

# **Cultural Council Meeting Agenda**

**Thursday, October 20, 2016  
City Hall, 749 Main Street, Louisville, CO  
Spruce Conference Room  
6:30pm**

*We promote arts and culture in Louisville. We program cultural events, advocate for and support artists, and advise City Council. By doing so we engage our diverse social, cultural, and creative community.*

|       |   |              |
|-------|---|--------------|
| I.    | Call to Order   | 5 min        |
| II.   | Roll Call   | (items I–VI) |
| III.  | Attendance and Volunteer Hours Log (To Be Circulated)                                 |              |
| IV.   | Approval of Today's Agenda  |              |
| V.    | Correction and/or Approval of September 15 Meeting Minutes                            |              |
| VI.   | Public Comments: Items Not on the Agenda  |              |
| VII.  | Treasurer's Report and Quickbooks Purchase (Lawrence)                                 | 10 min       |
| VIII. | City Council Update (Chris)   | 10 min       |
| IX.   | Piano update, recommendation to purchase padded cover                                 | 10 min       |
| X.    | Arts Center Housekeeping, Office Key (Jennifer)                                       | 5 min        |
| XI.   | Indoor Programming  | 10 min       |
|       | a. Quick Recap of those Completed   |              |
|       | i. 9-17 Alfredo Muro  |              |
|       | ii. 9-18 Motus, Do You Know Who I Am (Grant)  |              |
|       | iii. 9-25 Vocal Jazz (Grant)  |              |
|       | iv. 9-29 TH Stories on Stage  |              |
|       | v. 10-1 Dusinberre lecture  |              |
|       | vi. 10-7 Friday Night Live with Scott Martin  |              |
|       | vii. 10-8 Old Town Cinema: "Hook" & Scavenger Hunt (Grant)                            |              |
|       | viii. 10-9 Rachel Weaver, Author  |              |
|       | b. Upcoming   |              |
|       | i. 10-16 Altius   |              |
|       | ii. 10-21 Friday Night Live with MaryLynn Gillaspie (Liz)                             |              |
|       | iii. 11-16 One Action Lecture by Bridget Bacon on the French in Louisville (Jennifer) |              |
|       | iv. 11-19 Silent Movie with Rodney Sauer (Tammy)                                      |              |
|       | c. 2017 in process and on track   |              |
| XII.  | Audience Growth/Electronic Ticketing  | 10 min       |
| XIII. | 2017 Grants Program Application   | 5 min        |
| XIV.  | CAMP (Suzanne)  | 20 min       |
| XV.   | Staff Update (Suzanne)  | 5 min        |
| XIV.  | Adjourn   |              |

Attachments:

September LCC Meeting Minutes; September 2016 Financials; Arts Grant Application Draft; 2017 Program Dates; CAMP Initial Draft - **revised version to be distributed at meeting**; Scott Martin Email

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**City of Louisville**

City Manager's Office      749 Main Street      Louisville CO 80027  
303.335.4536 (phone)      303.335.4550 (fax)      www.LouisvilleCO.gov

# ***Cultural Council Meeting Minutes***

**15 September 2016  
City Hall, Spruce Room  
749 Main Street  
6:30 pm**

**Call to Order** – Vice Chairperson Blake Welch called the meeting to order at 6:33pm.

**Roll Call** was taken and the following members were present:

Board Members Present: Lawrence Anderson, Gina Barton, Debbie Davies, Paul Ewing, Angie Layton, Tammy Pelnik, Liz Rowland, Blake Welch

Board Members Absent: Steve Spencer, Jennifer Strand (Chair)

Staff Members Present: Suzanne Janssen

City Council Liaison: Not present

Public attendees: -none-

**Attendance & Volunteer Hours Log** – Distributed

**Approval of Agenda** – The agenda for today’s meeting was approved by all members.

**Approval of Meeting Minutes** – The minutes from the August 18, 2016 meeting were approved with corrections – *Add Chris Leh as City Council liaison present (page 1).*

**Public Comments** – None

**Treasurer’s Report** – SCFD grant of \$1178.14 to LCC will be awarded at a check presentation ceremony on 10/18/16 5:30 pm at Dairy Arts Center. Nothing to report in Treasury beyond packet materials.

**City Council Report** – Not provided. Chris Leh is double booked tonight.

## **Indoor Programming (Fall 2016)**

- **9/16/16 – Alfredo Muro** Denice Spencer is the lead, (Set up tomorrow at 1 pm, event support at 6:30 pm, no take down due to Motus program next evening); 2 groups of 2 “Will Call” tickets, to be picked up at 6:45pm
- **9/17/16 – Motus (Grant) – Do You Know Where I Am?**
- **9/25/16 – Vocal Jazz (Grant)** – Have 2 rehearsals scheduled in the LAC
- **9/29/16 – Stories on Stage, collaboration with Louisville Library** – Debbie is lead
- **10/1/16 – Dusinberre Lecture** – Jennifer is lead
- **10/7/16 – Friday Night Live: Scott Martin** – Gina is lead
- **10/8/16 – Old Town Cinema (Grant)** – Movie “Hook” with Scavenger Hunt
- **10/9/16 – Author: Rachel Weaver** – Angie is lead, Blake will support (Setup at 3 pm).  
*Action* – Angie will look into poster needs.
- **10/16/16 – Altius** – Jennifer is lead, Lawrence, Gina and Blake will support
- **10/21/16 – Friday Night Live: MariLynn Gillaspie** – Liz is lead. Poster is in development. Debbie will support.
- **11/16/16 – One Action Lecture: Bridget Bacon on the French in Louisville** – Tammy is lead, Liz could support.
- **11/19/16 – Silent Movie: Path to Paradise with Rodney Sauer on piano** – Tammy will lead, Gina will support.  
*Action:* Tammy will inquire about a matinee for the next (2017) show.
- **Piano tuning:** First tuning to happen on Monday 9/19, then again 10/3 – could be used on 10/7/16.  
*Action:* Jennifer to provide status on locking piano covers.

**Marketing:** Some of the posters are now being created as a series of events. We will have print ads for the Fall (Daily Camera, Hometown Weekly) – to date have spent \$420. Current budget allows for \$500 in marketing expenses. All members approved budget expense for print ads.

*Action:* Blake will send a schedule request for a Marketing committee meeting.

-- For Approval --

*Action:* Lawrence will evaluate electronic ticketing for discussion.

**Music Programming Committee** – Liz, Gina, Lawrence will plan to meet and start to fill Spring schedule. Possible date Monday 9/26/16 at 9 am at Sweet Spot.

*Action* – Liz to provide a committee meeting Agenda to Suzanne for posting.

**Lecture Programming Committee** – Jennifer, Debbie, Liz, Angie will plan to meet and start to fill Spring schedule.

**Movie Programming Committee** – Tammy, Paul, Liz, Debbie will plan to meet and start to fill Spring schedule. (Art Underground may have additional interest in 2017.)

*Action:* Tammy will send a schedule request for a Movie committee meeting.

**Public Art Committee formation** – Subcommittee to help develop policies and overall mission for public art after City Council discussion: Paul, Steve, Debbie. Further discussion tabled until October meeting.

**Staff Updates –**

- CAMP – Gina, Angie, Tammy, Debbie, Blake, Lawrence – to determine working meeting date.
- Art Grants for 2017 – City Council will be allocating funds to the budget by end of October.

**Discussion Items for Next Meeting** – Electronic ticketing, Public Art Committee, Art Grants for 2017.

**Adjourn** – The meeting was adjourned at 7:30pm

## **Louisville Cultural Council Treasurer's report as of September 30, 2016**

Prepared by Lawrence Anderson

### **General Items**

- Bank Statements and reconciliations are included in following report.

### **SCFD**

- SCFD Grant Award for 2017 will be \$1,778.40. An increase of \$6.40 from 2016. We will receive check October 18, 2016 at event at the Dairy.

### **Key Dates to Remember**

### **Board Member Information**

- Please remember to obtain W-9 s from event performers; Ernest needs that information to prepare 1099s.
- LCC accountant is Ernest J. Villany, Boulder Valley CPA, 917 Front St. Suite 210, Louisville, CO, 80027 – 720-663-8750
- LCC banks with Great Western Bank (downtown Louisville)
- Receipts must accompany your reimbursement requests. Please attach receipts to event reports if applicable.
- Event performers must be paid with a check (no cash payments). Chair and Treasurer have LCC checkbooks. Please request a check prior to your event! Please attached Check stub/receipt too event report.
- Cash box (\$200 balance) is usually kept by the Treasurer or the person coordinating an upcoming event.
- Please keep clear and accurate Event Reports.

Louisville Cultural Council  
**Balance Sheet**  
As of September 30, 2016

|  | <u>Sep 30, 16</u> |
|--|-------------------|
| <b>ASSETS</b>                            |                   |
| <b>Current Assets</b>                    |                   |
| <b>Checking/Savings</b>                  |                   |
| Cash in Box                              | 200.00            |
| Checking - Great Western Bank            | 14,471.09         |
| Savings - Great Western Bank             | 21,397.77         |
|  | <hr/>             |
| <b>Total Checking/Savings</b>            | 36,068.86         |
|  | <hr/>             |
| <b>Total Current Assets</b>              | 36,068.86         |
| <b>Fixed Assets</b>                      |                   |
| Furniture and Equipment                  | 800.00            |
|  | <hr/>             |
| <b>Total Fixed Assets</b>                | 800.00            |
|  | <hr/>             |
| <b>TOTAL ASSETS</b>                      | <b>36,868.86</b>  |
|  | <hr/> <hr/>       |
| <b>LIABILITIES &amp; EQUITY</b>          |                   |
| <b>Equity</b>                            |                   |
| Opening Balance Equity                   | 24,466.26         |
| Temp. Restricted Net Assets              |                   |
| Art in the Park                          | 8,830.83          |
|  | <hr/>             |
| <b>Total Temp. Restricted Net Assets</b> | 8,830.83          |
|  | <hr/>             |
| Unrestricted Net Assets                  | 234.08            |
| Net Income                               | 3,337.69          |
|  | <hr/>             |
| <b>Total Equity</b>                      | 36,868.86         |
|  | <hr/>             |
| <b>TOTAL LIABILITIES &amp; EQUITY</b>    | <b>36,868.86</b>  |
|  | <hr/> <hr/>       |

**Louisville Cultural Council**  
**Profit & Loss**  
 January through September 2016

|  | Jan - Sep 16 |
|--|--------------|
| <b>Ordinary Income/Expense</b>         |              |
| <b>Income</b>                          |              |
| <b>Direct Public Support</b>           |              |
| Individual Contributions               | 2,623.56     |
| Corporate Contributions                | 2,470.00     |
| Gifts in Kind - Goods                  | 800.00       |
| <b>Total Direct Public Support</b>     | 5,893.56     |
| <b>Government Grants</b>               |              |
| City of Louisville-Additional          | 2,480.62     |
| City of Louisville                     | 10,000.00    |
| SCFD                                   | 1,872.00     |
| <b>Total Government Grants</b>         | 14,352.62    |
| <b>Program Income</b>                  |              |
| Ticket Sales                           | 3,053.00     |
| Concessions                            | 570.00       |
| <b>Total Program Income</b>            | 3,623.00     |
| <b>Investments</b>                     |              |
| Interest-Checking/Savings              | 8.87         |
| <b>Total Investments</b>               | 8.87         |
| <b>Other Types of Income</b>           |              |
| Miscellaneous Revenue                  | 0.81         |
| <b>Total Other Types of Income</b>     | 0.81         |
| <b>Total Income</b>                    | 23,878.86    |
| <b>Gross Profit</b>                    | 23,878.86    |
| <b>Expense</b>                         |              |
| Uncategorized Expense                  | 0.00         |
| <b>Program Expense</b>                 |              |
| Artist Fees                            | 10,284.40    |
| Instructor Fees                        | 300.00       |
| Food and Beverage                      | 304.33       |
| Graphic Design/Marketing               | 2,470.00     |
| Technical Support                      | 1,200.00     |
| Equipment                              | 1,222.04     |
| <b>Total Program Expense</b>           | 15,780.77    |
| <b>Awards and Grants</b>               |              |
| Cash Awards and Grants                 | 2,600.00     |
| <b>Total Awards and Grants</b>         | 2,600.00     |
| <b>Operations</b>                      |              |
| <b>Advertising and Marketing</b>       |              |
| Print/Display                          | 812.50       |
| Poster Distribution                    | 412.50       |
| Email Marketing                        | 120.00       |
| <b>Total Advertising and Marketing</b> | 1,345.00     |

10:24 AM

10/12/16

Accrual Basis

**Louisville Cultural Council**  
**Profit & Loss**  
January through September 2016

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|                          | <u>Jan - Sep 16</u>    |
|--------------------------|------------------------|
| Licenses and Fees        | 41.00                  |
| Merchandise              | 464.75                 |
| Postage, Mailing Service | 4.90                   |
| Supplies                 | <u>304.75</u>          |
| Total Operations         | <u>2,160.40</u>        |
| Total Expense            | <u>20,541.17</u>       |
| Net Ordinary Income      | <u>3,337.69</u>        |
| Net Income               | <u><u>3,337.69</u></u> |

Louisville Main Branch  
 801 Main St Ste 130  
 Louisville, CO 80027

(303)664-0444

 Date 9/30/16  
 Primary Account  
 Enclosures

 Page 6282  
 1  
 177770  
 5

 Louisville Cultural Council  
 PO Box 895  
 Louisville CO 80027-0895

## CHECKING ACCOUNTS

|                                   |           |                                |                       |
|-----------------------------------|-----------|--------------------------------|-----------------------|
| Community Checking Account Number | 177770    | Number of Enclosures           | 5                     |
| Previous Balance                  | 5,129.49  | Statement Dates                | 9/01/16 thru 10/02/16 |
| 4 Deposits/Credits                | 10,682.30 | Days This Statement Period     | 32                    |
| 4 Checks/Debits                   | 840.79    | Average Ledger                 | 10,887.18             |
| Service Charge                    | .00       | Average Collected              | 10,574.18             |
| Interest Paid                     | .09       | Interest Earned                | .10                   |
| Current Balance                   | 14,971.09 | Annual Percentage Yield Earned | 0.01%                 |
|                                   |           | 2016 Interest Paid             | .86                   |

## DEPOSITS AND OTHER CREDITS

| Date | Description                           | Amount       |
|------|---------------------------------------|--------------|
| 9/14 | REGULAR DEPOSIT                       | 10,000.00 DP |
| 9/26 | REGULAR DEPOSIT                       | 681.00 DP    |
| 9/29 | 160929A2 Square Inc CCD M1139882372   | .49          |
| 9/29 | 160929P2 Square Inc CCD L204142265158 | .81          |
| 9/30 | INTEREST DEPOSIT                      | .09          |

## CHECKS AND WITHDRAWALS

| Date | Description                         | Amount |
|------|-------------------------------------|--------|
| 9/29 | 160929A2 Square Inc CCD M1139879700 | .49-   |

## CHECKS CHECKS CHECKS

| Date | Serial No | Amount | Date | Serial No | Amount | Date | Serial No | Amount |
|------|-----------|--------|------|-----------|--------|------|-----------|--------|
| 9/20 | 1983      | 67.50  | 9/22 | 1984      | 200.00 | 9/20 | 1985      | 572.80 |

\* Denotes missing check numbers

## DAI LY BALANCE I NFORMATION

| Date | Balance   | Date | Balance   | Date | Balance   |
|------|-----------|------|-----------|------|-----------|
| 9/01 | 5,129.49  | 9/22 | 14,289.19 | 9/30 | 14,971.09 |
| 9/14 | 15,129.49 | 9/26 | 14,970.19 |      |           |
| 9/20 | 14,489.19 | 9/29 | 14,971.00 |      |           |

DEPOSIT TICKET

NAME LCC ACCOUNT NUMBER 177770 DATE 9/14/16

78-873 999 914 CASH  10000.00

DEPOSITS MAY NOT BE AVAILABLE FOR IMMEDIATE WITHDRAWAL

SUB TOTAL 10000.00

LESS CASH RECEIVED

Great Western Bank

\$ 10000.00

091408734 09

REGULAR DEPOSIT Date: 09/14 Amount: \$10,000.00

LOUISVILLE CULTURAL COUNCIL 78-873 570 1983  
P.O. BOX 895  
LOUISVILLE, CO 80027-0895

DATE 9/12/16

PAY TO THE ORDER OF Charlie Fisher \$ 67.00

Sixty-Seven and 50/100 DOLLARS

MEMO Poster Dist

Great Western Bank

091408734 177770 1983

Check 1983 Date: 09/20 Amount: \$67.50

LOUISVILLE CULTURAL COUNCIL 78-873 570 1985  
P.O. BOX 895  
LOUISVILLE, CO 80027-0895

DATE 9/16/16

PAY TO THE ORDER OF Alfredo Muro \$ 572.80

Five hundred Seventy two and 80/100 DOLLARS

MEMO

Great Western Bank

091408734 177770 1985

Check 1985 Date: 09/20 Amount: \$572.80

DEPOSIT TICKET

NAME Louisville Cultural Council ACCOUNT NUMBER 177770 DATE 9/26/16

78-873 999 914 CASH  665.00  
16.00  
2.  
681.00

DEPOSITS MAY NOT BE AVAILABLE FOR IMMEDIATE WITHDRAWAL

SUB TOTAL 681.00

LESS CASH RECEIVED

Great Western Bank

\$ 681.00

091408734 09

REGULAR DEPOSIT Date: 09/26 Amount: \$681.00

LOUISVILLE CULTURAL COUNCIL 78-873 570 1984  
P.O. BOX 895  
LOUISVILLE, CO 80027-0895

DATE 9/15/16

PAY TO THE ORDER OF Herb Harvey \$ 200.00

Two Hundred and 00/100 DOLLARS

MEMO 2x Piano Tuning

Great Western Bank

091408734 177770 1984

Check 1984 Date: 09/22 Amount: \$200.00

**Louisville Cultural Council**  
**Reconciliation Detail**  
**Checking - Great Western Bank, Period Ending 09/30/2016**

| Type                                  | Date       | Num  | Name           | Clr | Amount           | Balance          |
|---------------------------------------|------------|------|----------------|-----|------------------|------------------|
| <b>Beginning Balance</b>              |            |      |                |     |                  | 5,129.49         |
| <b>Cleared Transactions</b>           |            |      |                |     |                  |                  |
| <b>Checks and Payments - 4 items</b>  |            |      |                |     |                  |                  |
| Check                                 | 09/12/2016 | 1983 | Charlie Fisher | X   | -67.50           | -67.50           |
| Check                                 | 09/15/2016 | 1984 | Herb Harvey    | X   | -200.00          | -267.50          |
| Check                                 | 09/16/2016 | 1985 | Alfredo Muro   | X   | -572.80          | -840.30          |
| Check                                 | 09/29/2016 | EFT  | Square         | X   | -0.49            | -840.79          |
| Total Checks and Payments             |            |      |                |     | -840.79          | -840.79          |
| <b>Deposits and Credits - 5 items</b> |            |      |                |     |                  |                  |
| Deposit                               | 09/14/2016 |      |                | X   | 10,000.00        | 10,000.00        |
| Deposit                               | 09/26/2016 |      |                | X   | 681.00           | 10,681.00        |
| Deposit                               | 09/29/2016 |      |                | X   | 0.49             | 10,681.49        |
| Deposit                               | 09/29/2016 |      |                | X   | 0.81             | 10,682.30        |
| Deposit                               | 09/30/2016 |      |                | X   | 0.09             | 10,682.39        |
| Total Deposits and Credits            |            |      |                |     | 10,682.39        | 10,682.39        |
| Total Cleared Transactions            |            |      |                |     | 9,841.60         | 9,841.60         |
| Cleared Balance                       |            |      |                |     | 9,841.60         | 14,971.09        |
| <b>Uncleared Transactions</b>         |            |      |                |     |                  |                  |
| <b>Checks and Payments - 1 item</b>   |            |      |                |     |                  |                  |
| Check                                 | 03/30/2016 | 2036 | Dona Laurita   |     | -500.00          | -500.00          |
| Total Checks and Payments             |            |      |                |     | -500.00          | -500.00          |
| <b>Deposits and Credits - 1 item</b>  |            |      |                |     |                  |                  |
| Deposit                               | 05/31/2016 |      |                |     | 10,000.00        | 10,000.00        |
| Total Deposits and Credits            |            |      |                |     | 10,000.00        | 10,000.00        |
| Total Uncleared Transactions          |            |      |                |     | 9,500.00         | 9,500.00         |
| Register Balance as of 09/30/2016     |            |      |                |     | 19,341.60        | 24,471.09        |
| <b>Ending Balance</b>                 |            |      |                |     | <b>19,341.60</b> | <b>24,471.09</b> |

Louisville Main Branch  
 801 Main St Ste 130  
 Louisville, CO 80027

(303)664-0444

 Date 9/30/16  
 Primary Account  
 Enclosures

 48022  
 Page 1  
 1474830

 Louisville Cultural Council  
 PO Box 895  
 Louisville CO 80027-0895

## SAVINGS ACCOUNTS

|                    |           |                                |              |           |    |
|--------------------|-----------|--------------------------------|--------------|-----------|----|
| High Yield Savings |           |                                |              |           | 0  |
| Account Number     | 1474830   | Statement Dates                | 7/01/16 thru | 10/02/16  |    |
| Previous Balance   | 21,395.08 | Days This Statement Period     |              |           | 94 |
| Deposits/Credits   | .00       | Average Ledger                 |              | 21,395.08 |    |
| Withdrawal/Debit   | .00       | Average Collected              |              | 21,395.08 |    |
| Service Charge     | .00       | Interest Earned                |              | 2.75      |    |
| Interest Paid      | 2.69      | Annual Percentage Yield Earned |              | 0.05%     |    |
| Ending Balance     | 21,397.77 | 2016 Interest Paid             |              | 8.01      |    |

## DEPOSITS AND OTHER CREDITS

| Date | Description      | Amount |
|------|------------------|--------|
| 9/30 | INTEREST DEPOSIT | 2.69   |

## DAILY BALANCE INFORMATION

| Date | Balance   | Date | Balance   |
|------|-----------|------|-----------|
| 7/01 | 21,395.08 | 9/30 | 21,397.77 |

9:59 AM

10/12/16

**Louisville Cultural Council**  
**Reconciliation Detail**  
**Savings - Great Western Bank, Period Ending 07/31/2016**

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| Type                                 | Date       | Num | Name | Clr | Amount      | Balance          |
|--------------------------------------|------------|-----|------|-----|-------------|------------------|
| <b>Beginning Balance</b>             |            |     |      |     |             | 21,395.08        |
| <b>Cleared Transactions</b>          |            |     |      |     |             |                  |
| <b>Deposits and Credits - 1 item</b> |            |     |      |     |             |                  |
| Deposit                              | 05/31/2016 |     |      | X   | 2.69        | 2.69             |
| Total Deposits and Credits           |            |     |      |     | 2.69        | 2.69             |
| Total Cleared Transactions           |            |     |      |     | 2.69        | 2.69             |
| Cleared Balance                      |            |     |      |     | 2.69        | 21,397.77        |
| Register Balance as of 07/31/2016    |            |     |      |     | 2.69        | 21,397.77        |
| <b>Ending Balance</b>                |            |     |      |     | <b>2.69</b> | <b>21,397.77</b> |

## 2017 DATES -- LCC PROGRAMMING

### Chronological Listing

| SERIES              | DATE   | DESCRIPTION |
|---------------------|--|-------------|
| Chamber Series      | Liz Rowland, Gina Barton and Lawrence Anderson                       |             |
| Friday Night LIVE!! | Liz Rowland, Gina Barton and Lawrence Anderson                       |             |
| Lectures            | Liz Rowland, Jennifer Strand, Angie Layton, Deb Davies,              |             |
| Movies              | Silent Films: Tammy Pelnik    Other Films: Liz Rowland; Debbie Davie |             |

### LCC Presents at the Arts Center

|                    |                             |                           |
|--------------------|-----------------------------|---------------------------|
| Chamber Music      | Sunday, 1-29-2017           | Bassoon Quartet           |
| Lectures           | Wednesday, 2-1-2017         | Gentrification            |
|                    | Saturday, 2-4-2017          | Not planning to program   |
|                    | Sunday, 2-12-2017           | Holding, but not planning |
|                    | Friday, 2-17-2017           | President's Day           |
| Chamber Music      | Sunday, 3-12-2017           | Something Celtic          |
| Friday Night Live  | Friday, 3-17-2017           | Something Irish           |
| Lectures           | Wednesday, 4-5-2017         | Mars?                     |
| Friday Night Live  | Friday, 4-14-2017           | Alfredo Muro              |
| <b>Summer</b>      |                             |                           |
| Friday Night Live  | Friday, 9-15-2017           |                           |
| Chamber Music      | Sunday, 9-17-2017           | Alfredo Muro              |
| Lectures           | Wednesday, 9-27-2017        | Lecture                   |
| Stories on Stage   | Thursday, 9-28-2017         | Subject involving RMNP    |
| Chamber Music      | Sunday, 10-8-2017           |                           |
| Friday Night Live  | Friday, 10/13/2017          |                           |
| Lectures           | Wednesday, 11-8-2017        |                           |
| Silent Movie       | Saturday, 11-11-2017        | Silent Movie              |
| Chamber Music      | Sunday, 11-12-2017          | Date too close            |
| Friday Night Live  | Friday, 11-17-2017          |                           |
| Lectures           | Wednesday, 12-6-2017        |                           |
| <b>Arts Grants</b> |                             |                           |
| January            | Saturday, 1-21-2017         |                           |
|                    | Saturday, 1-28-2017         |                           |
| February           | Friday, 2-3-2017,           | Opera Dress Rehearsal     |
|                    | Sun, 2-5-2017, 1 and 3 pm   | Opera Performances        |
| April              | Saturday, 4-8-2017 (after 1 |                           |
|                    | Sunday, 4-9-2017            |                           |
|                    | Saturday, 4-15-2017         |                           |
| June               | Saturday, 6-24-2017         |                           |
|                    | Sunday, 6-25-2017           |                           |
| September          | Friday, 9-22-2017           |                           |
|                    | Saturday, 9-23-2017         |                           |
| October            | Friday, 10-6-2017           |                           |
| November           | Friday, 11-10-2017          |                           |

----- Forwarded message -----

From: "scott martin" <[scottmartinmusic@gmail.com](mailto:scottmartinmusic@gmail.com)>

Date: Oct 13, 2016 8:25 AM

Subject: Re: Your Performance Friday Night

To: "Jennifer Strand" <[jenhstrand@gmail.com](mailto:jenhstrand@gmail.com)>

Cc:

Hi Jennifer -

Yes it was a great night overall thanks! The audience was smallish and got a bit larger as the evening went on. It seemed like there were enough people there to make sense in the space and to form a very tight bond with the performers. The applause after each number was really loud and long. I mention this because I think the space itself has the potential to be a great performance space. It is a VERY live room so that the overtones from the clapping, for example, almost hurt your ears and our drummer had to really contain his volume. The piano, too, is almost unplayable in the echoey conditions - it has several notes that don't cut off and rang out while the space itself is adding to that effect. So long range - acoustic modifications to the space are probably necessary. Of course, the less people there, the more reverb there will be in the room.

Short range we absolutely have to have online, advance ticketing and credit card capability. If we could send out emails with a link to buy tickets a month or so in advance and have a link on the city website and other places, we could keep track of how many people were going to be there and advertise accordingly and people could plan and commit in advance to be there. Also, night of, credit card and Apple pay are how people pay these days. Raising the price of tickets to \$20 or even more would be reasonable once a concert series was really established and properly advertised and could become something the city is known for. Other than posters and emails, having a clear presence in all of the city's calendars and publications wherever events show up and in all of the local calendars too - ie Hometown Weekly, Boulder Weekly, Colorado Daily, Camera, Post, KUVU, KGNU, KVOD etc would help a lot and promote Louisville. Beyond that, placing articles in the newspapers and various blogs, a facebook page and twitter account for the concert series, etc could be huge. It's also worth thinking about making it a concert series you could subscribe to so that you'd pay for a whole season of shows in advance or pick the ones you wanted.

I really appreciated the time everyone put in and all of the nice food and drinks that were brought. I think everyone there really had a special night and would want to do it again.

best  
Scott

On Mon, Oct 10, 2016 at 6:57 PM, Jennifer Strand <[jenhstrand@gmail.com](mailto:jenhstrand@gmail.com)> wrote:

> I heard that your performance was amazing. It was Gina's favorite musical event ever at the Arts Center.

>

> I am very sorry that I could not attend.

> I heard that the crowd was smaller than the music deserved. This time I realized too late that we competed, unintentionally, with the First Friday Art Walk, so that may have been a factor.

