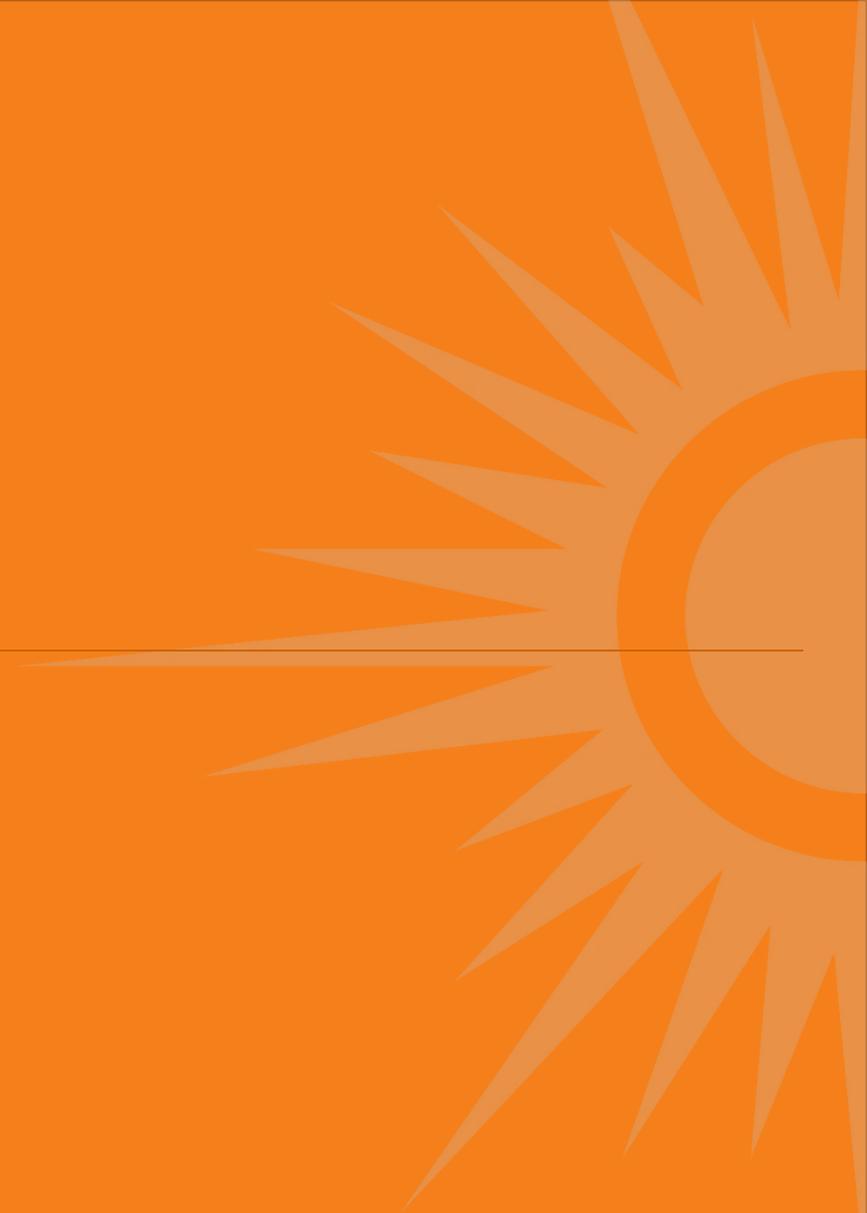


Spanish Speakers: Find ambassadors to help with word-of-mouth marketing. Celebrate a broader variety of Latin American cultures. Be mindful of scheduling that can be inclusive of those working in the hospitality industry.



Business Community: Streamline requests so that that businesses know who their main contact is. Educate smaller businesses on how to collaborate with the Arts District. Create programming that activates different parts of town and moves people through the town.

DETAILED FINDINGS: SURVEY



INTRODUCTION: SURVEY

Corona Insights was retained by the Town of Breckenridge to conduct a survey of Breckenridge residents and visitors about arts and culture in the town. This research will help inform the upcoming arts and culture master planning process and inform future programming ideas.

We collected the following information in the survey:

- Community satisfaction with current arts and culture offerings
- The importance of arts and culture offerings to 1) community members, 2) part-time residents, and 3) visitors
- How people view the role of arts and culture in the community
- Events that respondents find provide or enhance local community gathering, visitor spending, destination travel, education, a welcoming community, environmental stewardship, social intangibles, and other community or Council goals
- Insight into the current guest experience of the Riverwalk Center and priorities for improvement
- Offerings that could be enhanced
- Barriers that prevent attendance to arts and culture offerings
- Missing arts and culture offerings

Methodology

- > The survey was distributed a few different ways including:
 - By email to water bill recipients
 - By mail to water bill recipients & a sample of renters in Breckenridge
 - By email to lists maintained by arts & cultural partners and the tourism office
- > After cleaning the data of duplicates, 812 surveys were included in the analysis.
 - Full-time Breckenridge residents' data were weighted to Census data based on age, gender, & education.
 - No weighting was applied to other respondents.

More details about the methodology can be found in the [Appendix](#).

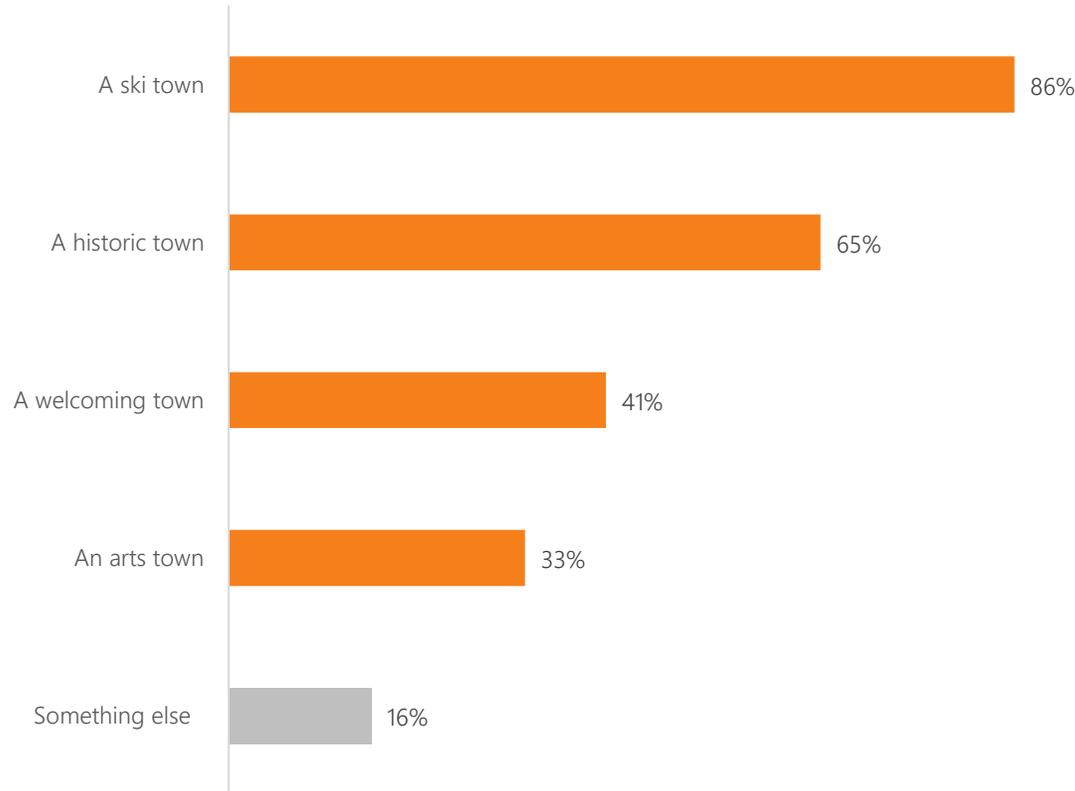
DETAILED FINDINGS: SURVEY

PERCEPTIONS OF ARTS & CULTURE IN BRECKENRIDGE



Most respondents thought of Breckenridge as a ski town and/or a historic town.

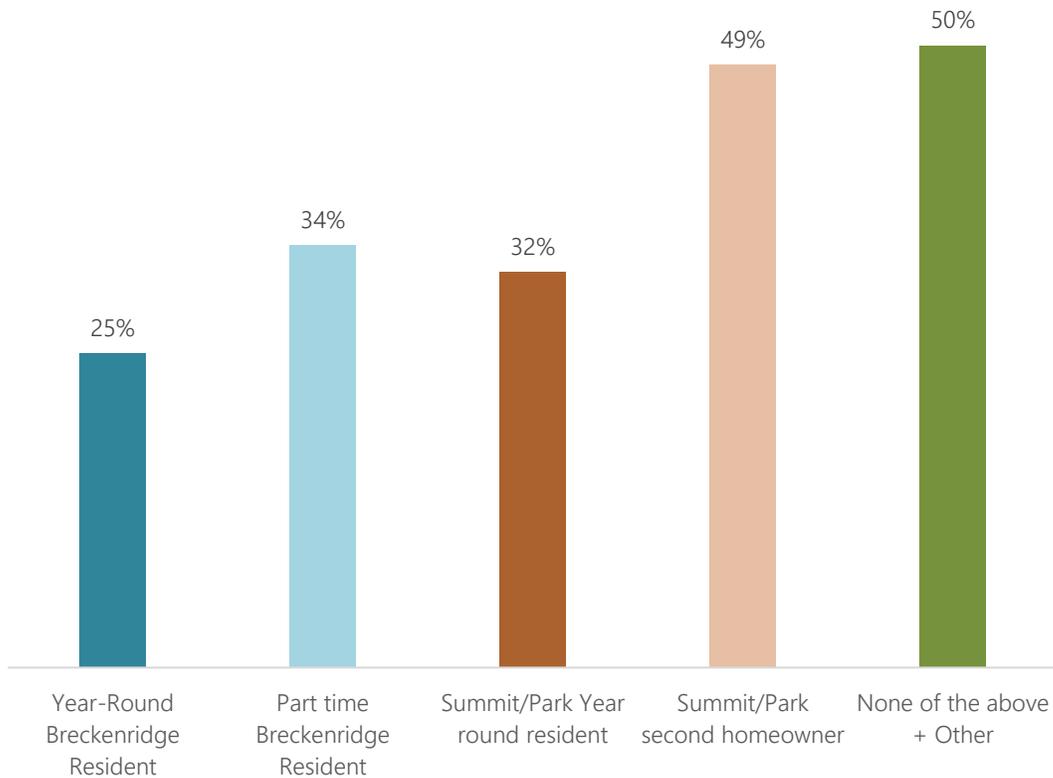
All Respondents' Descriptions of Breckenridge



- > Nearly nine out of ten respondents (86%) said that “A ski town” best described Breckenridge. Nearly two out three (65%) said the same for the description “A historic town.”
- > One third of respondents (33%) said “An arts town” best described Breckenridge. The next slide will describe key differences across segments for the share of respondents that said this description best fit the town.
- > Not shown:
 - Female respondents were more likely (71%) than male respondents (58%) to say “A historic town” best described Breckenridge.
 - Residents under the age of 65 were more likely (91%) than older residents (79%) to say “A ski town” best described Breckenridge.

Breckenridge full-time residents were the least likely to say that Breckenridge was an arts town.

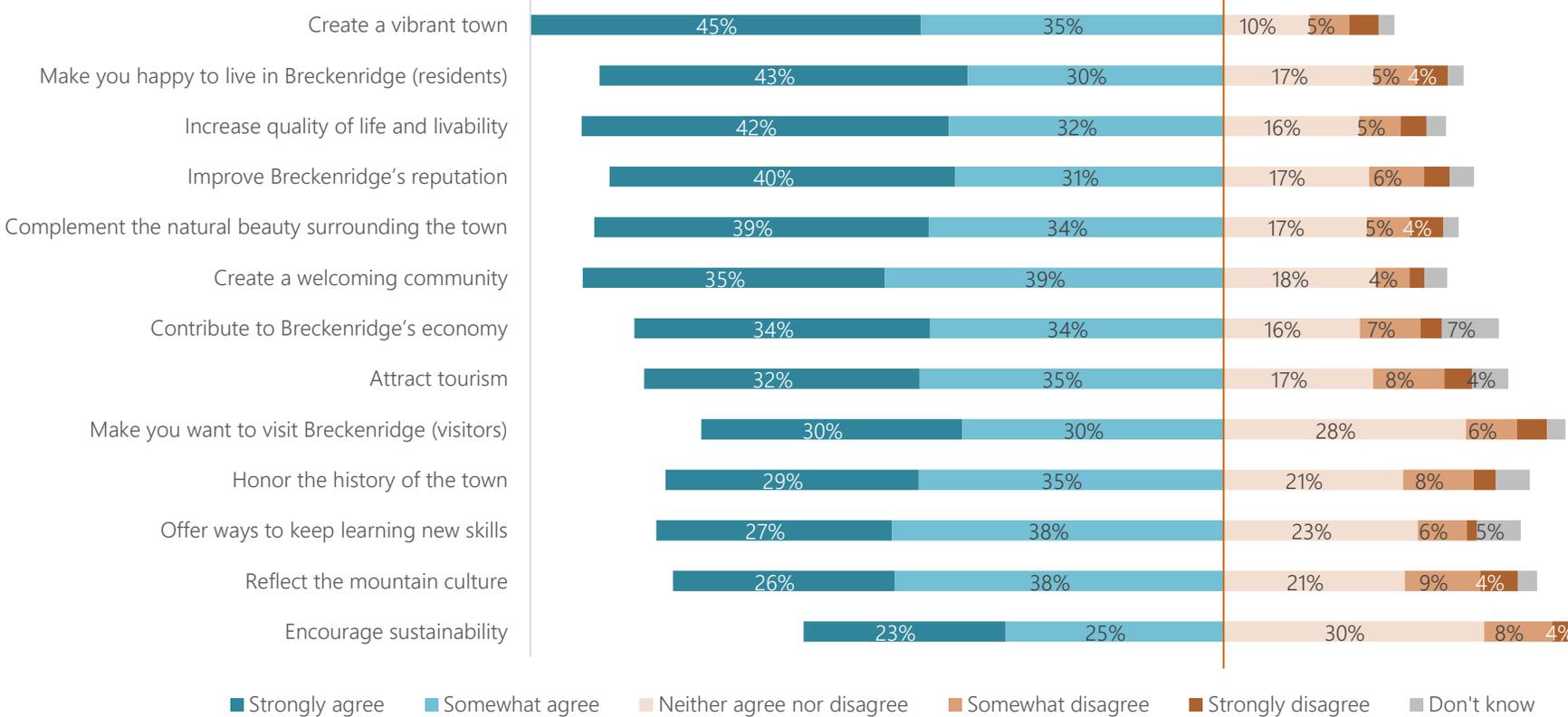
Believe that Breckenridge Is an Arts Town



- > The graph on the left presents the share of respondents that said “An arts town” best describes Breckenridge segmented by resident status. While about one third of part-time Breckenridge residents (34%) and Summit/Park County year-round residents (32%) said this description best describes Breckenridge, only one quarter (25%) of year-round Breckenridge residents said the same.
- > Not shown (across all residential statuses):
 - Female respondents were more likely (41%) than Male respondents (24%) to say “An arts town” best described Breckenridge.
 - Respondents aged 65 and older were more likely (41%) than younger respondents (29%) to say this description best described the town.

Residents and visitors believe that arts and culture have many positive impacts on Breckenridge.

Arts & Culture in Breckenridge...



Respondents were least likely to think that arts and culture in Breckenridge encourage sustainability.

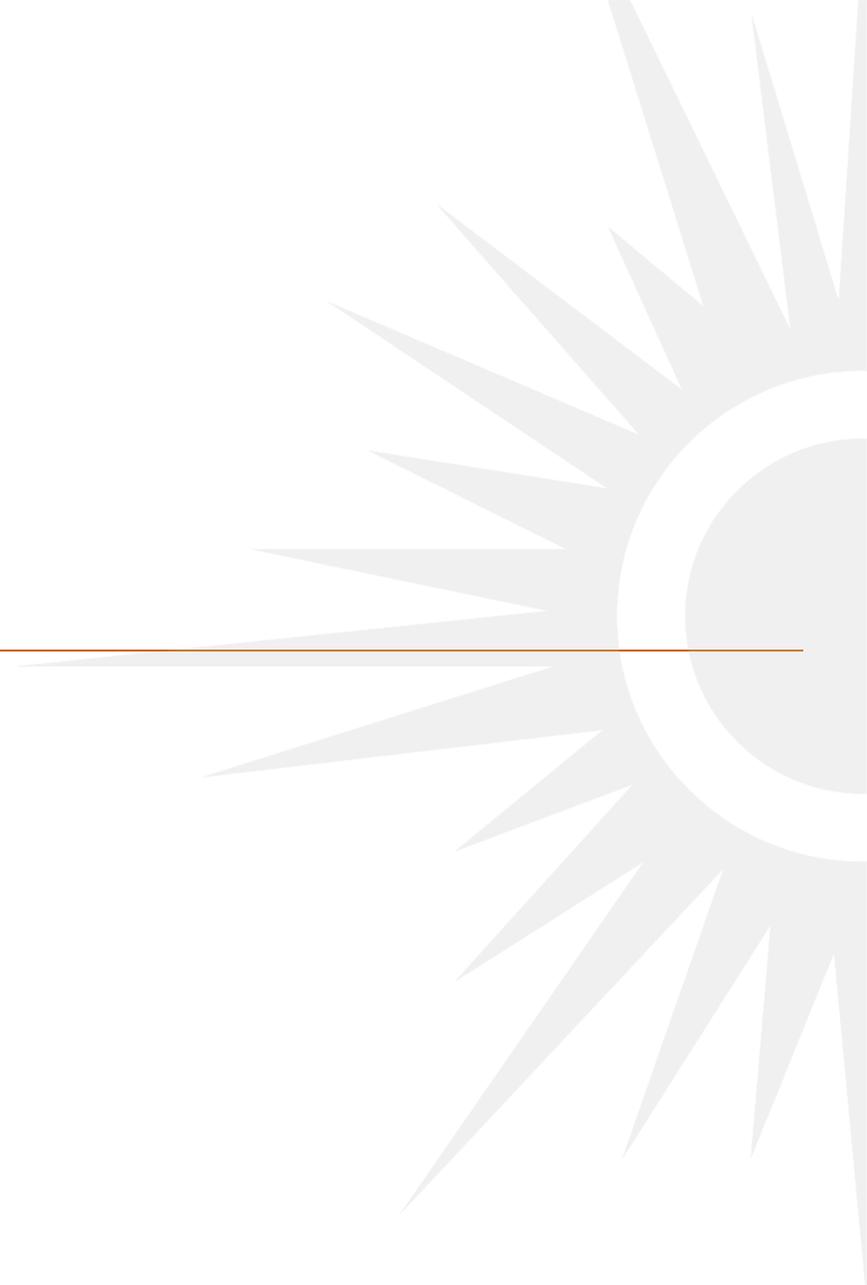
Beliefs about the impact of arts and culture on Breckenridge varied by demographics.

Differences in perceived impacts of arts and culture in Breckenridge

- > Female respondents were more likely to strongly agree that arts and culture had various positive impacts than male residents.
- > Year-round residents were more likely to disagree (16%) that arts and culture contribute to Breckenridge's economy than part-time residents (5%).
- > Part-time residents were more likely (38%) to strongly agree that arts and culture honor the history of the town than year-round residents (22%).
- > White respondents were more likely (48%) to say arts and culture create a vibrant town in Breckenridge than People of Color (38%).

