

# Arts & Culture Hub Discussion- May 1, 2026 Frisco Arts and Culture Council

## Background

In April, Town staff received several emails from Kelly Triolo regarding an arts and culture hub, proposed at the former Frisco library at 90 Madison Ave, Frisco, CO. Staff requested a formal proposal and budget and received the information below from Kelly Triolo in the body of two emails.

In addition, Kelly has met with Councilmember Andy Held, and the building owner, Todd Crowe, has contacted Town staff with questions about how instructors would be paid and asserting that the Town has committed \$200,000 to this project already. This is not the case, and staff are working to clarify with Kelly Triolo. Todd Crowe also has submitted a sketch plan to Community Development that has been determined to be incomplete, as it does not comply with parking space requirements and a few other code requirements, so Town staff are waiting for it to be revised; that submittal shows a spa on the first floor.

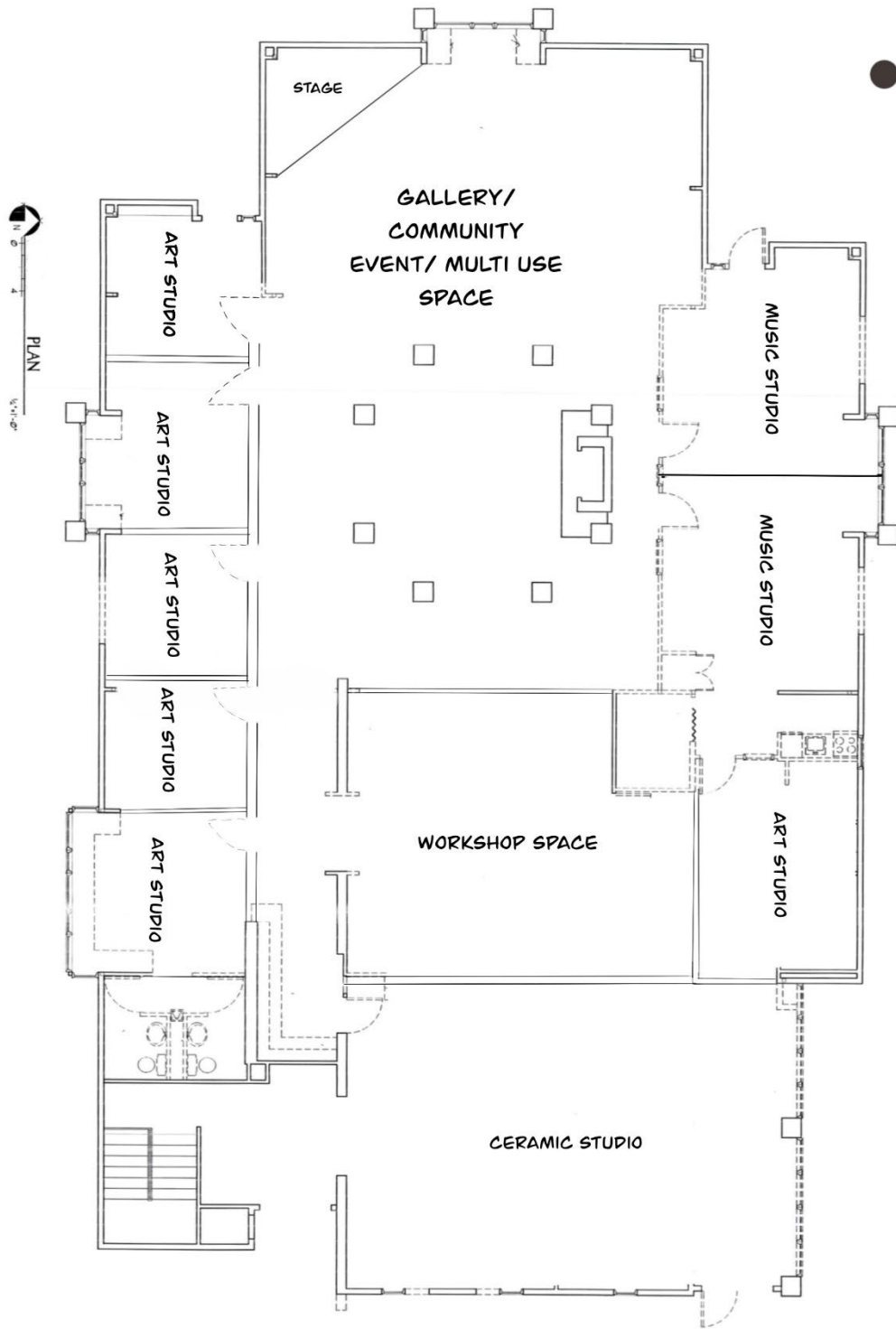
## Information Submitted by Kelly Triolo

I've been working diligently on putting together a comprehensive proposal for the space, and I'm excited to share it with you and Blair. Attached, you'll find the full proposal along with a blueprint-style layout I sketched to help visualize how the space could be thoughtfully utilized.