> I always think about this: how to improve marketing and outreach. It helps when both we, the LCC, and the artist does outreach. Is there anything either one of us should do differently in the future?

> How did you feel about Friday overall?

> \*Jennifer Strand\*

> \*[303-359-7982](tel:303-359-7982) (cell)\*

## CITY OF LOUISVILLE ART GRANT APPLICATION

### Grant Cycle: **March 1, 2017-February 28, 2018**

#### LCC Mission Statement

*We promote arts and culture in Louisville. We program cultural events, advocate for and support artists, and advise City Council. By doing so we engage our diverse social, cultural, and creative community.*

The Louisville Cultural Council (LCC) is offering art grants to artists and arts organizations serving the Louisville community from March 1, 2017 – February 28, 2018. The art grant program provides financial and facility support to individuals and organizations utilizing the arts as their primary means of expression and encourages diversity of media and approaches to the performing, literary and visuals arts.

In 2017, project grant requests may be up to \$1,500 and/or no greater than 33% of a project's total budget. Collaborations between artists and/or arts organizations are highly encouraged

#### Eligibility Requirements

Only programs relating to an artistic expression or arts education will be considered. Artists and Arts Organizations must be based and/or conduct business in Louisville, Colorado. Individuals and organizations **do not** need to have 501©(3) status to apply.

**The application must be received by 5pm on Monday, January 15, 2017.**

#### Expectations of Each Grant Recipient

Awardees are the producers and presenters of their projects. As such they are responsible for all aspects of executing the project(s) as reflected in the application.

Awardees will be granted:

- a specific monetary award amount (not more than 33.3% total budget)
- free use of the Louisville Center for the Arts on the day of the performance or, award monies can be used to offset expenses to hold the events at another pre-determined Louisville facility

Rehearsal time: While it may be granted, rehearsal time is not considered part of the grant award.

Awardees are responsible for all advertising and promotion of the event. As such, presenters may sell admission and keep all ticket revenues.

Specific dates/times have been reserved by the LCC for the Art Program Grants. Booking dates will be reserved on a first-come, first-served basis.

Awardees are responsible for all AV equipment needed for their project.

Promotional material must be received by the City at least 6 weeks prior to the event. All materials must include the LCC logo or verbiage listing the Louisville Cultural Council as a sponsor.

The LCC will distribute promotional materials (received by the deadline) as part of their regular poster distribution schedule.

The post-event Art Grant Evaluation must be completed and submitted to the Louisville Cultural Council within 60-days of the event/program to be eligible for future program funding consideration.

|                      |   |
|----------------------|---|
| November 2016        | <i>Art Grant Program applications available for the March 1, 2017-February 28, 2018 Grant Cycle</i> |
| January 15, 2017     | <i>Deadline for Application</i>   |
| January 18, 2017     | <i>LCC Receives Grants for Review</i>   |
| Week of February 12, | <i>Grant Review Meeting</i>   |
| Week of February 12  | <i>LCC Adopts Grant Review Recommendations</i>  |
| March 5, 2017        | <i>Checks mailed to Awardees</i>  |
| Post Event           | Art Grant Evaluation forms are due from all awardees no later than 60 days after the program/event  |

## CITY OF LOUISVILLE ART GRANT APPLICATION

Grant Cycle: **March 1, 2017-February 28, 2018**

Please tell us about yourself and any collaborative partners you may be working with on this program/event:

Legal Name of Submitting Organization: \_\_\_\_\_  
(If applicant is an individual artist/artist team, please indicate name(s) of artists:

\_\_\_\_\_

Year founded: \_\_\_\_\_

Tax Exempt Number 501C(3): \_\_\_\_\_ Federal Tax ID#: \_\_\_\_\_

Primary source of current funding: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number(s): Home: \_\_\_\_\_ Mobile: \_\_\_\_\_

Website (if applicable): \_\_\_\_\_

**Your Program/Event Title:** \_\_\_\_\_

**Program Discipline:** (Please circle applicable disciplines)

Visual Arts    Theater Arts    Literary Arts    Dance    Music    Lecture

Other: \_\_\_\_\_

Proposed Date for Program/Event: \_\_\_\_\_

Proposed event location: \_\_\_\_\_

Collaborative Partner(s), if any: \_\_\_\_\_

Ticket Price (if applicable): \_\_\_\_\_

Please give an overview of your project: (3 sentences max. Next page asks for detail.)

Project goal(s):

Target audience impacted by this project:

**Anticipated community reach (numbers of individuals):**

**Please describe your project in more detail, outlining the scope and means of executing the project.** (Please attach a separate sheet of paper, if needed.)

Please describe prior experience in executing similar programs. (Please attach a separate sheet of paper if needed.)

**PROJECT BUDGET**

Please provide an itemized budget for your project in the table below:

| ITEM   | DESCRIPTION | AMOUNT |
|--|-------------|--------|
| Performer payments                                   |             |        |
| Marketing  |             |        |
| Insurance (if applicable)                            |             |        |
| Supplies   |             |        |
| Equipment  |             |        |
| Administration                                       |             |        |
|  |             |        |
|  |             |        |
| <b>Total Project Budget</b>                          |             |        |
| <b>Amount of Secured Funding</b>                     |             |        |
| Your Organization                                    |             |        |
| Collaborator's Organization                          |             |        |
| Anticipated Ticket Revenue<br>(if applicable)        |             |        |
| Collaborator's Organization                          |             |        |
|  |             |        |
| <b>In-Kind Donations</b>                             |             |        |
| Source:  |             |        |
|  |             |        |
| <b>Amount of Grant Request</b>                       |             |        |
| <b>Percentage of Grant Request to Project Budget</b> |             |        |
|  |             |        |

**How will your organization clearly measure the success of your project/event?:**

**How will your organization market your program/event?:**

**Please include any additional information we should know in order to evaluate your funding request:**

*Thank you for submitting your application for a Louisville Arts Programming Grant. By signing below, signee agrees that all information provided is accurate and reflects the nature of your project/event.*

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Board Representative, if applicable

\_\_\_\_\_  
Date

**Please return this application by Monday, January 15, 2017 to:**

LOUISVILLE ART GRANTS, c/o Louisville Cultural Council, 749 Main Street, Louisville, CO 80027

Additional questions or concerns?: Please call Suzanne Janssen at 303-335-4581 or Suzanne J@LouisvilleCO.gov

City of Louisville

Cultural

ARTS

MASTER PLAN

INITIAL  
DRAFT  
ONLY

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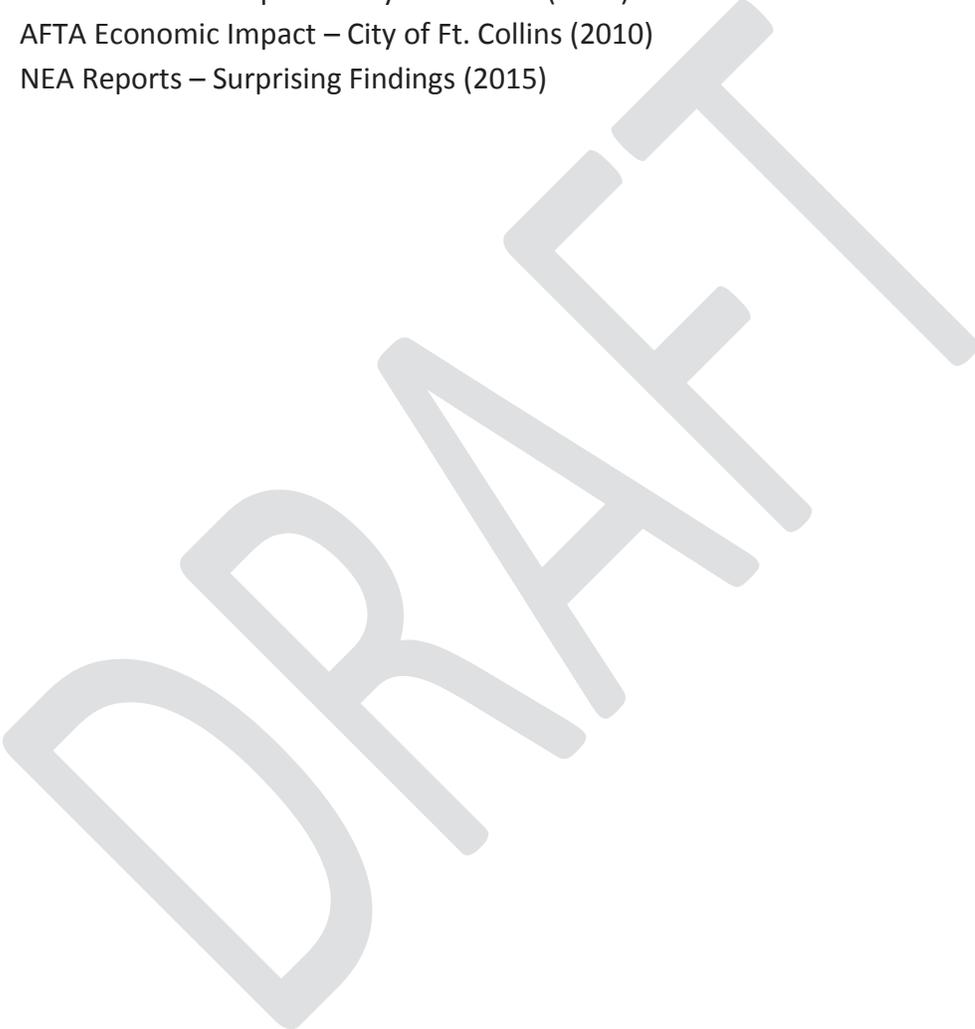
Photo Credits

Appendices (thus far)

- Colorado Creative Industries Profile
- Louisville Comprehensive Master Plan (Arts & Culture Section)
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|

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NEA Reports – Surprising Findings (2015)



## Acknowledgements

### LOUISVILLE CULTURAL COUNCIL

(2014-2016)

Lawrence Anderson  
Gina Barton  
Darin Brown  
Sue Anthony Crowder  
Debbie Davies  
Paul Ewing  
Susan Honstein  
Angie Layton  
Liz Rowland  
Denice Spencer  
Steve Spencer  
Jennifer Strand  
Mark Oberholzer  
Tammy Pelnik  
Blake Welch  
Shari Wohl

### STEERING COMMITTEE

Shelley Angell  
Jen Blanchard  
Nicole Charron  
Jane Evans  
Lynn Fleming  
Sarah Giammaria  
Ileane Olson  
Emilie Parker

### PUBLIC MEETING ATTENDEES

Linda Armantrout  
Jeanie Balch  
Lynn Berggren  
Barbara LeBlanc  
Pat Carbone  
Debbie Davies  
Jeff Davies  
Dawn DeAno  
Rachel \_\_\_\_\_  
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Joan Muller  
Marty Nash  
Jim Post  
Eric Roth  
Jennifer Rudkin  
Rodney Sauer (2)  
Paula Slick  
Vickey Swanson  
Robert Tully



## Executive Summary

*To be added*

## Introduction

***“The purpose of Louisville’s Cultural Arts Master Plan is to establish a roadmap for the City’s leadership and citizens for embracing and enhancing Louisville’s identity as a vibrant cultural destination. This Plan supports promotion of visual, literary and performing arts, availability of diverse and engaging cultural activities within the community, and support of Louisville’s creative industries.”***

Louisville’s continued national recognition as a highly desirable “hometown” community compels its leadership to focus on maintaining Louisville’s character while anticipating and planning for long-term needs. As other communities throughout Colorado have witnessed, a creative economy can enhance quality of life and have a sustainable economic impact as we look ahead to the next 15 years. To this end, Louisville has a need for a common vision and guiding principles for arts and cultural programming. This *Cultural Arts Master Plan* (the Plan) defines the goals and strategies for arts and cultural opportunities in the City of Louisville.

This Plan provides a snapshot of the arts and cultural opportunities in Louisville as they presently exist, and serves as a starting point for future development and expansion of the artistic resources available to residents and visitors. This Plan expresses a community-wide vision whereby the arts and cultural events are an integral aspect of life in Louisville, capitalizing on collaborative public/private ventures and the spirit of the local arts community.

|

The Plan establishes a framework for collaborative public/private ventures that creates a roadmap for managing existing, and developing new, programs to ensure community needs are addressed.

The goals stated within the Cultural Plan community-wide and not reserved for one geographic location. Accompanying each of the specified goals is a set of recommended strategies, based upon available resources. While city resources will fluctuate over time, the overall vision of supporting local artists, arts organizations and the cultural identity of Louisville will guide decision makers as they assess capital and operational budgets. Through collaboration such funding fluctuations may be mitigated as a broad community of partners supports Louisville's cultural vision.

Creating an environment in which the arts and culture will thrive in Louisville requires many dedicated individuals working in the spirit of collaboration and community vision. The City views itself as an active and willing partner in the successful development and promotion of the arts and culture in Louisville. Equally important partners are private non-profit agencies and arts councils, leadership boards and commissions, independent working artists, event organizers, creative industry professionals, arts patrons and the Boulder Valley School District, all of whom play vital roles by engaging with the community. Working in collaboration and guided by a common vision expressed in this Plan, residents and guests alike will benefit as the arts are embraced as integral to the high quality of life within Louisville.

|

**Letter from Louisville Cultural Council**

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## *PLANNING PROCESS*

The adoption of the 2013 City of Louisville Comprehensive Master Plan laid the foundation upon which the City staff began to formulate a more systematic approach to arts, culture and special events within the community. Within the Louisville Comprehensive Master Plan, the City Council recognized the impact cultural art opportunities can have upon the physical, social, mental, educational, spiritual and economic health of a community, (Pg 49; Policies CS-6.1 through CS-6.5 and Appendix \_\_\_ of this document) and requested a formalized Cultural Arts Master Plan (CAMP). The Louisville Cultural Council (LCC) was tasked by the Louisville City Council to play an active role in developing a community-wide Cultural Arts Master Plan (Policy CS-6.2).

In March 2014, citing the need for a more comprehensive approach to the arts community, the City hired a Cultural Arts/Special Events Coordinator to serve on the City Manager's staff. This staff is a liaison to the Louisville Cultural Council, actively assisting with that Board's direction, advocating for local and regional arts organizations, developing a public art program, and, managing two community events: the July 4<sup>th</sup> Fireworks Celebration and the Labor Day Parades and Fall Festival.

Figure 1 depicts major milestones in the planning process. The Cultural Arts Master Plan (CAMP) subcommittee comprises members of the Louisville Cultural Council (LCC). The CAMP Steering Committee includes representatives from the broader arts community, including representatives from the LCC CAMP subcommittee, Chamber of Commerce, Louisville Public Library, Louisville Arts Association, Louisville Arts District, Coal Creek Theater, The Art Underground and an independent artist.

### **INSERT Figure 1: CAMP Development Timeline**

To gather input, public meetings were held on January 20, January 24, February 18, and March 16, 2015; and two surveys were conducted through Survey Monkey (1. General Art and Cultural Events Survey distributed to residents; 2. Artists Survey). Those surveys were open and promoted through July 2015 following the conclusion of the 2015 Summer Concert Series. Public outreach regarding the surveys and public meetings was widely available through:

- Quarterly City Newsletter mailed to all Louisville households in Fall 2014 , and Winter 2015;
- On-site distribution at the Louisville Recreation Center on January 22, February 10 and 11, 2015;
- City webpage dedicated to the Cultural Arts Master Plan:
- Bi-monthly LCC eNewsletter email blasts;
- Distributed to all Resident Arts Organizations for sharing with constituents; and

- Staff appearances at Louisville Art Association and Louisville Arts Districts meetings.

An Art Organization questionnaire was created and distributed to local arts organizations, which revealed the challenges faced by each entity. Their insightful feedback has been incorporated into the recommended goals and strategies contained within this document, along with personal antidotes and opinions shared at each of the public meetings.

Consistent impressions and opinions were received during the research gathering stage and there were no unexpected results presented to the LCC CAMP Committee or Steering Committees. The strengths and challenges of presenting arts and cultural activities in Louisville were easily identified and discussed with candor. All voices were encouraged to participate in the discussion.

The City's Cultural Arts/Special Events Coordinator, Suzanne Janssen, has driven the efforts to collect community feedback, guide the evaluation and the compilation process. Working closely with Ms. Janssen, the CAMP Committee accepted responsibility for drafting the initial goals and strategies of the plan based on analysis of results from the two electronic surveys and the series of community meetings.

## STATE OF THE ARTS IN COLORADO

Colorado has gained national reputation as a state which actively supports creative industries, as evidenced by the growth of the Scientific and Cultural Facilities District Tier III organizations, Colorado Creative Industries' designation of Cultural Arts Districts and the number of municipal public art programs. The state is seen as a premier creative economy that has not yet reached its full potential.

In 2008, results from a statewide Colorado Creative Economy Study were released, shedding light on the economic impact of the state's creative sector. Colorado ranked 5<sup>th</sup> in concentration of creative occupations with the expectations of growth 30-45% before 2018.

This study titled, *Colorado: State-of-the-Art, Key Findings from The State of Colorado's Creative Economy* found the following: (See Key Findings Report, Appendix \_\_\_\_.)

- 186,251 jobs in the state are associated with creative enterprises and creative occupations
- Colorado's creative enterprises employed over 122,000 individuals in about 8,000 establishments
- Another 64,000 individuals worked in creative occupations in non-creative enterprises
- Employee earnings in creative industry jobs, including employee benefits, were \$5 billion

Recognizing the significance of the data, changes occurred within the state's management and allocation of arts resources. Several state agencies (the Art in Public Places program, Colorado Council on the Arts, and the Office of Film, Television and Media) combined to form the Colorado Creative Industries (CCI). This division of the Colorado Office of Economic Development & International Trade is the state's primary source of data collection, reporting, direction and resources on the state's creative economy.

The CCI was established to build a Top 10 national reputation for, and make significant investment in, state's creative sector. An ambitious state strategic plan was established in 2010 to guide this process. The Governor appointed an 11-member citizen council to create arts-related policies that serve the state's cultural interests, arts organizations and individual artists. The CCI staff, under the direction of Margaret Hunt, implement those policies and programs.

In 2015, National Endowment for the Arts study found that Colorado ranks 5th among all states for concentration of artists. The study categorizes creative industries into six sub-groups: design, film and media, heritage, literary and publishing, performing arts, and visual arts and crafts. The State of Colorado's strengths are design, literary and publishing, and film and

media, which represent 73% of all creative industry jobs. The State of Colorado ranked first in the national in per capita trips to concert halls, theatrical performances and museums in 2015.

**(This section or Facilities?)**

In 2002, East Boulder County Arts Alive hired a consulting team to the study the feasibility of new arts facilities within the eastern region. Two strategies were presented to address their findings. The first approach was a centralized concept housing a number of different facilities within one building; while the other concept addressed separate facilities distributed throughout the county using existing facilities.

Since the time of this study , Boulder County has seen tremendous growth in the arts, as evidenced by increased arts funding and construction/expansion of performing arts facilities:

- Boulder: Expansion of the Dairy Arts Center
- Broomfield: Broomfield Auditorium
- Longmont: Longmont Museum Stewart Auditorium
- Lafayette: **(Booker’s new display space)** and The Arts Hub

While there have been significant art facility developments, many aspects of this 2002 study warrant further examination.

## **SCIENTIFIC CULTURAL FACILITIES DISTRICT**

*(Small insert text box) SCFD funds "support the cultural facilities whose primary purpose is to enlighten and entertain the public through the production, presentation, exhibition, advancement and preservation of art, music, theatre, dance zoology, botany, natural history and cultural history." (See Appendix pg \_\_\_ for SCFD history and fund distribution.)*

The Scientific and Cultural Facilities District, a 1/10 of 1% sales and use tax for cultural facilities in seven Denver-area counties, was approved by voters in 1989, transforming the Denver Metro area into the *national and international spotlight for excellence in cultural offerings*. It is safe to say that the SCFD has had a significantly positive affect cultural program and amenities as annual distribution is approximately \$40 million.

Louisville has six that receive SCFD funding, which means that each one demonstrates on an annual basis that it has a sound and worthwhile arts mission as well as the ability to execute it. All of these organizations exist because of volunteer effort. All work on marketing and communication. All deal with shrinking grant funded support due to the disproportionate number of creative organizations resident in Boulder County and the SCFD’s formula for distributing funds. These groups include:

- The Art Underground
- The Louisville Art Association
- Coal Creek Theater
- Center Stage Theater
- The Louisville Cultural Council
- Danse Etoile Ballet

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## BOULDER COUNTY DEMOGRAPHICS

Chart courtesy of the Boulder Community Foundation, Boulder County TRENDS, 2015-2016

**insert original from BCCF showing population numbers**

Many physical, social, economic and political elements influence Louisville's continued evolution, and lay beyond the scope of this plan. Detailed demographic information may be found in the City of Louisville's Comprehensive Master Plan and excerpted here.

Louisville is one of 10 cities that create Boulder County and shares its (open space??) border with the City of Boulder, the largest city within the County. With a population of just over 20,000, Louisville retains a small town charm through its picturesque historic Old Town and Main Street. Settled in 1877, the early roots in mining continue to inform local aesthetics and history, while Louisville continues to grow its **strong biotechnology and high-tech software industries (insert main industries)**. Presently, Louisville is a city of approximately 20,400 people encompassing 8.0 square miles in size in southeastern Boulder County. The City rests about 6 miles east of the City of Boulder and 19 miles northwest of Denver.

Louisville's national reputation as an attractive location to live and work grew throughout the 2000s as the City was awarded Money Magazine's *Best Places to Live in the United States* for smaller towns and cities (#5 in 2005; #3 in 2007; and #1 in both 2009 and 2011 and #4 in 2015). Bert Sperling's 2006 book *Best Places to Raise Your Family: Experts Choose 100 Top Communities That You Can Afford* listed Louisville as the "best of the best" at #1. In 2012, Family Circle magazine placed Louisville among the top ten "*Best Towns for Families*" based on a survey of 3,335 municipalities with populations ranging from 11,000 to 150,000. Consequently, Louisville is considered a highly desirable and livable community. Since the 1990s, housing prices have increased significantly as demand remains high in Louisville, Boulder County as a whole and the entire Front Range corridor.

### Population and Households

The median age of Louisville's residents is higher than that of the peer geographies. This aging population corresponds to smaller household sizes as children leave the household. Louisville's median age falls within the 25-55 age bracket, which comprises the majority of the employed population. Family housing comprises 67% of the households, while 33% are non-family households.

While the City of Louisville actually saw a decrease in its population from 2000 to 2010, the overall population growth has been 2% over that time frame and continues to grow. Louisville's neighboring communities continue to grow steadily with Boulder County experiencing a 4% increase, with several citing significant increases in population: Superior (38%); Longmont (25%); and Erie (100%) respectively.

|

## Race and Ethnicity

The majority of the population of Louisville is white (86%), with those of Hispanic origin making up the second largest group (7%). Louisville has a higher percentage of white residents than Boulder County as a whole (79%) and much higher than the Denver metro area average (52%).

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self, others and the natural world. **Goal: Programming**

- Local Artists - Encourage local support for a creative and economic environment that allows artists to continue to live and work in and for the community, and for themselves. **Goal:**

**Economic Development, Strategy:**

- Marketing and Communications - Identify marketing and communication systems to promote the arts and culture through public dialogue, media and education. **Goal: Marketing, Strategy:**

- Art and Culture Education - Demonstrate commitment to quality arts and culture education and lifelong learning by advocating for inclusion of the arts and culture in our schools and in community settings. **Goal: Education, Strategy:**

- City Board and Commission Support - Advance the community's understanding of local zoology and botany with the Horticulture and Forestry Advisory Board. ????

- Financial Resources - Encourage the fiscal soundness of Louisville Cultural Council by evaluating and recommending improvements to its capacity to maintain effective public, private and earned income funding. **Goal: Economic Development, Strategy: #**

Policy CS-6.2: The appropriate City Departments and the Louisville Cultural Council (LCC), as the principal advisory board to the Louisville City Council related to the arts, shall serve as the primary voice for the development of the Arts and Culture Master Plan. **Goal: Public Art Strategy: # ; and Goal: \_\_\_\_\_ Strategy: #**

Policy CS-6.3: The appropriate City Departments and the LCC shall provide an inclusive public forum for discussion of issues and ideas affecting the development of a City-wide Arts and Culture Master Plan. **Completed**

Insert better copy of this sheet; highlight Arts and Culture

## OVERVIEW OF THE ARTS IN LOUISVILLE

The role of Louisville residents, artists and art supporters alike, cannot be underestimated in the evolution of cultural activities within the community. Historically, the arts in Louisville have been developed at a grassroots level, with artists and residents leading the charge for the exhibition and performance of artistic forms within the community. These strong arts advocates struggled for funding and space, all the while moving forward in their quest for creative expression. Each year, countless volunteer hours are spent planning events and fundraisers, writing arts grants, soliciting business sponsorships and in-kind donations. These efforts, combined with increased City support, sustain local arts organizations and assist with in reaching their audiences.

The Louisville Arts Association was founded in 1980, and is generally considered the earliest “formalized” arts organization in Louisville. As the community’s support and interest in the arts grew, additional theater and special interest groups formed.

The City Council selects members and authorizes activities of the Louisville Cultural Council (LCC), which supports local arts and cultural programming directly and through competitive distribution of annual arts grants. LCC members are volunteers and residents of Louisville. The LCC was first established as the Louisville Arts & Humanities Council, and is discussed later in more detail.

**(Create timeline to illustrate) The Louisville Art Association (1980); Mountain Contemporary Dance Arts (1986); Louisville Cultural Council (1989), Coal Creek Theater of Louisville (1990), CenterStage Theater of Colorado (1990), Mudslinger’s Studios (1997), the Art Underground (2007), Louisville Arts District (2009), Dana V. Music (2008?) are examples of local art organization developed in the past 40 years.**

### **??INSERT JSTRAND INFO HERE ??**

Musicians were also attracted to the Louisville area, in no small part due to the success of Wildwood Guitars located in downtown Louisville since October 1984. **(Embellish??)**

Additional studios, private instruction and two schools dedicated to performance, visual art, instrumental and voice training have made strong downtown presence. Many of the local restaurants feature live music throughout the year, particularly during the First Friday Art Walks, where downtown serves as a showcase for Louisville and regional talent.

The popularity of Louisville’s Street Faire served as a catalyst for measureable economic growth in the downtown corridor. Developed by the Downtown Business Association as an economic stimulus in 2002, the success of the Louisville Street Faire is an excellent example of a

|

grassroots effort with significant impact upon the downtown business district. Following the success of early concerts, the City collaborated with the Downtown Business Association by converting the former Steinbaugh Hardware storage shed into what is now known as the Steinbaugh Pavilion, home to the annual Street Faire as well as informal music performances during Farmer's Markets and winter-time outdoor ice skating. The Pavilion and surrounding environs along Front and Walnut Streets contain the bulk of Street Faire activities, which include vendor booth and children's entertainment.

Shortly after the success of Street Faire and City Economic Development business incentives, Downtown quickly experienced growth in the restaurant and bar industries. As additional retail and commercial businesses were attracted to Main and Front Streets, property values and the downtown corridor blossomed, enhancing the charming, historic nature of downtown. Recognizing opportunity, business owner Janet Russell moved Creative Framing & Art from South Boulder Road onto Main Street and quickly became one of several arts-related anchors in downtown. Street Faires provided an ideal opportunity to reach new patrons and created additional retail opportunities as more people were attracted to this quaint Colorado downtown. Gallery owners soon opted to remain open on concert evenings, giving birth to the First Friday Arts Walk (2009) and later, the Louisville Arts District.

*Currently, the Street Faire and First Friday Arts Walk are the most recognizable Louisville arts-related activities by residents and visitors to the community. (Survey results ranked 78% and 67% respectively).*

As a shifting business landscape downtown was developing, the City provided moderate financial support and access to public facilities. At the same time, there was greater interest in visual and performing art space and demand for adequate venues.

In fall 2013, the Louisville Center for the Arts (LCA) was officially recognized as the City's primary indoor facility dedicated to performance and rehearsal space. Four resident arts organizations (Coal Creek Theater of Louisville, Louisville Cultural Council, Louisville Art Association and the Center Stage Theater of Colorado) currently utilize this space, yet there is very limited availability afforded to other arts-related organizations and the general public. (The LCA is addressed in further detail under the Facilities section of this Plan.) In addition to the Center for the Arts, other indoor City facility resources include the Public Library, Recreation & Senior Center, and City Hall. These three facilities host rotating, temporary public display and sale of visual art created by members of the Louisville Art Association and (more limited access to) independent artists.