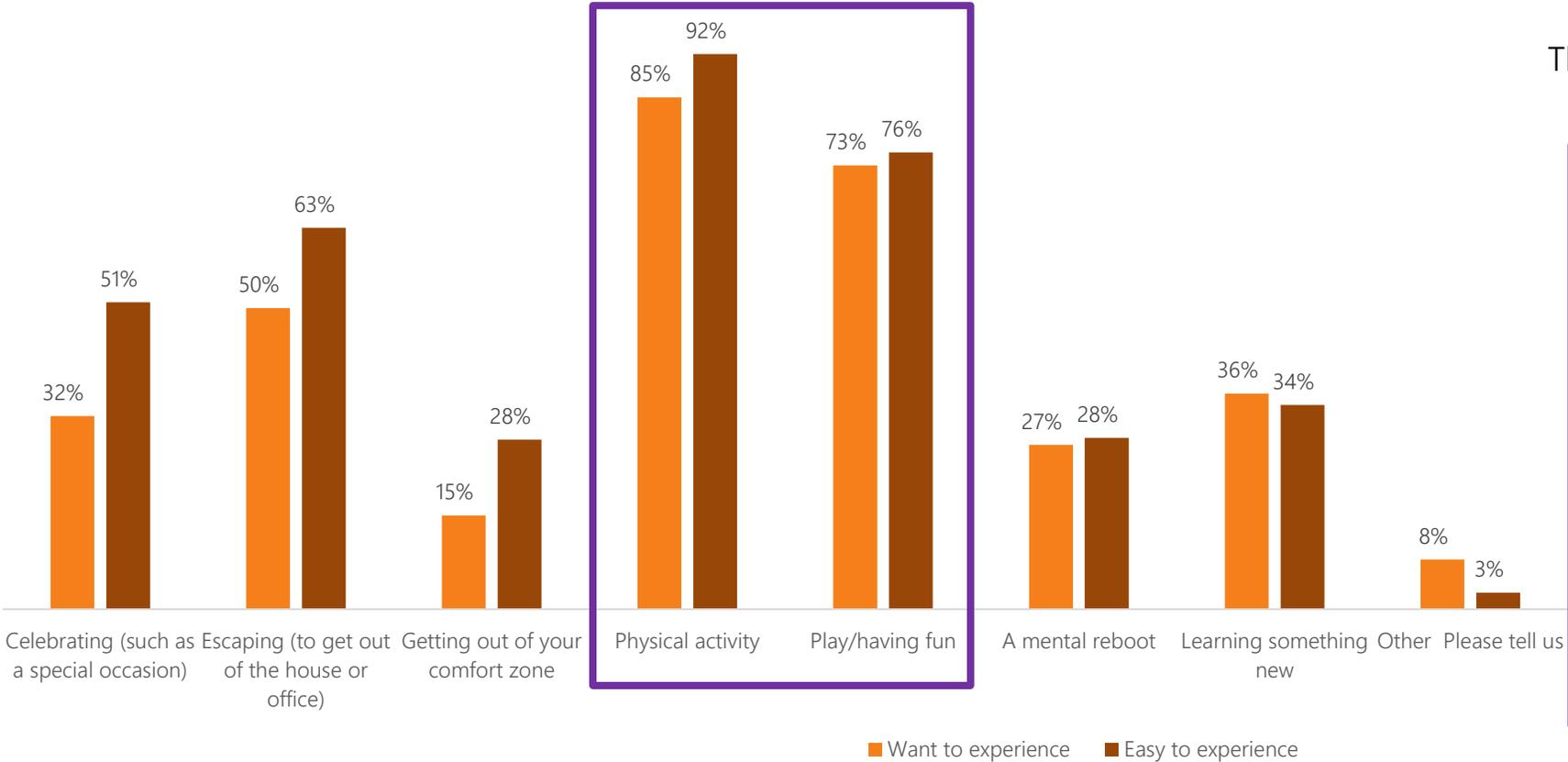
DETAILED FINDINGS: SURVEY

MOTIVATIONS FOR LEISURE ACTIVITY

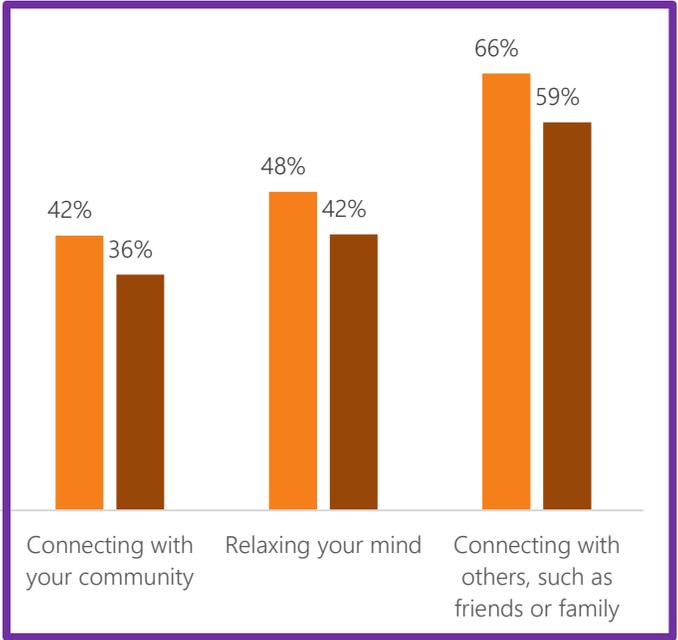


Connecting with others is a top three desired experience that is currently not as easy to find in Breckenridge.

These desired experiences were very easy to find in Breckenridge.



These desired experiences were harder to find in Breckenridge.



- Below are some experiences that people may want to have during their free time. Which of the following experiences are you most interested in having during your free time? Please check all that apply.
- Which of the following experiences are very easy to find in Breckenridge, CO? Please check all that apply.

Desired free time experiences and access varied across groups.

Differences in desired experience

- > Respondents that described themselves as artists were more likely to say they wanted to have experiences where they learned something new (52%) than others (32%).
- > Full-time residents were more interested in having experiences that connected them with their community (45%) than part-time residents (31%).
- > Respondents under the age of 45 were more likely to say they were interested in escaping (69%) and getting out of their comfort zone (28%) than older respondents (47% and 13% respectively).
- > Respondents who work in Breckenridge were much more likely (53%) to want an experience that connected them to their community than those that did not (35%).
- > Female respondents were more likely to want experiences that connected them to their community (50%) and allowed them to learn something new (45%) than male respondents (32% and 25% respectively).

Differences in ease of findings experiences

- > Full-time residents were more likely to say it was easy to find connection with your community in Breckenridge (42%) than part-time residents (25%).
- > Part-time residents said it was easier to relax their mind in Breckenridge (51%) than full-time residents (40%).
- > Female respondents were more likely to say it was easy to find connection with their community (44%), to learn something new (43%), and to get out of their comfort zone (35%) in Breckenridge than male respondents (27%, 24%, and 21% respectively).

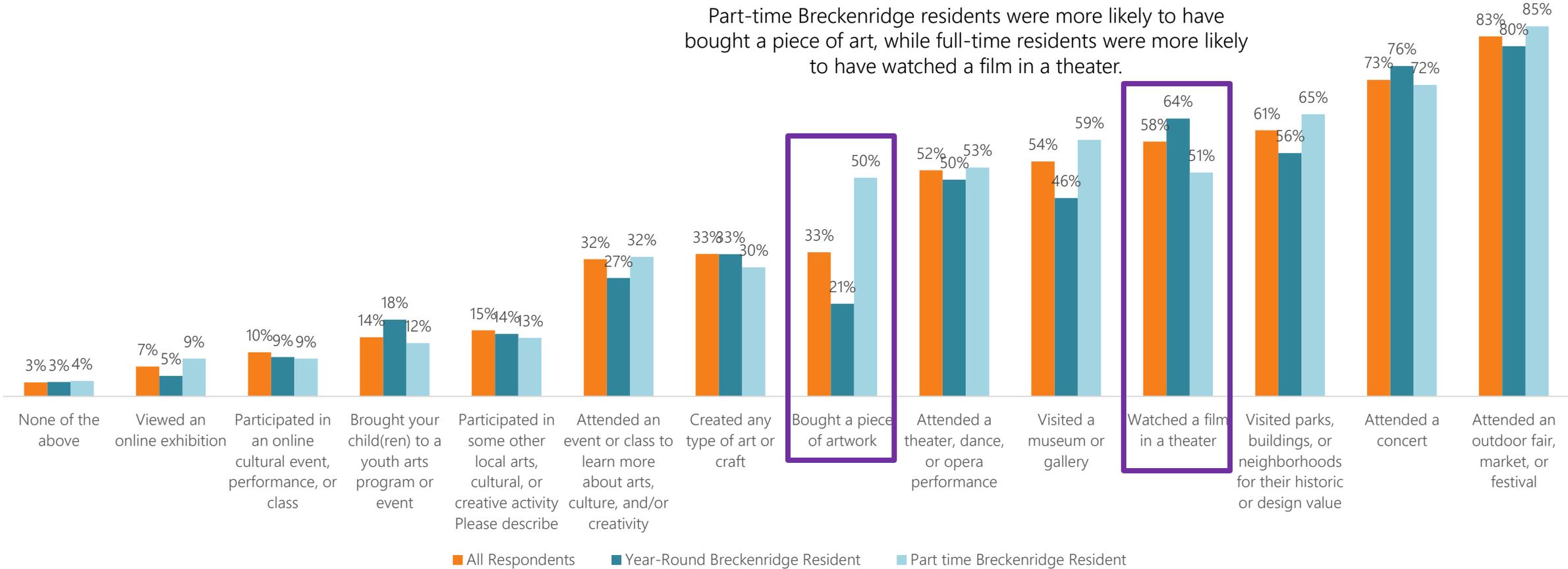
8. Below are some experiences that people may want to have during their free time. Which of the following experiences are you most interested in having during your free time? Please check all that apply.

9. Which of the following experiences are very easy to find in Breckenridge, CO? Please check all that apply.

Attending outdoor fairs/festivals and attending concerts were common ways people participate in arts and culture.

Arts & Culture Participation in Past 12 Months

Part-time Breckenridge residents were more likely to have bought a piece of art, while full-time residents were more likely to have watched a film in a theater.



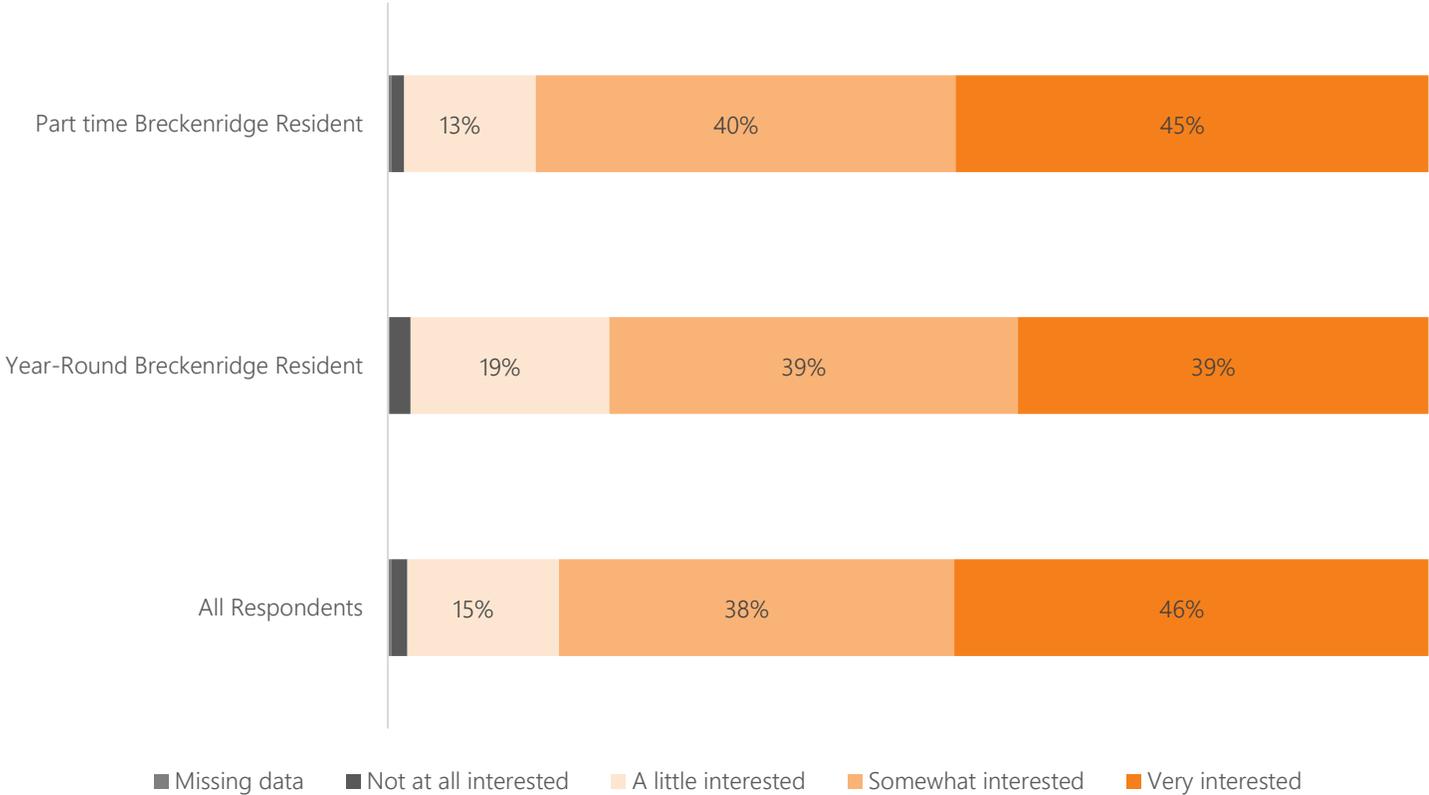
10. In the past 12 months, have you done any of the following (in Breckenridge or elsewhere)? Please check all that apply.

Differences in arts and cultural participation

- > Respondents who worked in Breckenridge were more likely have brought their children to a youth arts program or event in the last year (20%) than others (10%). Alternatively, those who worked in Breckenridge were less likely (21%) to have bought a piece of artwork in the last year than others (38%).
- > Respondents under the age of 45 were more likely (39%) to have brought their children to a youth arts program or event in the last year than older respondents (9%). Alternatively, respondents aged 45 and older were more likely (36%) to have bought a piece of artwork in the last year than younger respondents (20%).
- > Female respondents were more likely to have done many activities and were especially more likely to have visited a museum or gallery (62%) or attended a theater, dance, or opera performance (59%) than male respondent (46% and 44% respectively).
- > Respondents that identified as a Person of Color were more likely to have done none of the activities presented on the previous slide (12%) than White respondents (2%).

Almost all respondents were at least a little interested in arts and culture.

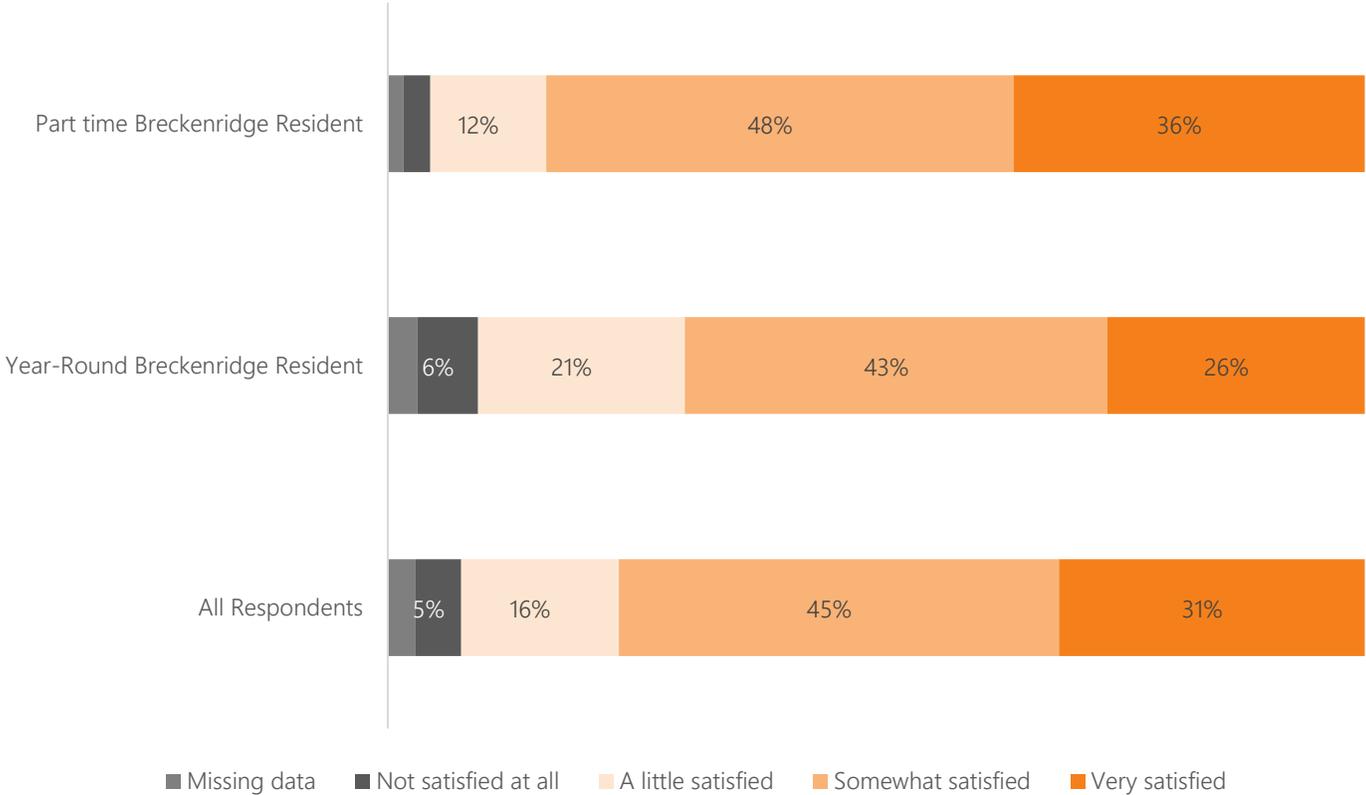
Interest in Arts & Culture



- > Visitors were more interested than residents, although that may reflect how those participants were recruited.
- > Not shown:
 - Female respondents were more likely to say they were very interested in arts and culture (56%) than male respondents (34%).
 - Business owners were more likely (6%) to say they were not at all interested than others (1%).

Overall, most respondents were somewhat or very satisfied with the arts and culture in their local community.

Satisfaction with Arts & Culture in Local Community



- > While year-round residents were slightly less likely to report being somewhat or very satisfied (70%) with the arts and culture in their community than part-time residents (84%), most respondents expressed a high level of satisfaction.
- > Not shown:
 - White respondents were more satisfied than People of Color. People of Color were more likely to say they were not satisfied at all (17%) than White respondents (4%). Alternatively, White respondents said they were very satisfied at a higher rate (34%) than People of Color (17%).
 - Those who worked in Breckenridge were more likely to say they were not satisfied at all (10%) than those who did not (3%).
 - Female respondents were more likely to say they were very satisfied (38%) than male respondents (25%).

12. [if at least a little interested] How satisfied are you with the arts and culture in your local community?

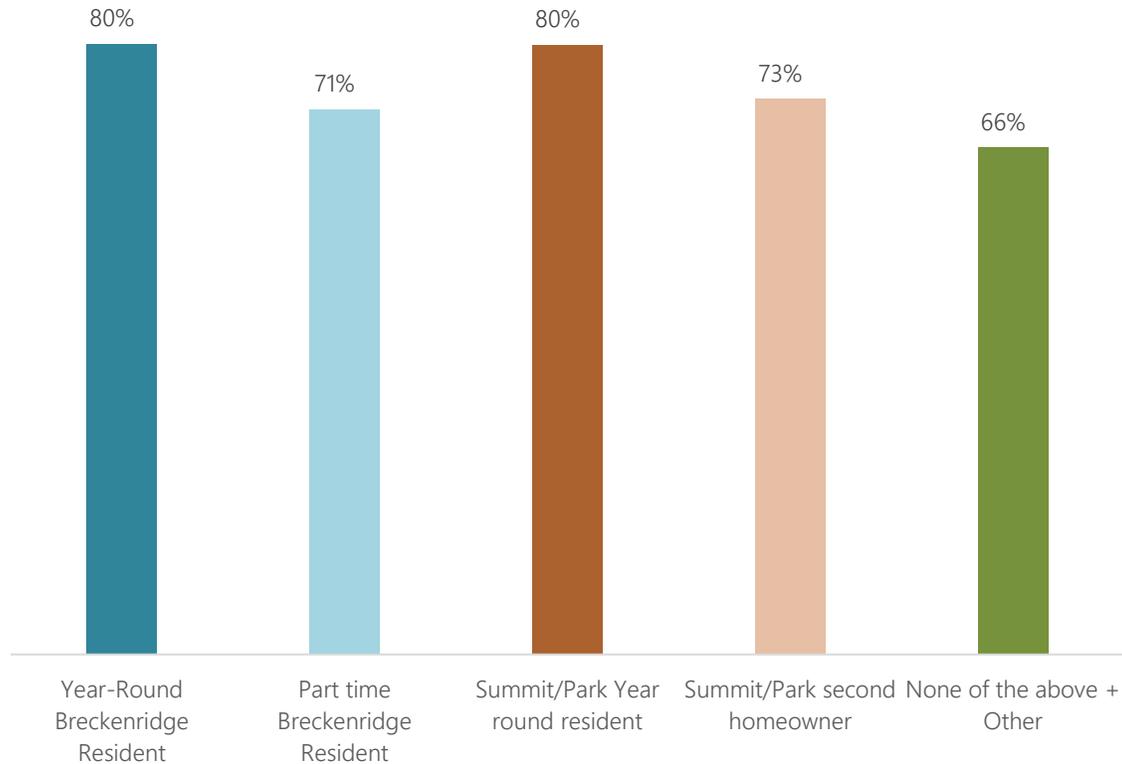
DETAILED FINDINGS: SURVEY

ARTS DISTRICT PARTICIPATION & PERCEPTIONS



Three quarters of respondents said that they had visited the Arts District in Breckenridge in the past 12 months.

Have Visited the Arts District in Past 12 Months



- > While there were some differences in the rate of visitation across residential status, these differences were not statistically significant.
- > Not shown:
 - Visitation rates were generally similar across demographics.

Respondents liked the ease of access and uniqueness/variety of events and programming of the Arts District.

What Do You Like About The Arts District in Breckenridge?

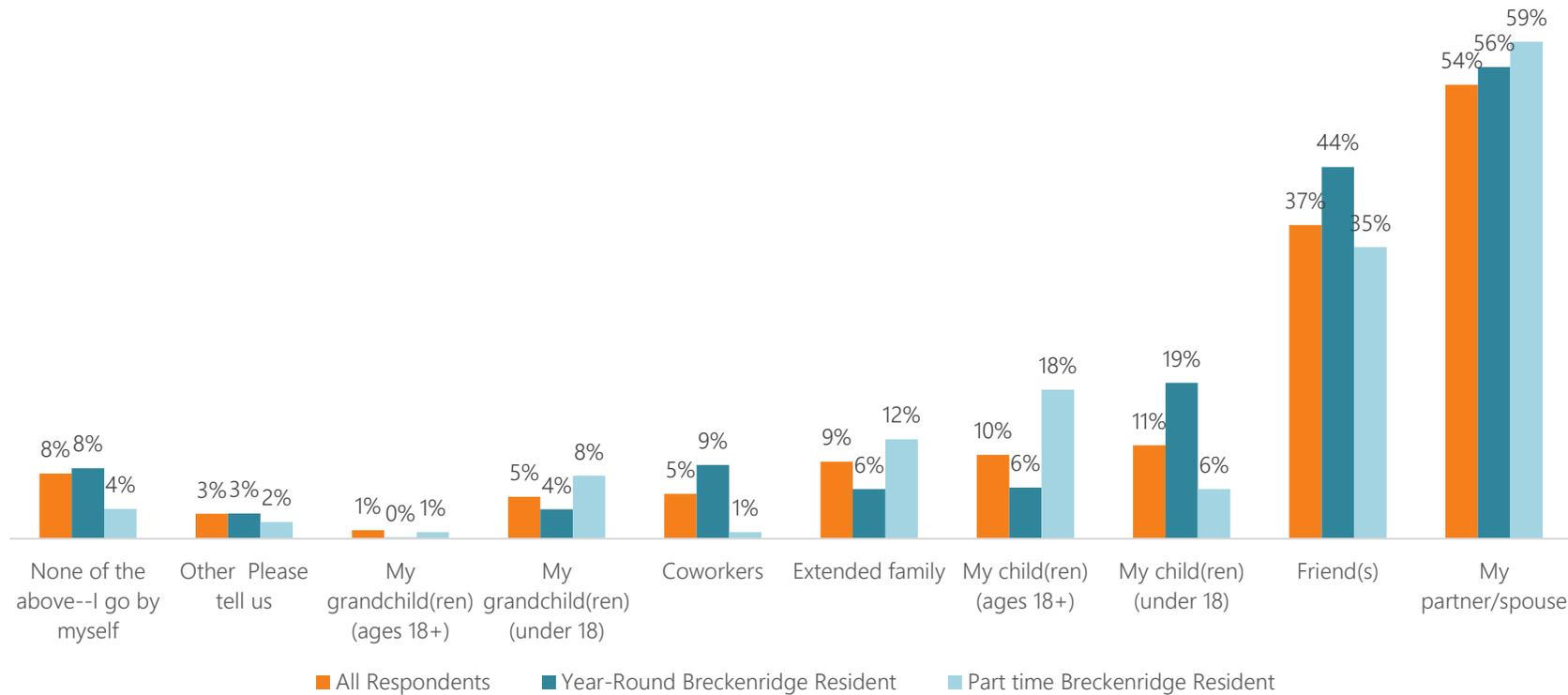


Responses to this open-ended question were grouped into the thematic categories seen in the graph on the left.