Additionally, the property owner and I have been in communication and working with Kris Valdez to ensure there is an appropriate amount of parking to support this plan. We are still waiting to hear back from her.

This concept is designed to create a functional, inspiring environment that supports both creative work and community engagement, and I've put a lot of intention into making it both sustainable and impactful.

I'd love to hear your thoughts and am happy to discuss any questions or ideas you may have.



## Proposal

Frisco Arts & Culture Hub — Community Makers Space, Studio Collective & Creative Venue

Submitted by: Kelly Triolo

Proposed Location: Former Frisco Library, 90 Madison Ave, Frisco, CO

## Executive Summary

This proposal outlines the creation of a Frisco Arts & Culture Hub, a multi-disciplinary makers space, studio collective, and community arts venue located in the historic former Frisco Library at 90 Madison Ave.

The project aligns directly with the Town of Frisco's Arts & Culture Strategic Plan by establishing a dedicated creative space, expanding access to arts programming, and increasing year-round cultural and economic activity.

Following discussions with the property owner, there is a strong opportunity to activate potentially the full main level of the building. The owner has expressed enthusiasm for this concept and has indicated a willingness to explore allowing TOF to obtain ownership of the main level for this space rather than pursuing a traditional rental structure. This positions the project as a significant and central cultural facility for the Town.

This proposal presents a five-year phased development plan designed to support launch, growth, and long-term sustainability, with the goal of significantly reducing reliance on Town funding over time.

A detailed financial plan and funding structure is available as a supplemental document upon request.

## Vision

The Frisco Arts & Culture Hub will serve as a central creative anchor for the community, offering:

### Affordable artist studios

Workshop and educational programming

Dedicated space for music rehearsal, lessons, and performance

Gallery and retail opportunities for local artists

Community events and cultural programming

The space will function as both a local gathering place and a destination for visitors, supporting Frisco's identity as a vibrant cultural hub.

## Regional Cultural Positioning

"It is time for Frisco to become the bridge between Breckenridge and Silverthorne's creative districts, filling a vital gap and strengthening Summit County as a unified and thriving creative region."

This project positions Frisco as a central connector within the region's arts ecosystem, linking existing creative districts into a cohesive cultural network.

## Site & Development Context

The proposed location at 90 Madison Ave is part of a broader redevelopment project anticipated to include residential units on the upper floors, with construction projected to begin in October 2026 and conclude in late 2027.

Activating the main level as an arts and culture hub creates immediate value while supporting long-term vibrancy, including increased foot traffic and engagement from future residents and visitors.

## Core Program Components

### Artist Studios

Approximately 8 affordable studio spaces

Designed to support local artists with accessible workspace

Opportunities for open studios and artist residencies

### Workshops & Classes

Ongoing creative workshops for residents and visitors

Skill-based and beginner-friendly offerings

Consistent weekly programming to drive engagement

## Music & Performing Arts Space

Dedicated rehearsal and practice areas

Music lessons and instruction

Small performances and open mic events

Approximately one-third will be allocated to musicians, addressing a significant unmet need for rehearsal and creative space in Summit County.

## Gallery & Retail

Rotating exhibitions of local artists

Public-facing gallery and retail space

Opportunities for artists to generate income and visibility

## Community Programming

Monthly First Friday events

Family-friendly craft nights

Community gatherings and collaborative events

Partnerships with local businesses and organizations

## Operational Approach

The Frisco Arts & Culture Hub will operate as a multi-use, community-centered facility, balancing accessibility with structured programming and consistent activation of the space.

The operational model includes:

Daily public access through gallery and studio space

Regularly scheduled workshops and classes

Ongoing events and community programming

Dedicated staffing to ensure a welcoming and professionally managed environment

## Sustainability Approach

This project is designed to evolve into a financially resilient and community-supported cultural space over time.

## Revenue will be generated through a combination of:

Workshops and classes

Studio rentals

Gallery sales and commissions

Events and partnerships

Like many successful arts and cultural institutions, this model is designed to balance earned revenue with strategic public investment to ensure long-term accessibility and community benefit.

A detailed financial plan, including revenue projections and a five-year funding strategy, is available as a supplemental document.

## Community & Economic Impact

This project will:

Expand year-round tourism opportunities

Support local artists and musicians

Increase downtown activity and economic engagement

Activate a historic civic space

Strengthen Frisco's identity as a cultural destination

Connect the broader Summit County arts ecosystem

## Conclusion

The Frisco Arts & Culture Hub represents a significant opportunity to transform a historic and centrally located space into a dynamic, multi-disciplinary cultural institution.

With strong alignment to Town priorities, demonstrated community demand, and a clear vision for long-term sustainability, this project is positioned to become a lasting cultural and economic asset for Frisco.

I welcome the opportunity to further discuss and collaborate on bringing this vision to life.

Thank you for your time and consideration.