**Chart this info??: Need to verify none are missing – musical studios needed**  
**Arts-oriented businesses, Louisville is fortunate to have these:**

- **The Art Underground**
- **Creative Framing**
- **Dona Laurita Gallery**
- **Walnut Gallery**
- **The Colorado Writing School**
- **Dana V. Music**
- **Mudslinger's Pottery School**
- **Nina's Flowers, Gifts and Art Boutique**
- **Bella Frida**
- **ELC Photography Studio**
- **Wildwood Guitar**
- **Front Porch Lutherie**
- **Spring Creek Music**

CHART: Other significant arts organizations in Louisville include:

- The Louisville Arts District, organizer of the First Friday Art Walks
- The Colorado Writing School's Writer Meet-up
- The Library, which offers a variety of lectures and arts activities
- The Historical Museum and its Foundation

## *LOUISVILLE CULTURAL COUNCIL*

*formerly known as the Louisville Arts & Humanities Council, 1988-19\_\_)*

The Louisville Arts & Humanities Council was formed in 1989, shortly after the passing of the Scientific and Cultural Facilities District initiative in Denver, Adams, Arapahoe, Boulder, Broomfield, Douglas, and Jefferson Counties. This Council as a means of recovering SCFD dollars available in Boulder County for the ongoing support and development of arts and cultural programs. (Appendix \_\_: A Brief History of the Louisville Cultural Council)

The LCC continues to serve as both a separate 501c3 organization, as well as a City advisory board. As specified within the City Charter, the Louisville Cultural Council is a 10-member, Council appointed volunteer board which serves in an advisory capacity to City Council on matter pertaining to the arts and cultural related matters. Specific duties include:

- Advising the City Council on matters related to culture and the arts
- Brings cultural activities to Louisville
- Advocates to advance and preserve the arts, sciences, and humanities in Louisville
- Advises the City Council on arts and cultural related matters
- Produces, organizes and executes various cultural events
- Applies for grants and funding opportunities
- Awards grants to support the arts and other cultural activities

The Council is supported by the City's General Fund, program revenue, individual donations, in-kind sponsorships and in-kind donations. Since its inception, the LCC has been committed to providing arts and cultural programs to the community utilizing City facilities.

Currently, the LCC programs approximately 30 events each year, most notably the following series: Thursday Night Summer Concerts in the Park; Friday Night Live!!; Sunday Classics, Lectures and Movie series. The Council develops/supports collaboratively with other local arts organizations and the Louisville Public Library throughout the calendar year. Additionally, the LCC has led the charge in garnering City support in the creation of a public art program.

The challenges of maintaining such a rigorous programming schedule by a volunteer organization has become evident in recent years. With the assistance of an outside consultant and City staff, the Louisville Cultural Council reviewed their mission statement to clarify whether it was purely a programming board. From this meeting, the group created a concise statement that more accurately reflects their activities, intention and future direction as a City board.

***We promote arts and culture in Louisville. We program cultural events, advocate for and support artists, and advise City Council. By doing so we engage our diverse social, cultural, and creative community.***

|

The group has expressed that the new mission statement provides both grounding and inspiration. It has helped the Council manage their time more effectively.

Perhaps the most significant recent development is that, for the first time, the Cultural Council offered arts grants to better support artists hosting programming in Louisville. The 2016-2017 Louisville Art Grants Program was developed to assist local artists and art organizations create and present new programs at the Louisville Center for the Arts or in other Louisville-based locations. Nine of the thirteen applicants were awarded funding, while two additional applicants were hired for current LCC series. The resulting diversity of programming for 2016 offers new faces and voices to the community, thus expanding collaborative partnerships for future years. New artistic connections were made, thus creating a uniquely diverse year of programming offerings.

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**RESEARCH FINDINGS  
 BASED UPON PUBLIC MEETINGS, SURVEYS, INTERVIEWS, AND ART  
 ORGANIZATION QUESTIONNAIRES**

**PRIMARY NEEDS AND DESIRES**

| <b>FACILITIES</b>                               | <b>MARKETING</b>                                  | <b>PUBLIC ART</b>                       | <b>PROFESSIONAL DEVELOPMENT</b>   |
|---|---|---|---|
| Access to Lsvl Center for the Arts              | Signage at Lsvl Center for the Arts               | Multi-Partner Funding Sources/ Approach | Basic Business Skills: ie., bookkeeping, budgeting, taxes                   |
| Rehearsal Space for Theater and Musicians       | Downtown Signage                                  | More Public Art Throughout City         | Creating a viable business model/plan                                       |
| Classrooms-Multi-Use Functional/Versatile Space | Community Art/Event Calendar                      | Want pubic art throughout the City      | Grant writing   |
| Access to Arboretum for Outdoor Events          | Social Media Expertise How to Reach New Audiences | Public Art Policies                     | Applying for Calls for Entry/Competitions, Creating Artist Statements, etc. |
|   |   | Inventory of present collection         |   |

**LOUISVILLE’S CULTURAL STRENGTHS**

A dynamic resident base with appreciation for arts and cultural activities.

Louisville Center for the Arts: Though very limited in its capacity as a performing arts facility, the Art Center provides consistent and dedicated rehearsal and performing/exhibit space for four resident arts organizations.

Louisville Historical Museum provides cultural history for new and long-term residents.

Highly educated population with close proximity to the University of Colorado, Boulder, which provides accessibility to unique cultural and educational opportunities.

A vibrant, walkable, historical downtown environment with a variety of restaurants, retail shops, businesses, galleries and a local history museum.

Community support for cultural festival and recreational activities year round.

High public engagement in civic leadership.

## *LOUISVILLE'S CULTURAL CHALLENGES / OPPORTUNITIES FOR GROWTH*

Performing and Visual Art Facilities: Louisville arts organizations are seeking rehearsal, exhibit and performance space in neighboring communities due to lack of adequate infrastructure and high rental rates of existing retail space. The Cultural Plan strongly recommends conducting a feasibility study to determine the community needs for dedicated performing and visual art space now and into the future.

Limited Professional Development for Hobbyist and Professional Artists: Artists and creative professionals possess an entrepreneurial spirit that should be encouraged to foster greater professional growth.

Marketing Options and Expertise: All arts organizations and independent artists struggle with marketing their artworks and/or events, particularly after restructuring of Louisville Times into the Hometown Weekly newspaper. Advertising rates are prohibitively expensive for most presenters.

Wayfinding

Limited Arts Funding: (Include SCFD in this point)

Resource for finding arts and cultural resources and events

Artist Pay: Musicians specifically find appropriate base pay for services difficult to find

**Include survey information in this area – charted or as summary: Appendix or attachments for other data**

## **CULTURAL/PERFORMING ARTS FACILITIES**

**Identify the appropriate mix of cultural facility needs in Louisville for the next 15 years**

### **BACKGROUND**

There are three primary indoor facilities which host art exhibitions or events, none of which were designed specifically for performing art functions.

#### Louisville Center for the Arts, 801 Grant Avenue, Louisville

The Louisville Center for the Arts (LCA), also known as the “little brick school house,” is currently the primary *indoor* performing and visual arts facility serving the community. This one-room schoolhouse was constructed in 1894 and has served as a school, Red Cross shelter, library, recreational and storage facility, and a Community Hall prior to its present incarnation.

The Louisville Center for the Arts is truly a shared community resource. It serves as “home” to four resident art organizations: the Louisville Cultural Council, Coal Creek Theater, Louisville Art Association and CenterStage Theater of Colorado. The facility hosts a myriad of programming options, from youth art instruction and theatrical rehearsal space to nationally juried visual art exhibitions and live musical and theatrical performances.

In 2015, the resident arts organizations held a total of 326 bookings (rehearsals, meetings, and



events), totaling 1895 hours throughout the year. Private rentals are also permitted within this facility; however, those numbers are significantly lower at 42 bookings (175.5 hours) in 2015. A total of 2475 usage hours of the LCA are anticipated in 2016.

*Above: Brick school house, early 1990s;*

*Photo: Lsvl Historical Museum*

#### The City of Louisville Recreation Center, 900 Via Appia Way, Louisville

The Recreation Center is currently the only other City-owned facility that can serve as a limited *indoor* exhibition and performing venue. Due to heavy demands upon that facility by recreational users, senior programming and community renters, availability is very limited for the unique demands of arts programming, which requires many months lead time in order to

adequately plan, market and host a cultural event. Potential expansion plans, to be considered by residents in Election Day in November 2016, does not include additional performance space.

Louisville Public Library, 951 Spruce Street, Louisville

The Louisville Public Library provides rotating monthly gallery exhibitions within the first floor gallery and display cases. The Louisville Art Association and the Library each program 6 months of the year, showcasing local talent. The Library also offers art programs and opportunities for all age groups at least once per month. The Makerspace (added to the facility in 2015) and artist and maker in residence opportunities are also available. As a public library, all cultural programs are offered free of charge. The large meeting room (capacity 70) can host intimate gatherings; however, the audiovisual support is geared towards standard meeting needs rather than performing arts.

There are two primary outdoor facilities which support summer concert series:

Steinbaugh Pavilion, 824 Front Street & Community Park Bandshell, Bella Vista Drive, Louisville

Steinbaugh Pavilion and the bandshell at Community Park are popular *outdoor* venues, which are heavily used during the warmer months. However, both facilities have limited year-round use due to weather and noise considerations. Each is also hampered by limited production capacity.

**SURVEY & PUBLIC MEETING RESULTS**

During the four CAMP public meetings held in 2015, participants often cited Louisville Middle School as the community’s only viable performing arts venue. However, this Boulder Valley School District facility has very limited availability due to heavy school usage. Additionally, independent artists and arts organizations often considered the expense associated with renting the facility prohibitively expensive. Many participants perceived that the LMS Auditorium had been presented to voters as a public amenity; however, they are disappointed by the limited access and rental fees.

Aside from the LCA’s many charms and ability to host intimate gatherings, lectures and musical performances, the facility presents many challenges.

**Louisville Center for the Arts – Facility Challenges**

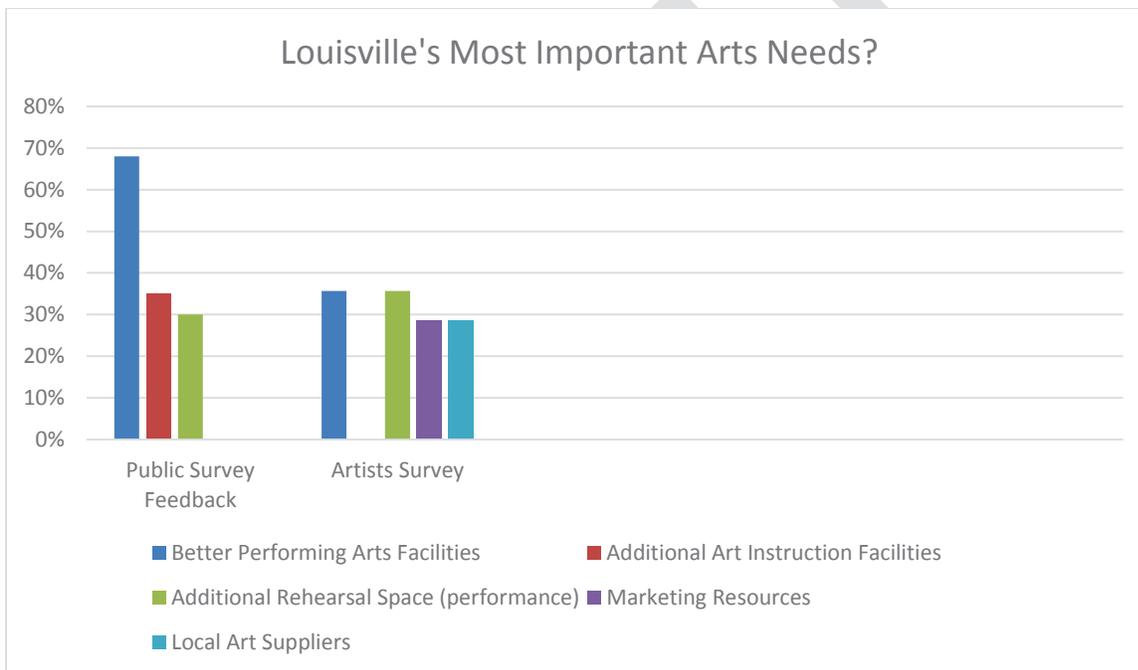
|   |   |
|---|---|
| <b>Scale:</b> Capacity “full” at 70 participants; space limits type of productions and effectively caps revenue                         | <b>Access:</b> Four resident arts organizations fill bulk of annual scheduling calendar, independent & private citizen access thereby limited |
| <b>Facility Management:</b> Patrons find folding chairs uncomfortable, parking challenging, signage & lighting design lacking, location | <b>Storage:</b> Severely restricted to small, shared janitorial closet & kitchen, theatrical organizations challenged for rehearsal           |

hard to find

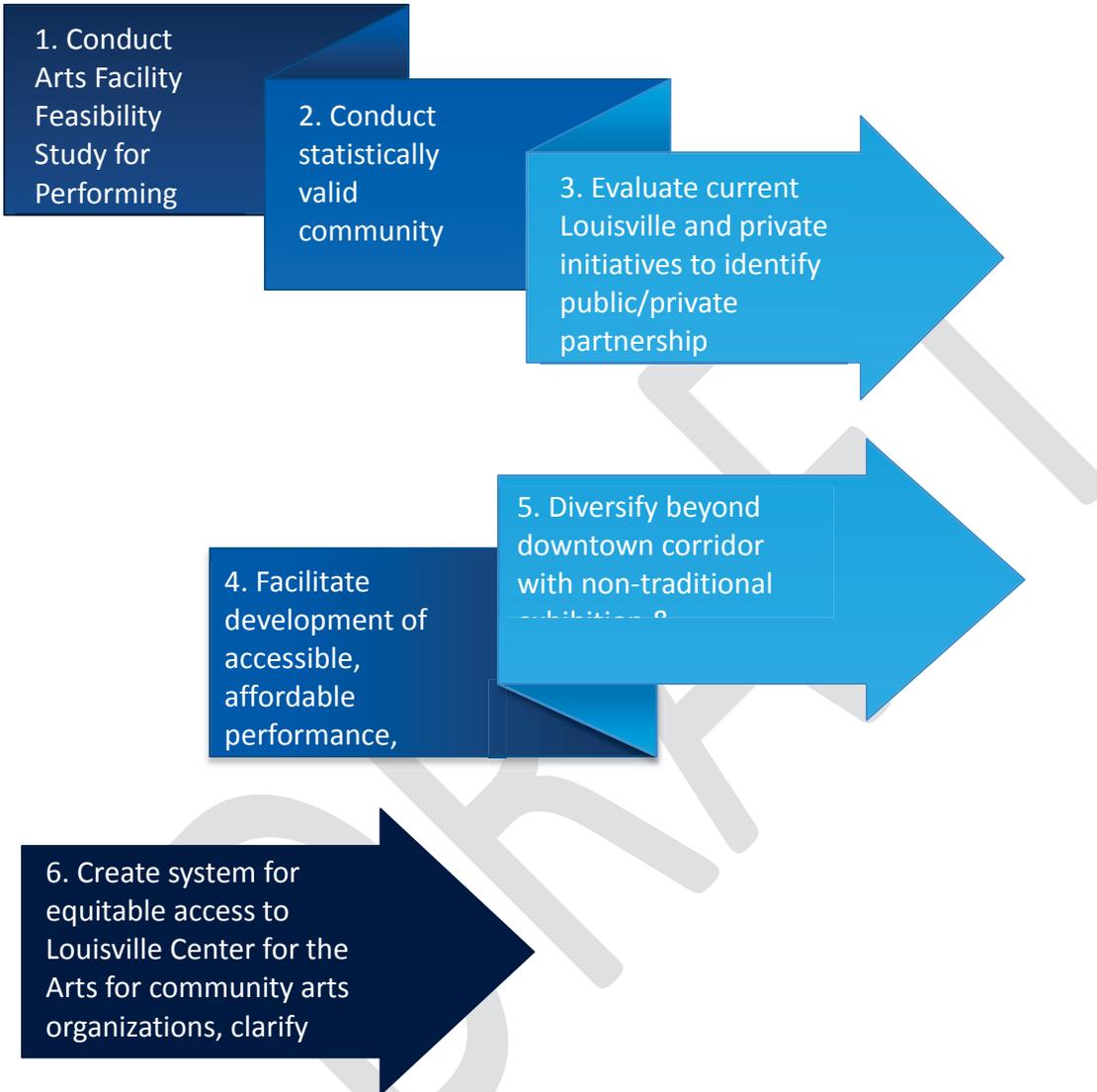
access, no long-term set storage

Based upon the surveys and interviews, it is clear that artists and art organizations need additional performance and rehearsal facilities and additional artist studio space in Louisville. Anecdotally, some local artists cited lack of adequate available space as the reason for establishing studios/workshops in greater Boulder County, outside of Louisville.

In the general public survey, 67.5% of respondents found that performing arts facilities were Louisville's most significant need. Respondents attend cultural events outside of Louisville primarily in Boulder (92%), Denver (88%), and Lafayette (70%); often leaving Louisville to attend cultural events four or more times per year.



**ACCTION ITEMS SUPPORTING GOAL #1 (Identify the appropriate mix of cultural facility needs in Louisville for the next 15 years)**



1. Louisville shall conduct a facility feasibility study for performing arts venue(s) in Louisville in order to develop an appropriate mix of cultural facility needs for the community for the next 15 years. As part of this study, a needs assessment should include:
  - a) Identification and recommendations for appropriate space to support the needs of arts and cultural organizations, allowing for:
    - rehearsal, performance and exhibition space;
    - classes and artist studios;
    - administration; and

- multi-use facility rental opportunities;
  - b) Regional analysis of performing arts venues future needs;
  - c) Economic impact of facility/facilities upon the Louisville business community;
  - d) Cost of recommended facilities, including estimating operating revenue/expenses; and
  - e) Long-term sustainability plan.
2. Based upon results of the feasibility study, conduct a statistically valid community survey to measure the support for additional cultural facilities.
  3. Evaluate current City and private facility initiatives to determine possible public/private partnership opportunities utilizing existing inventory within the community.
  4. Develop, or facilitate the development of, accessible and affordable performance venue(s), rehearsal space/studios/visual arts spaces within various sections of the community.
  5. Identify non-traditional exhibition and performance spaces to diversify venues and exposure to the arts beyond the downtown Louisville corridor.
  6. Create a system for equitable access to the Louisville Center for the Arts for community arts organizations (regardless of non-profit status), and clearly define present management/access criteria for Resident Art Organizations.

## **PUBLIC ART**

**Goal #2: Create an environment in which public art is a catalyst for greater appreciation of Louisville’s public spaces and enhances community identity**

### **BACKGROUND**

Public art refers to any artwork or design that has been placed within the public domain for viewing by the general population. By its very nature, public art is meant to attract attention and/or heighten awareness of one’s environment, create community identity and encourage public dialogue. It creates an art encounter/experience beyond the white walls of a museum or gallery –as it brings art to the people--where we live, work and play. Public art creates unique opportunity for community expression in the enhancement community aesthetics. Public artwork can be created from a variety of media, temporary installations, permanent stand-alone works, or built into the infrastructure of buildings, roadways and bridges.

From a national perspective, Philadelphia adopted the first municipal “percent-for-art” fund in 1959. Today, more than 350 Public Art Programs in the United States; 81% of these programs are administered by a public entity. The State of Colorado adopted a One Percent for the Arts Program in 1975, “to create enjoyment and pride for our citizens.” Ten years later, the City of Loveland was the first municipality in the State to adopt a One Percent for the Arts ordinance and remains a national model for public art and successful public/private partnerships in the arts. Colorado boasts 42 Public Art Programs along the Front Range and in the mountain communities.

#### **Front Range Communities with Public Art Programs**

|                         |                       |                        |                                    |
|-------------------------|-----------------------|------------------------|------------------------------------|
| <i>Aurora</i>           | <b><i>Boulder</i></b> | <i>Breckenridge</i>    | <i>Brighton</i>                    |
| <i>Broomfield</i>       | <i>Carbondale</i>     | <i>Castle Rock</i>     | <i>City &amp; County of Denver</i> |
| <i>Colorado Springs</i> | <i>Douglas County</i> | <i>Evergreen</i>       | <i>Ft Collins</i>                  |
| <i>Golden</i>           | <i>Greeley</i>        | <i>Lakewood</i>        | <b><i>Lafayette</i></b>            |
| <i>Littleton</i>        | <i>Lone Tree</i>      | <b><i>Longmont</i></b> | <i>Loveland</i>                    |
| <i>Montrose</i>         | <i>Northglenn</i>     | <i>Pueblo</i>          | <i>Thornton</i>                    |
| <i>Westminster</i>      |                       |                        |                                    |

**Bolded text** indicates a Boulder County community

The City of Louisville does not currently have a formalized public art program, nor a policy regarding artwork placement by public or private entities. Louisville’s Downtown Framework Plan (adopted March 2, 1999) ([Appendix \\_\\_\\_\\_](#)) and the City’s Comprehensive Master Plan (2013) ([Appendix \\_\\_\\_\\_](#)) both refer to the use of the arts as means of creating unique expression

and engaging the public in civic dialogue. “Public artwork” as defined within this segment of the Cultural Arts Master Plan refers to City-owned artwork installed upon City property.

The City has informally acquired a small inventory of artwork through direct purchase and donations. Similarly, the Louisville Cultural Council (LCC) has spearheaded artwork acquisition efforts, having acquired several two-dimensional pieces through local art exhibitions and gifts. These works are presently on display and storage in the Louisville Center for the Arts. Prior to 2014, there were no official records kept regarding artwork acquisitions, ownership, maintenance or display procedures. Additionally, it is unknown if all artwork acquired through donation or City funds are presently under the City’s care and supervision.

The LCC has been a strong advocate for a public art program, actively seeking the completion a Sculpture Walk at Community Park. In 2010, the LCC held a temporary sculpture display at Community Park utilizing the eight concrete pads installed at the east end of the park during the construction process. One sculpture, *Clorese* by Sherrill Stone, was purchased by the Cultural Council in 2010 and remains on-site.

In 2013, the LCC contracted John Kinkade of J.K Designs, Inc., a Loveland-based art consultant and founder of National Sculptors’ Guild, to prepare a *Proposal for the City of Louisville Community Park Sculpture Plan & Art in Public Places Program*. (Appendix \_\_\_\_ ) The report indicates that there are ample public artwork opportunities within the City. The Kinkade report suggests completing one section of the Community Park sculpture plan, along with installations in other highly-visible areas of Louisville. Also in 2013, Louisville City Council allocated \$60,000 within the City’s Capital Projects Fund (\$30,000 in 2015/\$30,000 in 2016) for the acquisition of additional sculpture on the existing Community Park sculpture pads. (In 2016 this allocation was removed from the Capital Projects Fund due to competing financial demands/priorities.)

Laddy, created by a local artist, represents all the cultural aspects that make Louisville so special: music, coffee shops, bars, restaurants, theatre, and art. This mascot was also created as full-size costume worn by an actor during special events such as the Labor Day Parade, Parade of Lights, etc.

#### *Private Artwork in a Public Setting*

Committed to improving the visibility of the arts within downtown, the Louisville Arts District (LAD) began public artwork fundraising efforts through their Rhythm & Hues event, typically held in autumn. In 2016, the LAD worked with City staff to commission and install two murals within the alleyway between Main and Front Streets: *Downside Up* by artist Frank Garza and *Sweeter than Nectar* by Mario Miguel Echevarria. Citing the freedom of expression awarded by the Arts District, both Colorado artists generously completed the works for less than their usual commission fees.

As private art installed upon private property, building owners and LAD signed a formal agreement whereby the LAD retains ownership of the artwork. Property owners benefit from the aesthetic enhancement of their property and promotion through LAD's marketing of the Downtown Mural Project.

### VIA ARTISTA

As part of the LAD's community enhancement project, the City granted permission to name the alleyway (from South to Elm Streets), 'VIA ARTISTA', aligning Louisville as a cultural destination. The City's Cultural Arts/Special Events Coordinator and Planning Staff worked closely with the LAD.



*Need photo credit here*

### **SURVEY & PUBLIC MEETING RESULTS**

There is strong public interest in a Louisville Public Art Program. Local interest in public art ranked as a high priority in both the CAMP Survey and all public meetings, with 89% of respondents affirming they “would like to see more artwork installed in the public right-of-way.” In each public meeting held, discussion of public art was addressed by attendees without prompt by facilitators. Residents spoke of artwork in public places within Boulder, Lafayette, Broomfield and other neighboring communities, making comparison to the perceived lack of public artwork within Louisville. Respondents enjoy the City's three public sculptures but expressed desire to see more artwork throughout the community. Several community organizations have also expressed interest in acquiring artwork for public display.

Survey respondents *want more public art* and they see an active role for local residents in expanding it. Given recent success in establishing *VIA ARTISTA*, resident interest in public art affords opportunities in expanding public/private collaboration in the arts in Louisville.

- 82% of respondents felt that “Murals/Reliefs/Mosaics/Sculpture” ranked highest among the breadth of art types offered.
- Respondents saw an active role in expanding arts and cultural programming for local residents (60%); business (56%); and Government (50%).
- Respondents were most familiar with the sculptures on Main Street and less familiar with the sculpture in Community Park Sculpture Walk
- Focus group participants also want public art outside of downtown, as well, citing

gateway areas such as McCaslin Boulevard, County Road 42 and South Boulder Road, as well as the Arboretum.

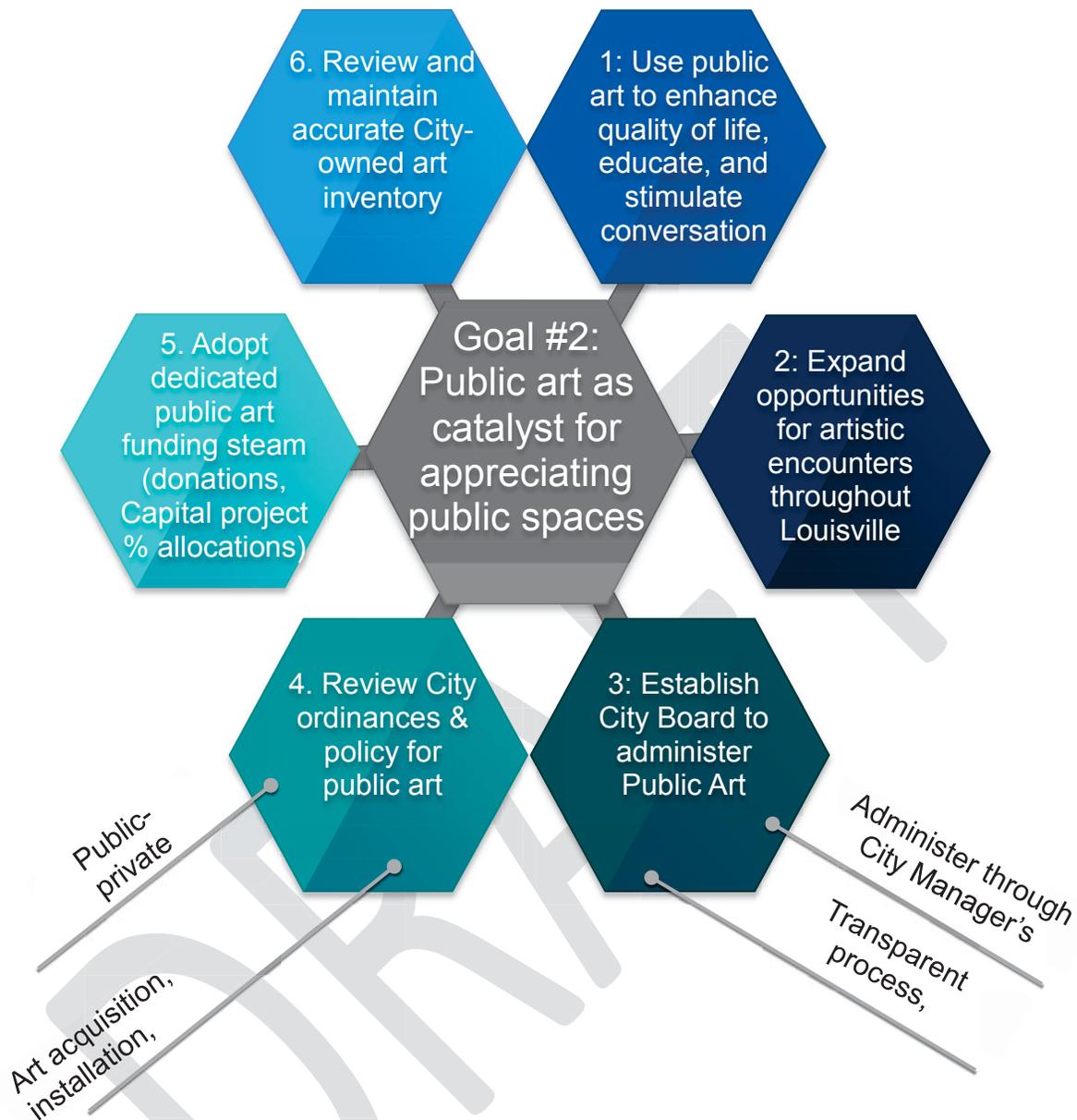
- Respondents see the city as proactive in the area of public art.