- > While respondents who had visited the Arts District had a wide range of responses describing what they liked about the experience, the most common themes were ease of access (30%), variety and uniqueness of options (25%), and events and programming (23%).
- > Not shown:
 - Responses were generally similar across demographics.

Most people visit the Arts District with a partner or friends.

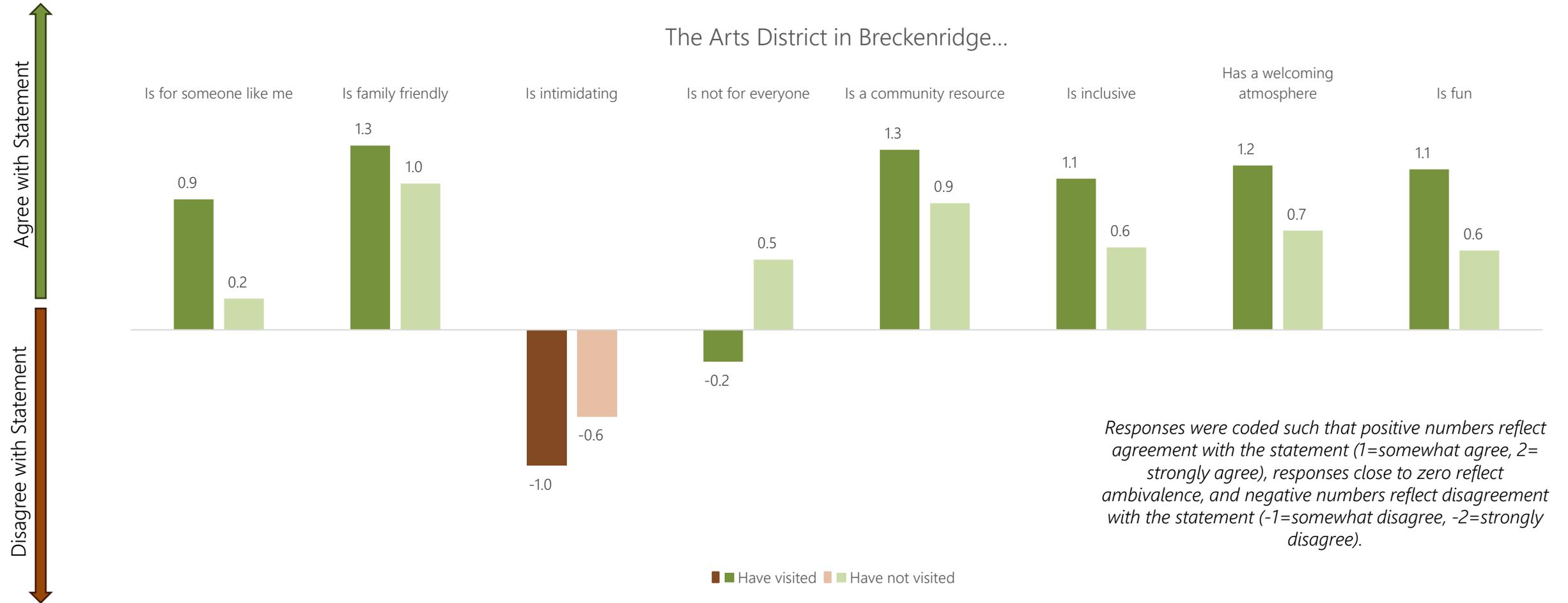
Who You Visit the Arts District With



- > Part-time Breckenridge residents are more likely to visit with adult children, while full-time residents are more likely to bring younger children.
- > Not shown:
 - Male respondents were more likely (63%) to say they visited with their spouse than female respondents (48%).
 - Respondents under the age of 45 were much more likely to say they visited with their children under the age of 18 (41%) than older respondents (6%).

15. [If visited the Arts District] When you visit the Arts District in Breckenridge, who do you typically go with? Please select all that apply.

People who have visited the Arts District have more positive perceptions of it than those who have not visited recently.



16. [If visited] How strongly do you agree or disagree with these statements about the Arts District in Breckenridge? [If not visited] Even though you have not visited, how strongly do you agree or disagree with these statements about the Arts District in Breckenridge?

Respondents want more programming, more opportunities, and more promotion of the Arts District.

How Would You Improve The Arts District in Breckenridge?



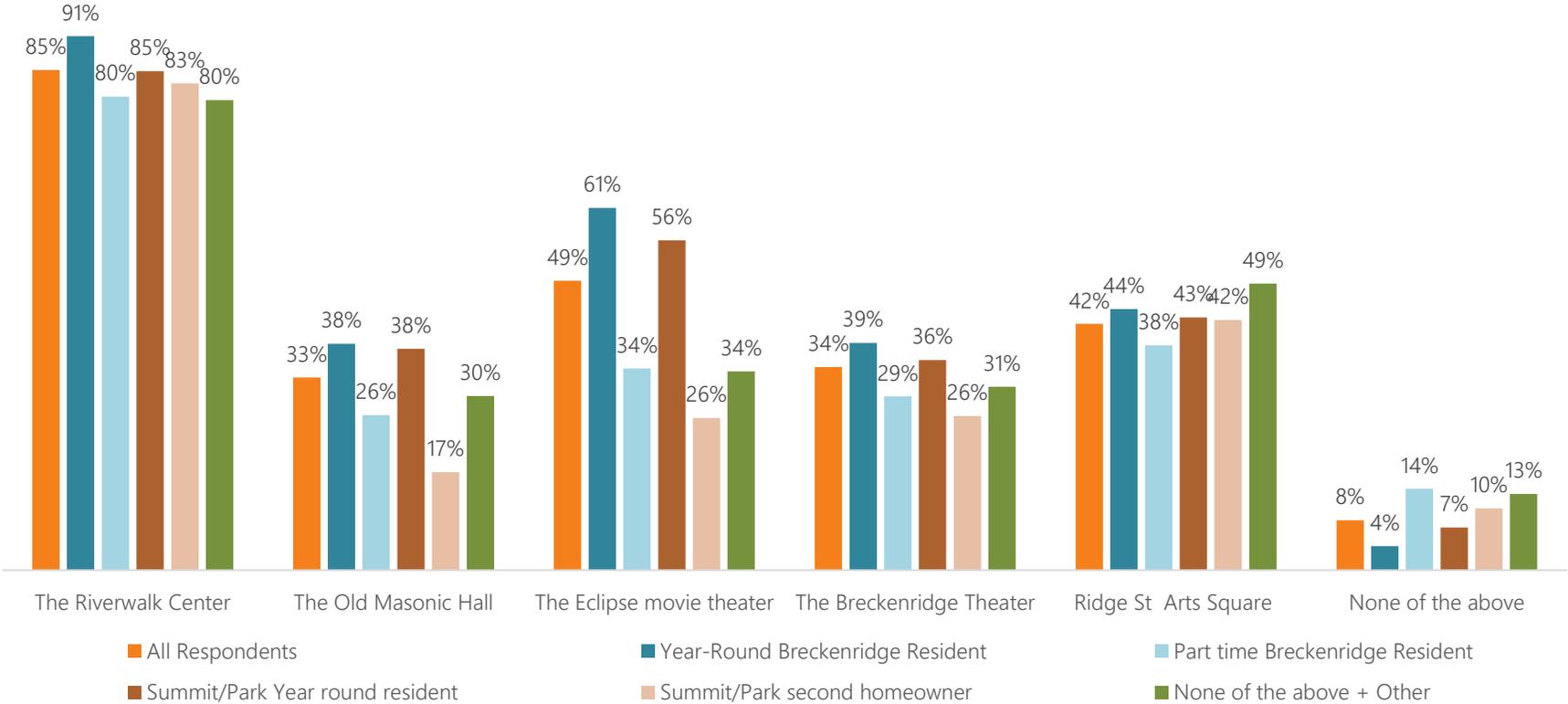
Responses to this open-ended question were grouped into the thematic categories seen in the graph on the left.

- > The most common suggested way to improve the Arts District was to have different/more events, programming, and activities (38%).
- > Not shown:
 - Respondents under the age of 45 were more likely (19%) to want a local-focused approach than older residents (3%).
 - Respondents who described themselves as Artists were more likely (18%) to want a local-focused approach than other residents (3%).
 - Female respondents were more likely to want more variety of classes and open studio spaces/offerings (19%) than male respondents (5%).

17. [If visited the Arts District] How would you improve the Arts District in Breckenridge?

Most respondents had been to the Riverwalk Center in the past 12 months.

Have Visited in the Past 12 Months

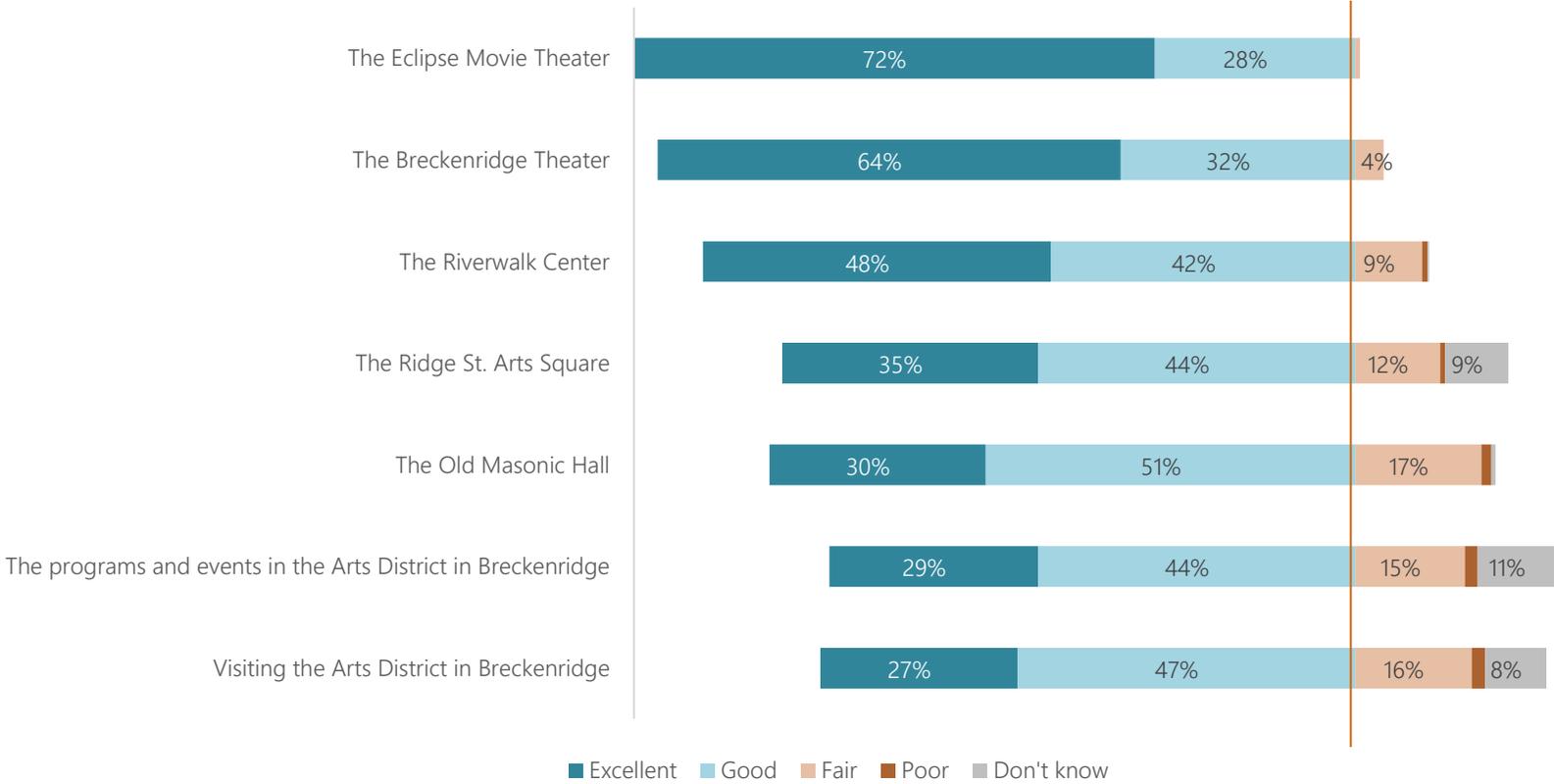


- > Full-time residents were the most likely to have visited the Riverwalk Center and the Eclipse Movie Theater.
- > Not shown:
 - Respondents who worked in Breckenridge were more likely (63%) to have visited the Eclipse movie theater than others (41%).
 - Respondents who described themselves as Artists were more likely to have visited the Ridge St. Arts Square (55%) and the Old Masonic Hall (50%) than others (39% and 29% respectively).

18. [Resident and past visitors] In the past 12 months, have you visited any of the following in the Arts District in Breckenridge, CO?

Most respondents who had visited a facility recently rated their experience as Excellent or Good.

Ratings of the Arts District & Facilities

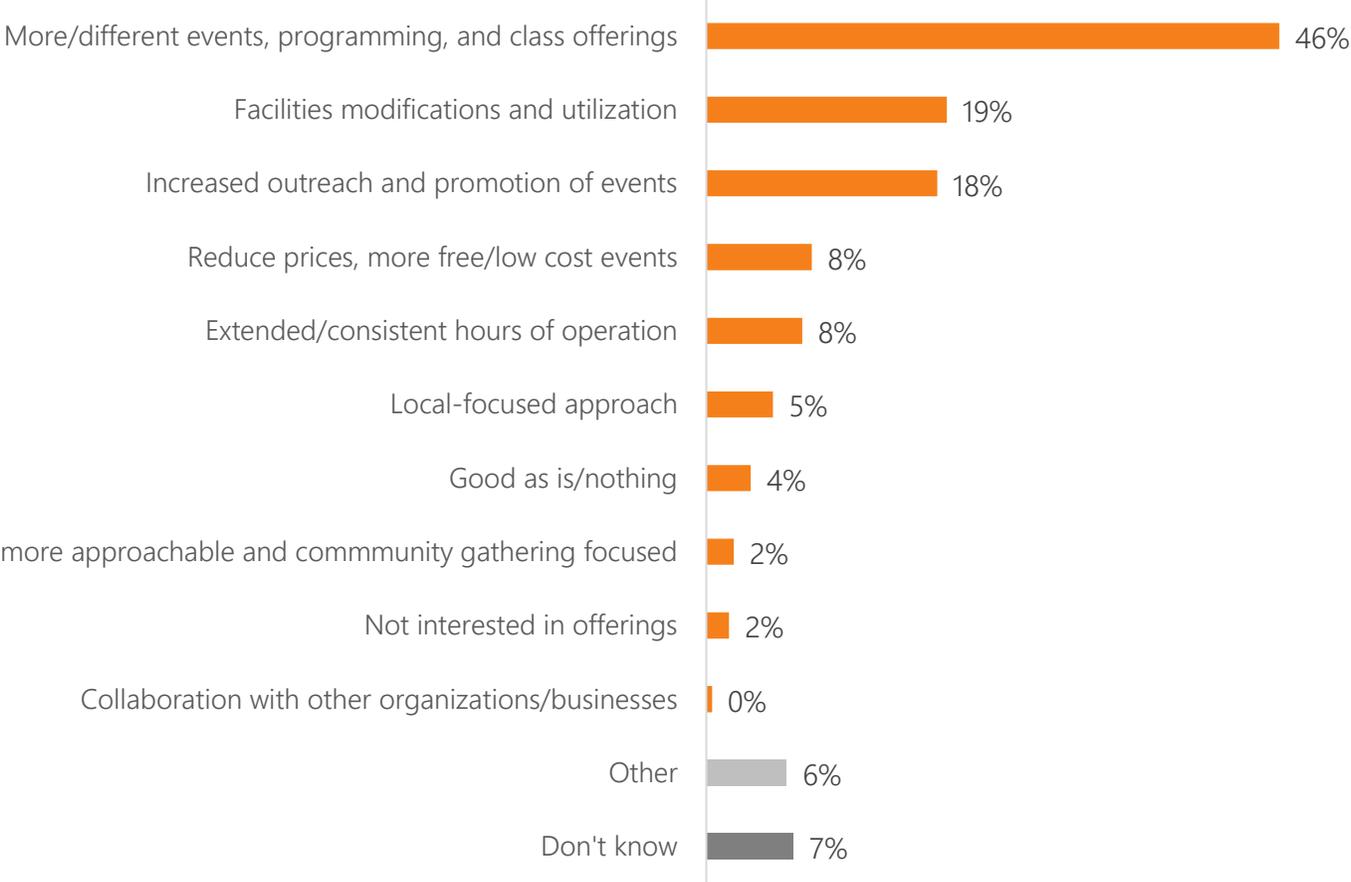


- > Few respondents described any experience or facility in the Arts District as fair and almost none described these as poor.
- > Visitors were most likely to rate the Eclipse Movie Theater (72%) and the Breckenridge Theater (64%) as excellent.
- > Not Shown:
 - Female respondents were more likely to rate the Riverwalk Center as excellent (58%) than male respondents (39%).

19. [if visited a facility in Q18 or the Arts District in Q13] How would you rate your experience with...?

Respondents wanted the Arts District to be improved with more offerings, facilities improvements, and increased outreach/promotion.

How Would You Improve The Experience of Visiting The Arts District in Breckenridge?



Responses to this open-ended question were grouped into the thematic categories seen in the graph on the left.

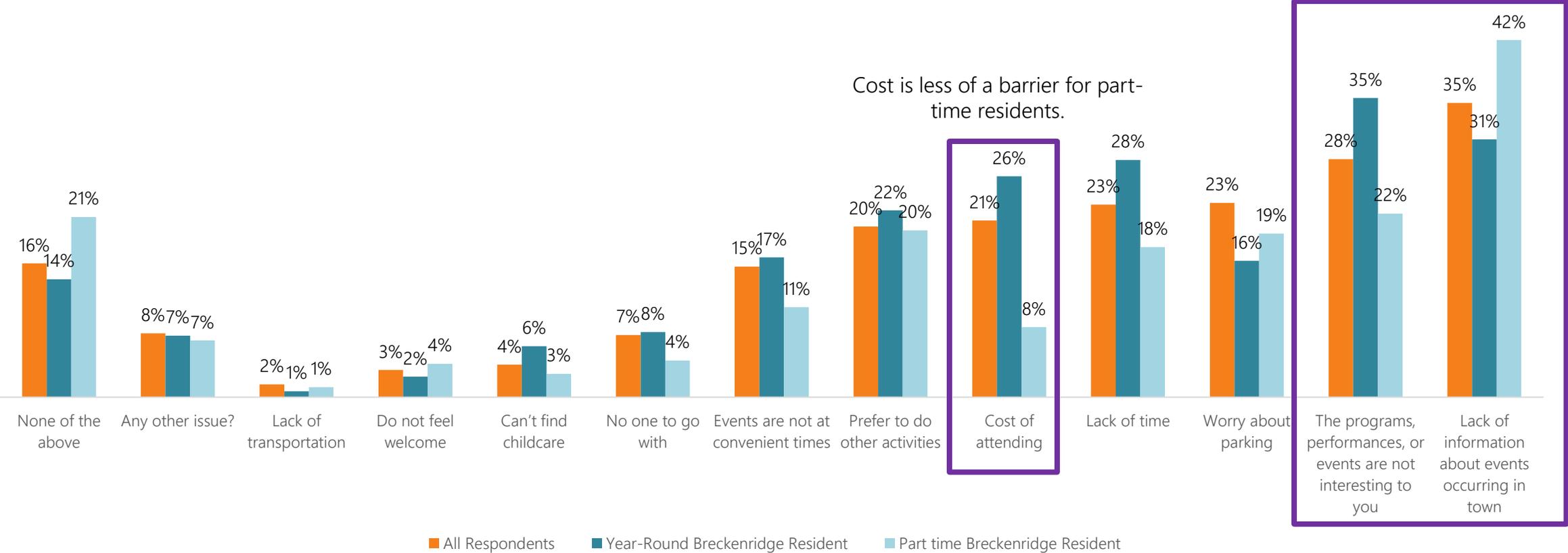
- > The most common suggested way to improve the Arts District was to have more/different events, programming, and class offerings (46%).
- > Not shown:
 - Part-time residents were more likely (25%) to say increased outreach and promotion of events would improve the Arts District experience than full-time residents (9%).
 - People of Color were more likely to say a local-focused approach (26%) would improve this experience than White respondents (4%).

20. [if rated the programs and events and/or the experience in the Arts District as less than excellent] How would you improve the experience of visiting and/or the programs and events in the Arts District?