When asked about the issues of special importance to the community, respondents expressed:

- Providing opportunities for local artists and arts-related businesses to participate.
- Providing transparency for decisions relating to public art commissions.
- Providing inclusion for public art input.
- Providing public art that is appropriate for and speaks to our community.

### **Action Items for Public Art**

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1. Utilize public artwork as a means of expressing community identity and pride by recognizing the power of public art to a) encourage and enhance quality of life; b) educate and stimulate conversation amongst residents and guests alike; c) serve as a vehicle for community engagement, appreciation, beautification; and d) environmental enhancement.
2. Working collaboratively with the other City Departments, expand opportunities for Louisville residents and visitors alike to experience “artistic encounters” within the city through a variety of visual artworks, to enhance new and existing public spaces. Thus, creating a more visually stimulating and aesthetic environment.

3. Establish and designate authority to a City board/commission to oversee the Public Art Program. Within the City of Louisville, this program would be administered through the City Manager's Office utilizing a neutral art board/commission/council appointed by the City Council. This board shall work closely with City staff liaison and the appropriate City Departments involved with artwork acquisitions and maintenance. This board shall be a neutral entity comprised of Louisville residents with an interest in supporting public art in its many forms of expression, and will be tasked with:
  - Developing and adopting appropriate governing policies (Display, Acquisition, Maintenance, Preservation, Right-of-Way, etc.) based upon best practices within the field of public art. It is clear that the City of Louisville should establish a formalized art management policy.
  - Encouraging public input and transparency in its decision making.
  - Allowing opportunities for artists regardless of boundaries.
  - Seeking a diversity of public art that reflects the community.
  - Identifying key locations within Louisville to showcase public artwork.
4. Review current City ordinances and policy regarding artwork placements and update/modify as needed to address public art installations.
  - A. The protection, monitoring and maintenance of artwork presently owned by the City;
  - B. The acquisition and display of artwork for private businesses and individuals interested in enhancing the aesthetics and increasing community engagement in Louisville through the arts;
  - C. Establishing and streamlining the City's Public Art decision-making process;
  - D. Management of a dedicated funding mechanism for the development of a public art program for the enhancement of Louisville's public spaces and facilities.
5. Seek and adopt a dedicated funding stream, such as a % for the Arts Program on City capital projects and donations from individuals and private development, to support public art in Louisville. Identify opportunities for private contributions to public art within the community.
6. Review inventory of City-owned public artwork to identify opportunities for increased diversity of theme, medium, and appeal and provide for ongoing maintenance and recordkeeping processes.

## **SPECIAL EVENTS**

**Goal: The City shall (facilitate/support for) community special events hosted by public and private organizations.**

### **BACKGROUND**

#### *City Supported Community Special Events*

The City of Louisville recognizes the benefits of quality outdoor special events/festivals presented by the City, non-profit community groups and for-profit enterprises. Such events are recognized as enhancing the quality of life in Louisville, creating a sense of community and means to honor societal tradition.

The City hosts several additional City-wide annual special events, Touch-A-Truck, the July 4<sup>th</sup> Fireworks Celebration and multiple-day activities associated with the Labor Day Parade & Fall Festival. The organization and execution of these annual events have undergone changes throughout the decades and were largely contracted out until 2014. Since 2014, both events have been administered by the City's Cultural Arts/Special Events Coordinator, aided by a corps of over 80 volunteers and several City departments.

In 2016, the City of Louisville assumed additional financial support for the Louisville Street Faire, citing the significant popularity of this event and its identity with downtown Louisville. Upon evaluating successful concert season, the City's financial support will continue into 2017.

#### *Community Events by Private Industry*

Louisville is a highly desirable location for many athletic competitions, as well as family-oriented outdoor events. The City Clerk's Office currently oversees special events of 250+ participants and has developed a formalized application process to ensure adequate review for safety and public impact.

### **SURVEY AND PUBLIC MEETING FEEDBACK**

#### **ACTION ITEMS**

1. The City will continue to financially support and evaluate current City –sponsored, large-scale community special events (Street Faire, July 4<sup>th</sup> Fireworks Celebration and the Labor Day Weekend Events & Parade) and, make necessary adjustments as needed based upon event goals, operations and community and merchant impact.
2. Through the City Clerk's office, the City will accept and process Special Event Permits and Block Party requests and will notify applicants of the status and any conditions of

|

approval for proposed events (within \_\_ days of submission). The City Clerk’s Office will monitor and recommend changes to the Special Events Permit/permitting process based upon staff and applicant feedback and City Council direction.

3. Identify means of assisting operations for large-scale community events.

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## **PROGRAMMING**

**Goal: Provide a stimulating mix of diverse programs that meet the demand for arts centered and cultural programming in the City of Louisville.**

### **BACKGROUND**

Louisville offers a variety of community events-- from large outdoor happenings, to small audience gatherings in the intimate setting of the Louisville Arts Center, Louisville Recreation & Senior Center or the Louisville Public Library. The LCC and resident arts partners, hosts several events each month at the Louisville Center for the Arts, each programming their offerings independently. Art exhibitions and workshops, theatrical rehearsals and performances are the predominant program offerings.

*(Info needed regarding Rec Programming?: Staff evaluates and monitors these recreational offerings quarterly, adjusting as needed to meet their participants needs)*

The majority of the 30+ events produced by the LCC are musical events, but also includes a film and lecture series. In an effort to support local artists and diversify programming options, the LCC has sought art program grant requests. Thus far, the LCC considers the grant process to be successful and plans to continue this program into 2017-2018 pending budget approval.

In 2015, the City partnered in the One Action: Arts + Immigration, the first arts-based collaboration within Boulder County. The intent of this two-year project was to create programs that foster community conversations on the historic and contemporary issues of immigration. The project sought to engage in meaningful conversations about ancestry and heritage, highlighting what all people bring to the community. Throughout 2016, 50 events were held countywide serving an audience of over 19,242 cumulatively. Several Louisville arts organizations and Dona Laurita gallery participate in this community engagement arts project.

**Insert Arts + Immigration photo reference: Mayor Muckle**

### **SURVEY AND PUBLIC FEEDBACK**

Survey respondents most often rated Louisville's art reputation as "fair". When opting to leave Louisville for arts & cultural programming, citizens overwhelmingly go to Boulder and sometimes Denver or Lafayette.

For indoor events, the recreation center and library had the highest attendance. Outdoor annual events such as the Labor Day Parade, Parade of Lights, First Friday art walks and the Street Faire also rated very high. The LCC's Summer Concert Series held in Community Park

were fairly well attended in 2015 as reported in the survey, but 2016 attendance appeared to be even stronger. On average, survey respondents attend two events at the LCA each year.

When asked what types of programming they would like to see more of, answers included theater, lectures, jazz concerts, independent film and diverse programming and more arts education.

Interestingly, many public meeting attendees commented that there were too many choices, and too many offered at no cost. Other respondent said we need less gentrification and more adult-oriented talent (less youth options).

### **ACTION ITEMS**

1. Survey audiences to get direct feedback on programming needs & desires.
2. Based upon audience feedback, determine potential collaborative partners for projects that meet the community's needs.
3. Identify and mitigate barriers to accessibility and/or inclusivity to increase audience reach and ensure programs reach all populations.
4. Expand the cultural programming partnerships between City departments, Louisville art organizations, Louisville business community, Chamber of Commerce, Downtown Business Association, and Boulder Valley School District.
5. Promote leadership participation within Boulder County arts organizations to form stronger regional partnerships and expand programming options.
6. Support the Louisville Art Grant Program administered by the LCC to ensure programming diversity, as well as providing a means for the City to respond to short-term arts and cultural project opportunities. Determine the right balance of grants and LCC programming.

## **LOCAL ARTISTS AND ARTS ORGANIZATIONAL NEEDS**

**Goal: Encourage a thriving community where artists, art-oriented businesses, and arts organizations can:**

- realize their potential
- contribute to the vitality of the larger community
- maximize resources
- collaborate
- sustain, grow, and thrive

### **BACKGROUND**

#### *Private Business*

Louisville is fortunate in having a strong core of arts-oriented businesses run by people with vision, energy, and a strong sense of community. As mentioned, the popular monthly *First Friday Art Walks* organized by the Louisville Arts District led by Janet Russell of Creative Framing & Gallery. Centered in the 700-900 block of Main and Front Streets and the connecting streets of South and Walnut, gallery and business owners open their doors and offer incentives to come inside with refreshments, music, and art. The public has responded enthusiastically. It is an excellent example of how a thriving community of artists in Louisville can contribute to the vitality of the larger community.

In recent years, Louisville has lost arts-oriented businesses as well, and some who are currently in business are concerned about their long-term viability. The biggest perceived threat is rent rate increase due to Louisville's overall gains in property value, particularly as it outpaces a corresponding revenue increase for the business. **INSERT CHART: The expansion of the Art Underground into the Arts Hub, an opportunity that moved to Lafayette**

- The Anthony Grant Gallery
- The MaryLynn Gillaspie Studio
- Creative Expressions Gallery

All of these organizations exist because of volunteer effort. All work on marketing and communication. All deal with shrinking grant funded support due to the disproportionate number of creative organizations resident in Boulder County and the SCFD's formula for distributing funds. Specifically, Artist respondents expressed a desire for more support in the area of managing the business aspects of being an artist including:

- Marketing
- Grant writing
- Business planning
- Overall support for increasing sales of art.

A number of independent artists make their homes in Louisville, conducting business from their studios, many of which are home-based. Sales of art, art commissions, and art instruction are the primary ways in which independent artists support themselves. Frequently expressed needs from this group include:

- access to venues for instruction
- access to venues in which to display and sell art
- methods to grow the skills of their craft
- marketing and outreach
- the business of art

In Terms of arts organizations, Louisville has six that receive SCFD funding, which means that each one demonstrates on an annual basis that it has a sound and worthwhile arts mission as well as the ability to execute it. .

#### **SURVEY AND PUBLIC MEETING FEEDBACK:**

- Survey responses rated the First Friday Art Walks put on by the Louisville Arts District as the most popular event in the city, tied with the Downtown Street Fair.
- The overall increase in rent prices associated with the city's rise in property values is of concern to art-oriented businesses in the city. (This came up during artist stakeholder meetings to review survey results.)

#### **ACTION ITEMS**

#### **ACTION ITEMS**

1. To address the marketing and communication that is a central concern for every arts organization in Louisville, create, build, maintain, and promote a robust central website that can be used by all Louisville artists, art-oriented businesses, and arts organizations. This website could include an easy-to-access and easy-to-read central calendar and links for more information. **(This goal is also stated in Goal 7: Marketing)**
2. Develop a comprehensive directory of the City's artists, arts-oriented businesses, and cultural resources, with links and searchable key words so that users can easily search it. **(This goal is also stated in Goal 7: Marketing)**
3. Facilitate enhanced communication among artists, arts-oriented businesses, and arts organizations for the purpose of sharing information, maximizing resources, and finding ways to collaborate and support one another. Ideally, a monthly/quarterly meeting hosted by the City and structured to achieve the outcomes above.

4. Offer training in “The Business of Arts” on such subjects as Audience Development, Email Marketing, Direct Marketing, Building a Business Plan, FaceBook for the Arts, Volunteer Management, Grant Writing, and Fund Raising.
5. To facilitate the creation of posters and advertisement, make available for use by artists, art organizations and perhaps other small business owners, a computer with Adobe software and a color printer. **(Is this equipment already offered at the Library?)**
6. Provide resources in the form of seed money and small grants to artists and artist-oriented small businesses. **(Should this be moved to Goal #8?)**

DRAFT

## **EDUCATION**

**Goal: Identify and facilitate opportunities to promote arts education within the community.**

### **BACKGROUND**

One way for community members to engage more deeply in the arts and to create new associations and experiences is through art instruction. In Louisville today, good places for arts instruction exist, but they are limited. The primary venues for arts instruction are the:

- Louisville Center for the Arts
- Art Underground
- Louisville Recreation Center
- Louisville Library Makerspace
- Chimera Fine Arts Academy

Adults. Currently, adult arts instruction can be found here:

Visual arts:

1. The Louisville Art Association (LAA) (<http://www.louisvilleart.org/>) offers art instruction in a variety of mediums at the Louisville Center for the Arts. Workshops are subsidized by the LAA and preference is given to members, although they are also open to the public. Each year the LAA offers:
  - 2-3 one-day workshops
  - 1-2 multi-day workshops
  - 5 half day workshops
  - 10 free artist demonstrations at their monthly meetings
  - Links to member artist classes through their website (<http://www.louisvilleart.org/news/local-community>)
2. The Louisville Senior Center offers weekly drop-in Art Classes.
3. The Louisville Library offers:
  - monthly arts or crafts classes
  - access to its Makerspace
  - GALE Courses in design, drawing, photography (<http://education.gale.com/>)
4. Creative Framing offers occasional classes by resident artists.

Literary arts:

- The Colorado Writing School (<http://www.meetup.com/Colorado-Writing-School/>)
- GALE course in Creative Writing

Dance:

- The Art Underground ([artunder.org/](http://artunder.org/))
- Mountain Contemporary Dance Arts

Children and Teens arts instruction of all kinds is offered in the schools. It is also offered by:

1. The Art Underground ([artunder.org/](http://artunder.org/))
2. Chimera Fine Arts Academy (<http://www.campchannel.com/summer-camps/Chimera-Fine-Arts-Academy-5915.html>)
3. The Louisville Library (<http://www.louisvilleco.gov/government/departments/louisville-library/learning-research/makerspace>)

Music Instruction:

1. Dana V. Music
2. Kat Fritz Music
3. Spring Creek Music

Locating new and different venues for arts instruction could have a significant impact on the local culture. It could also support local artists who have a potential market in art instruction, but may lack sufficient space.

Currently Louisville has one long-running art education-oriented annual event: The Spring Youth Art Show. Created and coordinated by the Louisville Art Association, hosted by the Louisville Library, supported by the Louisville Cultural Council, and fulfilled by the art teachers of Louisville's public and private schools, the event allows students the opportunity to exhibit their art in a community show. No prizes are given. The education comes from preparing, exhibiting, learning to give and receive feedback, and appreciating the work of others. The show hangs for a month at the Library.

**INSERT: AFTA INFO-**

## **SURVEY AND PUBLIC MEETING FEEDBACK**

Lack of sufficient community facilities availability has a direct impact on local arts instruction. In the general survey, interest in the visual arts instruction offerings were focused more on adults than on children. Survey results indicated 35% felt Louisville's most significant need was for additional arts instruction facilities, and 34.2% wanted more art instruction offerings.

## **ACTION ITEMS**

1. Ensure residents can readily access information regarding art classes offered in Louisville by creating a free centralized listing of all art instruction in the city, with links to the websites of the instructors or their organizations.
2. Identify public spaces that could be used for arts instruction.
3. Develop cost-effective pricing and policies for use of these spaces to encourage private entrepreneurship, while still offering the classes at a relatively low cost, while protecting the

integrity of the space. Consider partnering with the Louisville Art Association to develop policies and publicize availability.

4. Identify existing private space that could be used for arts instruction. The Alfalfa's Common Room is one such place that already exists. Churches may be willing to participate. Senior housing facilities may be willing. Consider partnering with the Louisville Art Association, the Chamber of Commerce, and the Downtown Business Association to do so.
5. Create to an artist-in-residence program at the Library Makerspace.
6. Research the development of a larger-scale artist-in-residence program with public education and arts instruction as primary goals.
7. Keep instruction or mixed-use space in mind whenever building in the city occurs, either public or private, and add it whenever possible. (The Alfalfa's Common Room is an example of one such successful activity on the private development side.)

### **ACTION ITEMS**

1. Develop and sustain relationships with BVSD personnel regarding arts education and seek opportunities for collaboration between community arts organizations, the City and BVSD faculty and students.
2. Support development of cultural programs, instruction, classes and residencies for children and special audiences who would not otherwise have access to these opportunities.
3. Ensure availability of arts education programming to resident youth through future community arts centers, collaborations between schools and arts groups, training and resources for teachers.
4. Recognize and support a strong, integrated arts-in-education program within the school district.

## **MARKETING AND AUDIENCE DEVELOPMENT**

**Goal #7: Develop a community-wide art and culture marketing program to reach currently underserved populations and increase citizen awareness of, and participation in, cultural programming.**

### **BACKGROUND**

Currently, there is not a single, comprehensive source of arts information for Louisville. Louisville arts organizations promote their programs independently relying upon a variety means to reach their audience. Local poster distribution, press releases, website postings and limited social media are most traditionally used. Intense competition for local media exposure exists as the Colorado Hometown Weekly offers limited opportunity. Paid advertising costs are occasionally used; however, it is prohibitively expensive for most organizations operating on limited funds. The City website is updated with local marketing materials and limited space is available in the quarterly community newsletter.

The growth of social media poses new opportunities and challenges as organizations seek the most appropriate medium to connect with residents. Marketing is primarily focused within the Louisville area; however, a more regional approach may be warranted as organizations wish to expand their audience reach.

**Insert: Graphic: Current trends: scattered approach as younger generations gravitate to social media and interactive-social means, middle-age = mixture and older audiences = print.**

### **SURVEY & PUBLIC MEETING RESULTS**

Both artists and the public state that it is often difficult to know what is happening in the area as information is scattered across many media. The desire for a well-designed comprehensive central resource for arts and cultural information was desired. Due to the changing trends in arts marketing, training opportunities in navigating the best methods to reach audiences was highly encouraged. .

### **ACTION ITEMS**

1. Conduct audience surveys to determine strengths and weakness in current marketing efforts and guide future marketing decisions.

2. Develop and support collaborative advertising efforts among community arts organizations to maximize advertising resources and help build a stronger community arts reputation.
3. Establish a brand for arts in Louisville to maximize awareness of arts/culture in community.
4. Identify means to facilitate a community calendar of arts and special event activities accessible to individual artists and arts organizations.
5. Encourage and support cultural opportunities which integrate arts and cultural programming into non-traditional venues (such as community centers, parks, and other open and/or public spaces) to reach new and/or hard to reach populations.
6. Expand awareness of Louisville's cultural assets by developing and encouraging collaborative programming with neighboring cities and throughout the County to greater leverage financial resources.

## **ART AND CULTURE AS ECONOMIC DEVELOPMENT**

**Goal: Develop sustainable funding, public and private, to support the variety of arts and cultural programs and creative sector professionals within Louisville.**

INSERT: Graphic: 88% of public survey respondents believe that city government should play a moderate (38%) or very active (50%) role in the expansion of arts and cultural programming in Louisville.

93% of public survey respondents believe that local businesses should play a moderate (37%) or very active (56%) role in the expansion of arts and cultural programming in Louisville.

### **BACKGROUND**

The Louisville Cultural Council is the only local arts organization receiving program funding directly from the City. In 2016, the LCC developed an arts program grant to offer assistance to local organizations and individual arts wishing to produce arts/cultural programs. All local arts organizations use a variety of means to meet their financial needs. Most revenue generated through memberships, donations, entry fees, workshops, small grants, ticket and program ad sales. Small collaborations between local arts groups also assist with meeting specific programming needs.

The Scientific and Cultural Facilities District (SCFD) has provided local organizations with limited arts grants. Due to the exceptional quality and highly competitive nature of the Boulder County region, awards tend to be a small portion of their budget. The local business community provides limited financial support through in-kind donations and sponsorships.

### **SURVEY AND PUBLIC MEETING FEEDBACK**

All local arts organizations and the majority of opinions shared during public meetings expressed concern over the difficulty in maintaining a presence in Louisville without additional funding options. Revenue is not keeping up with the rising financial demands. Specifically, the cost of marketing and facility rentals (rehearsal and performance space) was cited. Several organizations are looking outside this community to meet their needs.

The majority of Artist Survey respondents (76%) were part-time artists earning made less than 20% of their income through art sales. Half of those artists made up to \$9,075/year. Those Artists making their living full-time in a creative industry earned \$36,000-\$89,350/year.

### **ACTION ITEMS**

1. Using the City's Comprehensive Master Plan and the Louisville's Downtown Framework Plan as a guideline, make necessary adjustments in zoning to permit and encourage arts and cultural activities.

2. Expand the business community's awareness of, support for, and involvement in cultural development.
3. Identify collaborative opportunities between the City, business community and public & private arts organizations in order to maximize resources.
4. Designate a non-profit downtown cultural district in order to maximize grant opportunities and explore Colorado Creative Industries art district designation.
5. Encourage leadership participation in countywide arts initiatives and advocacy organizations.
6. Participate in a countywide American for the Arts Economic Impact Study that will provide detailed community statistics, as well as county-specific statistics, regarding the true economic impact of creative industries on the region.
7. Encourage private development of creative industries throughout Louisville and seek ways to support such industries through economic development incentives, such as:

*(Short-term)* Negotiate with business owners to “activate” vacant and underutilized space with arts and cultural activities.

*(Short-term)* Seek methods to retain and enhance current concentrations of arts within downtown Louisville.

*(Future)* Establish zones for the concentration and development of small-scale arts uses, such as creative businesses, artists' studios, small performing and exhibition spaces, and other cultural uses.

*(Future)* Offer a financial incentive, to encourage businesses to maintain affordable rents on the properties. (Examples may include such as property tax abatement on the portion of the properties used for arts purposes.)

*(Future)* Develop policies and ordinances that encourage the creation of affordable artist live/work and day studio spaces.

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## **Photo Credits**

*Page, title, photographer*

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COLORADO

KEY INDUSTRY  
**CREATIVE  
INDUSTRIES**



**INDUSTRY FACTS**

2013 TOTAL EXPORTS  
**\$300**  
MILLION

- TOP 3 EXPORT MARKETS**
1. Canada
  2. Mexico
  3. Japan

NUMBER OF COMPANIES

**9K**

AVERAGE ANNUAL EMPLOYMENT

**164.5K**

*Colorado is a global leader in the creative industries, which include six creative sub-groups: design, film and media, heritage, literary and publishing, performing arts, and visual arts and crafts:*

- **Design** applies artistic content to commercial products, services and the environment, and includes companies that purchase fabrics, design, cut, sew and assemble garments and other sewn products ranging from footwear to handbags and luggage. Companies that provide design-related services (such as architectural, home interiors, graphic, and advertising-related agencies) are also included.
- **Film and media** companies provide technical and distributive elements of Colorado's entertainment industry, including companies that provide technical production support systems such as sound, lighting, digital art, animation, sets and studios, broadcasting and distribution channels via motion picture, video and music production companies.
- **Heritage** includes Colorado's historical sites, museums and botanical gardens.
- **Literary and publishing** companies print newspapers, books, labels, stationary and other materials, and perform support activities such as data imaging and bookbinding. Companies that wholesale and publish newspapers, magazines, books, directories and mailing lists, and software are also included.
- **Performing arts** includes actors, musicians, promoters, producers and directors and the venues at which they perform. Musical instrument and supply stores are also included.
- **Visual arts and crafts** companies manufacture metal, wood, jewelry, silverware, dolls and stuffed toys, games, musical instruments, wholesale toy and hobby goods, jewelry and precious metals. Photography studios, galleries, photofinishing laboratories, fine arts schools, art dealers, and sewing and needlework stores are also included.

**Creative Industries Assets**

Colorado is a magnet for creative enterprises and creative workers with support from its existing ecosystem of entrepreneurs, arts and cultural nonprofits, media and entertainment companies, and universities and academic leaders. Colorado ranks sixth in the nation in the percentage of its workforce in creative class occupations, totaling 35.9 percent. These jobs are well-distributed across the state; in fact, Colorado has 18 of the nation's top 25 percent non-metropolitan counties in the concentration of creative occupations. The state is home to 11 Creative Districts, a program created in 2011 to attract artists and creative entrepreneurs to the state and further develop magnets of concentration to attract an innovative workforce. Colorado is also home to some of the largest and preeminent cultural venues in the nation. The Denver Performing Arts Complex is the nation's largest arts complex under one roof. In addition, the state has a vibrant and growing music community. For more than 40 years, the Telluride Bluegrass Festival has been the premier bluegrass festival in the nation. Colorado also has some of the best music venues in the nation, including Red Rocks Amphitheater in Morrison, which was named as Rolling Stone magazine's best amphitheater in the U.S. in 2013.

# TOP OCCUPATIONS

BY EMPLOYMENT

1. Musicians and Singers

2. Writers and Authors

3. Graphic Designers

4. Photographers

5. Customer Service Representatives

ANNUAL  
PAYROLL  
**\$9.1**  
BILLION

DID YOU  
KNOW?

Denver is known as the "Creative Capital of the West.. (Create Denver, 2014)

Colorado is home to more than 30 film festivals. (Film in Colorado, 2014)

CO had the 3rd-highest concentration of architects, 2nd-highest of interior designers in the U.S. in 2013. (U.S. Bureau of Labor Statistics, 2014)

Colorado boasts nearly 250 theatre companies. (Colorado Theatre Guild, 2014)

**Note:** An establishment is defined as a single physical location that produces some form of economic activity. One company can have multiple establishments.

**Sources:** QCEW Employees, Non-QCEW Employees, Self-Employed, & Extended Proprietors – EMSI 2014.2 Class of Worker; WISERTrade.

## Major Employers

- Comcast Corporation
- The Denver Post
- DISH Network
- Starz
- Denver Art Museum
- Fentress Architects
- High Noon Entertainment
- Rocky Mountain PBS

## Workforce

Colorado's creative industries includes a large pool of talented, skilled workers. Compared with the age distribution across all industries, the creative industries has a larger share of employees that are between the ages of 35 and 64 years old.

More than 40 percent of creative industries-related occupations in Colorado require a high school diploma or equivalent, while 40.2 percent require a bachelor's degree or higher. More than 50 percent of the creative industries-related occupations require some sort of on-the-job training.

## Education and Training

The higher education system in Colorado provides an excellent support system for the creative industries in the state and offers a broad range of technical, scientific and specialized degrees. There are 28 public institutions of higher education in Colorado, consisting of 13 four-year and 15 two-year public institutions offering creative industries-related programs. In addition, there are nearly 40 private and religious accredited institutions and more than 40 private occupational and technical schools offering 320 creative industries-related programs throughout the state.

## Key Locational Factors

### 1. A large concentration of creative workers and entrepreneurial talent

- Colorado had the 5th-highest concentration of artists and 7th-highest concentration of writers and authors, designers and entertainers and performers. (National Endowment for the Arts, Artists in the Workforce 1990-2005, 2008)
- Colorado ranked third for proprietors as a percentage of total employment. (U.S. Bureau of Economic Analysis, 2013)

### 2. Proximity to creative industries education programs and research centers

- Colorado Film School (CFS)—located on the Lowry Campus of the Community College of Aurora—ranked among the top 25 film schools in the nation in 2013 and was identified by International Cinematographers Guild magazine as one of the superlative film programs in the nation. CFS provides 48 certificate programs and 75 Associate of Applied Science degrees. (The Colorado Film School, 2014)
- The College of Music at the University of Colorado Boulder ranked among the Top 25 Schools and Colleges of Music. The College offers students seven degree programs and access to new paradigms for education, leadership and advocacy in the emerging field of arts entrepreneurship through the Entrepreneurship Center for Music courses, weekly seminars and special events. (U.S. College Rankings, 2014; The University of Colorado Boulder, 2014)

### 3. High density of collaborative workspaces and coworking communities

- Colorado has the nation's highest concentration of collaborative workspaces and entrepreneurial networking "Meetup" groups. (Colorado Innovation Network, 2013)
- Denver's River North Art District is a magnet for creative talent including large concentrations of architects, art galleries, designers, furniture makers, illustrators, painters, media artists, photographers, sculptors and an array of studio spaces. The area is home to newly constructed creative-office and residential communities such as INDUSTRY and TAXI. (River North Art District, 2014)

Learn more about Colorado's creative industry at  
[www.advancolorado.com/creative](http://www.advancolorado.com/creative),  
[www.coloradocreativeindustries.org](http://www.coloradocreativeindustries.org) and  
[www.coloradofilm.org](http://www.coloradofilm.org).



COLORADO

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& International Trade

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Scan this QR Code  
to learn more

# The Framework

private and not-for-profit agencies to develop regional approaches to solid waste reduction and management.

**Policy CS-4.2:** The City should continue its efforts to reduce waste generation from its municipal operations and explore methods for additional reduction. The City should consider the purchase of supplies with recycled content when feasible.

**Policy CS-4.3:** In its own operations, the City should consider the environmental and economic costs, risks, benefits and impact from a life-cycle perspective when making, planning, contracting, purchasing and operating decisions.

**Policy CS-4.4:** The City should continue to promote public education related to the value, methods and techniques of recycling, resource recovery and waste reduction.

**Policy CS-4.5:** The City should promote diversion from the landfill of construction and demolition refuse.

## Civic Events

**PRINCIPLE CS-5:** The City should promote citywide community and civic events

**Policy CS-5.1:** The City should continue to support events such as live music, fairs, parades, ice skating, etc. These events are important to the economic and social welfare of our community.

**Policy CS-5.2:** The City should promote community activities in other areas of the city, such as McCaslin Urban Center and Highway 42/South Boulder Road Urban Center. Activities in these areas cohesively connects them with the rest of the community.

## Arts and Culture

**PRINCIPLE CS-6:** The City promotes the public and private advancement of the arts and culture to strengthen the quality of life and small town character of Louisville by encouraging the development of a City-wide Arts and Cultural Master Plan aimed at integrating the arts, culture and humanities with urban design, economic

development, education and other community development initiatives.

**Policy CS-6.1:** The Community-wide Arts and Culture Master Plan should include the following components:

- Economic Vitality and the Arts - Preserve and share the Louisville's unique setting, character, history, arts and culture by identifying partnerships, resources and attractions that respect the needs and desires of Louisville residents.

- Facility Evaluation and Development - Respond to the growing desire for cultural facilities by identifying short and long-term facility needs and priorities, and recommending public and private methods to meet those needs.

- Public Art and Community Design - Create a stimulating visual environment through the public and private artworks programs, and create a greater understanding and appreciation of art and artists through community dialogue, education and involvement.

- History and Heritage - Work with the Louisville Historical Commission to develop a greater understanding of our heritage and assess the City's facilities in which that history is preserved, interpreted, and shared.

- Humanities - Foster the spirit of community in which the richness of human experience is explored and nurtured through ongoing analysis and exchange of ideas about the relation to self, others and the natural world.

- Local Artists - Encourage local support for a creative and economic environment that allows artists to continue to live and work in and for the community, and for themselves.

- Marketing and Communications - Identify marketing and communication systems to promote the arts and culture through public dialogue, media and education.

- Art and Culture Education - Demonstrate commitment to quality arts and culture education and lifelong learning by advocating for inclusion of the arts and culture in our schools and in community settings.

- City Board and Commission Support - Advance the community's understanding of local zoology and botany with the Horticulture and Forestry Advisory Board.

- Financial Resources - Encourage the fiscal soundness of Louisville Cultural Council by evaluating and recommending improvements to its capacity to maintain effective public, private and earned income funding.

**Policy CS-6.2:** The appropriate City Departments and the Louisville Cultural Council (LCC), as the principal advisory board to the Louisville City Council related to the arts, shall serve as the primary voice for the development of the Arts and Culture Master Plan.

**Policy CS-6.3:** The appropriate City Departments and the LCC shall provide an inclusive public forum for discussion of issues and ideas affecting the development of a City-wide Arts and Culture Master Plan.

## ECONOMIC DEVELOPMENT (ED) AND FISCAL HEALTH (FH)

### Economic Development

Given Louisville's central location along the US 36 Corridor, between Broomfield and Boulder, the community is strategically located to capture its share of the region's business growth. The level of investment that actually occurs within the community will correlate to the City's commitment to its Vision and Core Community Values as expressed in this Comprehensive Plan Update, supportive policies, creative financial solutions and removal of barriers. Barriers to the development of the concepts presented within this document fall within five principal categories – organizational, physical, market, regulatory and financial. Strategies for the removal of these barriers will be critical to the ultimate implementation of the Comprehensive Plan.

Encouraging strategic investment in an environment that contains an appropriate mix of land uses and creates a unique sense of place is the central approach for targeting investment in key areas within the City. This premise assumes concentrating resources in the key

commercial, retail, and employment centers in the City that will have a positive economic ripple effect throughout the entire City. In this way, the City of Louisville, as a public partner, can effectively leverage public investment efforts to overcome barriers and achieve desired outcomes. The economic future of the City will depend on how effectively these leveraged efforts are implemented.

It is also important to note the key role residential development plays in attracting new businesses and retaining existing businesses in the community. A diverse housing base is a prominent criterion businesses use to evaluate a community. The ability of a wide range of employees to live and work in close proximity increases business efficiency, provides a higher quality of life for employees, and discourages companies to relocate their business outside of the community. This relationship between residential diversity, availability and business growth should continue to be fostered in future economic development efforts.

**PRINCIPLE ED-1:** The City should retain and expand existing businesses and create an environment where new businesses can grow.

**Policy ED-1.1:** The City should work to maintain a business friendly environment, where services to new and existing businesses are delivered in a timely and efficient manner.

**Policy ED-1.2:** The City should encourage employment centers to provide goods and services which will bring revenue from outside of the community into the community.

**Policy ED-1.3:** The City should focus on primary job creation that provides job diversity, employment opportunities and increased revenue for Louisville.

**Policy ED-1.4:** The City should focus on efforts that will encourage existing businesses to expand and develop in Louisville.

**Policy ED-1.5:** The City should review requests for busi-





# Our Arts & Culture

**Boulder County is a hub of cultural offerings,  
and a welcoming home to artists**

## INDICATORS IN THIS CHAPTER

Arts Attendance

Contributions by Source

Earned Income

Economic Impact of Arts

Employment in the Arts

Arts Clusters

Ticket Sales by Type

Volunteers

Volunteer Hours

Arts Grantees in Boulder County

**“Art enables us to find ourselves and lose ourselves at the same time.” Thomas Merton, American writer (1915-1968)**

In 2015, the National Endowment for the Arts announced that the State of Colorado ranked first in the nation in per-capita trips to theaters, concert halls and museums. As much as the arts and artists enrich our lives and nourish our thirst for enlightenment and entertainment, so too do our communities inspire and support our artist neighbors.

Our growing towns and cities are expanding opportunities for artists right here at home.

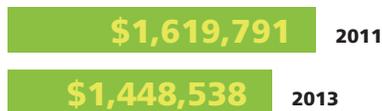
Natural landscape painter Wira Babiak lives in Erie, and sees first-hand the changing landscape of opportunities for artists here. Boulder’s strong support of the arts and artists is joined by fast-growing cities to the east as well.

“Lafayette, Louisville and Longmont are strong supporters of the arts, in that they sponsor, create and conduct more art programs for the community and give opportunities for artists to partake in public art – like sculptures on the streets and art banners – on a consistent basis,” Babiak says.

#### According to the National Endowment for the Arts in 2012:

- 52 percent of Colorado adults attended live performing-arts events, compared with 37 percent nationwide.
- 59 percent say they went to a visual arts event, compared with 39 percent nationwide.

#### IN KIND CONTRIBUTIONS TO BOULDER COUNTY ARTS ORGANIZATIONS



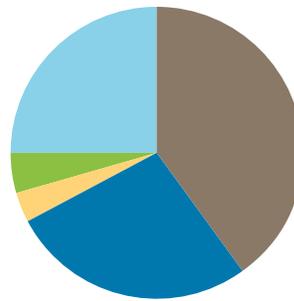
Source: SCFD

## An Artistic Life, Well-Lived, at the Base of the Rockies

**Did you know that Boulder County is one of the top “arts cluster” locations in the United States?** A 2014 study by the National Endowment for the Arts examined U.S. Census and employment data at the neighborhood level.

Analyzing 22 industries, including museums, musical groups, theater companies, dance companies and commercial photographers, the NEA defined arts clusters in part by per-capita employment and concentration in areas large and small. Boulder was in the top eight, alongside such arts industry powerhouses as New York, Los Angeles and Nashville.

#### EARNED INCOME FOR BOULDER COUNTY ARTS ORGANIZATIONS, 2013\*



- Admissions/Subscriptions \$5,043,555 | 37%
- Tuition \$3,375,691 | 25%
- Memberships \$364,147 | 3%
- Retail \$479,656 | 4%
- Other \$4,426,147 | 32%

Source: SCFD | \*Percentages rounded to whole numbers.

#### Boulder County Arts Employment

|           | 2009 | 2011 | 2013 |
|-----------|------|------|------|
| Full-time | 76   | 106  | 114  |
| Part-time | 245  | 346  | 356  |
| Contract  | 459  | 561  | 807  |

Source: SCFD

#### Denver Metro Area Arts Employment and Payroll

|               | 2009          | 2011          | 2013          |
|---------------|---------------|---------------|---------------|
| Employment    | 8,718         | 9,354         | 10,205        |
| Total Payroll | \$131,000,000 | \$145,000,000 | \$150,700,000 |

Source: SCFD

## SCFD

Even if presidential politics are unappealing to you, you can still vote for the arts.

The 2016 ballot will include candidates for U.S. president, but also a renewal of a tax that helps fund arts and cultural activities in Boulder County and beyond.

Boulder County is part of the Scientific and Cultural Facilities District (SCFD), along with the following counties: Adams, Arapahoe, Broomfield, Denver, Douglas and Jefferson. Since 1989, the district has collected and distributed a portion of sales taxes (one-tenth of 1 percent) to arts nonprofits, museums, performance groups and more.

Wow, how times have changed.

In the 1980s, Denver was the cultural and commercial hub of an enormous region, but was financially restricted – by both attendance and finances – from attracting traveling shows and exhibitions, or the kind of upgrades and accommodations that big cities need to stay relevant. That “cow town” reputation of Denver’s past is but a memory today.

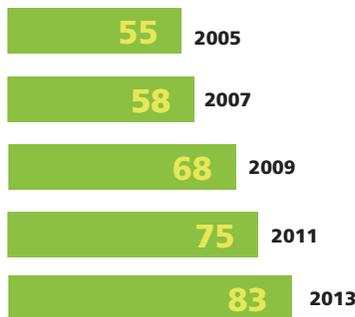
Decades later, Denver attractions have become world class, and smaller cities – including those here in Boulder County – have created genuine clusters of arts destinations and economic opportunities.

**Today, the SCFD raises and distributes about \$50 million a year. If the 2016 measure passes, it could grow to \$87 million by the time it expires in 2030.**

But all things aren’t created equal when you’re part of a sprawling district. Especially when that district includes a big city. Most of the money – 65.5 percent of it – goes to just five enormous cultural centers. And they’re all in Denver. The Denver Art Museum, Denver Zoo, Denver Botanic Gardens, Denver Museum of Nature and Science and the Denver Performing Arts Center have all grown into wonderful cultural destinations. But it does mean that all of the smaller municipalities, and what they have to offer, are competing for the remainder of the funds.

That said, Boulder County has seen the number of organizations funded by the SCFD district increase steadily over time: From 55 arts organizations in 2005 to 83 in 2013.

**BOULDER COUNTY GROUPS RECEIVING SCFD FUNDING**



Source: SCFD

**ECONOMIC IMPACT OF THE ARTS IN DENVER METRO AREA**



Source: SCFD



**Arts Volunteerism in Boulder County**

|                         | 2009    | 2011    | 2013    |
|-------------------------|---------|---------|---------|
| Number of Volunteers    | 6,041   | 7,907   | 6,827   |
| Total Hours Volunteered | 244,965 | 215,687 | 190,943 |

Source: SCFD

**Arts Volunteerism in Denver Metro**

|                  | 2011        | 2013         |
|------------------|-------------|--------------|
| Total Volunteers | 50,460      | 44,438       |
| Volunteer Hours  | 1.9 million | 1.77 million |

Source: SCFD

The amount of money earned by arts groups funded by the district in Boulder County has grown substantially – from \$8 million in 2005 to \$13.7 million in 2013.

In 2013, there were two times as many people who attended a cultural event for free or a reduced price as those who paid full-price, according to the SCFD. It’s great news for those who believe access to arts and culture is important to society. It also reflects the rising costs of cultural events, and the fact that those ticket prices can pose a genuine barrier to people and families in need.

External funding mechanisms, whether it’s a tax or donations from individuals or foundations, help to make the arts accessible to all.

**STUDENTS SERVED BY BOULDER COUNTY ARTS ORGANIZATIONS IN 2013**

Total Student Visits **127,944**  
 Schools Served **815**

Source: SCFD

**Colorado schoolchildren are direct beneficiaries of the cultural organizations here.** The Education Commission of the States conducted a study of 25,000 students nationwide, and found that children exposed to the arts perform better on standardized tests – regardless of their socioeconomic status. But academic benefits aside, let’s face it: The arts are fun, stimulating our creative sides and providing entertainment and inspiration. Boulder County arts organizations hosted close to 128,000 student visits in 2013.



The City of Boulder voters in 2014 overwhelmingly passed a measure that directly supports some of the arts and cultural institutions here. The 0.3 percent sales and use tax was designed to raise \$27.6 million for a host of projects, most notably the Civic Area in downtown Boulder, which will include public institutions and public outdoor spaces.

But the new tax was also promised to support existing and beloved arts institutions. Chautauqua, the Museum of Boulder and the Dairy Center for the Arts are all major beneficiaries of the new Boulder sales tax.

“When Boulder voters so overwhelmingly approved Ballot Measure 2A that included funding important arts capital projects, the arts community has felt new enthusiasm for all that the arts mean for our community. We have city officials who understand both the cultural and economic advantages a robust arts environment brings, which is building even more momentum. It definitely feels like arts and culture are in an exciting time of prioritization and growth,” says Bill Obermeier, the Executive Director of the Dairy Center for the Arts.

## Seventy Years in the Making: The Museum of Boulder

Get ready for it. Especially if you’ve been waiting for 70 years.

Seven decades ago, some visionary Boulder area residents hatched a plan to build a museum in Boulder. While this region and its arts offerings and robust history seem tailor-made for a stand alone city museum, the project never reached fruition. The county has smaller specialty museums. But the general museum has eluded us.

Until now.

The newly re-named Museum of Boulder, in the heart of Downtown Boulder, is now a reality. The Boulder History Museum is evolving into that 70-year dream. Housed in the former Masonic Lodge at the corner of Pine and Broadway, with 16,000 square feet, the building is nearly four times the size of Boulder History Museum’s former location on University Hill.

The new Museum of Boulder will include a separate children’s museum, and will be a home for Boulder’s history, art, special exhibits and traveling shows in the heart of Downtown Boulder.



## BOULDER COUNTY TICKET SALES



**While Boulder is renowned as a cultural hub, those who live and are entertained in Boulder County know that many arts organizations are outside the city lines.** A snapshot of The Community Foundation's arts grantees – who all received funds from the Community Trust in 2014-2015 – shows organizations that enrich county life, from the mountains to the plains:

- Allenspark Community Cultures Council
- Art Underground
- ArtWalk Longmont
- Asian Pacific Association of Longmont
- Boulder Asian Pacific Alliance
- Boulder Bach Festival
- Boulder Ballet
- Boulder Chorale
- Boulder County Arts Alliance
- Boulder Ensemble Theatre Company
- Boulder International Film Festival
- Cantabile Singers
- Frequent Flyers
- Longmont Chorale
- Longmont Council for the Arts
- Longmont Museum & Cultural Center
- Longmont Symphony Orchestra
- Open Arts
- Parlando School for the Arts
- Shaolin Hung Mei Kung Fu Association
- Stories on Stage
- Boulder Museum of Contemporary Art
- Boulder Philharmonic Orchestra
- Colorado Music Festival & Center for Musical Arts
- Colorado Shakespeare Festival
- Dairy Center for the Arts

## TRENDS @ 20

In 2005, Boulder County arts organizations earned \$7.93 million. In 2013, Boulder County arts organizations earned \$13.69 million.

In 2009, there were 76 full time and 245 part time employees of arts organizations in the county (excluding contract workers and volunteers.) In 2013, there were 114 full time and 356 part time employees.

In 2003, workers in the arts, entertainment and recreation sector earned an average wage of \$16,100. In 2013, they earned an average wage of \$20,743.

There were 6,312 workers in the arts, entertainment and recreation field in Boulder County in 2003. In 2013, there were 8,340.

## Feeling Inspired?

- **Attend** an area performance.
- **Patronize** an arts event in a municipality other than your own.
- **Go** to a play at an area high school.
- **Buy** art from local artists.
- **Take** a class at a local arts organization.

### Sources

The National Endowment for the Arts  
 The Scientific and Cultural Facilities District  
 The Museum of Boulder

## A Brief History of the Louisville Cultural Council

SCFD inspired the creation of the Louisville Cultural Council (LCC). In response to the 1988 voter approval of the Science and Cultural Facilities District (SCFD), Louisville's City Council created the new 1989 Louisville Arts and Humanities Council, the forerunner of today's Louisville Cultural Council (LCC). By resolution, its primary purpose was to advance and preserve the disciplines targeted by SCFD: art, music, theater, dance, zoology, botany, and natural history. Its public benefit was to enliven Louisville public life and provide opportunities for Louisville artists. Louisville, long the resourceful coal mining town and perpetually looking to help its hard-working residents, hoped its new five member cultural council would enliven town life and provide employment for its artists.

In 1990 the LCC staged its first SCFD-funded performance and employed Louisville artists in a Labor Day concert featuring the Louisville-based band Wind Machine. The initial concert was such a successful community-building event that it started an annual tradition, first of Wind Machine concerts, which for several years were the most popular LCC events of the year, and later of outdoor summer concerts. Over the years SCFD-funded concerts have played in Memory Square Park, Cottonwood Park, Louisville Middle School, and since its creation in 2006, in Community Park. Concerts in the Park have been and continue to be highly anticipated events as well as an effective means of community outreach and name recognition for the LCC.

In 1990 the new LCC collaborated with the then 10-year-old Louisville Arts Association (LAA) to offer an SCFD-funded Youth Art Show. Designed to inspire young artists and educate them about art shows from the participant side, the event generated so much enthusiasm from students, teachers, parents, and the community that it has become an annual event that still draws hundreds of participants.

One of the founding members of the cultural council was a force of nature named Carolyn Markham. In 1980 she had cut her teeth on the creation of another local arts group, the Louisville Art Association (LAA). In 1990 while leading the newly created LCC she encountered an old problem: a dearth of indoor space for arts programming. Certainly the LCC's outdoor concert met community need, but to offer a diverse year-round program and for the Art Association to stage art shows both of Markham's arts organizations needed an indoor venue suitable for arts programming.

"The Old Brick Schoolhouse" provided the solution. Built in 1894, the two-room schoolhouse had served the Louisville community in a variety of ways over the years. When the LCC was originally created the Senior Center occupied the schoolhouse, but in 1990 they moved to a new space created for them by the city. The two Markham-led arts organizations banded together and approached city council. If the arts organizations provided future arts and cultural programming for Louisville, would the city dedicate it to the arts and keep the building operating into the future? The answer was, "Yes".

The repurposed school became the Louisville Center for the Arts and has served as the home for both the Louisville Cultural Council and the Louisville Art Association (LAA) ever since. The City of Louisville, true to its word, has kept the building in good order. In 1997 a major renovation provided enhanced art gallery space and in 2004 the city added a cupola to restore the building's original design. The building is charming, warm, and historic. As a performance space it provides a bright sound and comfortable ambiance that can seat about 100 people or, interestingly, display about 100 pieces of framed art.

The LCC, also true to its word, stages lively and diverse cultural programs in the Center for the Arts. World Music, Jazz, Chamber Music, Silent Films, discussion forums, and lectures have engaged community participation. The LCC was instrumental in supporting the launch of Coal Creek Players and making sure

that they shared the Center for the Arts. Center Stage Theater later received the same access and both groups are currently resident arts groups at the Center for the Arts, along with the LCC and the LCC.

Collaborating with and advocating for Louisville arts organizations was from the start and continues to be a primary objective. The LAA, Arts Underground, Louisville Arts District, local business, the Library, and the Historical Museum are all programming partners. The LCC has partnered with the Louisville Library since the beginning of Louisville-Superior's "One Book" program, to host a live reading of the "one book" by the performing artists from Stories On Stage. The LCC partners with Louisville Art Galleries and businesses partners for in-kind support and co-promotion of arts related events and arts-friendly businesses. The Louisville Art Association (LAA) is a key partner who traditionally serves as a member on the LCC and invites an LCC member to sit on its board. In 2013 the LCC partnered with the Louisville Museum to co-host a history-oriented lecture, which proved to be one of the best-attended indoor events of the year. On the strength of this event the LCC added a lecture series for 2014. Also in 2013, for the first time in 20 years, the LCC coordinated a series of meetings with the four other SCFD-funded Louisville arts groups and the city to review, strengthen, and clarify the purpose, use, and administration of the Center for the Arts. The result was a city resolution specifying the agreement.

The LCC provides leadership in the area of public sculpture and public art. They served as the focus for the evaluation, siting, and gift of a 2009 sculpture commemorating a fallen community member, John Breaux. In 2010 the LCC sponsored a community decision-making forum that chose a whimsical metal-forged fish called Clorese for the first installation in its public sculpture garden. Founding, funding, and finishing the city of Louisville's first sculpture garden is a long term project. In 2012, the LCC engaged John Kinkaid, Executive Director of the National Sculptor's Guild, to advise the city on best practices in public art policy development. The result is the 2013 report "Recommendations for the Louisville Public Art Program." Part of those recommendations advised the City to adopt a Cultural Arts Master Plan. City Council committed to setting aside money in a future budget for another sculpture installation to follow the arts policy. The LCC will be involved in both of these next steps.

The LCC always has been and continues to be an all-volunteer board who does a lot with a little. The original complement of five members has grown to ten. The current members are appointed by the Louisville City Council and business is conducted under City of Louisville's Open Government policies. Operating funds come from the city, in-kind support from local business, passing the hat, ticket sales, and SCFD. Thousands of Louisville residents participate in LCC programs each year. The individual events do what good arts programming does – engages, stimulates, interests, and connects participants.

In 2014, in response to advocacy presented by the LCC over several years, the City of Louisville created a new position and hired a Public Arts and Special Events Coordinator.

In 2016, the LCC offered Arts Grants for the first time. The result has been a diverse infusion of new arts programming in Louisville including:

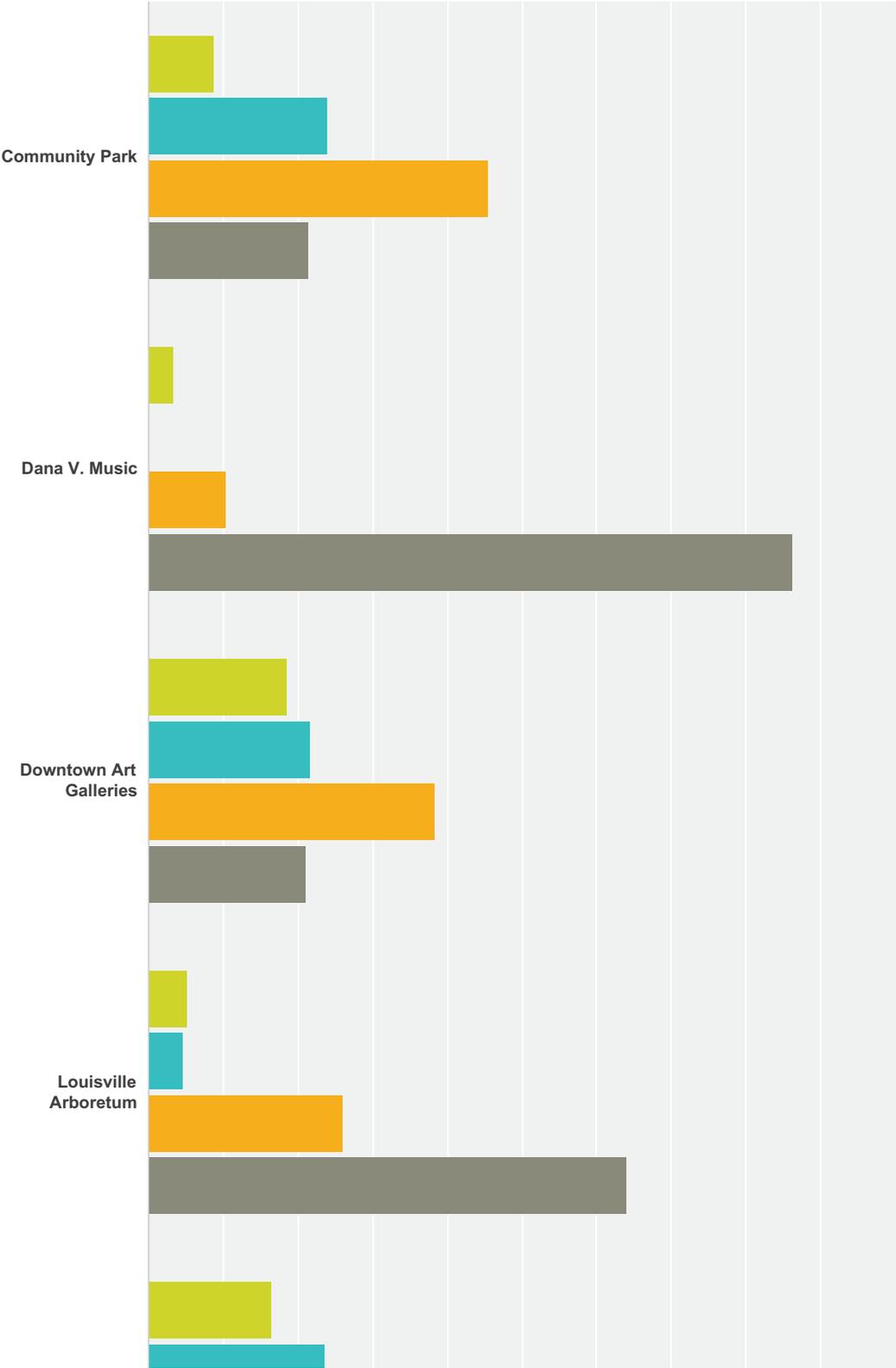
- Opera for kids
- A Vocal Jazz program
- Silhouetted Stories of Immigration photography exhibit
- The Salsa Monologues, a live play about the lives of Hispanic immigrant women
- Support of Louisville's first public murals

(Sources used for this article include city ordinances, minutes of the Louisville Arts and Humanities Council, 1898 – 1893, newspaper articles, the City of Louisville website, the Louisville Arts Association website, and

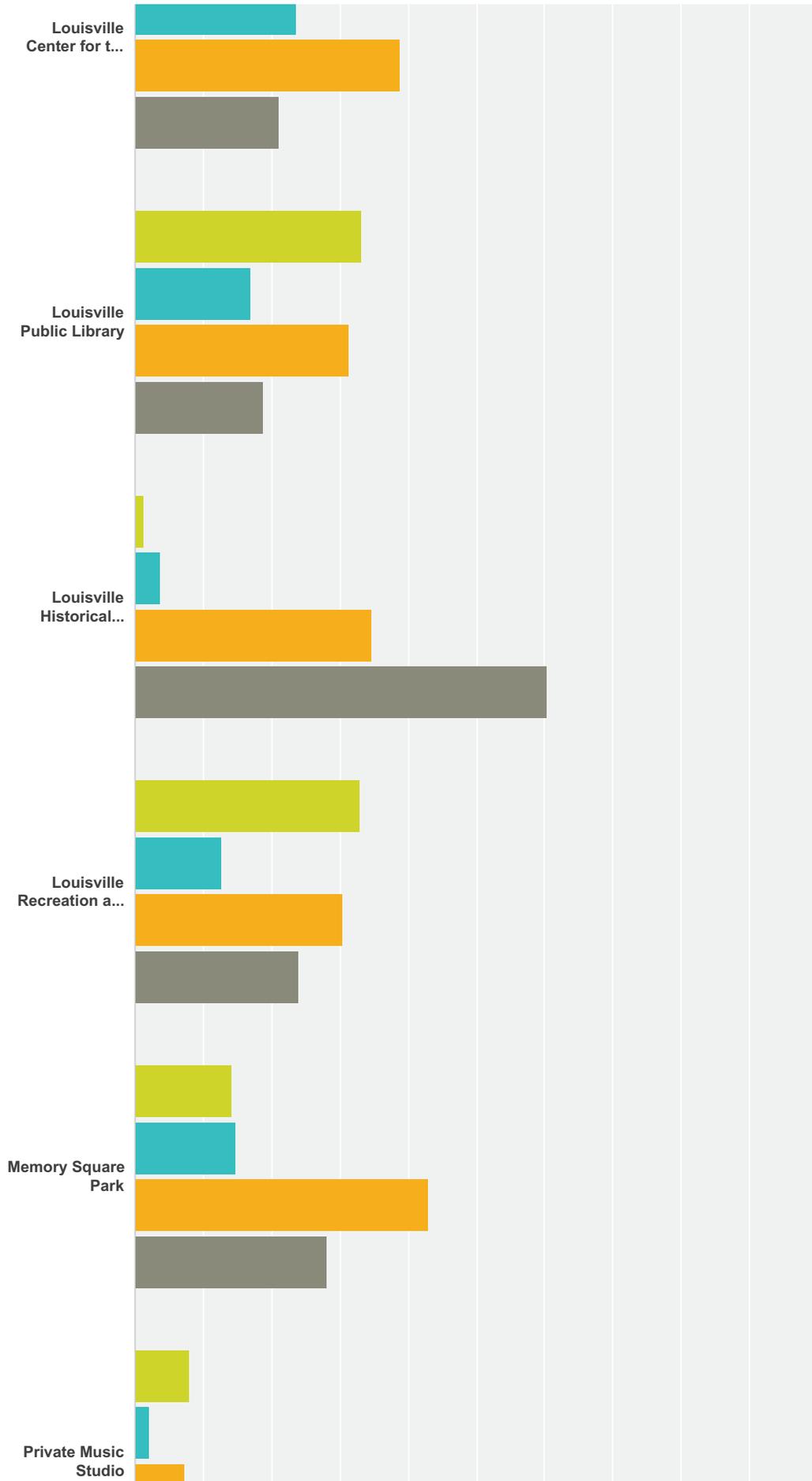
City of Louisville-produced documents including The Louisville Historian and the Jefferson Place Historical Survey report.)