The primary barrier to participating more in arts and culture in Breckenridge is lack of information (noted by a third of respondents).

Part-time residents need more information about what is going on, and full-time residents need more personally appealing programs.

Barriers to Participating More in Arts & Culture in Breckenridge



Cost is less of a barrier for part-time residents.

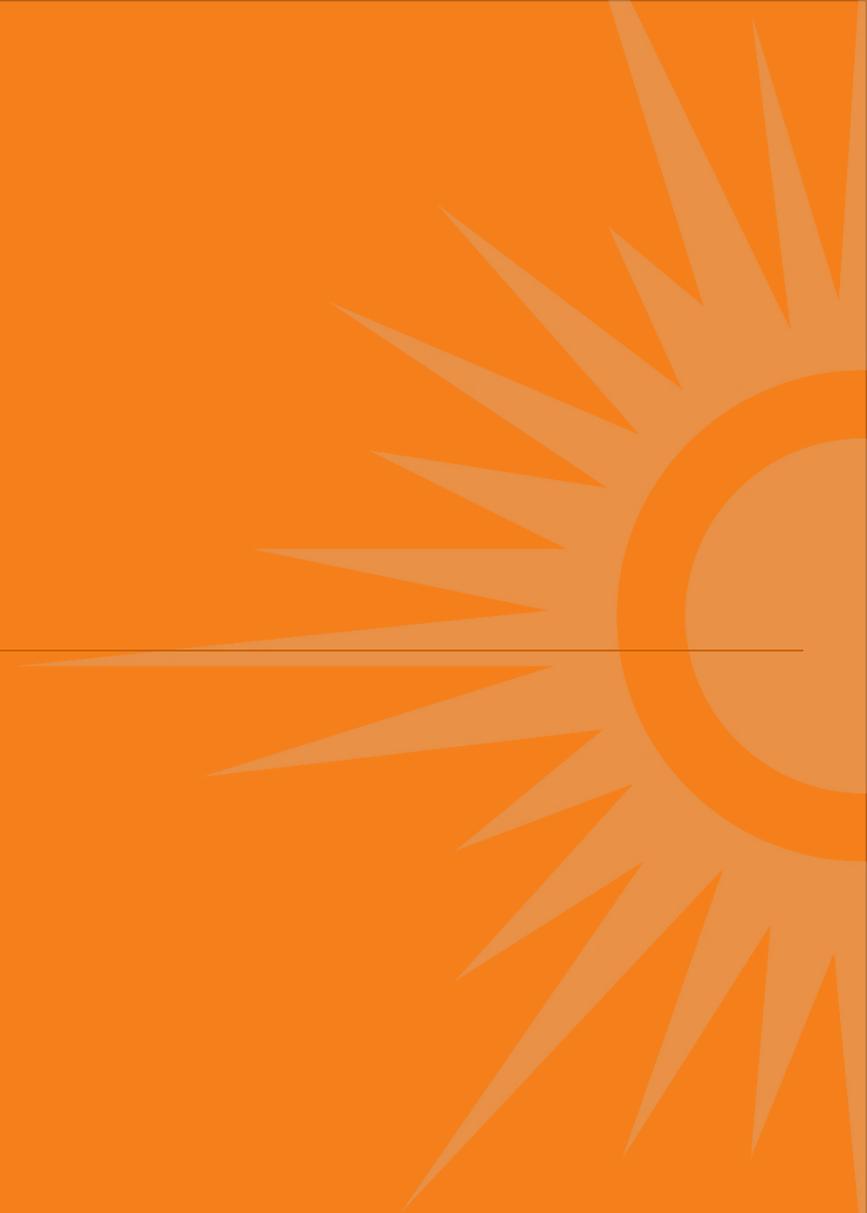
21. [Resident and past visitors] Do any of the following issues prevent you from attending arts and culture events in Breckenridge more frequently? Please check all that apply.

Differences in barriers to arts and cultural participation in Breckenridge

- > People of Color were more likely (12%) to say not feeling welcome was a barrier than White respondents (3%).
- > Visitors were more likely (37%) to say worries about parking prevented them from attending arts and cultural events in town than part-time (19%) or year-round (16%) residents
- > Male respondents were more likely to say the programs, performances, or events were not interesting to them (37%) and that they prefer to do other activities (27%) than female respondents (21% and 14% respectively).
- > Those who work in Breckenridge were more likely to say the cost of attending (39%) or a lack of time (31%) were barriers than those who did not (12% and 18% respectively).
- > Respondents under the age of 45 were more likely to say the cost of attending (38%) and events not being at convenient times (33%) were barriers than older respondents (17% and 12% respectively).

21. [Resident and past visitors] Do any of the following issues prevent you from attending arts and cultural events in Breckenridge more frequently? Please check all that apply.

DETAILED FINDINGS: FOCUS GROUPS



Corona Insights was retained by the Town of Breckenridge to conduct focus group research with several key audiences about arts and culture programming and opportunities. We understand this research will help inform the upcoming arts and culture master planning process and inform future programming ideas.

To do so, these focus groups explored the following topics:

- Perceptions and misperceptions of Breckenridge's Arts District
- The relationship between art and tourism in Breckenridge
- The relationship of art to other community identities (ski town, historic town, etc.)
- Unmet needs and opportunities to engage with art in Breckenridge
- Barriers to engagement with art in Breckenridge
- Opportunities for future collaboration between local businesses/organizations and the Breckenridge Arts District

Methodology

- > A total of 6 focus groups were conducted with 5 distinct audiences:
 - Business leaders: 8 participants
 - Spanish speakers: 7 participants
 - Arts patrons: 6 participants
 - Young adults (18-30): 8 participants
 - Residents who indicated that lack of information was a barrier to engaging in the arts ("LOI Residents"): 11 participants, 4 of which were part-time residents
 - The 6th group was a catch-all group comprised of 4 patrons, 1 young adult, and 2 part-time residents
- > Further information about the methodology including recruitment approach can be found in the [Appendix](#).



DETAILED FINDINGS: FOCUS GROUPS

PERCEPTIONS AND MISPERCEPTIONS OF ARTS IN BRECKENRIDGE

Most participants were broadly familiar with the components of the Arts District but had not necessarily thought it constituted a single entity.

- > Every focus group began with participants viewing a map of the Arts District to make sure everyone was aware of which venues/buildings/organizations are included.
- > Seeing all the venues and organizations lumped into a single entity known as the “Arts District” was unexpected for some. They did not realize this was considered one unified district as some locations are somewhat disconnected from what they tended to associate with the “district” (i.e., primarily Ridge Street Arts Square and the campus proper).
 - In several groups, there was some surprise that the Eclipse is part of the Arts District, both because it is a little farther from the core district and because some remembered a time when it was privately owned.



Not knowing the Eclipse was part of this. I mean, I know it's a big deal. It used to be privately owned. It's not anymore,

—Business Leader

The outdoor space that's all those little buildings and the Breckenridge Theater. That is, I think, the only area of it that actually feels like a campus or a district.

—Young Adult

I guess I didn't realize they were all connected in some way. I knew of all the different areas, and we participated in a lot of things there, but I didn't realize it was under one organization.

—Patron, PT resident

Top-of-mind associations for Breckenridge Arts District were mostly positive and related to either specific venues or the aesthetic of the area.

- > Many had positive associations with the Breckenridge Arts District.
- > Several participants across groups associated the Arts District with different venues or programs/events (e.g., Riverwalk, Backstage, AirStage shows, Breck Create classes)
- > Some focused more on the overall aesthetic and feel of the area (e.g., how diverse it seems in terms of types of art represented, how the historic buildings go well with the aesthetic of the town but still stand out as something special)
- > The “lack of information” group generally felt the district is visually pleasing but needs more activation.



[When I hear “Breckenridge Arts District I think of] The Breck Create brand and then as a phrase, “hitting way above its weight.”

—Patron

Interesting activities. I always check it out to see what's going on, what we can participate in, learn something new.

—Patron, part-time resident

I was gonna say diverse. When you wander through all of those little studios and stuff, like, there's so many different types of art represented there. And I'll go to the Breck Create webpage or something and I'll still be surprised like, wow, they have a class in, you know, xyz. And so there's just so many different types of art that you can engage in for what really doesn't take up that much square footage of town.

—Patron

I think that it stands out, but also fits in with the town. The buildings there work with what our town looks like and kind of the historic model of some of the buildings that our town tries to hold, but it also it holds a different look.

You realize there's something different going on there. At least I do when I walk through it.

—Young adult

I do think that the Arts District – probably everyone in this room [has] people that come to town and – you walk through it and it's quaint and cute, but you're like, there's nothing happening there.

—LOI Resident

Participants imagined that the arts would not be a primary reason tourists come to Breckenridge but rather an added benefit.

- > There was broad agreement that Breckenridge is seen by outsiders as primarily a ski town, and that when people arrive, they are surprised by the historical and artistic/cultural appeal.
- > In one of the groups (catch-all group with mostly patrons and part-time residents), there was a distinction made between out-of-state visitors and front range visitors, and participants thought that the out-of-state visitors get more into the variety of activities, including arts and culture, whereas in-state visitors are more likely to visit for skiing, recreation, and maybe some shopping and eating.
- > Some participants also felt like there was opportunity for Breckenridge to visually reinforce the artistic identity of the town, for example with more trail art and murals throughout town.



In my opinion, because I know a lot of the Front Range people that come up here and they come in the winter for skiing and they come in the summer for all the outdoor activities. They're hiking, biking, climbing and eating, they like the restaurants. But the Front Range people that I know, they'll shop in town maybe for fun, but I don't know that they really do all those other activities, in my opinion. I mean, just the ones that I've interacted with...I bet a lot of Front Range people come and they try to come when all the other guests aren't coming to fill up the town and the trails, when it's not as busy.

—Patron

[Breckenridge is] all of them [a ski town, a historic town, and an arts town]. Obviously ski because it's the home of Vail resorts. And I feel like the history of this place really gets kind of put on the back burner, especially with what we have with like the Historical Society and Edwin Carter Museum and so forth. But the arts has really picked up here. And having different people come from around the world for BIFA in particular, it's been amazing to see how this place has become a little nest egg for creative energy.

—Patron

I would say the arts are less visually commanding through the experience of being in Breckenridge over, like the mountains and skiing and all that. Just because to me, when I think of an artsy town, I think of a town that has a lot of public art through not only statues and places for events, but also through murals and things like that. I feel like there's a lot of unutilized blank canvases throughout the trail system, like along the river in Breckenridge, that could make it more prominent of an arts area.

—Young adult

Participants had differing perceptions of tourism and growth/development in Breckenridge.

- > Many participants recognized the role of tourism in both their town culture/identity as well as the local economy.
- > Some felt that the arts and culture in Breckenridge have developed in recent years to shift the identity away from only being a ski town; others were skeptical that this belief extends to tourism, however, and felt the town's arts identity is mostly felt by residents only.
- > Participants in the "lack of information" group discussed how they perceive a pendulum swing from focusing a lot on building up the tourism industry and drawing visitors to Breckenridge through arts and entertainment offerings to now feeling like there is not as much effort being made.
 - Some thought people had become complacent and took for granted that they would always have a large flow of tourism.

I think it's really grown in the past maybe five to 10 years to get out of the image of just a ski town.

[It's] been more cultural in how it's grown and developed. Don't have to go to Denver anymore. Just get a lot here.

I don't know how much that identity transfers to tourism or if tourists see it that same way. I think we sucker them into the history and arts while they're here or they have a down day or something, rather than it necessarily being the leading thing.

— Patron Focus Group Conversation



I think we were very egotistical in, like, oh, we have all the people that we are going to get. People are just going to come to Breckenridge and this place is going to always be overflowing. And I think there are times now where we're starting to see a transition maybe out of that. And we rested, I think, on a lot of those elements of we're maybe overcrowded. Or, well, we have these things and we'll engage and animate them occasionally...but we don't put a lot of effort into. Instead, it seems sometimes like a box check of what we're offering versus being more progressive and thoughtful.

—LOI Resident

Many local residents see the identity of Breckenridge as both a ski town and an arts town.

- > Among residents, especially patrons, many felt that for people who live in Breck, their sense of identity as an arts town is stronger than it might be among visitors—though they also still see Breckenridge as a ski town.
- > Participants mentioned that the arts and culture in Breckenridge set it apart from other ski/resort towns (both for visitors and for residents).
- > Many also shared that it enriches their lives as residents, and that it was, for some, a big part of why they chose to live (full- or part-time) in Breckenridge.
 - Residents highly value the opportunities to engage in arts and culture without having to drive all the way to Denver.
 - Having activities to do in the winter months after dark was discussed as being vital to mental health.



For my part, when we talk about the term “cultural district,” we are talking about a town that embraces different cultural movements and offers them a space to thrive. This shows that this town goes above and beyond others, as it allows us all to fit into the same space and contribute our grain of sand in an artistic sense, which is what it is all about. And that is what makes this town so rich, being able to walk the streets and see different types of expression. Sometimes we see circus performers, we see movements such as LGBTQ. For everyone, there is a special moment to enjoy in this town.

—Spanish speaker*

The arts are, to me, they're very important as a reason that I live here full time. There's so much to do and so many diverse things to do that involve the arts. And that's very important to me.

—Patron

Breck can often feel remote, especially if you don't have a car. And so I really did appreciate that there were arts organizations that were bringing experiences to local residents, versus having to instead drive an hour or two hours to Denver for those types of experiences. So I don't think a lot of smaller towns with a small local permanent population can boast that they have all of the same arts organizations and privileges that Breckenridge does make an effort to provide.

—Young Adult

*All quotes from Spanish-speaking participants have been translated into English from Spanish

Spanish speakers and young adults were least likely to feel that arts and culture in Breckenridge was for them.

- > Some in the Spanish-speaking group felt that towns like Breckenridge that have a really high level of tourism are “not really for them” and that they feel more welcomed and at home in areas like Dillon, Frisco, or Silverthorne that feel less touristy and wealthy.
 - Others did feel welcomed and reported encouraging others to be active participants in what’s going on in the town to solidify that this is your home and community now, including participating in arts and culture as much as possible.
- > Young adults were also mixed on whether they felt arts and culture catered to their demographic.
 - Some felt that they did not mind participating in whatever was available, even if it didn’t really seem like it was “for” young adults. For example, they reported enjoying family and kid-friendly events.
 - Others felt that it is clear the events mostly cater to older and wealthy people, and they felt the town could do a better job of taking into account the needs and interests of younger folks.



For me, Breckenridge's identity is that of a tourist town, which is what I consider to be a town with opportunities to enjoy throughout the year. But I wanted to make a note that, from my point of view, the participation of the Hispanic community is very low. In reality, those who participate are mostly tourists and white residents, but the Hispanic community is very low. Very few attend most events, which is why I say that it is a tourist destination. Really, it is the tourists who have fun and take advantage of it.

—Spanish speaker

I'm not going to discount myself from going to an event because it's family friendly, but I'm also looking for things where I'm going to see other 20 something-year-olds. I'm going to meet new friends, make new connections and just like kind of social settings...I want maybe to see something where it gets more people out or the word is spread more and you know, people are more interested in going that are kind of around that age group.

—Young adult

Patrons recognized that arts programming often targets tourists, but believed that locals still benefit from it.

- > While some other audiences, like Spanish speakers, felt more strongly that arts was not for them because it catered so much to tourists, patrons felt that programming for tourists was not incompatible with locals' interests.
- > They also pointed out that there were smaller community events and programming that did feel like they are mostly for locals only (e.g., farmer's markets, kids arts classes).



I'd almost say it's like 65 to the tourists and 35 to locals. Or maybe 70, 30. Or 60, 40 somewhere in there. I think it's more for the people that are visiting, but they've grown over the years to incorporate more for the locals.

—Patron

I do feel that sometimes that it's all about bringing the tourists in and booking the nights. And I know that's what drives the economy, that allows us to have all these wonderful things. So I guess I would lean a little bit towards [other participant], that it seems that it's geared towards bringing people into the community. Probably rightly so. And then we're allowed to kind of piggyback on it.

—Patron

I think there's so many small events, like, every Thursday at the same time there's the farmer's market. There's the thing there and classes for kids. So, to me, those are more on the local spectrum. Because you wouldn't even know to look for them if you were visiting.

—Patron

Artists felt that Breckenridge is overall a great place for an artist to develop their skills and showcase their talents.

- > Several artists were present across groups, and discussed how the Arts District makes the town more amenable and open to their artistic practice, and to being able to show and sell their art, etc.
- > Those who are involved in the arts more closely also expressed how strong the participation is among children and youth, and how many opportunities they have to grow as artists.



And then just from a local's perspective, I am a local artist and I sell my art in town and I'm trying to get more involved in that. And I think just having a creative district in town feels welcoming if you're an artist or you're like into any art form, typically you think, oh, I should move to a city. That's where my opportunity is. But to actually be able to be, you know, in a mountain town, in a small town community where you can focus in on that, it feels like there's more opportunity for it.

—Young adult, artist

[The arts are] very pervasive around the community. I don't think a lot of people realize like the kids' involvement in particular in the arts through Breck Create. It's not a big high school and yet there are kids that leave that high school, graduate and go on into the top arts programs around the country. And like they're incredibly difficult to get into. And these kids are getting that experience from within this arts community.

—Patron



DETAILED FINDINGS: FOCUS GROUPS

VENUE- AND ENTITY-SPECIFIC FEEDBACK

Some participants felt the identity and mission of Breck Create needed reinforced or clarified.

- > Although not specifically asked about, the discussions on the identity of Breckenridge as a town and perceptions of the Arts District led some groups to turn the conversation toward the identity of Breck Create as well.
 - Some noted a lack of clear direction, identity, or target audience. Others wanted to know more about their mission or purpose, and suggested more outreach about who they are.
- > In the patron group, the conversation also steered towards worries about future funding for Breck Create, wondering if the town will always fully fund them.

I don't understand the theme. Where is it? What's the roadmap [Breck Create is] trying? Or what's the story they're trying to tell?

I would say that their direction has changed so dramatically at a stakeholder level that it kind of felt frantic and a little all over the place and not real well thought out.

— “Lack of Information” Focus Group Conversation

“

One comment that I would have is that I think there is some confusion in the community as to exactly what Breck Create is. So I would say that that might be something that would then help to enhance the support for Breck Create too. Maybe like an intro to Breck Create night where they have the little fairs. Something where you can see all the different things, the organizations that are involved under their umbrella. Maybe you can sample different art classes.

—Patron

“

And that's one of the questions in my mind that I have about Breck Create is who are you trying to reach? I mean, it's not a bad thing. I just, I'm not sure I know what audience- Because I mean they've changed so much over the years. But I mean there's so many offerings that really you're almost offering to everybody.

—Patron

Participants believed the Old Masonic Hall could use more activation, but Backstage Theater and Eclipse are well-attended.

- > Participants perceived the Old Masonic Hall to be overlooked and believed it does not receive as much attention or foot traffic as other venues in the area.
 - Some participants expressed the view that more intentional efforts could be made to activate the space to better engage people who pass by and encourage them to stop and participate in some way rather than “walking in and walking out and then that’s it.”
- > In contrast, both the Breckenridge Backstage Theater and the Eclipse received high praise from participants.
 - These venues were frequently mentioned as having strong, appealing programming and were widely regarded as the most popular and well-attended among all the arts spaces in the district.
 - Some residents wanted even more going on at Backstage Theater because they enjoy the existing programming so much.



I would say Old Masonic Hall on Main Street [could use improvement]. It's a ghost building. And I know they host art shows there. And I think that it is appealing to look at. And you walk in and you're kind of like, what is this building? And then people walk in and walk out and then that's it. And I feel like it's a missed opportunity at such a clutch location on Main Street.

—Business Leader

I think Backstage is actually probably the one that's used more frequently. And Eclipse Theater. Those two are, I think, the places that are doing quality, which we really need to talk about. They're doing good quality. They have some art films that come in, but then they're also showing popular things. And of all the things, that's what my family utilizes the most. Probably once every other week. Or Eclipse, I mean, it's just cheap. The popcorn's cheap. It's comfortable, it has blankets. It's fantastic. And so how do you balance that quality piece without making it unattainable?

—LOI Resident

I went to go see Frankenstein, it was a Tuesday night, every seat was full. It was locals, it was visitors, it was part-time people. It was excellent. That venue is beautiful. And I so much more enjoy going there than over in Silverthorne. It's intimate, I mean, it's just perfect. I wish that there was more year-round happening there.

—Part-time Resident

Many find the National Repertory Orchestra (NRO) to be high quality, and at the same time desire more musical variety to appeal to a wider audience.

- > Many appreciated having the NRO hosted at the Riverwalk and thought the musicians put on an amazing show.
- > However, across groups, participants also felt that variety and utilization of the Riverwalk suffers in the summer because of it.
- > In terms of what NRO could do to provide more variety, participants wanted to see more movie scores and POPs and other twists on classical music that could attract different audiences.
- > Kid-friendly nights and smaller shows around town were also suggested.



The classical music world has a little bit of a problem with attracting a broader audience. And that, particularly in Breck, it's very much catered to donors. And donors are typically people who are like retired oil executives living in Breckenridge and making way more money than I could comprehend. So I think there's a little bit of an issue, a discrepancy, and I won't go into like, class stuff right now, but accessibility is another topic in terms of events.

—Young adult

I personally love the fact that we have that. Like I just said, I didn't spend money on it and it just ended. But absolutely love the fact that they have that. It's an amazing feeder system into paid orchestra work, which is vanishing across the country or around the world. And they do really good music. It just hasn't worked out timing wise. But I've been there for rehearsals and stopped through. They're amazing.

—LOI Resident

And then having the NRO move around, I know that Dave has done that from time to time. Where they've been all over town. I know they love to do that stuff. Maybe just some broader thinking about where can we expand.

—Business Leader

Maybe once a month on Fridays or whatever, the NRO is kid friendly. But I just mean even modernizing it, right? Does anybody know what that genre is or how you put it? Like [Vitamin String Quartet, string or orchestra covers of popular music] Then it's like, oh, this is kind of fun. To continue to appeal to all ages and that sort of thing, but just offer some of these things that you can still appreciate classical music and here's this twist.