**Q1 How often in the past year have you or your family attended events or activities at the following arts, performances and/or cultural venues in Louisville?**

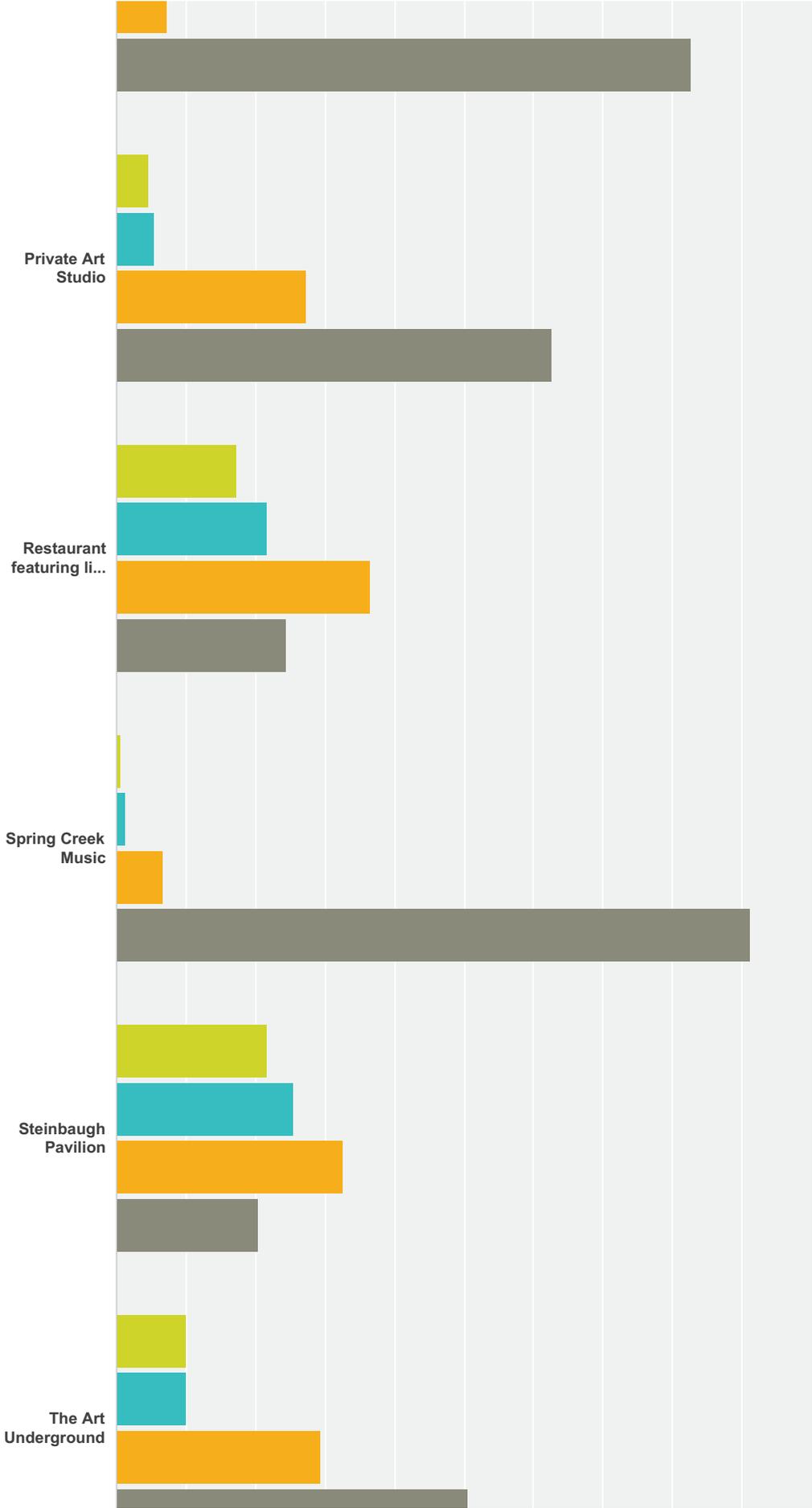
Answered: 164 Skipped: 3



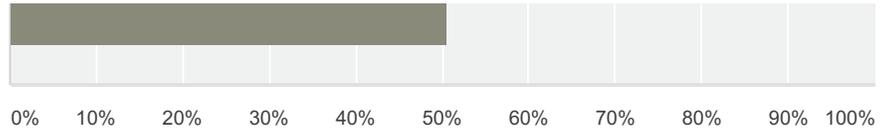
# Cultural Arts Master Plan -- Louisville, CO



Cultural Arts Master Plan -- Louisville, CO



## Cultural Arts Master Plan -- Louisville, CO

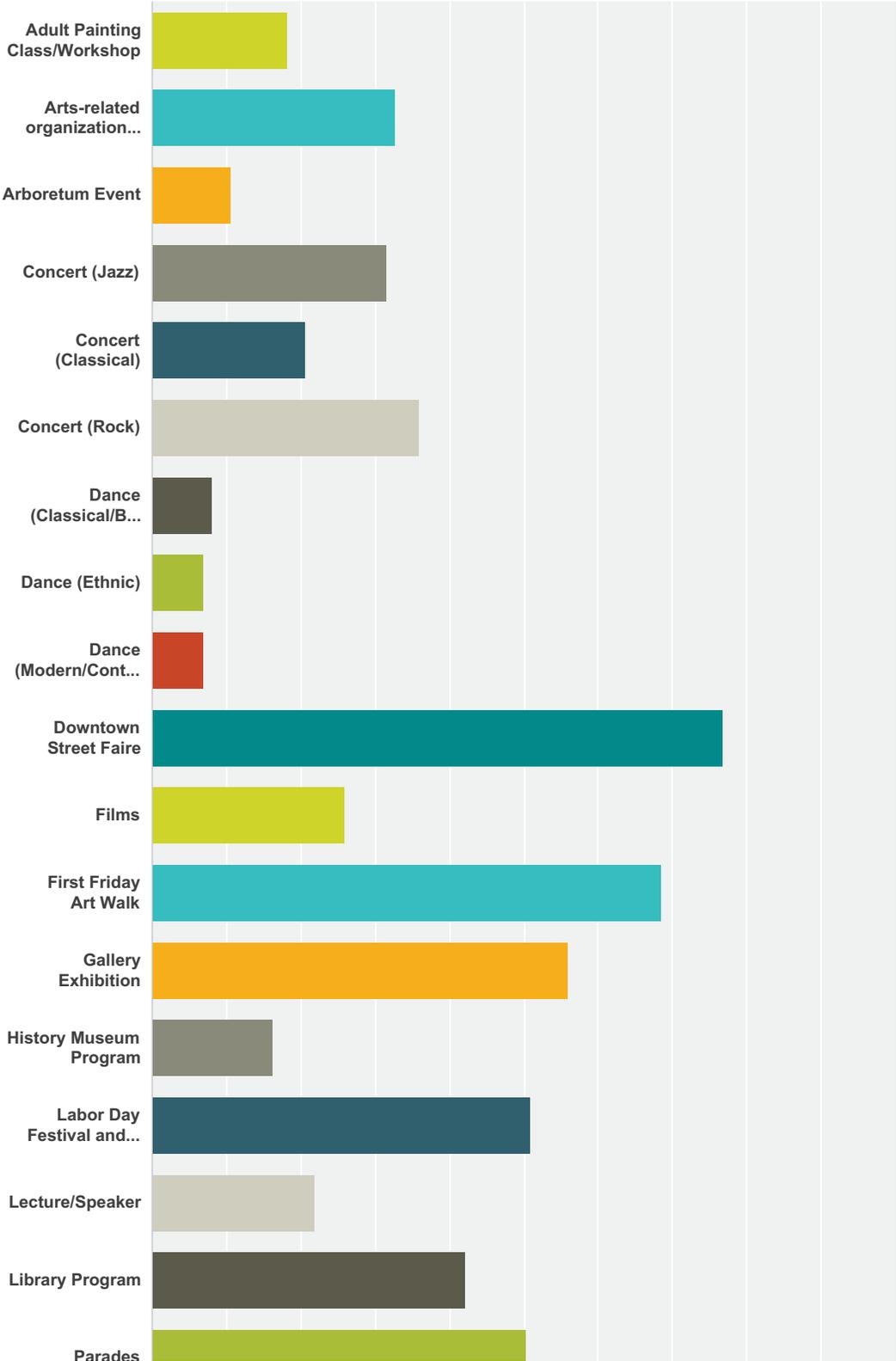


■ 7+    
 ■ 4-6    
 ■ 1-3    
 ■ Never

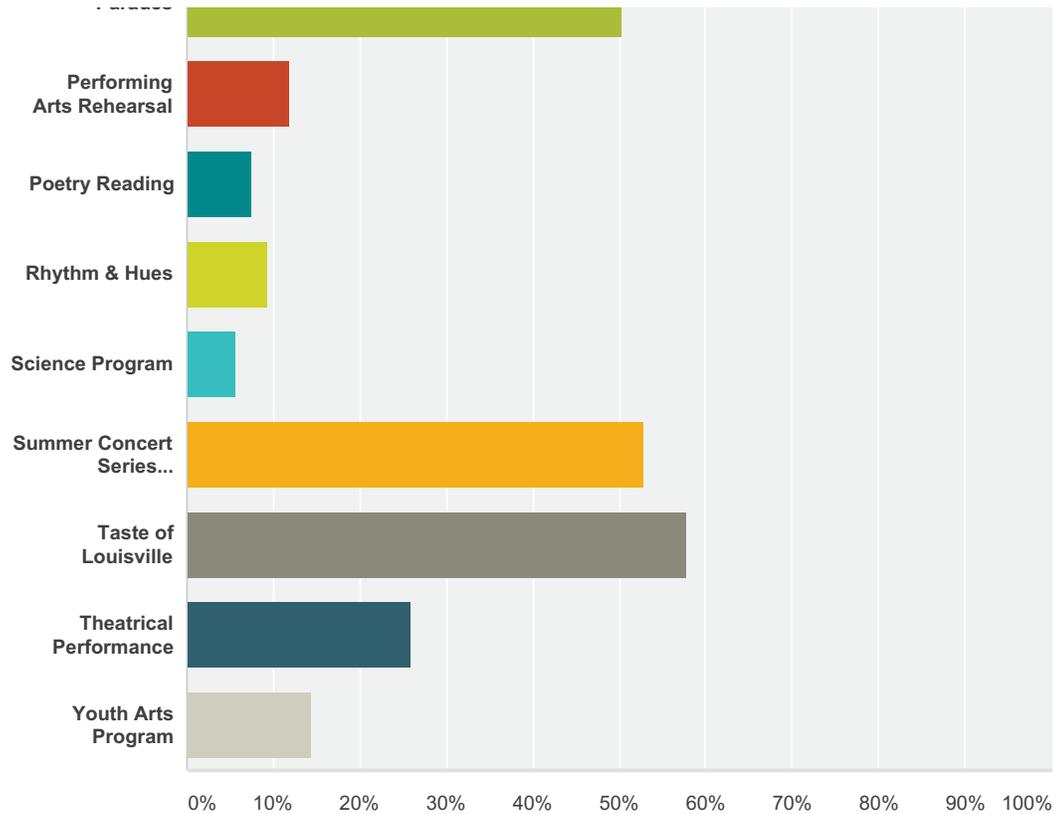
|   | 7+           | 4-6          | 1-3          | Never         | Total |
|---|--------------|--------------|--------------|---------------|-------|
| Community Park                          | 8.86%<br>14  | 24.05%<br>38 | 45.57%<br>72 | 21.52%<br>34  | 158   |
| Dana V. Music                           | 3.29%<br>5   | 0.00%<br>0   | 10.53%<br>16 | 86.18%<br>131 | 152   |
| Downtown Art Galleries                  | 18.59%<br>29 | 21.79%<br>34 | 38.46%<br>60 | 21.15%<br>33  | 156   |
| Louisville Arboretum                    | 5.23%<br>8   | 4.58%<br>7   | 26.14%<br>40 | 64.05%<br>98  | 153   |
| Louisville Center for the Arts          | 16.56%<br>26 | 23.57%<br>37 | 38.85%<br>61 | 21.02%<br>33  | 157   |
| Louisville Public Library               | 33.13%<br>53 | 16.88%<br>27 | 31.25%<br>50 | 18.75%<br>30  | 160   |
| Louisville Historical Museum            | 1.28%<br>2   | 3.85%<br>6   | 34.62%<br>54 | 60.26%<br>94  | 156   |
| Louisville Recreation and Senior Center | 32.91%<br>52 | 12.66%<br>20 | 30.38%<br>48 | 24.05%<br>38  | 158   |
| Memory Square Park                      | 14.10%<br>22 | 14.74%<br>23 | 42.95%<br>67 | 28.21%<br>44  | 156   |
| Private Music Studio                    | 8.00%<br>12  | 2.00%<br>3   | 7.33%<br>11  | 82.67%<br>124 | 150   |
| Private Art Studio                      | 4.67%<br>7   | 5.33%<br>8   | 27.33%<br>41 | 62.67%<br>94  | 150   |
| Restaurant featuring live music         | 17.31%<br>27 | 21.79%<br>34 | 36.54%<br>57 | 24.36%<br>38  | 156   |
| Spring Creek Music                      | 0.67%<br>1   | 1.33%<br>2   | 6.67%<br>10  | 91.33%<br>137 | 150   |
| Steinbaugh Pavilion                     | 21.66%<br>34 | 25.48%<br>40 | 32.48%<br>51 | 20.38%<br>32  | 157   |
| The Art Underground                     | 10.00%<br>16 | 10.00%<br>16 | 29.38%<br>47 | 50.63%<br>81  | 160   |

**Q2 In the past year, which arts-related, performances and/or cultural events have you attended in Louisville? (Please select all that apply.)**

Answered: 159 Skipped: 8



## Cultural Arts Master Plan -- Louisville, CO



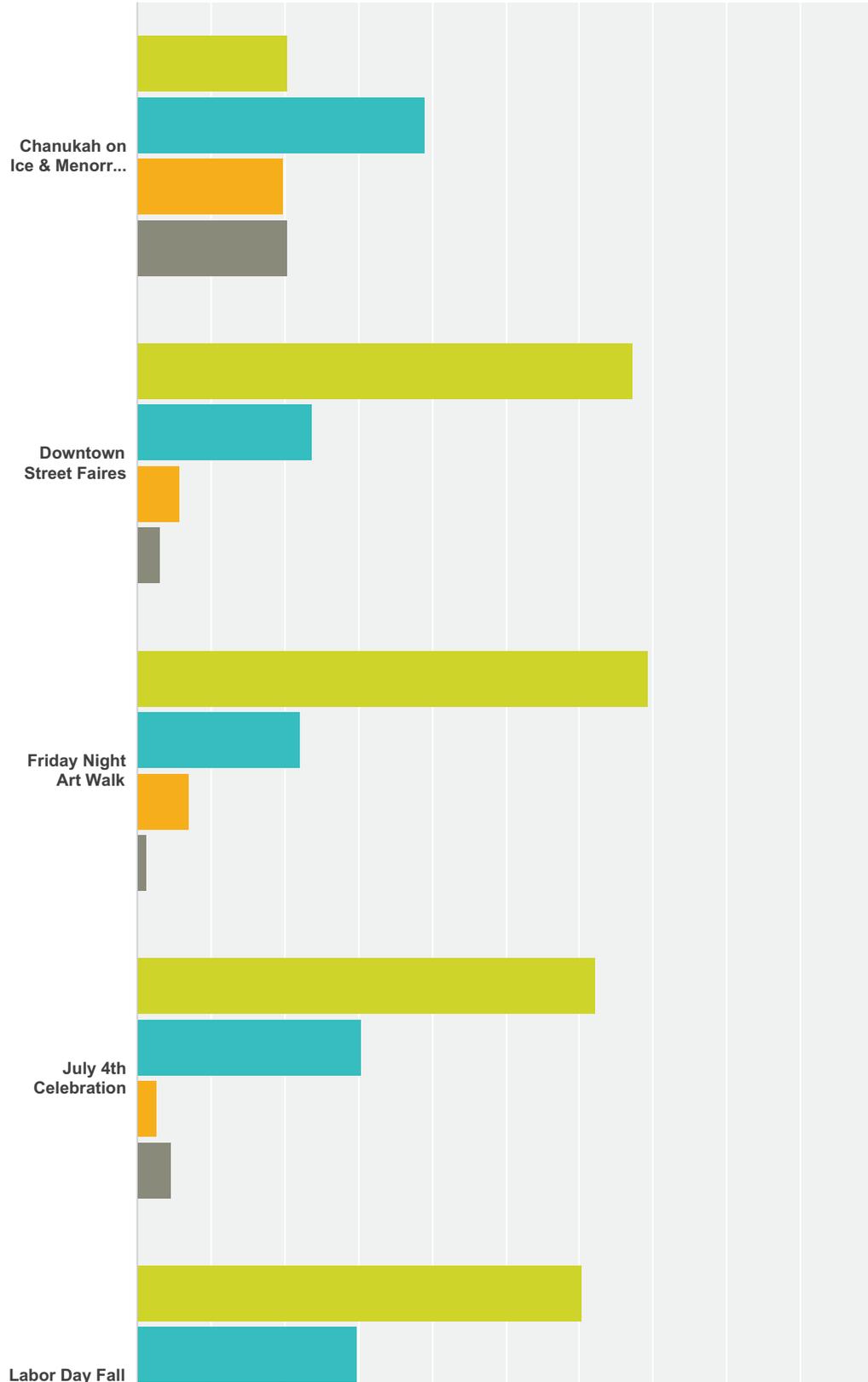
| Answer Choices                    | Responses | Count |
|-----------------------------------|-----------|-------|
| Adult Painting Class/Workshop     | 18.24%    | 29    |
| Arts-related organization meeting | 32.70%    | 52    |
| Arboretum Event                   | 10.69%    | 17    |
| Concert (Jazz)                    | 31.45%    | 50    |
| Concert (Classical)               | 20.75%    | 33    |
| Concert (Rock)                    | 35.85%    | 57    |
| Dance (Classical/Ballet)          | 8.18%     | 13    |
| Dance (Ethnic)                    | 6.92%     | 11    |
| Dance (Modern/Contemporary)       | 6.92%     | 11    |
| Downtown Street Faire             | 76.73%    | 122   |
| Films                             | 25.79%    | 41    |
| First Friday Art Walk             | 68.55%    | 109   |
| Gallery Exhibition                | 55.97%    | 89    |
| History Museum Program            | 16.35%    | 26    |
| Labor Day Festival and Parade     | 50.94%    | 81    |
| Lecture/Speaker                   | 22.01%    | 35    |

## Cultural Arts Master Plan -- Louisville, CO

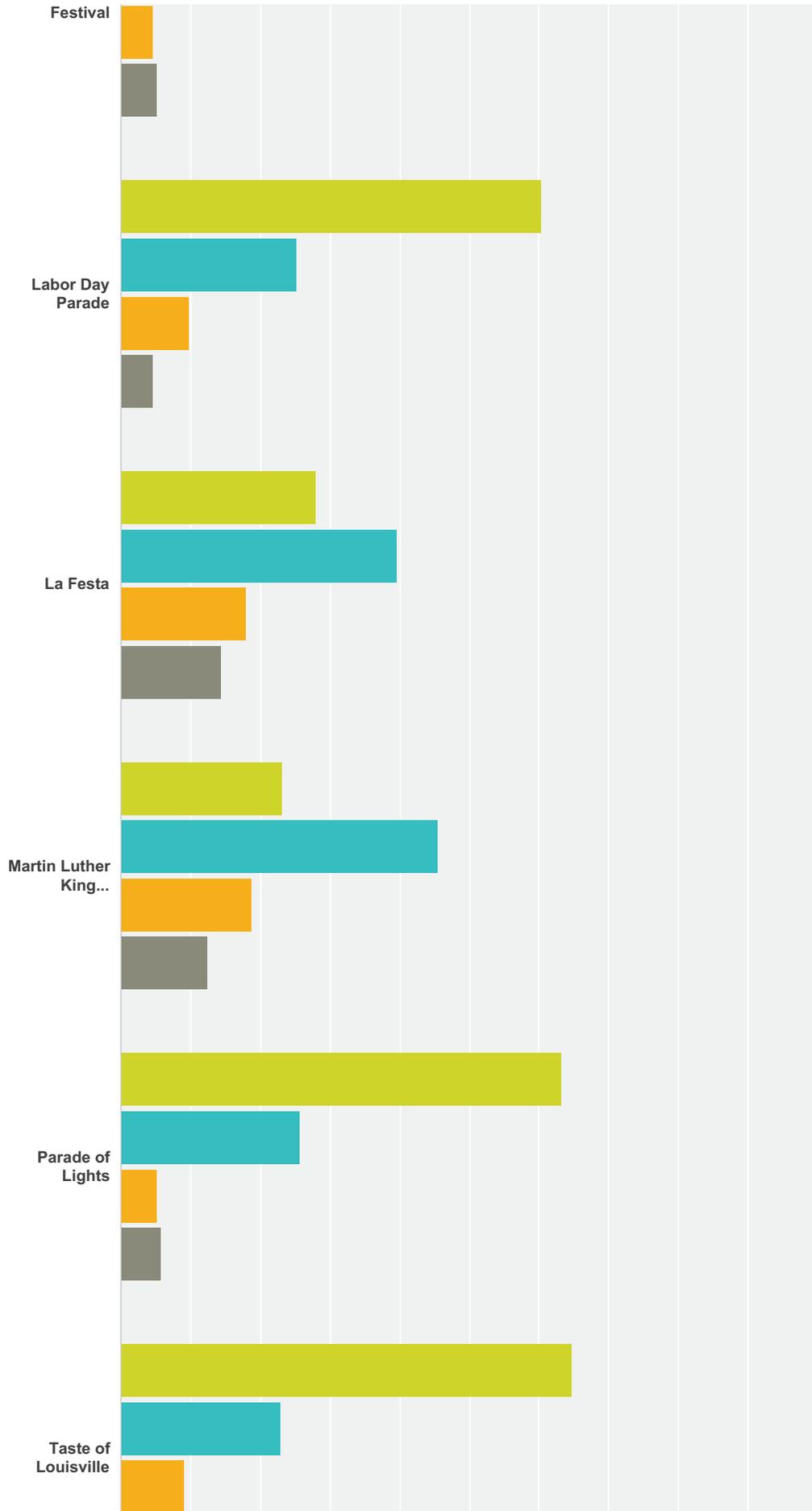
|  |        |    |
|--|--------|----|
| Library Program                        | 42.14% | 67 |
| Parades                                | 50.31% | 80 |
| Performing Arts Rehearsal              | 11.95% | 19 |
| Poetry Reading                         | 7.55%  | 12 |
| Rhythm & Hues                          | 9.43%  | 15 |
| Science Program                        | 5.66%  | 9  |
| Summer Concert Series (Community Park) | 52.83% | 84 |
| Taste of Louisville                    | 57.86% | 92 |
| Theatrical Performance                 | 25.79% | 41 |
| Youth Arts Program                     | 14.47% | 23 |
| <b>Total Respondents: 159</b>          |        |    |

### Q3 How important to the quality of life in Louisville are the following cultural special events?

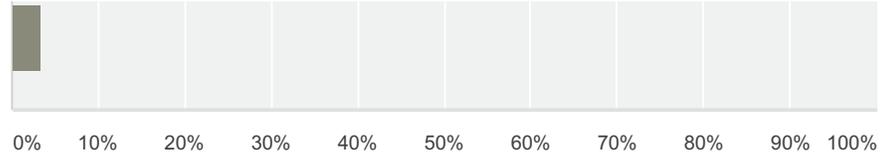
Answered: 156 Skipped: 11



# Cultural Arts Master Plan -- Louisville, CO



## Cultural Arts Master Plan -- Louisville, CO

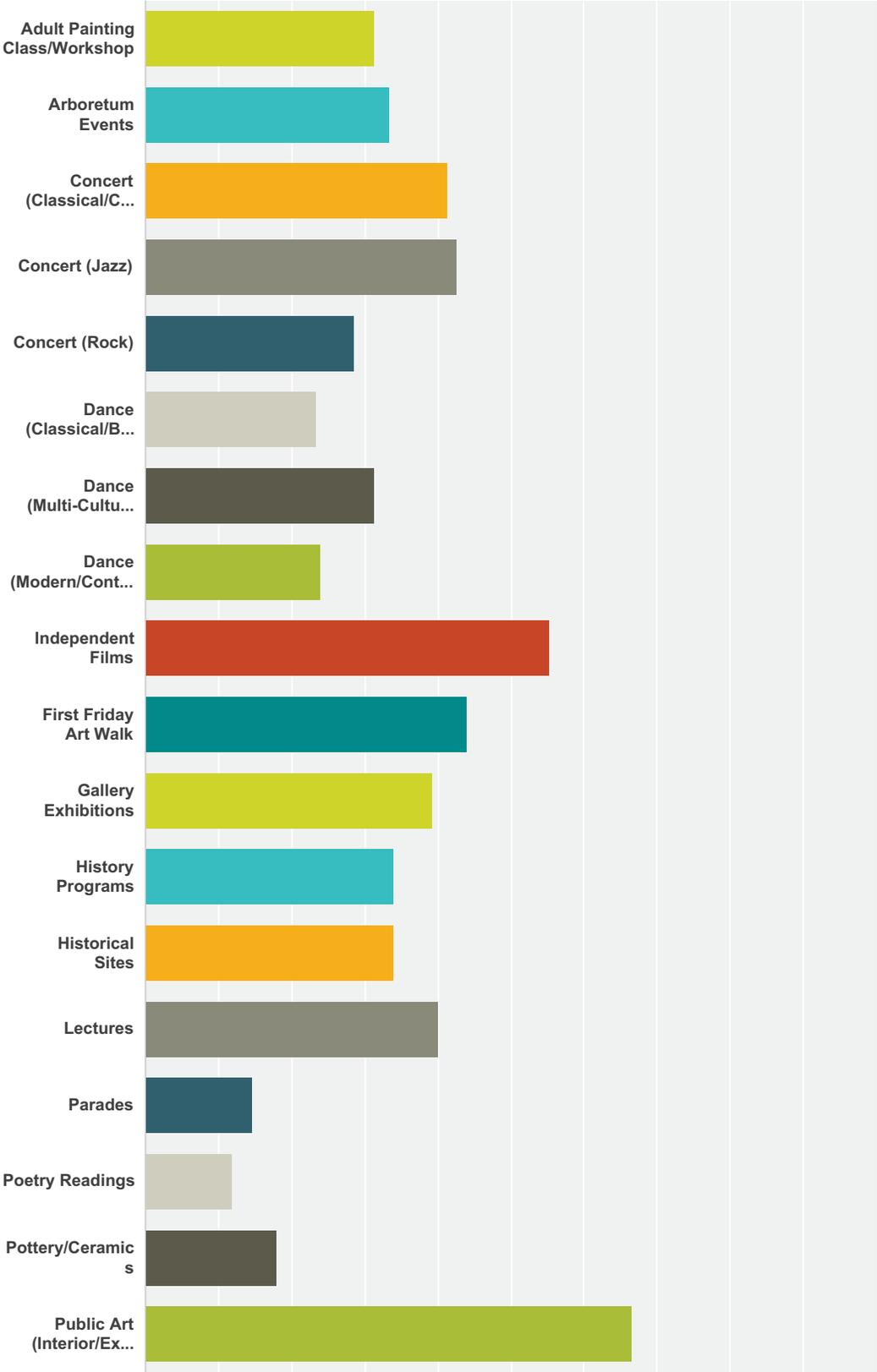


■ Very    
 ■ Somewhat    
 ■ Not Very    
 ■ Not at all

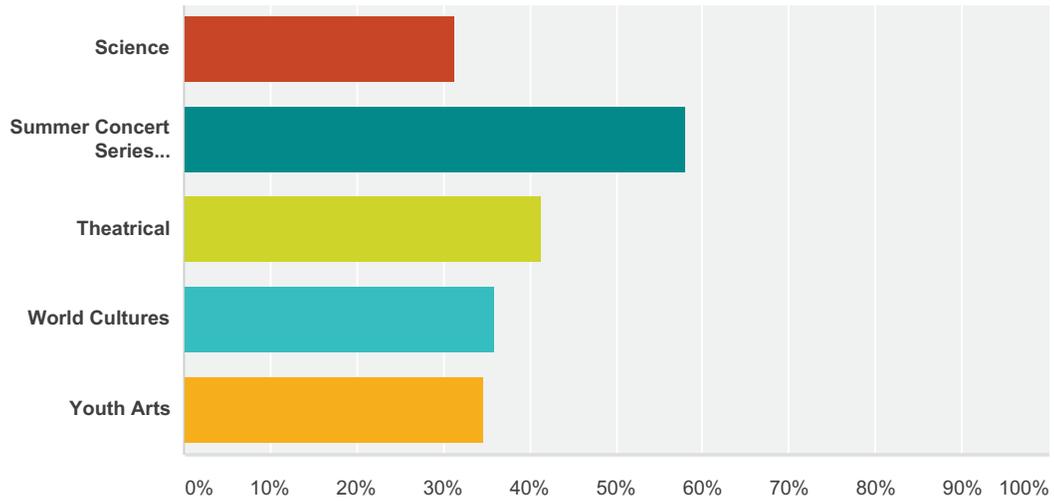
|                                     | Very                 | Somewhat            | Not Very            | Not at all          | Total |
|-------------------------------------|----------------------|---------------------|---------------------|---------------------|-------|
| Chanukah on Ice & Menorrah Lighting | <b>20.55%</b><br>30  | <b>39.04%</b><br>57 | <b>19.86%</b><br>29 | <b>20.55%</b><br>30 | 146   |
| Downtown Street Faires              | <b>67.31%</b><br>105 | <b>23.72%</b><br>37 | <b>5.77%</b><br>9   | <b>3.21%</b><br>5   | 156   |
| Friday Night Art Walk               | <b>69.28%</b><br>106 | <b>22.22%</b><br>34 | <b>7.19%</b><br>11  | <b>1.31%</b><br>2   | 153   |
| July 4th Celebration                | <b>62.25%</b><br>94  | <b>30.46%</b><br>46 | <b>2.65%</b><br>4   | <b>4.64%</b><br>7   | 151   |
| Labor Day Fall Festival             | <b>60.26%</b><br>91  | <b>29.80%</b><br>45 | <b>4.64%</b><br>7   | <b>5.30%</b><br>8   | 151   |
| Labor Day Parade                    | <b>60.39%</b><br>93  | <b>25.32%</b><br>39 | <b>9.74%</b><br>15  | <b>4.55%</b><br>7   | 154   |
| La Festa                            | <b>28.06%</b><br>39  | <b>39.57%</b><br>55 | <b>17.99%</b><br>25 | <b>14.39%</b><br>20 | 139   |
| Martin Luther King Celebration      | <b>23.08%</b><br>33  | <b>45.45%</b><br>65 | <b>18.88%</b><br>27 | <b>12.59%</b><br>18 | 143   |
| Parade of Lights                    | <b>63.16%</b><br>96  | <b>25.66%</b><br>39 | <b>5.26%</b><br>8   | <b>5.92%</b><br>9   | 152   |
| Taste of Louisville                 | <b>64.71%</b><br>99  | <b>22.88%</b><br>35 | <b>9.15%</b><br>14  | <b>3.27%</b><br>5   | 153   |

**Q4 What types of programming would you like to see more of in Louisville? (Please select all that apply.)**

Answered: 150 Skipped: 17



## Cultural Arts Master Plan -- Louisville, CO



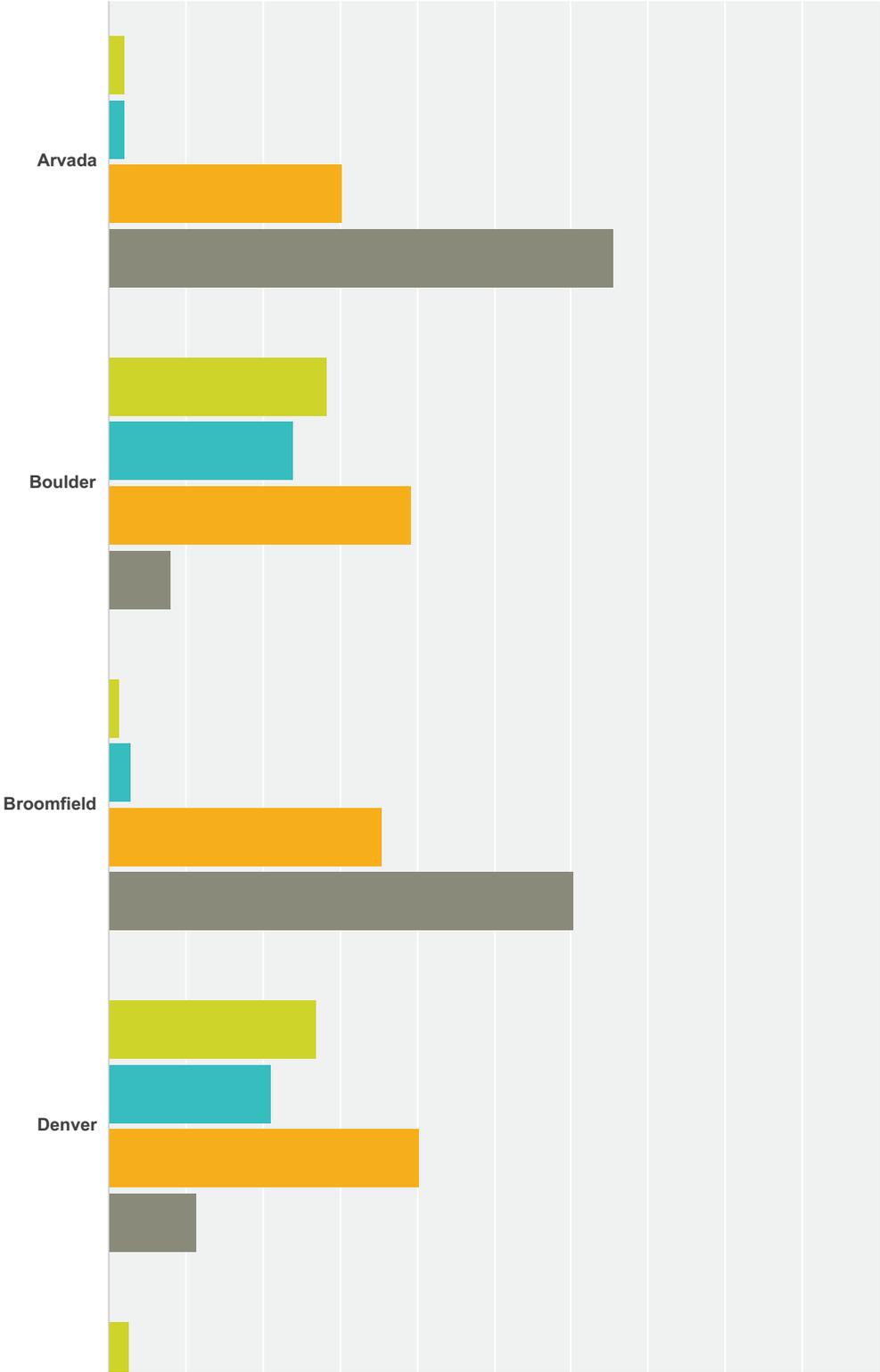
| Answer Choices                         | Responses |     |
|--|-----------|-----|
| Adult Painting Class/Workshop          | 31.33%    | 47  |
| Arboretum Events                       | 33.33%    | 50  |
| Concert (Classical/Chamber)            | 41.33%    | 62  |
| Concert (Jazz)                         | 42.67%    | 64  |
| Concert (Rock)                         | 28.67%    | 43  |
| Dance (Classical/Ballet)               | 23.33%    | 35  |
| Dance (Multi-Cultural)                 | 31.33%    | 47  |
| Dance (Modern/Contemporary)            | 24.00%    | 36  |
| Independent Films                      | 55.33%    | 83  |
| First Friday Art Walk                  | 44.00%    | 66  |
| Gallery Exhibitions                    | 39.33%    | 59  |
| History Programs                       | 34.00%    | 51  |
| Historical Sites                       | 34.00%    | 51  |
| Lectures                               | 40.00%    | 60  |
| Parades                                | 14.67%    | 22  |
| Poetry Readings                        | 12.00%    | 18  |
| Pottery/Ceramics                       | 18.00%    | 27  |
| Public Art (Interior/Exterior)         | 66.67%    | 100 |
| Science                                | 31.33%    | 47  |
| Summer Concert Series (Community Park) | 58.00%    | 87  |
| Theatrical                             | 41.33%    | 62  |

## Cultural Arts Master Plan -- Louisville, CO

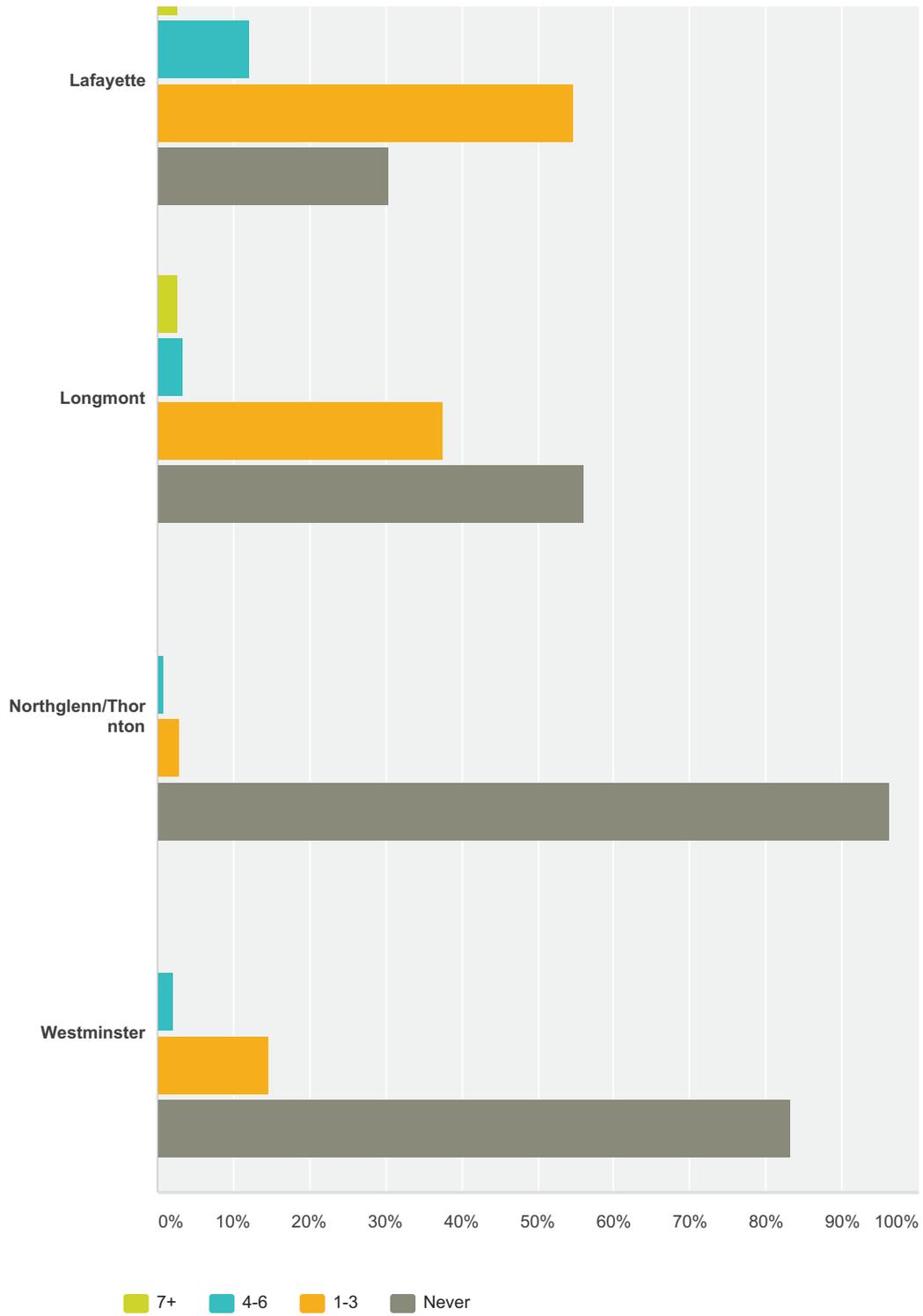
|                               |        |    |
|-------------------------------|--------|----|
| World Cultures                | 36.00% | 54 |
| Youth Arts                    | 34.67% | 52 |
| <b>Total Respondents: 150</b> |        |    |

**Q5 How many times in the past year have you or your family attended arts, entertainment or cultural events in neighboring communities? (Please select all that apply.)**

Answered: 160 Skipped: 7



### Cultural Arts Master Plan -- Louisville, CO



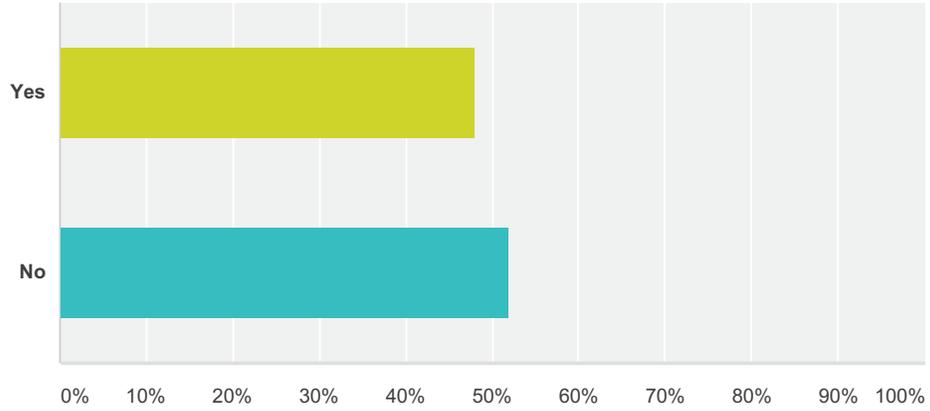
|            | 7+           | 4-6          | 1-3          | Never        | Total |
|------------|--------------|--------------|--------------|--------------|-------|
| Arvada     | 2.11%<br>3   | 2.11%<br>3   | 30.28%<br>43 | 65.49%<br>93 | 142   |
| Boulder    | 28.48%<br>45 | 24.05%<br>38 | 39.24%<br>62 | 8.23%<br>13  | 158   |
| Broomfield | 1.42%<br>2   | 2.84%<br>4   | 35.46%<br>50 | 60.28%<br>85 | 141   |

Cultural Arts Master Plan -- Louisville, CO

|                     |                     |                     |                     |                      |     |
|---------------------|---------------------|---------------------|---------------------|----------------------|-----|
| Denver              | <b>26.92%</b><br>42 | <b>21.15%</b><br>33 | <b>40.38%</b><br>63 | <b>11.54%</b><br>18  | 156 |
| Lafayette           | <b>2.70%</b><br>4   | <b>12.16%</b><br>18 | <b>54.73%</b><br>81 | <b>30.41%</b><br>45  | 148 |
| Longmont            | <b>2.74%</b><br>4   | <b>3.42%</b><br>5   | <b>37.67%</b><br>55 | <b>56.16%</b><br>82  | 146 |
| Northglenn/Thornton | <b>0.00%</b><br>0   | <b>0.74%</b><br>1   | <b>2.96%</b><br>4   | <b>96.30%</b><br>130 | 135 |
| Westminster         | <b>0.00%</b><br>0   | <b>2.19%</b><br>3   | <b>14.60%</b><br>20 | <b>83.21%</b><br>114 | 137 |

### Q6 Are there issues that prevent you from attending more arts or cultural events in Louisville?

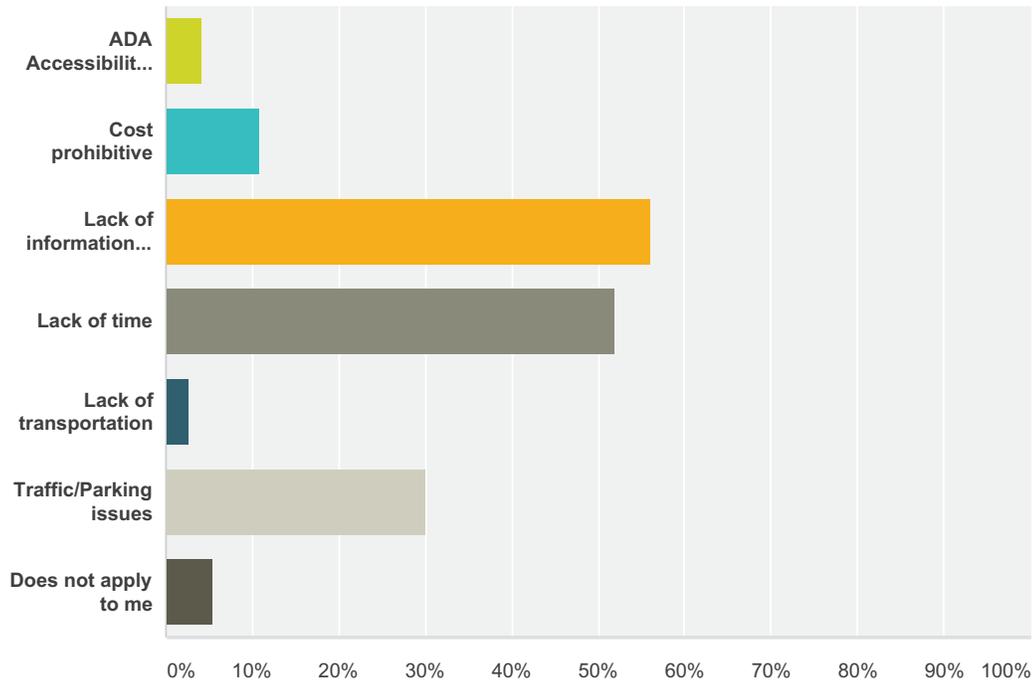
Answered: 144 Skipped: 23



| Answer Choices | Responses |            |
|----------------|-----------|------------|
| Yes            | 47.92%    | 69         |
| No             | 52.08%    | 75         |
| <b>Total</b>   |           | <b>144</b> |

**Q7 If you answered Yes above, please let us know why:**

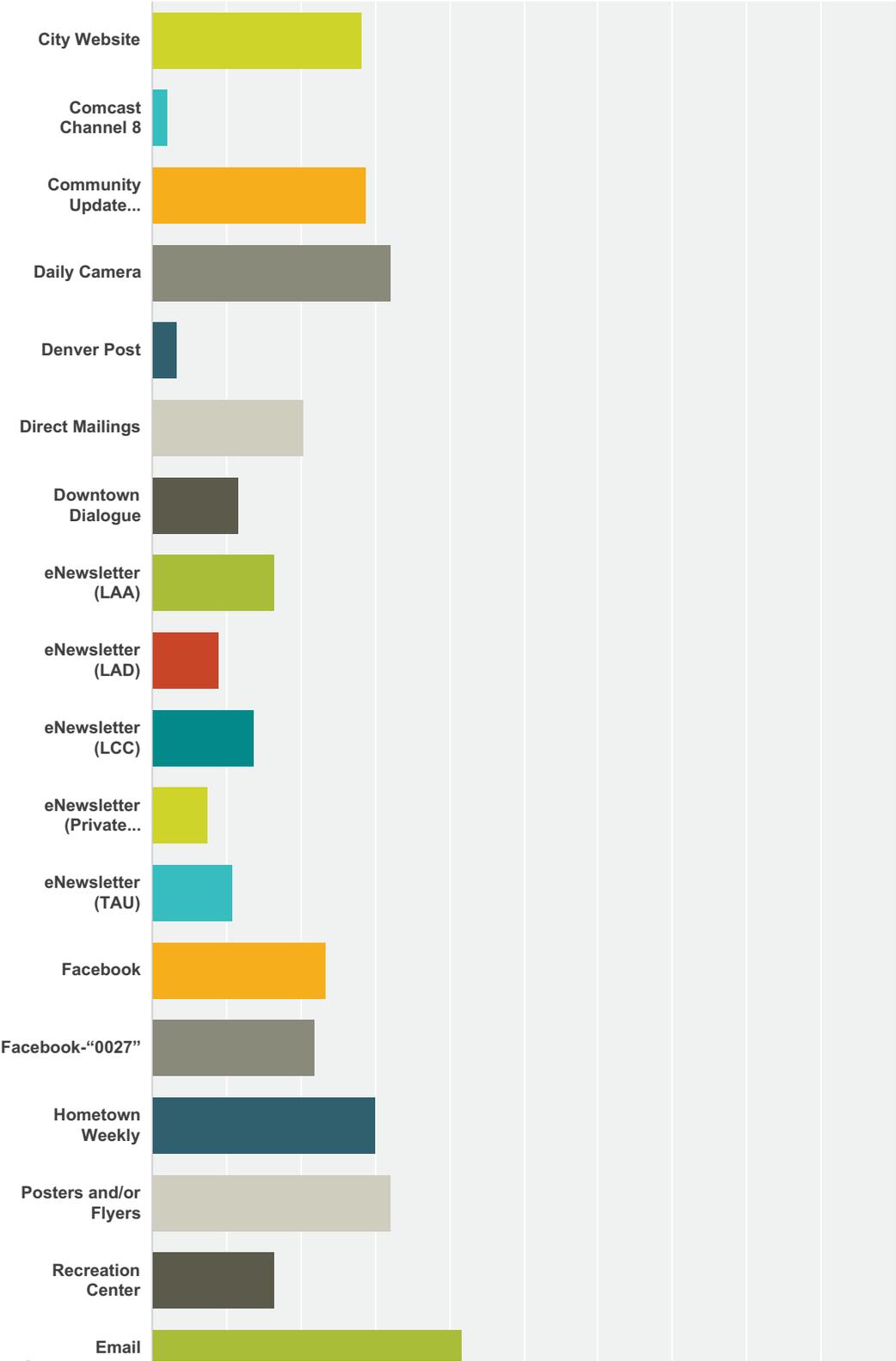
Answered: 73 Skipped: 94



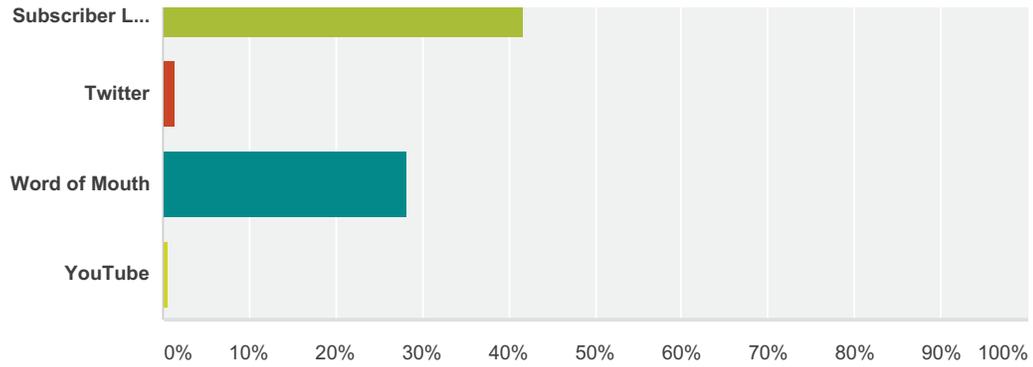
| Answer Choices                  | Responses |
|---------------------------------|-----------|
| ADA Accessibility Issues        | 4.11% 3   |
| Cost prohibitive                | 10.96% 8  |
| Lack of information about event | 56.16% 41 |
| Lack of time                    | 52.05% 38 |
| Lack of transportation          | 2.74% 2   |
| Traffic/Parking issues          | 30.14% 22 |
| Does not apply to me            | 5.48% 4   |
| <b>Total Respondents: 73</b>    |           |

**Q8 What is the best way for you to receive information about community arts, cultural and special events? (Please select 3 best methods.)**

Answered: 146 Skipped: 21



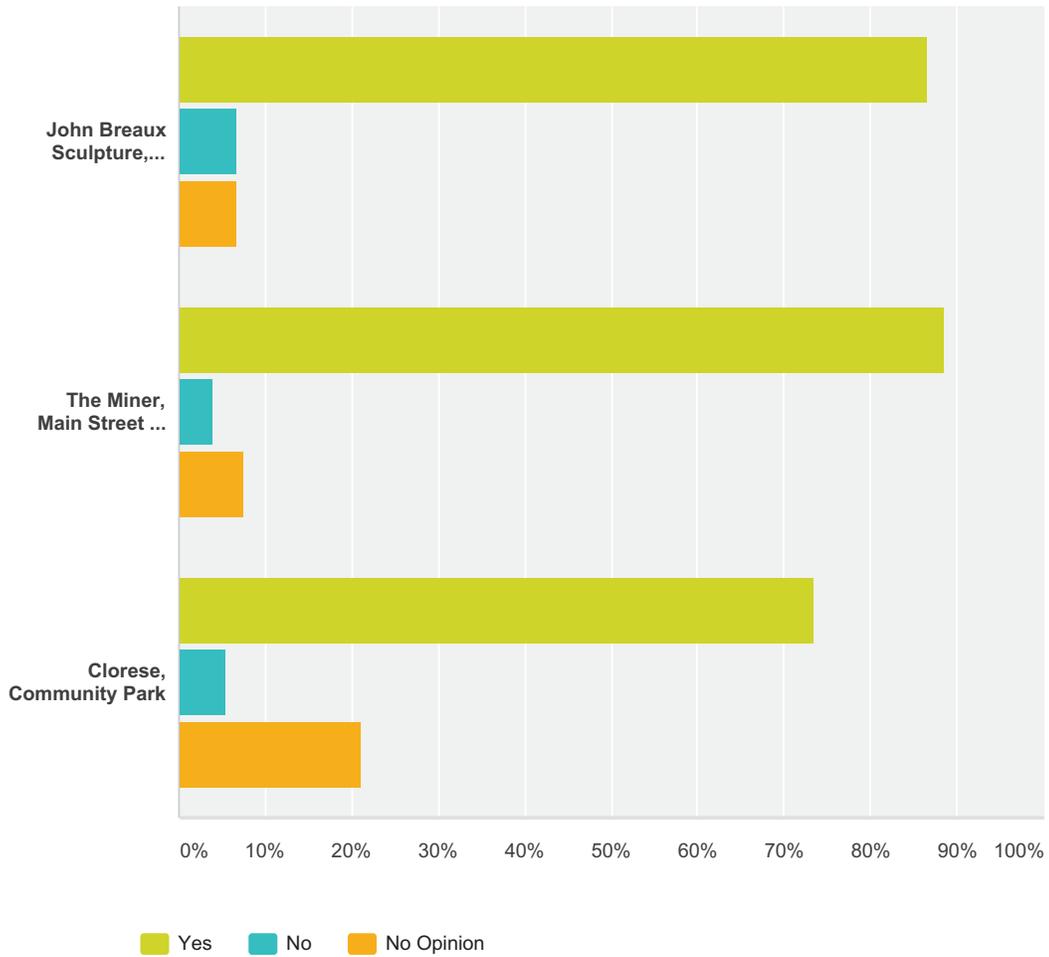
## Cultural Arts Master Plan -- Louisville, CO



| Answer Choices                                     | Responses |    |
|--|-----------|----|
| City Website                                       | 28.08%    | 41 |
| Comcast Channel 8                                  | 2.05%     | 3  |
| Community Update Newsletter                        | 28.77%    | 42 |
| Daily Camera                                       | 32.19%    | 47 |
| Denver Post  | 3.42%     | 5  |
| Direct Mailings                                    | 20.55%    | 30 |
| Downtown Dialogue                                  | 11.64%    | 17 |
| eNewsletter (LAA)                                  | 16.44%    | 24 |
| eNewsletter (LAD)                                  | 8.90%     | 13 |
| eNewsletter (LCC)                                  | 13.70%    | 20 |
| eNewsletter (Private Gallery)                      | 7.53%     | 11 |
| eNewsletter (TAU)                                  | 10.96%    | 16 |
| Facebook   | 23.29%    | 34 |
| Facebook-"0027"                                    | 21.92%    | 32 |
| Hometown Weekly                                    | 30.14%    | 44 |
| Posters and/or Flyers                              | 32.19%    | 47 |
| Recreation Center                                  | 16.44%    | 24 |
| Email Subscriber List (option on new City website) | 41.78%    | 61 |
| Twitter  | 1.37%     | 2  |
| Word of Mouth                                      | 28.08%    | 41 |
| YouTube  | 0.68%     | 1  |
| <b>Total Respondents: 146</b>                      |           |    |