—LOI Resident

Many felt the Riverwalk is an incredible venue that is underutilized.

- > Some felt the perceived underutilization of Riverwalk was a matter of lack of advertising.
- > Others attributed lack of programming at Riverwalk to the NRO having the venue mostly booked for several months every summer.
- > Participants also mentioned that in the past the venue was often used for community events (e.g., ski swap, fundraisers) but that pricing had gotten so high that it did not feel accessible to rent anymore. They wanted to see that utilization of the space facilitated again in the future.



I don't see it well advertised among the locals as to what's happening there. And I mean I follow all of the things on all of the socials, but there's just not that much happening there. We had Pride outside of there. I don't know that pride is associated with the Arts District or not, but it happened on the lawn outside of the Riverwalk and there used to be a lot more shows happening there and it kind of feels like it's just sitting there.

—Patron

They did a live score to Indiana Jones there that was actually really cool. That was the only NRO thing I went to all summer. Last year, they did Star Wars. I went to that. That was also really cool. But again, for an entire summer residency, I don't know if that's the best use of that space, to be honest. And I don't know if most people in town are really utilizing that or enjoying that.

—LOI

But with Riverwalk center, it's such a gorgeous venue and it has the capability to take out the seats, open up the garage doors, and really be a cool venue. And it's right on the river. And I don't think that they take advantage enough of that. And maybe it's because the NRO has such a hold on the venue during the summertime. But if there's any way that they could broaden who they're collaborating with. I know that there are a lot of family concerts. They usually do a film series or at least a film concert in the summertime. But they really ought to consider a broader audience when they're doing their programming. And I know that they often have to balance that with their mission of educational programming for the musicians who are actually there to learn. So, it's a delicate balance. But I do think that they could do a lot better, or at least the Riverwalk center itself could make a lot more space for something other than the National Repertory Orchestra.

—Young adult

Participants expressed that the facilities at Riverwalk needed updates and renovations.

- > Many participants mentioned the bathrooms and the chairs as elements that everyone in the town knew needed updating.
- > Across all groups, participants wanted to see better utilization of the lawn area (e.g., open up the doors, set up speakers outside, allow events to extend out onto the lawn when weather allows).
- > Business leaders discussed how the versatility of the space sometimes is a disadvantage.
 - They felt the interior layout is not great for any one type of event, it is only “okay” for many different types (e.g., floor slanted for performances but not tiered enough so they can still set up table when needed).
- > The lack of a lobby/gathering space was also brought up as a concern because it makes socializing before or after events very difficult in the winter.



I know the outdoor bathrooms are a problem, and I think that was addressed several years ago, and the town council didn't want to look into renovation for that. But I know that causes a problem.

—Part-time resident

I remember years ago, there used to be more events and concerts there where the windows were up and you were able to sit on the grass and it was like this indoor/outdoor experience. And I feel like that's kind of gone away. But maybe it's just because I'm not in town as much.

—Business Leader

Our venue has always been in search of what- it's almost - it can do too much, so it can't do anything great. You know, the seating is never great. The table space is never great. Every event we do, it's okay. It works. I think one of the problems is the way that the Riverwalk has grown and developed, it's kind of outgrown what it is. We've had a lot of conversations about just starting over, too. And it's just, I mean, the amount of money that it would take is insane. And there's no place for an amphitheater that I can think of.

—Business Leader

The way that the interior was designed with the platforms, they just don't work because if you are on the second row for any show, no matter how tall you are, you have an obstructed view. And the reason was so you could put tables out for some of these different events. There's a reason it was constructed that way. But if I could go back in time, that was a huge mistake.

—Business Leader

Some participants noted that the acoustics at Riverwalk are challenging for certain types of performances.

- > Across a couple of different groups, the Riverwalk acoustics were discussed.
- > Some felt the sound is well suited to classical style music, but less ideal for rock or more electric instruments and sounds, which could limit the types of artists willing to play the venue.
- > Participants also mentioned that they would like to see more movie showings at Riverwalk but knew from past experiences that the sound is particularly challenging for movies (e.g., Breck Film Fest now brings in their own sound equipment).



I've heard that for artists, maybe the acoustics are challenging, and that may just have to do with concrete floors, or I don't really know. But I think to get a higher caliber of artist in there, they may have to do things with the sound and acoustics.

—Patron

I do think that with some of the concerts that come in, some of the groups that come in, sometimes the sound system is not real good at the Riverwalk and when I mentioned it to somebody, they said a lot of times the groups, especially bands will bring in their own production people and not really be as advised about the venue. I've stopped going to some of those band concerts because the sound system just wasn't good. The acoustics are not good and you miss half of the things. But for the orchestra it's fantastic.

—Patron

Participants wanted to see more non-music programming at Riverwalk.

- > Many participants across all groups mentioned types of programming, not entirely related to music, that they would like to see at the Riverwalk (or have come back to the Riverwalk).
- > Several participants across different groups mentioned wanting to have theater productions at Riverwalk again (explaining there used to be at least one a year but now they are all at Backstage).
- > Other desired types of programming included:
 - dance performances/dance classes;
 - fitness classes on the lawn;
 - movie showings/screening of sports games;
 - lectures/TED style talks;
 - open-mic nights, comedy shows.
- > Most of the suggestions included a component where the event could spill out onto the lawn.



I was thinking, during Pride they do the yoga classes out there, but they could do any sort of fitness. I've always been thinking, they could do country line dances out there too, or any sort of dance party, learn the choreo. I think that'd be really cool too. Especially catering to this age range, if you maybe make it like a singles night or even a couple's night, like, do you need a partner or are you bringing one, sort of thing?

—Young adult

I think I would love to see just more different events at the Riverwalk. I feel like it's a lot of orchestra concerts or concerts of bands that I'm not super interested in. And when I was a kid, the Backstage Theater used to do productions there, which was super fun. And I would love to see more summer movies there. Sort of like a drive-in movie, but not a drive-in ...something more like that that's a little more casual, probably a little bit cheaper, and just using that space more to do different things besides just music.

—Young adult

One of the things I think about that I loved the most at Riverwalk was when I saw Ira Glass from this American Life. And it just made me think like, those lecture things are cool.

—Business Leader

Many participants felt that Breckenridge needs to bring back more high-quality live music.

- > Many participants shared that there are a lot of music performances at Riverwalk that simply do not interest them.
- > Participants in the 30-to-50 age range were the most vocal about wanting higher quality live music brought back to Breck.
 - They often spoke with nostalgia about the different acts they used to be able to see in town.
- > Younger adults did not have high expectations of Breck beating out venues like Red Rocks and Dillon for big name acts, but felt like more variety of smaller but interesting artists would draw young people for a free show.
- > Older adults and patrons were quite satisfied with the music offerings, especially NRO and most things going on at the Riverwalk.



[What comes to mind when I hear "Breckenridge Arts District" is:] Lack of music. There used to be, I feel like, a lot more music. Better music here. Just kind of the outdoor, like on the lawn or at the Riverwalk, or outdoors on the street. We used to have a venue. Famous people, or I guess bigger acts than what we get currently.

—LOI Resident

I like electronic music and a lot of younger people, especially that are here in the ski season, that would be a huge appeal to that market. Because I know at one point, Breck Create was struggling trying to get kind of younger people because I know it's a lot of bluegrass and jazz. I personally like that because I'm eclectic and weird. But [electronic music] would be fun to see. And then you could incorporate light shows.

—Patron

It really is a trek to go over to the shows in Dillon. They do free shows every Monday night. And I would say our group of friends, we try to go every single Monday night that we can. But if there was an opportunity for something like that in Breck with artists that, you know, like the free shows aren't these huge, amazing artists, but they're at least intriguing enough that we're going to show up and we want to see it. And if there was more opportunity for that in Breck on a weekly basis, I think that my age group would probably show up.

—Young adult

Across groups, participants suggested the Town consider different venues for music performances, such as outdoor spaces.

- > Participants would overall like to see a greater variety of genres and a higher quality of show—but it does not necessarily have to be at Riverwalk.
- > Many had positive impressions of the AirStage in terms of a community gathering type of event, but wanted to see events happen more frequently/regularly.
- > There was also discussion about how Breckenridge simply does not have many smaller music venues at bars anymore, and that has taken away some spaces for local artists.
- > Across several audiences, including business leaders, there was discussion about setting up a stage outdoors—in a parking lot of a ski resort/lodging like Beaver Run or Vail, or elsewhere in town—to have a live music event that could accommodate a bigger act.



I do think the AirStage in the Arts District does a good job. That does bring what the Arts District and the arts programming used to be with bringing people together. And that does a really beautiful job of it. It's just infrequent. And we used to have, I would say, more venues that weren't operated by the town, that operated music. And that was fantastic. And that, for a magnitude of reasons, has changed.

—LOI Resident

They could definitely- like for bike week, they close down the whole lot [by Riverwalk]. I work for the trees department. We can do that anytime. We just need a two week notice to close down a parking lot. It'd be cool to have a festival or something, because that parking lot's huge. You could fit a lot of people into that parking lot. Riverwalk Tiger Drive parking lot. It is attached to the Riverwalk. They shut it down for bike week, why don't we do that for a bigger artist? Like Billy Currington came to Dillon Amphitheater. Like, okay, we can't fit everyone in a smaller space for a bigger artist, but we can fit people in the parking lot. And it's a huge parking lot.

—Young Adult

One of the other problems is we used to have a very vibrant music venue scene. We had better bars...So I was in a band for years when I moved here, I played all over Breckenridge. If I was in a band today, there's no venue in Breckenridge.

—Business Leader



DETAILED FINDINGS: FOCUS GROUPS
**FEEDBACK ON CLASSES/
STUDIO HOURS**

Classes in the Arts District are highly praised by those who have attended, but timing of classes prevents some from engaging.

- > Several participants across audiences had positive experiences with classes through Breck Create.
- > Some participants felt the timing or cadence of classes was not always amenable to their schedules (e.g., would prefer a later afternoon/evening time slot in the 4-6pm range, either on the weekend after the main activities of the day are winding down or on the weekdays for the after-work crowd.)
 - Some would like recurring classes or series, and for the scheduling to be more regular and reliable. Others would not want to commit to multiple sessions. Continuing to offer a variety of series and one-off options would be ideal.
 - Having the option for a longer (around 4-hour) workshop was also desired by some patrons.
- > Some had suggestions for other mediums they would like to see in class offerings such as performing arts, cooking, and urban art/street art/graffiti.



The last thing I did was go to a glassblowing class. What struck me most was how intelligent and how wise the teacher is, how well he knows his material, how much he knows about it, how he can do anything. I was quite impressed.

—Spanish-speaking young adult and artist

I think it's amazing. It's all super accessible. They have printed pamphlets that have their schedule. They've got it on Instagram. You can do DJ workshops, painting workshops. It's super, super cool. And as an art teacher, I told the kids, well, just go to Breck create or go do this. There's a lot of different resources in Summit county to get people stimulated creatively.

—Patron

For the Arts District and those buildings, and I think that the Arts District has really tried. They're like, we have pottery classes or, or jewelry making classes or all that kind of stuff. I think they tried it years ago, but they could do it in a more efficient way of doing it as a series. And so ultimately getting someone to buy in of like...I know that once a month this is the ladies' night that we go here and do this. Because they're so infrequent, even the times that you plan for one, then it gets canceled. So I think really trying to work on the reliability.

—LOI Resident

Impressions of the Artist in Residence program are mixed, with many unsure how to engage with it.

- > Several participants across different groups were confused about how the Artist in Residence program functioned, particularly the open studio hours. Many did not know how/when to visit or otherwise interact with the artists and spaces.
 - One business leader suggested that playing quiet music outside the studios that are open could help signal to people passing through the area which ones are open.

Well, they did have the resident artists that were doing that, and I don't know how big that was for other people. I mean, I didn't go and participate in that art, but I read about it. Sometimes I feel like I don't even know where to learn about it.

Exactly. Yeah. I don't know what the purpose is. Like, what am I supposed to do with that? Do I go meet them? Do I do it? What are we doing?

— “Lack of Information” Focus Group Conversation

“

To have open studio hours, especially for the artists in residence, I think they used to be required to do that. And I don't think it was advertised very well, because when we went just a few weeks ago to the artist who's in residence at the White House, it was really fun, but it's just hit or miss for people walking by. But I don't think any of this has been promoted very well.

—Patron

“

I'm sure if I did research I'd figure this out, but it's like, oh, can you go into their studio hours at other times? Is that allowed to do? Like how to interact with that part of the Breck art area. And again, I'm sure if I spent a little time, I'd figure it out, but I think that's a barrier. I'm like, I should do more in there. I should figure it out. Maybe I'll take a class. But it feels like, I've got to jump over a hoop in my own learning.

—Patron

Participants want to see different kinds of art and artists showcased in the Arts District, including more urban art and less mountain-themed art.

- > While many appreciated the intersection of art and nature that Breckenridge often focuses on, some did feel like the representation of “mountain art” was repetitive, and they would like to see more variety of styles.
- > Suggestions from participants about different kinds of art/artists they would like to see (showcased in exhibits, displayed around town, invited to the Artist in Residence program, etc.) echoes the mediums they would like to see more classes in, including graffiti and urban art, and more performance art, like music.



I feel like there's a lot of focus on mountain art and things like that, but it doesn't incorporate a whole bunch of other styles. And so I would like to see a larger variety of artists come in. It would be cool to use those buildings and just have an artist come have a gallery for a week and sell, you know, whatever.

—LOI Resident

I'd like to see some more music in the arts. Not where you're just listening, but where it may be a little more participatory. Not lessons, but just where you'd have a musician in residence and you could come in and learn about how he or she develops the music or plays the cello or drums. Just a little more music-related because it seems like we have the music in the concerts, and then we have what I would call more of the visual arts [in classes and in the Artist in Residence program].

—Patron

I want to see more graffiti and urban art. Especially now that we have a new skate park being added. I don't know why it hasn't been taken into consideration, but considering how accessible the aerosol arts AKA graffiti are to a lot of different socioeconomic backgrounds, I think that would be really cool. And I personally have a lot of resources of professional artists that I would love to have an outlet for kids to be exposed to kind of urban art styles. Because we're here in the mountains, obviously... I just came from Virginia Beach, and they had some phenomenal murals on the building. Reykjavík in Iceland has incredible murals. I mean, that just adds so much to the feel of the community. And I've started to see a little more of that. Like right by the gondola parking garage structure. They'll put those big concrete benches with the paintings on it. Just little hidden jewels like that I. Think are super cool. Street art.

—Patron



DETAILED FINDINGS: FOCUS GROUPS

OPPORTUNITIES AND DESIRED EXPERIENCES

Events, programs, and experiences that stood out to participants were those that felt community-centered.

- > Common events that stood out to participants across groups were 4th of July, Día de los Muertos, Pride, and the Recent “Spark” event.
 - The most memorable parts of these events were the ability to engage in fun activities that were low-cost or free, and most of all, the sense of community and connection the event fostered for them.



Last Sunday [The Spark event], it was an experience of how technology helps you get involved, the atmosphere, fireflies and how they play with lights and bubbles. You were sitting there in silence and all the emotions at play, either being a child or believing you were in space or being in the world. They weren't fireflies, but the effect involved you completely, immersing yourself and creating... I mean, I imagine that each person left with an experience, with something in their heart, something that moved them, that shook them to the core. It was cold, but you didn't feel it. It was like the warmth and connection of the whole community, the family, the children. I think it was an event that brought us together as a community, as an identity, and as participants who are now part of this community.

—Spanish-speaker

Something else I'll add is that we really enjoyed the 4th of July and the kids' activities. So, the chalk art, and there was different activities when you went into the different buildings and keeping that free for the community was definitely a highlight of the summer.

—Patron

And the bicyclists that you were watching, that was part of the fourth of July activity.

—Artist, PT resident

—“Catch All” Focus Group Conversation



I was at the Pride event. And really, all I see on the streets of Breckenridge is diversity, community, respect, and people having fun with their families, with their children, with everyone.

—Spanish speaker

Conversations about public art/trail art and exhibits centered on how unique residents found these attractions.

- > Other types of attractions that were memorable for participants were various public art and trail art/exhibits.
- > The ones they remembered were described as unique, different, or even “weird” or “creepy” such as the bees on the Riverwalk lawn, the performers on stilts that walked around town interacting with people, the celloist in the trees, and a large unicorn sculpture as a trail exhibit.
- > These kinds of exhibits or attractions often were reported as creating a lot of conversation around town and excitement about art.



For BIFA, they do an outdoor trail exhibit. And it's on the trail I take down into town. And so one year, I wasn't paying attention, I turned the corner and there's a glittering unicorn. And then, of course, everybody, you see other people on the trail. Where's the unicorn? And so that's cool. And having one of the trolls here is pretty cool.

—Patron

You know, one year they had a celloist up in a tree. Last year, I worried the whole time he was gonna fall. But that was just a lot of really unique experiences, especially for, in my opinion, for a community this size, I just think there's a tremendous amount of things that go on that are unique.

—Patron

I think anything that stands out is unique. I don't go to a lot of concerts, but I do the BIFA thing and the film festival and Backstage. But if there's something unique, even if it's super weird, like last year, there were bees on the lawn. It was weird and creepy, but I went to see it anyway because I was like, I gotta watch that.

—Patron

Some participants expressed a desire for more programming overall; patrons generally felt there was already a diverse and abundant offering.

- > As is common when engaging the community about events and programming, and echoing survey findings, many participants felt there could be more offered.
- > While some, especially in the patron group, felt that there is often so much offered that they cannot choose what to participate in, other participants felt there are dead times when not much programming is going on.
 - This may be occurring after a large event or season is wrapping up and there is a slight lull in programming (e.g., NRO season is over, BIFA has passed, Fall is a slower season for tourism).
- > Patrons did not have many suggestions for additional programming as they felt there was plenty of programming and they were very satisfied with the current offerings.
- > However, other audiences had numerous requests for different types of events and programs they would like to see offered.

I just went and pulled up the webpage for the Riverwalk and I see something happening tonight, which is a skateboard thing. I see something happening on this Saturday, next Saturday, and then nothing until October. And the things in October, one of them is the Craft Spirits Festival. So I don't know that there's an art component there or not. And then the other one is the Colorado snow and avalanche work, which that's not an arts component to the best of my knowledge. So, that's the only thing that's on the Riverwalk webpage in terms of events. There's no art.

—Patron

Yeah, I'm coming there on Monday. And I've been looking--we've got friends coming to stay with us—trying to find something to do other than golf or hiking. And I haven't come up with anything. A lot of the orchestra is all done. They had their finale, I think, this weekend. So same thing, same experience I've had.

—Part-time resident

— “Catch All” Focus Group Conversation

Young adults want more events and programming targeted at their age group with a focus on socialization and hands-on activities.

- > There was some debate among this group about how exactly to target their age group and send signals that the event would be of interest to someone their age.
- > Young adults felt like alcohol can be involved to send the signal but wanted it to not be the *only* thing going on at the event, and that hopefully there is something to do that ideally draws groups of people together into interaction.
- > One theme that emerged was events that are activity focused such as yoga or fitness, dance classes, sports-related programming (e.g., watching a Bronco's game on a projector outdoors, or playing volleyball or spikeball on the lawn).



I do think that that's effective by having alcohol at events because it just reassures me that I know that people around my age are going to be there. But I do wish they had more events that are maybe catered more towards adults that maybe like weren't all- or the only thing to do there is just kind of get drunk and walk around, like having a little bit more activity based and alcohol kind of being supplementary I think would be really good.

—Young adult

A lot of things that interest me are like it was mentioned earlier, educational things like learn how to do this, do a hands-on activity. If you're trying to meet people, it's kind of daunting to say, oh, I'm just gonna go to a bar and suddenly I'm gonna make friends. That's not really how it works. It's very insulated when you try to make friends that way. So more types of events that can naturally connect you with people would be great.

—Young adult

I think that it'd be cool if they had a volleyball tournament or like spike ball tournament, something like sports related. Or even if the Broncos are playing on like a Sunday night, obviously it gets a little colder, but before snow falls, like they could put a huge projector and the Broncos game could air over that grass and all the Broncos fans could come together and just go crazy. And you could have maybe one beer vendor open or something like that.

—Young adult

Spanish speakers would like to see more diversity of cultural and artistic events, especially during Hispanic Heritage Month.

- > While many reported appreciating and enjoying the Día de los Muertos event, not all Spanish speakers included in this research felt this way.
- > Some felt the activities and offerings at the event had gotten repetitive over the years and they would like to see new acts and attractions brought in.
- > Others shared that Día de los Muertos represents only a small slice of Latine culture, since it is mostly celebrated in Mexico and some parts of Central America. They would like to see other cultures brought into and represented in arts and culture in Breckenridge, especially during Hispanic Heritage Month.



It's quite simple. The program and what they offer at events, they've had the same events and the same participants for the last five or six years. If they don't provide anything new, they don't offer anything new.

—Spanish speaker

This month is supposed to be the month with the highest influx of Latino people, but it turns out that many of the activities that take place during this month are only in name, because we don't really see any movement that represents the Hispanic community. We know it's Hispanic Heritage Month, but we don't see activities that represent us as a community...We should enrich these spaces with more artistic displays from each country, and the more that are added, the better, because we can show this community that we are not just the Latin culture they see, but that we are a Latin culture that has so much to offer. There are so many things they can learn from us that they would honestly be amazed.

—Spanish speaker

My background is Mexican. And so maybe what I was thinking is there could be another way to include other people from other countries. Like one week [the arts programming, possibly at Riverwalk] could be dedicated to a country, another week can be dedicated to another country. That way we can all feel included also.

—Young Latine Adult

Participants shared a desire for more outdoor and food or cooking-related events.

- > Across groups, many mentioned wanting more outdoor events using public spaces like the lawn outside Riverwalk and the Ridge Street Arts Square.
- > Another category of programming that came up frequently across groups was food and cooking related events.
 - People are really loving the farmer's market (and that sometimes they can catch an AirStage show at the same time).
 - Others mentioned there was a Blues and Barbeque event in the past that was popular, and they would like to see brought back.
 - One business leader mentioned how engaging the Culinary Showdown put on by FIRC was, and this was also discussed in the Spanish-speaking group as something they would like to see more of to showcase different cultures' cuisines.



I've loved the events on the Arts District lawn. I know I talked about the Thursday night free live music, but that's been really fun. It's a different demo. It's more of the stroller crew. A lot of kids and families, and everyone's ordering pizza from all the different pizza shops on Ridge street and bringing it out and setting up a blanket. Some more events like that to bring the community together because that's a great space... Maybe more of the sound bath offerings. I know they had one of those during BIFA or maybe more free yoga. I know they're doing some. But just maybe more options like that where you can drop in and talk to someone after the event, connect with your community.

—Patron

The National Repertory Orchestra did used to have an event to kind of open the season in late May, early June. And it was like blues and barbecue. And within that, I remember having a really great time because vendors were able to set up within the Riverwalk center so you could keep the garage doors open, depending on the weather, of course, entering into summer. But just having vendors around to provide beverages, food. You don't have to cater it to music. But if you wanted to just have like an arts festival within there and set up booths all around it, you certainly can. And if it's really nice weather, then no reason to cut it off just at the inside. You could always have like arts on the inside and then food and drinks on the outside. And the garage door is open.

—Young adult

The kind of experience participants most wanted was feeling a greater sense of connection with the community.

- > Across different groups, but especially young adults, participants wanted more casual drop-in and socializing type events where attendees will run into others, perhaps while participating in an informal activity.
- > Participants also echoed survey findings in their desire to relax their mind and feel a greater sense of connection with the community through participation in arts and culture events.
- > Some other types of experiences and art desired by participants included immersive theater, yoga or sound baths, and “less drink more think” type events.



I would also love, like interactive theater, like, you know, some of the ones that occasionally they do in Denver. I think those. That would be really cool...it's an amazing experience. What is it? How do I describe it? Like, imagine if you go to a haunted house, like a huge one, you walk through, but imagine that it's not haunted. And instead, it is a progressive story that is told by an actor, like right next to you. And you're moving with part of the story through. Through this landscape. I don't know how to describe it, but it's completely unique and. Right. So much immersiveness that it's unlike...you're not just a participant. Sweet and lucky. Immersive theater.

—Patron

We for a long time were trying to drive those organizations to do less drink and more think events. So, like a mob story series like again a comedy night or something like that. But I think it all gets down to the point of like how that information is getting out and then who is owning it. But I do think that there is an appetite for that.

—LOI Resident

I usually go to things with friends, but then run into others. So that sense of community comes in and then you're doing it to relax from whatever day job you have or the stressors of the world.

—Patron

There are some existing events and experiences in Breckenridge that participants felt accomplish community building.

- > These included:
 - The duck race;
 - Snow sculptures;
 - AirStage shows;
 - Farmer's market;
 - The Rail Jam skateboarding/music event;
 - Town Party;
 - Any Riverwalk event where the lawn is utilized.



And there's community concerts and art shows, snow sculptures, the duck race. There's so many community events where community members are actively involved in it as well.

—Patron

And the lawn being part of the property [of Riverwalk] is really important. Sometimes there's as many people out there as there are inside, and it's just a very nice feeling. It builds a sense of community. Kids playing in the river and then the snow sculpture. I mean, there's just so much.

—Patron

Thursdays have become such a big thing. There's a farmer's market. It's the first year. It's great. Everyone's there. And then right next door is AirStage. And if you think about, like, Town Party, if it hadn't poured, how they had the vendors out and then music. That was last time I was in Riverwalk was the Town Party. And it was great. It felt informal and it needs to be a social piece like that sort of activation. Which is what AirStage gives you because you're not in a seat, everybody's there, every week. Doesn't matter if it's terrible or not.

—LOI Resident

Another that I think brings the community together or that I think is really cool and that they've been doing recently is the rail jam inside the Riverwalk center, where they have the music and the skateboarding and different mediums at the same time. And that's big on bringing the community together. A lot of people are very excited about that again this year.

—Young Adult

Some participants wanted to see more clear efforts by the Arts District to invest in community-centered events.

- > While some think ample opportunity already exists in Breckenridge to connect with others, others want to see a greater effort made to offer community building events.
- > Some feel like more explicit positioning of and marketing of events in a way that makes it clear that an event is intentionally a community event would be good.
- > Again, use of outdoor space in a casual and family-friendly way was associated with community belonging and coming together.
 - Some wanted Riverwalk events to lean into this strategy, and others recognized AirStage and other events fill that need sometimes.



One of my biggest beefs with Breck and Summit county is how difficult it is to establish community. I can't point to a thing that says this is a, you know, this is a good community thing or something like that. It's the thing that I really want to see happen more. But, like, you know, there's nothing about Breck Create that's specifically about community. Like, it's, 'We've got these things going on. You can sign up for this class,' or whatever, but I don't see anything about it as being community building.

—Patron

This is nitpicky but they used to play shows at night with the doors open. So you could just hang out, bring your family, sit on a blanket. They don't do that.

I feel like the AirStage has, like, taken that weirdly. And I do agree with you that I think our last firework display, which was a long time ago at this point, but they, you know, they opened the doors, and I think that that is that community belongingness that kind of comes together naturally and organically that fits for our brand.

—“Lack of Information” Focus Group Conversation

Participants believe another aspect of community-centered programming is the locals-focused component.

- > As previously discussed in the section on perceptions of the identity of Breckenridge, some participants feel arts and culture is more for tourists than locals.
 - Several participants felt that the arts programming is primarily designed to attract tourists (one participant in the patron group estimated 60/40 or 70/30 tourist-to-local ratio).
 - Still, most acknowledged tourism drives the economy that enables these amenities while allowing locals to "piggyback" on offerings that are attractive to all, not just tourists.
- > Some participants also feel more attention could be given to making events feel more focused on locals and catering to their needs and desires through smaller community-centered and "locals appreciation" events.
 - A local discount for programming was also suggested in several groups.



We all live here, we all know it's a tourist town. We all know that the economy runs on the tourism here and that's just a part of choosing to live somewhere like this. So, I think for them to tailor it to a wider audience, whether it's the front rangers or the people here on their week-long vacation, and then still allow for it to be accessible for locals to show up. I think that they do a decent job at that. But I would love to see in May and in the Fall, kind of like our shoulder season, a couple more like locals appreciation events that aren't just necessarily like a locals party with free music. Maybe more activities that are free for locals to show up to. And I know there are some free opportunities and stuff in the Arts District. But those [shoulder seasons] are the times of year that the locals actually get to slow down and take a breath. And it is honored. It's not like it's entirely overlooked, but there could be more in the Arts District for that.

—Young Adult

Many felt offering recurring events would impart a sense of programming being more catered to locals and building community.

- > Another way participants believe programming could be catered to locals and build community more effectively is to have more recurring events (such as with classes being offered as series).
- > Participants also shared that they would like to have more recurring events that they can count on (like Dillon Amphitheater has Monday free nights).
 - Many felt this would make scheduling easier as they would just know on this night Breckenridge has X event.
 - Some young adults also feel this could facilitate meeting people since you might see the same people repeatedly at an event.



One of the things that I know is successful on the ski hill in terms of creating local communities is having a series of events. So for instance, I'm on the Breck Create website right now. I happen to click on education just to see what classes are going on, and they're all very, you're going to go to one class, the end. But like on the ski hill, there are a variety of ski lessons which are multi week things and you do get a lot of locals at that one. And you see the same people over and over and you do develop a community there. If there was some sort of like educational offering that was a series of things. You're signing up for five classes that are building off of each other or something like that. It's not just a drop in one time kind of thing. I think you might get more of a local community established that way.

—Patron

Like the amphitheater, everyone knows what's going on. Everyone knows every week the amphitheater's Monday, do you go to the amphitheater? Breck, there's nothing like every week you go to this Breck Create thing. I wish there was something more like that.

—Young Adult

Some participants feel that the best strategy for attracting both locals and tourists is increasing the quality of events.

- > There is also recognition that local needs/wants need not be at odds with what would drive tourists to Breckenridge.
 - Some mentioned that family-friendly events are a big area of overlap for locals and tourists.
- > The other strategy many participants felt strongly about is seeking to put on high-quality events, and they felt every kind of audience would be satisfied with that.



And part of the things that bring our guests here is because it is the town and a resort. And so I think actually what the townspeople want are similar to what our guests want as well. I think that that's very similar. And I do think it's family friendly things, right.

—Patron

I do think that if we go down the path of quality then it is destination worthy.

—LOI Resident

It feels like there's too much of a focus on touching on every demographic and making a concerted effort to cater things towards them versus just things being good. Just focus on quality.

—LOI Resident



DETAILED FINDINGS: FOCUS GROUPS

UNMET NEEDS AND BARRIERS

The biggest barrier across audiences was parking.

- > Many participants are frustrated with the issue of parking anywhere in the downtown area, but especially around Ridge Street where many arts and culture events are held. And when AirStage is happening, the parking lot is no longer open, further reducing parking options.
 - While some also feel the Riverwalk parking is less than ideal, others feel it is better than parking around Ridge Street. The area of Riverwalk center is overall a slightly larger area for children and families to space out, so it was suggested that AirStage-type community free events be at Riverwalk instead of Ridge Street Art Square.
- > Young Adults not only find the difficulty of parking to be a barrier, but also the cost, even if small, is something that causes friction in their decision to participate in an event.



And I'm going to throw this out. You know the parking is an issue. I do believe the parking—you know for Riverwalk center specifically—it's annoying.

—LOI Resident

I think of, like, one thing that I think of with, like, the AirStage, though, like, the idea of it and stuff is kind of cool when you think of that space that they've activated. Right? It's really small. It's some of the hardest spot to find parking when you're competing already on that. We've taken away a parking lot. Then with, like, the farmer's market, and it's like, again, why not bring that. Open up the riverwalk doors.

—LOI Resident

We don't want to have to mess with parking or pay for parking, even though it's only a few dollars. It's like, we live here like, this is our town.

—Young Adult

Many middle-aged to older adults feel pricing is fair and accessible to them.

- > Patrons, and many middle-age and older adults across groups, felt pricing is reasonable and that the offerings of free events are fairly abundant.
- > For programming of genuine interest and high quality, the price point is less of an issue for some audiences.



I do think that there's a false perception that all of those events and activations need to be free. And I don't think that's the case. People would pay. I think watching the prices at Dillon being like wow. But to have something that comes in and I think that the Town might ultimately have that assumption that they have to foot the bill for this kind of stuff. But if you are bringing in somebody of caliber, I think you would get a lot of people that would be very excited to do that and at a premium to a certain extent.

—LOI Resident

I think most of them are pretty fair. Pretty reasonable free things too. So, I mean, it's not where you're prohibited from really enjoying a lot of things, because to me, it's amazing how many things are free.

When you compare it to DCPA in Denver and other concert venues in Denver, I think they're pretty reasonable.

It's super reasonable, considering the Dylan Amphitheater is pretty expensive. But you kind of get what you pay for there. Like, if you're gonna see like two of the Marley Brothers or something. So, I do get where they're putting the pricing into that, but I do think the prices are pretty fair around here for how small of a town it is.

— Patron Focus Group Conversation

Others feel arts and culture in Breckenridge is not always accessible for locals in terms of cost.

- > Several participants in different groups shared that cost of living in Breckenridge is high enough that it can price locals out of participating more in events, especially those marketed to tourists or even catered more toward older retired adults who can often pay a much higher price point.
- > Some mentioned that they would like to engage more just to socialize with other community members, but they are not usually willing pay a higher price if the event doesn't particularly interest them.



And that's the bittersweet dichotomy of being a local here, is you're gonna spend the majority of your week working to pay for where you live or for your kids. But that's what does make it hard to try to go to all the events.

—Patron

Often the Arts District, I associate when I look at programming and stuff with being like, kids out of the house, retirement, those types of things, and sometimes even cost prohibitive, I would say, to, like, the local community members from being able to engage in those things. You're like, yeah, I want to go from the social aspect, but, like, I'm not ponying up that much money because I don't love that band or that activity that much, but I would like to be involved. And so instead you're prohibited from doing it.

—LOI Resident

It would be nice to see more—I know they offer a lot of the classes in glass blowing or painting and stuff like that that are being offered—but the price sometimes can get a little too much. I'm not going out and spending \$30 on a night to learn how to paint or use a different type of artsy creativity type thing. Especially being a student. I know a lot of the scholarships and stuff like that is catered more to younger students, like high school, elementary, that type of thing. But I would love to see that being offered for adults as well.

—Young Adult

Young adults and Spanish speakers were the most likely to cite cost as a barrier to participation.

- > Cost is the biggest barrier for young adults.
 - Possible solutions discussed were a younger adult (e.g., under 35) discount on events or classes, and that more scholarships for classes be made available to young adults, not just under 18.
 - This type of consideration could make the younger adult crowd feel seen and included.
- > Cost was also mentioned as a barrier for Spanish speakers, although it was less top of mind than others like scheduling and language barriers.
 - One Spanish-speaking participant who is an artist and student shared that she takes advantage of different scholarships to be able to take classes through Breck Create but in her opinion, it is not well advertised. Nobody she talks to is at all aware of this opportunity for 18+ people.



It would be prudent I think, for arts organizations or just organizations in general to think more critically about permanent residents and the median income, especially in surrounding areas. So actually focusing more on the broader Summit county versus just Breckenridge. And so if there's any way to, to get funding or solicit for donations for a particular event that supports the 20-somethings, I think that that would probably go over really well, even if it's just to subsidize an entry fee. \$30 might be too much for a lot of people, but finding that sweet spot of, oh, 15 bucks, that's like buying a burger these days. I could swing 15 bucks versus 30. It feels like there's an in-between to be found. And it shouldn't just be like all or nothing. Like there should be some events where it's like, actually, you know what, let's focus on this age group and show them some love. Because it's a struggle as it is in Breckenridge. And then if you're really young and you don't have a career built up behind you to support living in Breckenridge, it's even worse just to live and buy your groceries...For example, in Indianapolis, there's a venue...and they have a program called Sophistics, and it's for people below the age of 35 and you get an automatic 20% off all events and it's free to join. You don't have to do anything. There are no strings attached. You pretty much just sign up for the mailing list and then you use a code and that gets you a discounted ticket. So right there, just from a mental point of view, you already feel like you're saving some money and that somebody is out there rooting for you to go to this event, they're making space for you to be there.

—Young adult

Scheduling was another common barrier for Spanish speakers and young adults.

There is something else that needs to be added here, and that is the Hispanic community's real inability to attend these events. And when I talk about real inability, I mean that most of us—because I have also worked in this field, work in the hotel industry, and in the hotel industry—we work on weekends, and weekends are when most activities take place, so there is a real inability to attend these events. It's not that we don't support the intention or anything. Add to that what [other participant] says, that if it's an intention that the community itself doesn't segregate itself, but if it's difficult because of the work that's mostly done in the mountains, at least on the weekend you have to work for practically everything.

Sometimes the issue of schedules, if such an event is announced and a restaurant that is open until 8 is going to be open until 11, that's how it is. I work in restaurants, so automatically the little free time you had is now taken up and you can't go out with your family.

— Spanish Speaker Focus Group Conversation

- > Scheduling was also frequently mentioned as a barrier for Spanish speakers.
 - > Several shared that they work in hospitality and service industry, and if there is an event, chances are they are working to accommodate guests/visitors or the influx of residents spending time downtown at restaurants and retail while attending events.
- > Young adults shared that work and/or college schedules make it difficult to participate in events they would like to.
 - > One participant suggested that events could have a semi-permanent installation or component that people could check out or engage with after the actual event ends (e.g., Skateboarding event could leave up a half-pipe for a few days that those who could not make it could stop by and use).

Spanish speakers also perceived overall low engagement and feelings of exclusion among the Latine community.

- > The group was divided on feeling excluded.
 - Some felt that Breckenridge did not seem very welcoming to them because of how touristy it is, and places like Dillon or Silverthorne were more relatable.
 - Others felt like all that is missing is for Spanish-speakers to put themselves out there and try to participate more and they will feel more like Breck is their home.
- > Spanish speakers felt that with the right kind of event, like Spark, this creates enough buzz that people in their community are enticed to go through word-of-mouth.



I also agree with [other participant], because sometimes it's about belonging, but I also see something like what we see in Breck. There's a large Latino workforce, but we see it more as being very touristy, it's very foreign to us Latinos, let's put it that way. Silverthorne and Dillon, we see them as a little more applicable to us Latinos.

—Spanish Speaker

I had never heard so much excitement about an event as I did this past weekend. Everyone was calling it Las Luciérnagas (The Fireflies) and everyone was excited to go and was spreading the word that everyone knew about this event. The truth is that this was the first time I saw the community so excited and really wanting to go to an event. What I'm getting at is that it also has a lot to do with the type of event that excites people and really wants Latinos to participate, because I've seen many stories on Facebook and Instagram about this event, which is something you don't see with other events. So, it also has a lot to do with the type of event that is being held.

—Spanish Speaker

Information and language barriers were also reported by Spanish speakers.

- > While language is not always a large barrier for certain events, there are times when it can make it difficult or impossible for a Spanish speaker to participate. For example, taking a class.
 - It was discussed in the group how there are very few bilingual staff at Breck Create, perhaps only one or two that could offer a studio class in Spanish.
- > Spanish speakers also expressed that more marketing and other types of informational material in Spanish could be shared.
- > Others felt that although it would go a long way to have more outreach in Spanish, it may not be enough.
 - They believed that what you would really need to increase engagement among the Hispanic community is an ambassador of sorts.



We spend most of our time with our families when they are here, and we are forming new families. Friends are family, they are another kind of family, and that is what unites us and brings us together. So, the second idea to conclude with is to have the cultural awareness to be able to run these campaigns and talk about family, talk about quality time with loved ones.

—Spanish speaker

I think it would also be very good at the entrance to Breck, there is a banner where all the events are listed, it would be very good if they joined in with this initiative, if they also did it in Spanish, a little more fabric, but give the information in Spanish, and I think people would also be a little more motivated because it's always in English. There are other towns that have taken this initiative, even putting road signs in Spanish. All of that would help a little.

—Spanish speaker

I believe that one strategy could be, because I do this in my work as well, to identify leaders and sell them on the idea so that they can be the multipliers. Our Spanish-speaking communities are repetitive, what we do is more because someone actually told me this. In terms of reading things, you can have pamphlets in Spanish and they don't read them. I know this for a fact. So it's not about that. I think the best multiplier is another Hispanic person who tells people that there are more things to do in the cultural or artistic sphere in this case. And identifying and training leaders is the best idea, I think.

—Spanish speaker

Barriers for artists/creatives in Breckenridge included lack of studio space and lack of a community for creatives.

- > Several artists were present across groups. Among them some want a stronger community for creatives in Breckenridge.
- > Many also feel local art and artists should be showcased more, instead of bringing in artists from other places.

- > Artists also want more open studio space and hours, especially for younger artists who likely do not have a home studio.



As a local artist it does feel like a lonely thing. I'm not full-time. I would love to be a full-time local artist, but I am not. But I would love for there to be like a bit more of a community for that. And so I think that could be a way for it to be targeted. There are a lot of creative people up here. And I mentioned earlier the Lamplight series that I've been participating in that was actually started by locals. They've done two series, they're doing another in September. And it is specifically to showcase only local artists, which I think is a really cool thing. But they're also doing it apart from the town right now because there haven't been opportunities for that necessarily for locals.

—Young adult, artist

Maybe I'm just missing it, but if there were a little bit more open studio space. I live in a tiny house, and most locals here do, at least the ones my age.

—Young adult, artist

And there are a lot of towns that do that. And it's really nice for artists that don't have a space. And also it creates community because there's a place in Salida that does exactly that. They've got space for artists to come and work, and then other people come in and see what you're doing. So, I think that would create a lot of community. And Masonic Hall certainly has a nice big space that would be conducive to that.

—Part-time resident, artist

—“Catch All” Focus Group Conversation

Information barriers were widespread across groups.

- > Several participants who live outside Breckenridge but still in Summit County mentioned that they would like to see more cross-promotion across towns about events.
- > While many participants do subscribe to the different emails/newsletters/listservs from entities like GoBreck, Breck Create, or Town of Breckenridge to find out about what is going on, most feel like the information is diluted across too many channels and this makes it easy to miss something going on that they may want to participate in.
- > Many want a “one-stop place” where they could find information about everything going on related to arts, culture, and entertainment in Breckenridge or even in the broader Summit County.



That's a problem on both sides. I think people in Breck don't know about the stuff happening in Silverthorne and Dillon and Frisco a lot of the times. But in general, it would be great to have, more crossover with the whole county...I mainly get it through GoBreck, or word of mouth, like, in terms of events. I do wish that there was some sort of forum for free and paid events and workshops. And then also that was encompassing of Summit county itself. So that way I could just go to check one location to see what's going on this week and kind of plan on whether I can go to certain events. But also just be able to see other things that are going on in the county all in one place...And I'll add that, in fairness, I don't think this is necessarily a Breckenridge problem. This is more of, like, a widespread problem, regardless of what town you live in social media has really decentralized a lot of central news sources. I don't know how many of you all watch the news. I don't watch the news. So, decentralization is certainly an issue. And it doesn't help that there are a lot of what could be viewed as competing arts organizations or just organizations within Breckenridge. You're like, okay, there's Breck create, but then there's also GoBreck and then there's Town of Breckenridge. And it's like kind of like I know that they're all serving a little bit of a different niche and purpose, but in general, regardless of what town you live in, a centralized news source would be way more helpful.

—Young adult

I am always very confused by the number of different websites that there are. There's no one place to find out what's going on tonight at 9pm or this weekend.

—LOI Resident

The “Lack of Information” residents were most vocal about information barriers.

- > As expected, the “lack of information” group participants primarily discussed information barriers as something that might prevent them from engaging more in arts and culture.
- > They believe the disconnection of information is in part due to discrepancies between which town entity (TOB, Breck Create, GoBreck, etc.) “owns” the event or even a certain type of programming—for example there were perceptions that GoBreck only advertises events aimed at tourists, not more local town events.
- > Many find the various websites incomplete and difficult to navigate and feel there needs to be greater investment on the tech side of Arts District communications and promotion.



I think that the challenge is, that [some events like AirStage shows] falls between what the tourism office usually handles, like those type of calendars for destination drivers. But they don't step into, like, what's happening in town. And the Town doesn't really step into that. Like so it falls in this gray area that nobody takes the like true ownership over, in my opinion. So, it does feel like it's not collaborative.

—LOI Resident

There's not like a one stop place to see everything easily. And even to try to like sort out what classes are available and for what ages. That's really difficult to. [another participant interjects: “Oh my God, the website”] Like your heart goes out. Right. Like it's hard, like it's expensive. Right. But I think there again is like that investment piece. Like, are we doing this or are we not?

—LOI Resident

Even the BIFA thing, I looked online to see what that was and I ended up with like a PDF document that I had to scroll through to like look at this schedule. It's like, I don't know. You should be able to add stuff to your calendar. Literally the mailer that they stuffed in everybody's mailbox was better than anything online for BIFA...If they're trying to improve the Arts District, the tech needs [to be improved].

—LOI Resident

Conversations among LOI residents revealed confusion about the Breckenridge Tourism Office (BTO) community calendar.

- > A discussion from the “Lack of Information” focus group shed light on some of the specific frustrations about finding what events are happening, including:
 - The number of places/websites one has to look at to capture the big picture of everything going on is too many.
 - The BTO community calendar is not promoted enough, and some may think it is just for tourists.
 - The BTO community calendar does not have a clear enough way to filter activities, so users can see only what is relevant to them and not every single thing. The filter is there, behind two buttons labeled “categories” or “audiences,” but participants seemed to be looking for a “filter” button.
 - Some participants in this group, and other groups, think the paper might actually be the best way to advertise events to many (though probably not all) audiences.

How many websites are there for activities in Breck?

There's a fair amount. The tourism office has a community calendar that does pull all that into one place that is not promoted wildly. It's on the BTO website. But there are lots of websites.

That has like daily swimming lessons and stuff on it. There's too much information on that.

I think this is a community that still reads the paper, whether it's the Summit Daily News or it's online. Like if it's in the paper, everyone is talking about it. It's like a weekly or daily. It's a daily. Like we get a daily paper and it's free.

— “Lack of Information” Focus Group Conversation

The Breck Create website/calendar is also difficult to navigate.

- > Although the discussion of information barriers often included other websites like GoBreck, the Breck Create website was also specifically discussed.
- > Many find that the navigation of the Breck Create site is confusing and difficult.
- > Some noted that unless they know exactly what piece of information they are hunting for, it is impossible to find anything.
- > Participants find it hard to just browse and get a sense of everything going on and then be able to narrow down based on their needs (e.g., I just want to see all Riverwalk events for a whole season, I want to see events based on different kinds of interests).



I think they're doing a pretty good job [of having offerings for a variety of audiences]. It's just that it's not very coordinated where you get a good feel for everything that's available and for the different options. I mean, even in my own family, we've got different audiences. So, if somehow there could be a better way, as we mentioned before, the website updating that or just making it more cohesive and easier to understand what's happening.

—Part-time resident

The Backstage Theater camps have been amazing. We've loved the free programming on the Arts District campus. But for the Arts District, you really have to dig through that website to find the offerings. It's not well promoted. So as long as you're looking for it, you can find it. You have to hunt.

—Patron

I'm going to age myself here, but I find it very difficult to have to navigate the Breck website to find out what's happening anywhere. And that drives me crazy. I mean, why can't you just go, "Riverwalk Center" and get the schedule for the whole thing? It takes 20 minutes to try to figure anything out. And that's a bummer because I probably miss some stuff because I don't want to spend the time to try to find out what's happening...I definitely don't want any flyers, but I think that the website could be easier to navigate. And I know I'm 70, and maybe I'm not getting really good at all the stuff, but it's just not that easy to find the information. And then in the paper, I think the paper could help too. They could do a schedule for the summer. I mean, they do put some ads in. But I'm just saying the website is a little dingy.

—Patron

Patrons appear to be the most knowledgeable about the various ways of learning about arts and culture events in Breckenridge.

- > Patrons employ any and all methods of information seeking, including:
 - Word of mouth;
 - The paper;
 - Town of Breckenridge Calendar;
 - Breck Create website;
 - Tourism download;
 - Instagram.
- > Even though patrons are willing and able to seek out the information they need in a variety of ways and are often successful, they also feel that information should be more consolidated.



I would say for me, some of it, it's word of mouth. You just hear about it because you see friends. The paper is really helpful. And then you know, I do go—same thing—go to the websites. But it's a little bit hard and I don't know if it's just not possible, there's so many things that we need. If it was just an inclusive calendar, you know, here's all the things that are going on today in the county. But I mean I know that's almost impossible. I do the Town of Breck calendar sometimes but doesn't have everything. And I do the Breck Create calendar. We usually get one of those early in the summer and put it on the fridge for events but it doesn't have everything. So, it does become challenging to integrate. And then I like the flyers that are all over. I mean I'll go walk around town and just look at what's happening.

—Patron

I get a lot of stuff on Instagram actually and Breck Create and the Town of Breckenridge have gotten a lot more current with the marketing of everything to where it does kind of capture me as someone that's doom scrolling and I'm like oh, that's really interesting. And I almost can't even keep up with all the things Breck Create has to offer, which is pretty fun as a local.

—Patron

I get the tourism download twice a week, which is, I think, very helpful to figure out what's going on. So that's a good source of info for people.

—Patron

I think I look at the paper to see what's going on. It's hard. There's so many free things to do in this community. We're so lucky.

—Patron

A consolidated website/calendar or an app were suggested as potential solutions to information barriers.

- > The most common suggestion for consolidating information was a single calendar that can be easily and obviously filtered and that includes basically everything on the GoBreck community calendar as well as the Breck Create events calendar.
- > Some also want a newsletter sent out at a very regular cadence so they know exactly when to be looking for it.
- > The possibility of an app was also discussed, where users can curate the content they see, receive notifications, and connect to their calendar apps.



And so, I do think the town tries, and I want to give them credit for that, but they do like a newsletter from the town that has all that information in there. And so, I think if they were to really do a recurring something, so you know what to expect of what's coming up, and that would be for me via email, probably.

—LOI Resident

So like in Colorado Springs or the Pittsburgh region, their cultural office is in charge of gathering all of the cultural offerings, whether it's offered through the town or whoever. And then it's a one stop where it all exists. And it's an app and it's a website. And we mentioned the tourism office here. GoBreck does try to do that, but then it ends up being anything and everything. It ends up being, to [other participant's] point, it's a black hole. There's fitness classes, or these six bars have music today, literally everything.

—LOI Resident

Maybe it's an app, right? That's created and it's like, hey, these are all the things that are coming up. You can have a calendar and then if you say send push notifications, they push something the day before it's happening. I like email because you can go back and look at it and be like, oh yeah, this looked cool. I was gonna do that. But yeah, that's what gets lost. I have to have stuff on my calendar.

—LOI Resident

I would agree and I actually am usually not for app, but I do think that it's gotten to a point now that if it's something that is can be curated, because we all have different interests, and so curating what you're receiving and you're telling it what you want to get.

—LOI Resident

Spanish speakers shared that the best platform to reach them is Facebook or word-of-mouth.

- > Spanish speakers feel the best platforms to reach them would be various Facebook pages, such as:
 - La Voz de Summit (Summit Daily section that also has a Facebook page);
 - Latino Summit Facebook page;
 - Pages/posts from community organizations like FIRC and Mountain Dreamers.
- > And again, word-of-mouth is also important in this community, and some suggested engaging community “ambassadors” who could be positive voices encouraging the Latine community to participate in arts and culture events more.



The Latino Summit—it's quite popular. So, you can promote an event there, because it goes straight to the point. There are many, many, many of us who are part of that page and a lot of people see it. There's everything there. But you could also do it. You could promote a Latin event on that page.

—Spanish Speaker

The Summit Daily has started a new section where a woman gives information about different events and news. I think her name is Vanessa. She always makes a newsletter mentioning important things that are happening in Spanish. She does this on the Facebook page of Summit Daily, the local newspaper. This would be a way to spread the word about an event that is going to be held in Spanish. It's called La Voz de Summit.

—Spanish Speaker

Social media is likely the best place to reach young people, but they do not want ads that interrupt videos.

- > Due to the way participants were recruited partially through Town of Breckenridge contacts, many of the young adults that participated in this research did follow different town entities on social media or subscribe to email newsletters. However, the average young adult would probably be less engaged in these channels.
- > Some mentioned that they have seen ads on social media before for Breck Create or arts and culture events in Breckenridge, and wanted to note that scrolling ads are much preferred to ads that interrupt a video/streaming service.
- > While social media is probably one of the better places to reach young people, some noted that not all young people are as locked into social media, and to be careful with that assumption, especially when designing messaging or events (e.g., making a hashtag part of the way to interact about an event- many do not post and will not be interested in that).



I also think because I work in Breck, I'm on the town email. I'm subscribed to Breck Create through my work email. So, things like that that I think if I didn't work in Breck, I wouldn't necessarily be subscribed to.

—Young Adult

If your ad annoys me, I automatically don't want to go to spite you because your ad pissed me off. So, if your ad is breaking up my YouTube video, I don't like you. Maybe don't do that. I think one of the most effective ads or types of ads for this age group is probably, at least for me, you're in the middle of scrolling reels or TikToks or whatever, and then you just happen to scroll up to an ad. That's how I see a majority of things these days that I like are outside of my normal sphere of influence. So that's a huge part is if the ad itself is annoying, I don't want to go.

—Young Adult

I think some people are really obsessed with social media, but I think there's this assumption that we [young people] are all super obsessed with social media. And it's like, oh, part of the event is taking a photo and using this hashtag and stuff like that. I don't post. I scroll. But even that I don't do very often.

—Young Adult

Other suggestions arose for cross-promotion and collaboration with community organizations within Breck, the broader Summit County, or the Front Range.

- > For opportunities to cross promote and collaborate with other entities, participants suggested:
 - Engaging with arts entities in the Front Range (like DCPA) to have them promote Breck events;
 - Collaborating and cross-promoting with organizations across the county. If desiring a specific audience, choose the organization intentionally to match that (e.g., young adults- CMC, Spanish-speakers- FIRC, Mountain Dreamers);
 - Getting on the same page with the school district about scheduling conflicts or ideal alignments.



Denver Center [for Performing Arts]. I know some theaters are in there, but they could do the arts. Because that's just such an art audience, [they could] draw people. Like, 'come to Breckenridge for the weekends.'

—Patron

I also think with the community building piece of it, like, I'm more likely to go to. And this might just be me, but I'm more likely to go to an event, I think, if it's like, two organizations that I know, like, partnering together, or if it's, you know, an event put out, put on by Breck Create, but they're partnering with, like, friends of the Dillon Ranger District or something. Like, something that I'm more familiar with. I feel like I'm more likely to attend.

—Young Adult

I think that—I've got a kid that's gonna be in eighth grade, you know—getting integrated with the school system, and on their same calendar. The town's done a better job over the last few years. But it used to be like that where they would just calendar everything independently. And the community is too integrated for that. You've got to like really deconflict. Okay, when are we doing that? Kids are off. Okay, let's do something that caters to them or, you know, we know families aren't going to be here because they're all going somewhere that weekend.

—Patron



DETAILED FINDINGS: FOCUS GROUPS

FEEDBACK FROM BUSINESS LEADERS

Business Leaders perceive the Arts District to be increasing in activation and vibrancy lately.

- > Businesses Leaders generally feel that the Arts District is doing a good job, with programming meeting the demand and interests of the community.
- > Many also shared that the district feels more activated and vibrant now than in recent years, especially the Ridge Street Arts Square area—which some noted used to get critiques for not having enough going on and feeling empty, but now feels alive from their perspective.



The creative district in Breckenridge and what Breck's done in the last 20 years with that has been one of the best things the Town has done, in my opinion.

—Business Leader

I think that the program piece is good. It was weak for a long time, but I think it's really hitting its stride now. [What has made a difference is] just time. Some of these programs have to sort of mature and learn what the demand is. You know, what are people interested in?

—Business Leader

One of the biggest critiques used to be it was very dark all the time. Oftentimes you'd walk through and there was nothing going on. That has really gone away.

—Business Leader

I saw a bunch of kids yesterday. I was walking down to Clint's from Ridge street, and there was a pile of kids in the one [building in Ridge Street Arts Square] that's right on the corner of the alley and they were all having the best time. And I was thinking about it just being like, wow, this is really alive. It's really cool to walk through here and just see life and vibrancy in that area.

—Business Leader

However, they noted several opportunities for improvement including increasing live music offerings throughout town not just at Riverwalk.

- > Many business leaders agree that the Riverwalk is “not hitting the mark.”
- > Some voiced great concern that the tourism industry is losing market share to Dillon and Copper in the summer because of concerts.
- > Business leaders believe that there are fewer concerts this year at Riverwalk than years past, and want to see more bands and bigger acts brought back to Breckenridge.
- > They recognize the difficulty of scheduling and paying for bigger acts, and also the limitations of Riverwalk as a venue for larger shows.
- > The possibility of different venues was thoroughly discussed in this group, with representatives from lodging and ski areas suggesting they might have outdoor spaces to host concerts.



I think we're losing to concerts in this town, specifically. I see what happens at Copper, and we deal with this all the time at work. We brought this up to BTO, of course, when we go to those meetings and things. But this year there were two concerts. And I know the Riverwalk Center is a good venue. It's not Dillon Amphitheater. It's not Copper's base area. But I perceived there used to be six to ten concerts. And there were good ones. I saw Trombo and Shorty there. I saw Yonder there. I saw a couple other bands like that. Always a great time. And I just feel like this year there hasn't been much of anything from a concert perspective, which from my perspective it's hurting town because we're losing market share to Dillon and we're losing market share to Copper.... I'm saying Breckenridge doesn't bring enough of concerts and bands in to compete with Dillon and Copper in the summer. It doesn't have to be at Riverwalk Center, you know, it's booked. I think about the ski area a lot of times and there used to be some pretty cool concerts in the spring and the winter and the snow times. But to bring some bands up to a bigger venue that would bring bigger people in. We've been talking a lot at [lodging business], my boss and I, about activating our parking lot for concerts...we're looking at trying to expand bands out back by the base area or maybe even bring some into one of our two parking lots where we could bring a larger crowd in. And it is complicated. It's a year in advance. You know, you have to have a lot of money to actually put up to do it. So, I understand that it's a big lift in difficulty.

—Business Leader

Business leaders recognize that arts and culture make a significant impact on tourism and the economy in Breckenridge.

- > Business leaders are aware of and grateful for what arts and culture in Breckenridge contributes to tourism/the economy as well as the culture of the town.
- > Many see the arts as complementary and an added benefit that rounds out the town's offerings, creating the "ultimate mountain town experience".
- > Business leaders also pointed out that having arts and culture offerings is important when tourism is slow to drive people to Breckenridge but also during busy seasons.
 - They noted that even those who have come for outdoor recreation need something to do later in the day and having many options spreads out the crowds around town.



I mean, that's a great time to get people to come up when we're packed. If we're driving people to the creative areas, that's great. Because not only are we spreading it out in town, but we're also showing people what makes Breckenridge so authentic and awesome.

—Business Leader

It's great for the culture of the town. It's very important to the culture of the town. The whole thing is a package. Depending on when events are scheduled or when things are going on, and depending on the time of year, sometimes it can be very important to fill those dead areas. Sometimes not as much. Sometimes we're so busy. Like last week we were so busy, you didn't really need anything. This week, it's great that BIFA is coming up and that the Epic is here. So pointedly picking times to bring events in is really important.

—Business Leader

I think the ski industry has changed, so people aren't skiing as many days as they used to, and having these offerings are really important to the town and to their guest experience. So, you come for seven days, you ski for four, and you have three days to play, do stuff in town. That's where our whole focus lately is, is creating that ultimate mountain town experience from town to resort. So, it's one seamless event and experience there.

—Business Leader

Business leaders are somewhat divided on whether the arts are a destination driver for Breckenridge.

- > Even though business leaders recognize that arts and culture are an important component of what makes Breckenridge an appealing destination, some hesitated to say that the arts are typically a destination driver, or that Breckenridge is known as an “arts town.”
 - Others feel certain events could be considered destination drivers and contribute to Breck’s image as an arts town, like the snow sculptures and BIFA.
- > Many see the benefits of being considered an arts destination and feel that would help their business a lot and create a more prestigious image for the town.



Look at the snow sculptures. I say that's one of the biggest drivers of people outside of ski in the entire winter...I mean, events like that, it makes our town look like we are more into the arts. And it's literally a giant art thing. It's free, brings people here from everywhere. I mean, stuff like that's amazing. The BIFA event that's coming up this weekend, I think those type of events are what are good for everybody. Locals, second homeowners, people just coming up from Denver and tourists.

—Business Leader

Having arts in the town, obviously big for us, because if we are an arts destination, we're getting people who are coming here to look at art. I will say our gallery in Vail gets way more people come from Steamboat and those type of places because Vail's seen as a little more of an arts town than we are here. They've got Bravo. They've got dance festival up there.... And so having the entire atmosphere of town being more of an Arts Town helps everybody because it adds to the prestige.

—Business Leader

There's historical tourism, there's arts tourism, there's ski tourism. You know, all these things together I think are important. And just to make sure that all those pieces are vibrant is important to the business community.

—Business Leader

We have sub-brands that are focused just on building the culture of Breckenridge and selling that culture to our potential buyers. We're a timeshare company, so it's really focused on ownership, but the arts is critical to that. And having, like, what is the brand of Breckenridge? Yes, it's a ski town and yes, you can sell that, but it's so much more.

—Business Leader

Business leaders were most supportive of big events like Breckenridge International Festival of Arts (BIFA) to draw tourists, as well as events that move guests throughout different areas of town.

- > Business leaders believe the opportunities that drive tourism or drive more business to the community are events like the snow sculptures and BIFA that places like Denver seem to be marketing a lot.
 - It was recognized, however, that it is hard to tap into what exactly it is about those two events to be able to replicate them.
- > Events that move people around town are also thought to be great for businesses in Breckenridge.
 - One business leader mentioned a past wine event that did tastings at different locations all over town, and this was thought to be beneficial because it spreads out the crowds and guides people to multiple locations and venues.



I mean, the events [are what can make Breck stand out as a competitor to other places like Vail]. Like I said with snow sculptures and BIFA, those type of events that stand out, that Denver and other towns are going to market, like, 'hey, check out what this town does. They've got a super cool public arts program. They're putting on events. They'll bring you in there, and those type of things will filter into all the restaurants.' I know I keep saying it, but snow sculptures, I think is one of the best events any town has out here because it draws people. It doesn't compete with local businesses. It helps fill our hotels and restaurants and our shops. It's just those type of events. I know it's hard to find other things that are exactly like that.

—Business Leader

I like a couple of events that have kind of moved people through town. So, we've hosted some of the wine event. They've done tastings in art galleries and other shops around town. And the thing that I love about something like that is it's literally moving people through town and then it's multiple events of multiple days. So, it's getting people here, they can pick and choose whatever event they want. They can have a tasting at Beaver Run. They can do tastings down in town. They do stuff in collaboration with the restaurants and it's like a two or three day thing. So, it's not huge in terms of flooding Main street with Oktoberfest or something. But it's getting people here and then it's getting those people to pop around to different parts of town...It forces people to see more than just whatever venue that they're going to.

—Business Leader

Business leaders acknowledge and share the Town's frustrations about meeting the needs of the public who can sometimes vacillate between opposite desires.

- > Business leaders offered a more nuanced perspective on why it seems there are fewer events now than in the past.
- > They remembered a time just before COVID when the town was putting on a lot of events and residents were complaining that it was too much. Then COVID slowed everything down and things did not seem to pick up quickly since then, and now people are complaining that there are not enough events.

Part of what happened was right before COVID, there was this really big event fatigue in town. People were pissed all the time and coming to council. 'There's too much going on. You got to slow it down.' COVID hit. There was nothing. A lot of stuff went away and then everybody was coming [saying], 'Why are there no events?' That's what's happening now. It's funny because it's a cycle.

Well, I know that there's been a lot of talk—I've been going to some of those BTO meetings over the last few months—that they've been kind of having with the lodging community and with the restaurants. And there has been a lot of people talking. I think that pendulum has swung back to we don't have enough events right now, but you're 100% right. As soon as we add three events, people are going to start flipping out about that.

—Business Leader Focus Group Conversation

Business leaders called for a shift in how the Town thinks of return on investment of events.

- > Business leaders pointed out that some events are not and cannot be directly profitable to the town—but they do drive tourism overall which benefits lodging, restaurants, and retail, which increases sales tax revenue.
- > They acknowledged that Riverwalk would have a hard time being profitable for bigger concerts, so they understand why smaller acts have been the focus lately.
- > However, they feel a greater investment needs to be made to bring in higher quality and bigger acts, perhaps hiring a dedicated entertainment person or partnering with promoters like Dillon does.
- > Overall, business leaders feel like a longer-term vision is needed and the focus should not be day-to-day stats about tourism.
- > It was suggested that if the town wants to grow and expand tourism and arts and culture engagement, the budget also must expand to allow for that.



Unfortunately, just the size of [Riverwalk] doesn't lend itself to having big concerts. 750, that's max. You've got to either pay a lot in terms of what the fees are for tickets to bring in a headliner, or you got to have a headliner that's \$5,000-\$10,000. That's the only way you're going to make any money. The deal always was: try to catch them on the way up to start them and on the way down. So having somebody that's a focused entertainment person was always sort of the thing to have an outside group that could help you...The town just needs to decide that this is important and the town needs to spend money on it. That's not a money-making venue and never will be. Never will be. That's the point.

—Business Leader

My point is the town's gotta look at it like we're not gonna make money on this [organizing events like the snow sculptures]. The town's not going to make money on this. But if you want more, I would think the town's budget's got to expand. And that's how you expand it. The whole point is beefing up sales tax. And that's how you do it. You bring events in during the dead times. You drive more people to town. The restaurants and retail and galleries do better. More sales tax is collected. And the problem is that's long vision stuff. And it's easy for a lot of people get very myopic in there. Yesterday was slower than it was last year. What the hell's going on? Well, the look should be the year, not the day.

—Business Leader

Business leaders have concerns about how facilities management is handled in the Arts District.

- > Business leaders expressed concerns about Breck Create managing facilities and would prefer they focus on promotion and marketing.
- > Some are most concerned with their perceptions that it is too hard to get onto the calendar to rent the facility, while others are concerned about the capacity of Breck Create to effectively manage facilities with a small team.
- > Facilities management is perceived to be the job of the Town, and some would like to see management of venues back in the hands of the Town.



I think one of the biggest mistakes the town did was having Breck Create control the venues. I think that needs to go away. You need an organization like Breck Create to not fight with the other groups that want to use those facilities. And I think at some point we just need to get away from that. The town needs to control, manage, fix the facilities. Breck Create needs to be a scheduling marketing company. And then they could potentially be the central sort of hub for the calendar, but not have it. I mean, there has been a ton of infighting over the years because Breck Create runs the facilities and the ability for anybody else to rent out the facility, it goes through them, they run all the scheduling. I mean, everybody complains about why can't we get in there? But I think the Town needs to take all the facilities back as the owner and manager of those.

—Business Leader

Business leaders shared successful past collaborations with the Arts District and expressed openness to future collaboration.

- > Business leaders recounted collaborations in the past between their businesses and the Arts District that went well, such as hosting a Battle of the Bands at Riverwalk, and using an arts building for making shot glasses for the Craft Spirits Festival.
- > While many noted they are busy with their own marketing and event planning, if the Arts District approaches them about collaboration and takes the responsibility of initiating those talks, they are more than willing to carve out time.
- > Others noted they already do a lot of collaboration with the Arts District through philanthropic activities and hosting artists at their lodging facilities.



We had a battle of bands. We worked with the Summit Daily, we worked with the Riverwalk, and then our own organization. And that was a lot of fun. The three of us worked together to bring that in place.

—Business Leader

In the past, we had the Craft Spirits Festival. Well, it's still going on, but we one year used the pottery—I don't remember what that building is called. And so that was part of one of the Friday night events we had. You could make little shot glasses. And we also did some mixology classes in the Old Masonic Hall. And so, I think that was a successful collaboration. I think in the beginning we had a lot of really fun collaboration with Breck Create.

—Business Leader

We're slammed with our own marketing. But if someone comes to us, like, 'hey, do you guys want to do something collaboration?' We're like, 'oh, yeah, sure. We can get that in there.' But we're already up to our ears in water anyway with everything that we're doing. So, we're not seeking out more, but we're more than willing to help out. It's always a good idea and they come to us, and we can carve out time in our schedule and actually plan that.

—Business Leader

Business leaders want to see future collaborations between the Arts District and Breck History, and between the NRO and local businesses.

- > Business leaders suggested that collaborations with Breck History would be interesting and they don't see it often.
 - Some believe the identity of Breckenridge used to be more of a historical town and feel like that has been less of a focus in recent years and would like to see that brought back.
- > Another recommendation was to have the NRO play more smaller shows around town, noting that that has happened in the past and the NRO seemed happy to do it.
- > Some business leaders are actively already thinking about how to partner with the Arts District and the Town more in the future, and thought different properties around town—outside of the Arts District venues—could be used and activated more for arts and culture events.



The historical society, Breck History. I don't see them a lot in collaboration. Maybe I'm missing that, but I feel like that history of Breckenridge, when I started working in Breckenridge was the thing. Obviously, they redid the welcome center when I was there. I haven't seen that as much lately interacting with Breck Create or with BTO as much. And maybe I'm not paying attention. But you don't see it a lot. But I think they're working in the background. So, I wonder if it's just the marketing. We used to lean into history more.

—Business Leader

I'd love to get the NRO activated to be run in some ways. I talked with them a little bit, and we obviously haven't heard of doing anything this year, but I think it's some conversations about, 'could we get a string quartet up there? Could we get a small piece of the NRO to come and play something at [Lodging business] for whatever reason?' I haven't really broached the subject too much yet, but we definitely have a strong relationship with them. But that's another thing that I think we'll be exploring is how can we partner with Town Arts entities, BTO definitely, too, to do more. I mean, we have spaces. We should activate them, and we could be a big part of that. We come with spaces. We come with money. We come with the ability to actually maybe do these things. These are really, really nascent beginning conversations, but that's the direction we want to go in, because we constantly ask ourselves the question, 'how can we activate our property to get more excitement and vibrancy around [Lodging business] to get more people interested in coming up?'

—Business Leader

Proactive and clear communication from the Arts District would facilitate future collaborations with businesses.

- > The two main asks from business leaders that would facilitate better collaboration for them were:
 - For the Arts District to start the momentum of approaching smaller businesses. Some noted that larger entities around town are already aware of opportunities to collaborate and have been asked to on different occasions, but smaller businesses are not aware of these opportunities and do not know to ask.
 - For the Arts District to streamline communications, especially requests for businesses to be a sponsor or cross-promote something. It can be confusing when the ask comes from multiple people, and they want to establish a point of contact and know that requests will come from them and them only for a given event or effort.



I mean, [what would facilitate more collaboration with the Arts District] for a small business, [would be] just them coming down and saying, 'hey, this is what we need from you to do this.' It's pretty easy, you know, 'hey, we're doing this event on the lawn. We'd like to give away some gift cards or what can you help us with?' I don't think there's enough of that. Those of us that donate a lot of stuff,

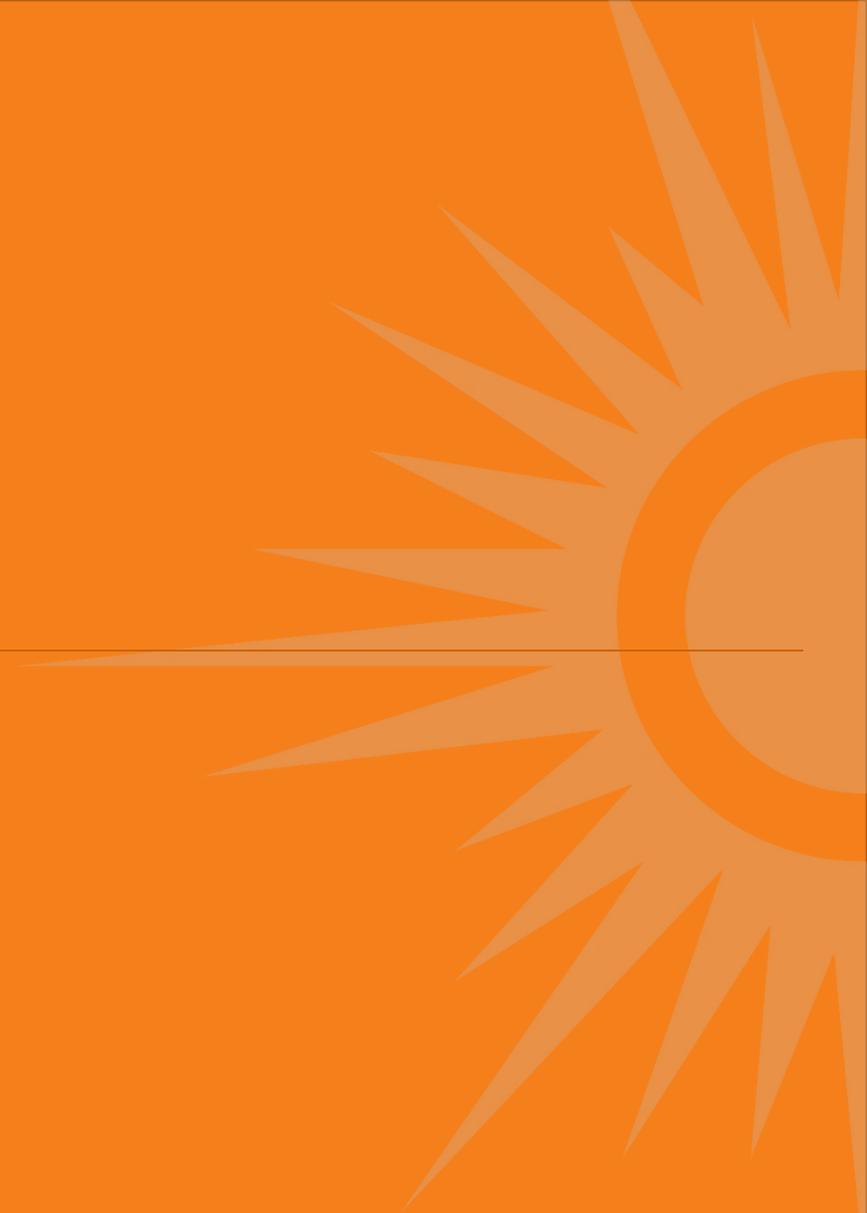
I mean, everybody in this room, there's a lot of businesses that are just not as clued in to the community and reaching out to them. So, I feel like they did a good job with the Spark event, with asking for collaboration among small business. And that was the first time I've ever had Breck Create reach out to me as a small business owner and be like, 'would you be interested in doing a themed special or something around this event to help cross promote it?' And I was like, 'heck, yeah, why not?' And it's definitely a pain in my ass to stay open way late and do all this extra stuff. But I was like, I'm adding value to this event. I'm adding value to Breck Create and to my business.

—Business Leader

I think a little bit of just administrative streamlining, kind of reaching out to some of the smaller businesses. I think we're a big business that's known as very philanthropic, and people often come to us first, which is totally fine. But especially from Breck Create, sometimes we'll get the same request from three different people at the organization. And so, it's a little challenging just to navigate who's your point of contact? Who are you working with? Establishing one really strong relationship that then you can put your heads together and be creative on one thing. We've always had to reach out to them, but once we've reached out to them, they've been very, very helpful working with us and making sure things are going smooth. So, I love working with the group.

—Business Leader

APPENDIX



Research mode	Three groups were conducted in person (“LOI” residents, patrons, and business leaders) and three groups were conducted online via Zoom (young adults, Spanish speakers, and a catch-all group comprised of patrons, young adults, part-time residents). All groups lasted 60 minutes.
Interview Guide	<p>The interview guide was designed in collaboration with Town of Breckenridge and the Arts and Culture Steering committee to explore the following topics:</p> <ul style="list-style-type: none">- Perceptions and misperceptions of Breckenridge’s Arts District- The relationship between art and tourism in Breckenridge- The relationship of art to other community identities (ski town, historic town, etc.)- Unmet needs and opportunities to engage with art in Breckenridge- Barriers to engagement with art in Breckenridge- Opportunities for future collaboration between local businesses/organizations and the Breckenridge’s Arts District
Time Frame	Groups were conducted in August 2025.
Compensation	Participants were offered a \$75 Visa e-gift card.
Analysis	Corona uncovered key themes through transcript review and thematic coding.

Recruiting

A mixture of approaches was used for recruiting different audiences.

- Business leaders were recruited solely through outreach by TOB to local businesses.
- LOI residents were recruited solely from the survey (respondents who indicated “lack of information” was a barrier to participating in arts and culture)
- Patrons were recruited through a combination of efforts (survey respondents who indicated they had visited 3 or more Arts District venues in the last 12 months and steering committee contacts).
- Young adults were recruited both from the survey and through steering committee contacts.
- Spanish speakers were recruited through a combination of outreach to a Latine-serving community organization (Mountain Dreamers) and steering committee contacts.

*Efforts were also made to include part-time residents in as many groups as possible. A total of 6 were recruited, 4 in the LOI group, and 2 in the catch-all group

Audiences

Six focus groups were conducted with five distinct audiences, totaling 47 participants:

- Business leaders: 8 participants
- LOI residents: 11 participants (4 of which were part-time residents)
- Spanish speakers: 7 participants (5 from Mountain Dreamers and 2 from steering committee list)
- Patrons: 10 participants (3 from survey, 7 from steering committee list)
- Young adults, age 18-30: 9 participants (3 from survey, 6 from steering committee list)

*The catch-all group was comprised of 1 young adult, 2 part-time residents, and 4 patrons

Research mode The survey was distributed a few different ways. It was sent by email to water bill recipients, followed by a push-to-web postcard inviting them to complete the survey online. An additional sample of renters in Breckenridge was sent a push-to-web postcard. Additionally, arts & cultural partners and the tourism office shared a link to take the survey online with their email lists.

Survey instrument Corona Insights designed the survey instrument in collaboration with the Town of Breckenridge and the Arts and Culture Steering committee.

Sample Survey invitations were mailed to 5,000 water bill recipients and renters. Links to take the survey online were shared by partners.

Weighting We applied numeric weights to align the sample demographics to the population demographics for full-time Breckenridge residents. Using population estimates from the 2023 American Community Survey (5 Year data), the sample data were weighted by age (<65 vs. 65+), gender (male vs. female), and education (less than Bachelor's, Bachelor's or above).

Other audiences' data (part-time residents and visitors) were not weighted.

Incentives As incentive, respondents had a chance to win one of five \$100 Visa gift cards.

Time frame All surveys were completed from end of May of 2025 to early July 2025.

Response rate A total of 812 usable responses were received, including 801 complete and 11 partial responses.

Survey length Surveys took a median time of 6 minutes to complete.

Analysis Data were cleaned, weighted, analyzed, and reported as percentages and averages. Results were tabulated overall and by key segments. All analyses was conducted on the weighted survey data. Open-ended responses were reviewed, and if appropriate, coded.

SURVEY RESPONDENT DEMOGRAPHICS

Residential Status

Year-round resident of the town of Breckenridge (11+ months/year)	42%
Second homeowner resident of the town of Breckenridge	31%
Summit County year-round resident	22%
Summit County second homeowner resident	7%
Park County year-round resident	1%
Park County second homeowner resident	0%
Other	4%
None of the above	3%

Years Lived in Area

Missing data	8%
1 year or less	1%
2 to 5 years	12%
6 to 10 years	13%
11 to 15 years	15%
16 to 20 years	11%
20 or more years	39%

Age

<45	16%
45 to 64	46%
65+	38%

People in Household

1	13%
2	75%
3+	13%

Children in Household

Yes	18%
No	79%
Missing data	3%

Educational Attainment

Some high school, without diploma or GED	0%
High school diploma or GED	3%
Some college credit, but no college degree	12%
Associate degree	7%
Bachelors' degree	36%
Graduate or professional degree (e.g., Masters, Doctorate)	39%
Missing data	3%

Race/Ethnicity

American Indian, Alaskan Native, or Native American	1%
Asian	2%
Black or African American	0%
Hispanic, Latinx, or Spanish origin	3%
Native Hawaiian or Other Pacific Islander	0%
White or European American	88%
Some other race	3%

Work Status

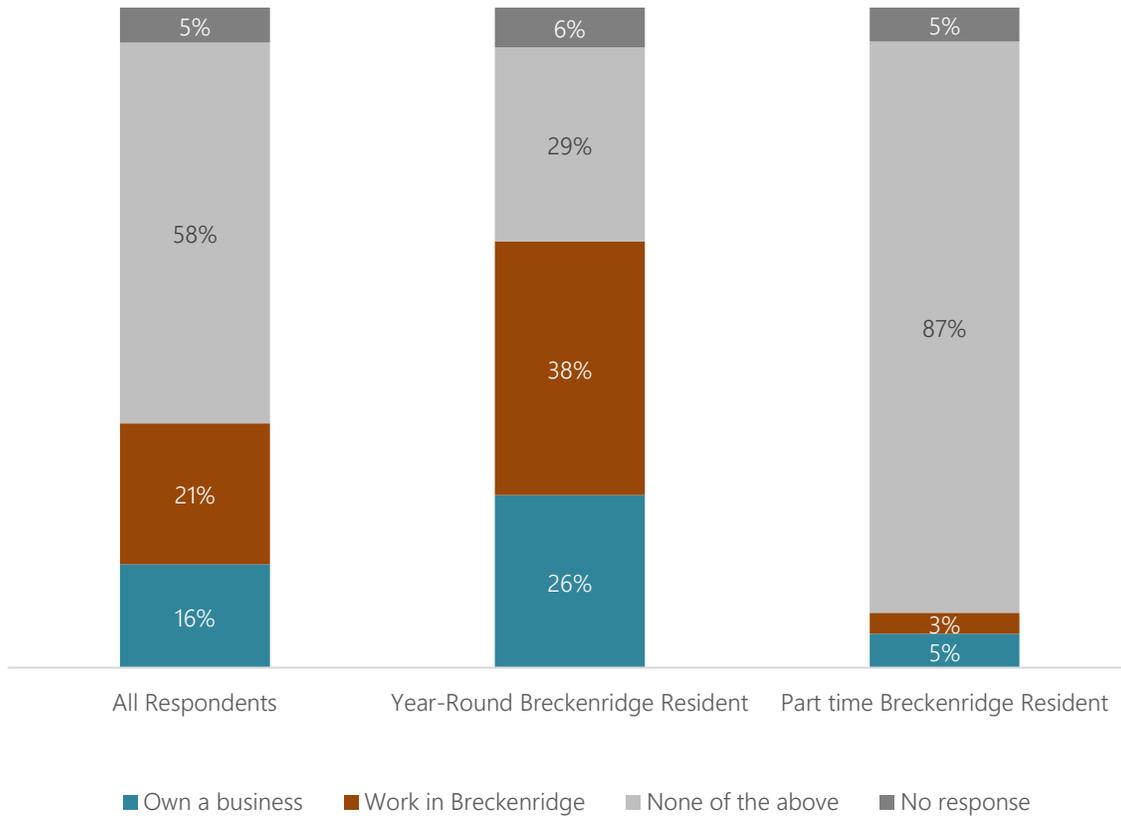
Owns a business	16%
Works in Breck	21%
None of the above	58%
Missing work status	5%

Housing Status

Own	91%
Rent	6%
Other situation	1%
Missing data	1%

About a third of survey respondents either owned a business in or worked in Breckenridge.

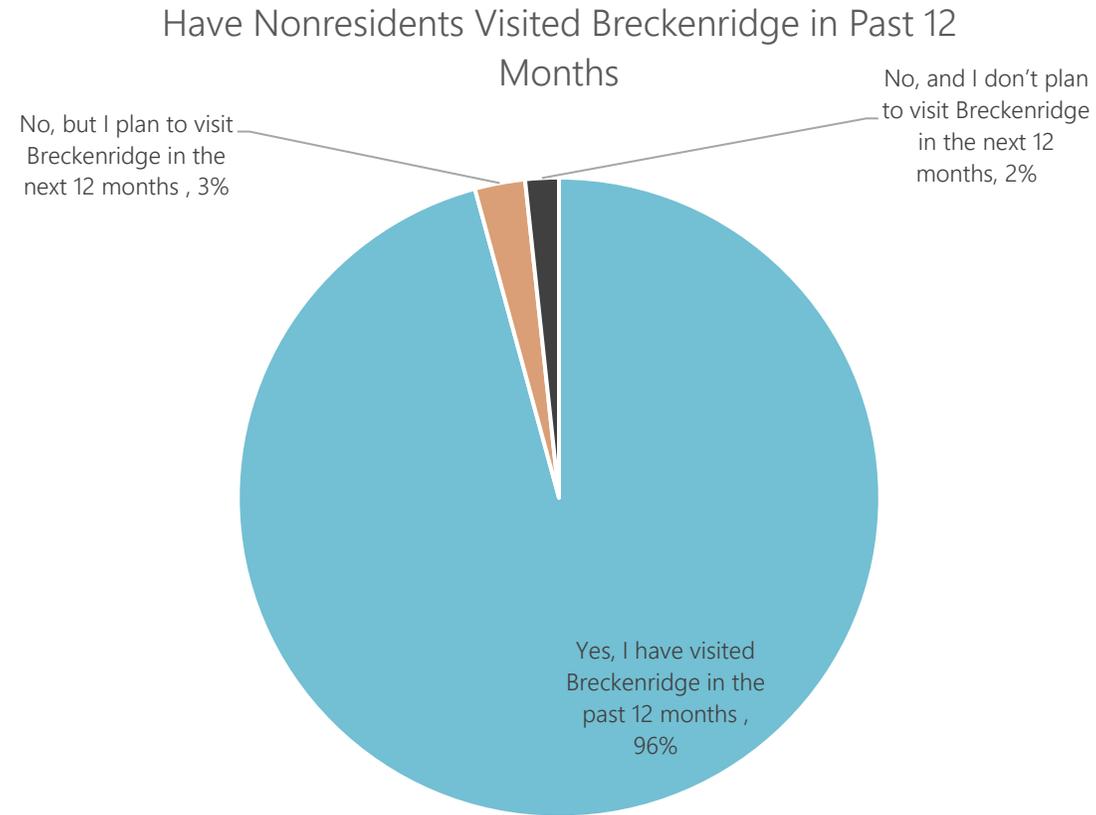
Employment & Business Ownership in Breckenridge



- > Full-time Breckenridge residents were more likely to own a business in and to work in Breckenridge.
- > Not shown:
 - Male respondents were more likely to own a business in Breckenridge (21%) than female respondents (12%).
 - Respondents without a bachelor's degree were more likely to own a business (28%) or work (33%) in Breckenridge than those with these degrees (12% and 18% respectively).
 - While half (50%) of respondents who were aged under 45 said they worked in Breckenridge, only 16% of older respondents said the same.
 - Respondents that had lived in Breckenridge for 20 or more years were much more likely (25%) to own a business in town than others (10%).

4. Do you own a business in Breckenridge?
5. [if not a business owner] Do you work in Breckenridge?

The vast majority of survey respondents who did not live in Breckenridge had visited in the past 12 months.



6. [If not a Breckenridge resident] Have you visited Breckenridge in the past 12 months?

1401 Lawrence Street
Suite 1600
Denver, CO 80202
303.894.8246
CoronaInsights.com