**Q9 The City presently has three public sculptures and the Louisville Cultural Council is planning to expand the sculptural offerings in the coming years. Do you enjoy the public sculpture presently installed within Louisville?**

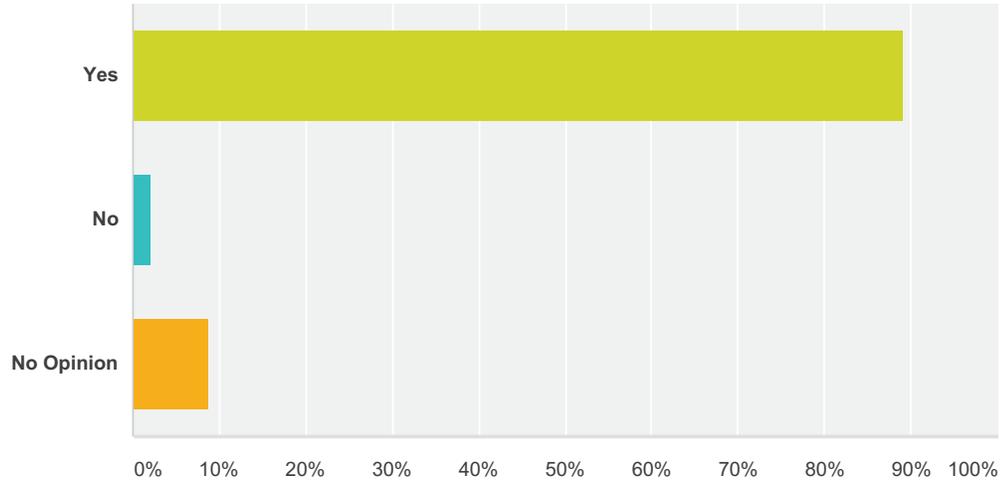
Answered: 149 Skipped: 18



|  | Yes           | No          | No Opinion   | Total |
|--|---------------|-------------|--------------|-------|
| John Breaux Sculpture, Front Street near Steinbaugh Pavilion | 86.58%<br>129 | 6.71%<br>10 | 6.71%<br>10  | 149   |
| The Miner, Main Street in front of City Hall                 | 88.51%<br>131 | 4.05%<br>6  | 7.43%<br>11  | 148   |
| Clorese, Community Park                                      | 73.47%<br>108 | 5.44%<br>8  | 21.09%<br>31 | 147   |

**Q10 Would you like to see more artwork installed in the public right-of-way (buildings, streets, part of the infrastructure of bridges, walkways, etc.)**

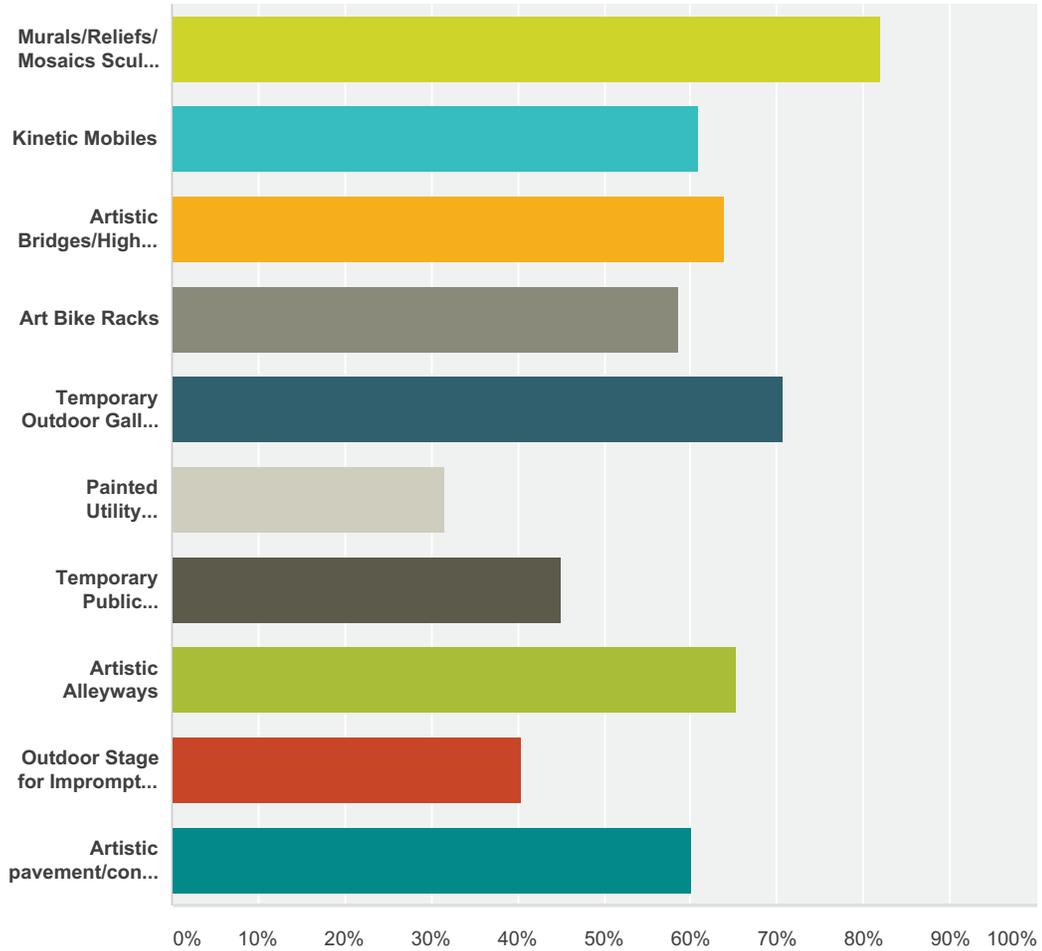
Answered: 147 Skipped: 20



| Answer Choices | Responses |            |
|----------------|-----------|------------|
| Yes            | 89.12%    | 131        |
| No             | 2.04%     | 3          |
| No Opinion     | 8.84%     | 13         |
| <b>Total</b>   |           | <b>147</b> |

**Q11 If you answered Yes above, please indicate the type of artwork you would like to see in Louisville's public places? (Please select all that apply.)**

Answered: 133 Skipped: 34



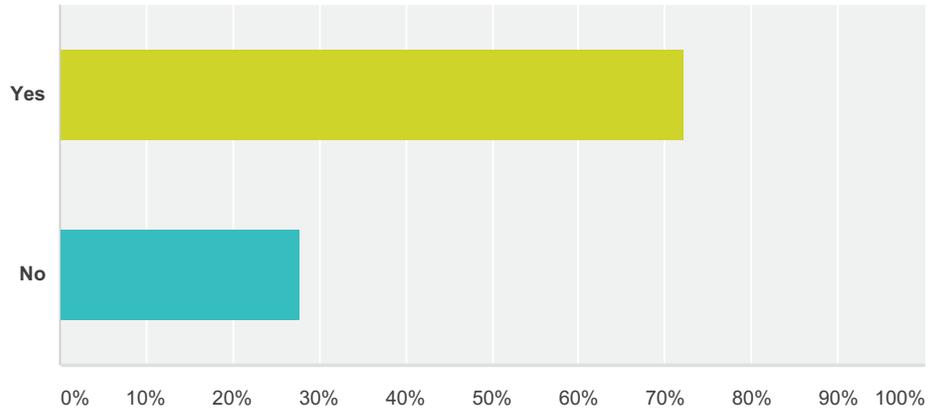
| Answer Choices                        | Responses  |
|---------------------------------------|------------|
| Murals/Reliefs/Mosaics Sculpture      | 81.95% 109 |
| Kinetic Mobiles                       | 60.90% 81  |
| Artistic Bridges/Highway Enhancements | 63.91% 85  |
| Art Bike Racks                        | 58.65% 78  |
| Temporary Outdoor Gallery Exhibitions | 70.68% 94  |
| Painted Utility Cabinets              | 31.58% 42  |
| Temporary Public Performances         | 45.11% 60  |
| Artistic Alleyways                    | 65.41% 87  |

## Cultural Arts Master Plan -- Louisville, CO

|  |        |    |
|--|--------|----|
| Outdoor Stage for Impromptu Performance                                    | 40.60% | 54 |
| Artistic pavement/concrete treatments in commercial spaces, building sites | 60.15% | 80 |
| <b>Total Respondents: 133</b>  |        |    |

### Q12 Do you or your family members seek arts-related instruction outside of a traditional K-12 school setting?

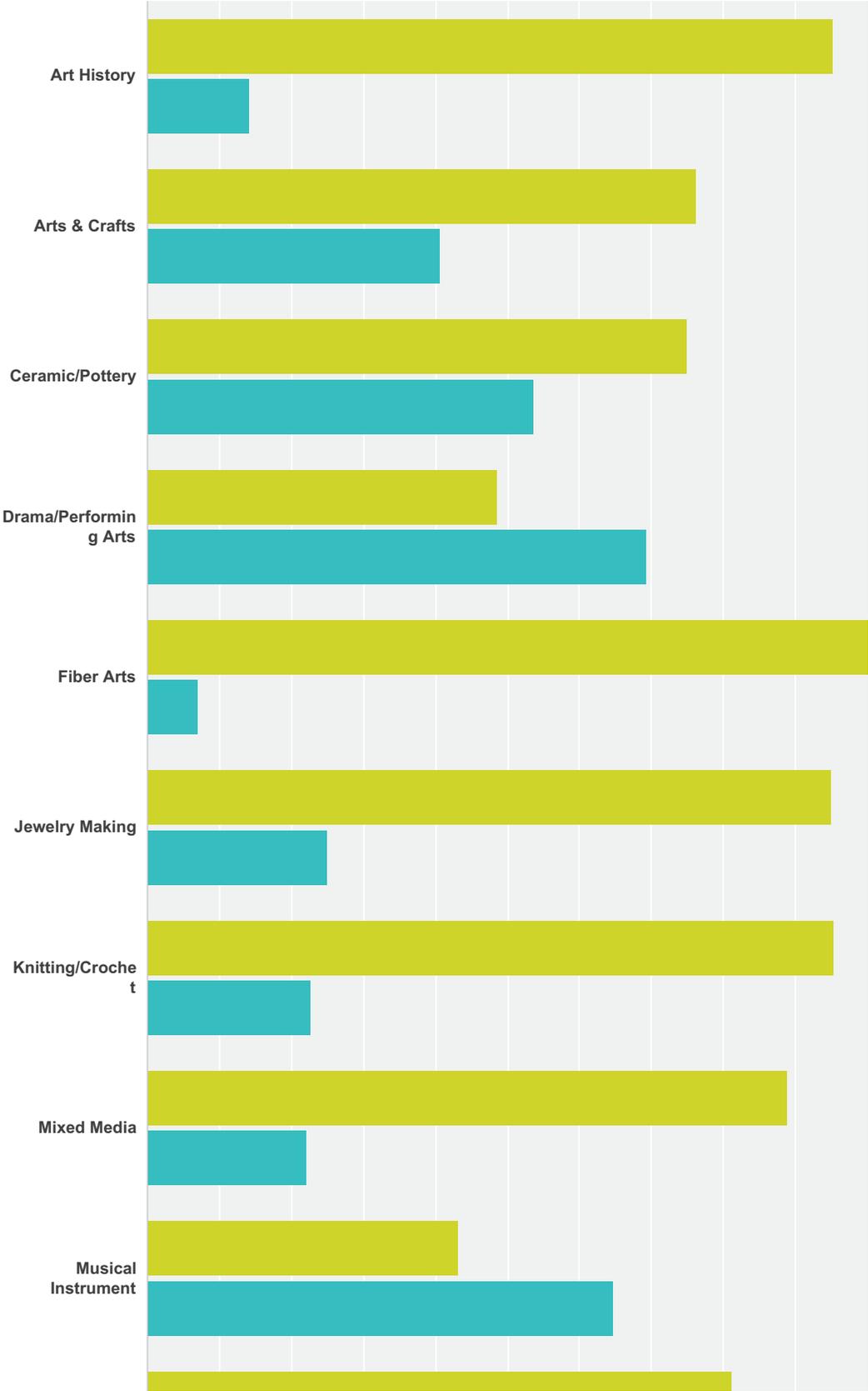
Answered: 144 Skipped: 23



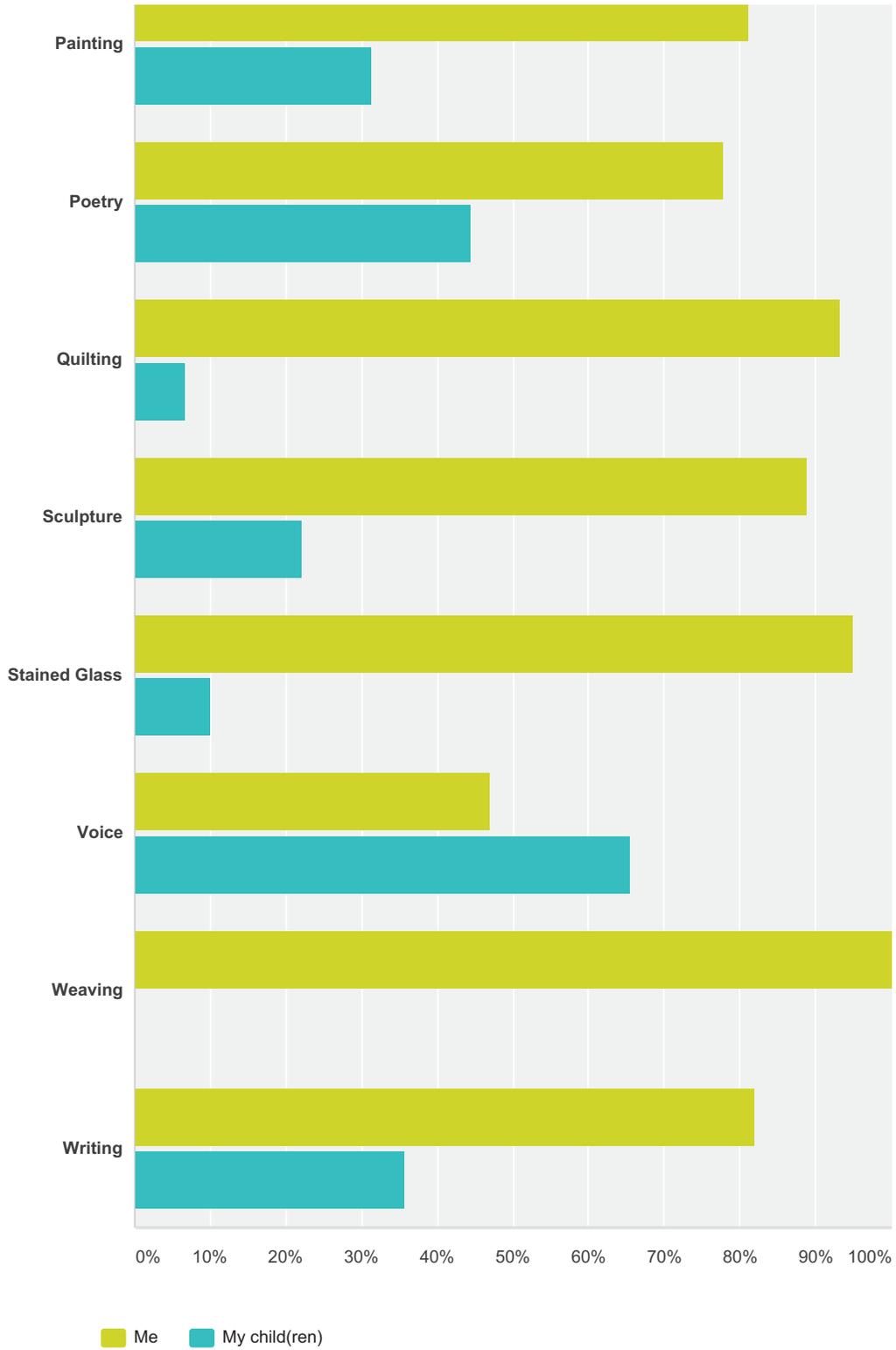
| Answer Choices | Responses |            |
|----------------|-----------|------------|
| Yes            | 72.22%    | 104        |
| No             | 27.78%    | 40         |
| <b>Total</b>   |           | <b>144</b> |

**Q13 If you answered Yes above, please indicate the type(s) of instruction:**

Answered: 105 Skipped: 62



## Cultural Arts Master Plan -- Louisville, CO



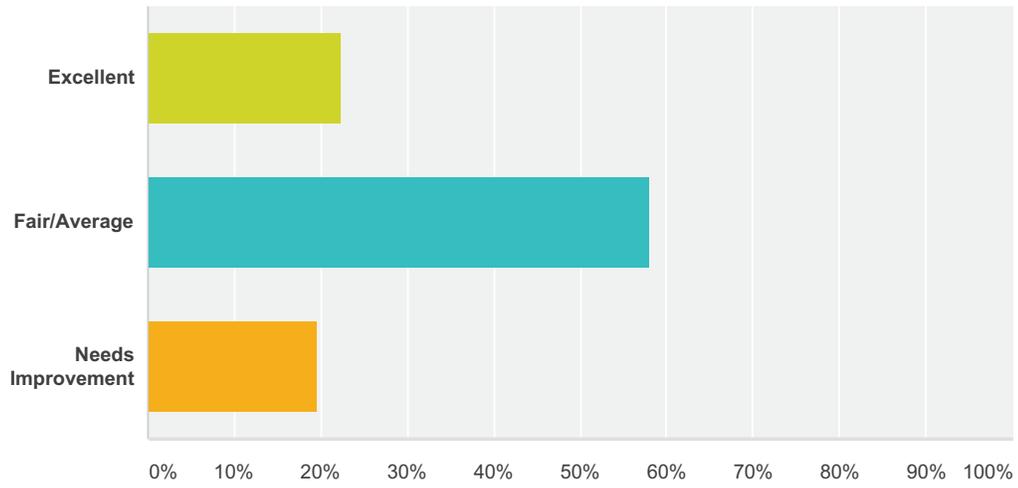
|               | Me           | My child(ren) | Total Respondents |
|---------------|--------------|---------------|-------------------|
| Art History   | 95.24%<br>20 | 14.29%<br>3   | 21                |
| Arts & Crafts | 76.27%<br>45 | 40.68%<br>24  | 59                |

Cultural Arts Master Plan -- Louisville, CO

|                       |                      |                     |    |
|-----------------------|----------------------|---------------------|----|
| Ceramic/Pottery       | <b>75.00%</b><br>21  | <b>53.57%</b><br>15 | 28 |
| Drama/Performing Arts | <b>48.72%</b><br>19  | <b>69.23%</b><br>27 | 39 |
| Fiber Arts            | <b>100.00%</b><br>14 | <b>7.14%</b><br>1   | 14 |
| Jewelry Making        | <b>95.00%</b><br>19  | <b>25.00%</b><br>5  | 20 |
| Knitting/Crochet      | <b>95.45%</b><br>21  | <b>22.73%</b><br>5  | 22 |
| Mixed Media           | <b>88.89%</b><br>24  | <b>22.22%</b><br>6  | 27 |
| Musical Instrument    | <b>43.14%</b><br>22  | <b>64.71%</b><br>33 | 51 |
| Painting              | <b>81.25%</b><br>39  | <b>31.25%</b><br>15 | 48 |
| Poetry                | <b>77.78%</b><br>7   | <b>44.44%</b><br>4  | 9  |
| Quilting              | <b>93.33%</b><br>14  | <b>6.67%</b><br>1   | 15 |
| Sculpture             | <b>88.89%</b><br>16  | <b>22.22%</b><br>4  | 18 |
| Stained Glass         | <b>95.00%</b><br>19  | <b>10.00%</b><br>2  | 20 |
| Voice                 | <b>46.88%</b><br>15  | <b>65.63%</b><br>21 | 32 |
| Weaving               | <b>100.00%</b><br>5  | <b>0.00%</b><br>0   | 5  |
| Writing               | <b>82.14%</b><br>23  | <b>35.71%</b><br>10 | 28 |

**Q14 What kind of reputation do you think Louisville has for arts offerings?**

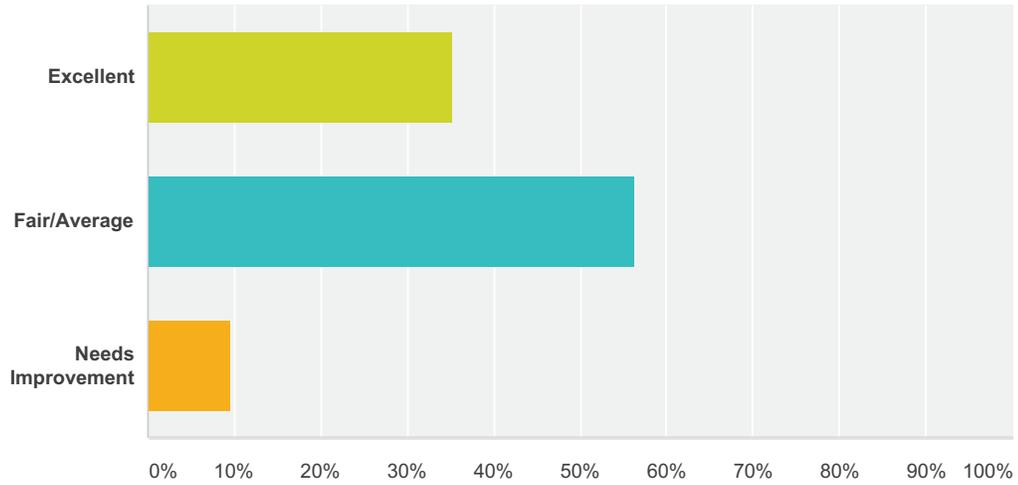
Answered: 143 Skipped: 24



| Answer Choices    | Responses  |
|-------------------|------------|
| Excellent         | 22.38% 32  |
| Fair/Average      | 58.04% 83  |
| Needs Improvement | 19.58% 28  |
| <b>Total</b>      | <b>143</b> |

**Q15 What kind of reputation do you think Louisville has for cultural programming offerings? (Examples may include holiday/civic special events, lectures, parades, etc.)**

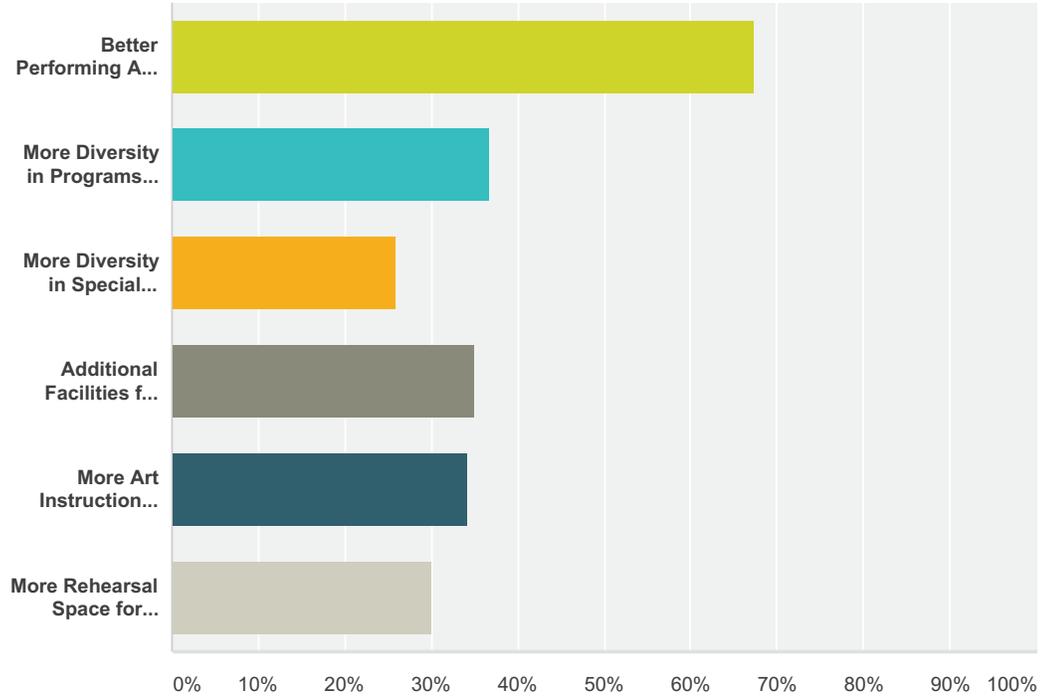
Answered: 147 Skipped: 20



| Answer Choices                | Responses |
|-------------------------------|-----------|
| Excellent                     | 35.37% 52 |
| Fair/Average                  | 56.46% 83 |
| Needs Improvement             | 9.52% 14  |
| <b>Total Respondents: 147</b> |           |

**Q16 What do you think are Louisville's most important needs for cultural development?  
(Please select only those you feel apply.)**

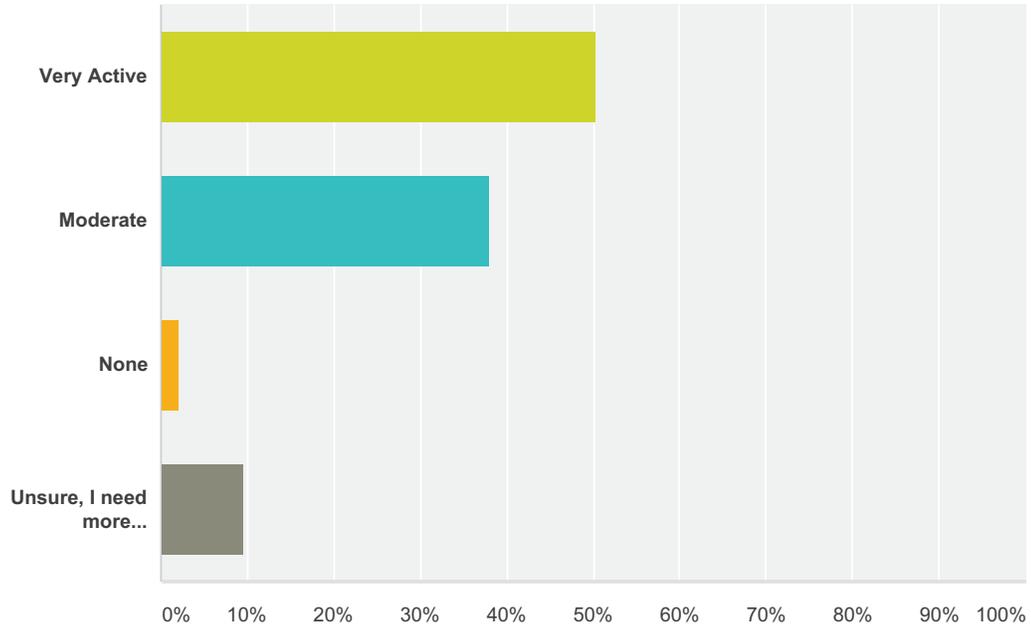
Answered: 120 Skipped: 47



| Answer Choices                            | Responses |
|---|-----------|
| Better Performing Arts Facilities         | 67.50% 81 |
| More Diversity in Programs Offered        | 36.67% 44 |
| More Diversity in Special Event Offerings | 25.83% 31 |
| Additional Facilities for Art Instruction | 35.00% 42 |
| More Art Instruction Choices              | 34.17% 41 |
| More Rehearsal Space for Performing Arts  | 30.00% 36 |
| <b>Total Respondents: 120</b>             |           |

### Q17 What role do you think city government should play in the expansion of arts and cultural programming in Louisville?

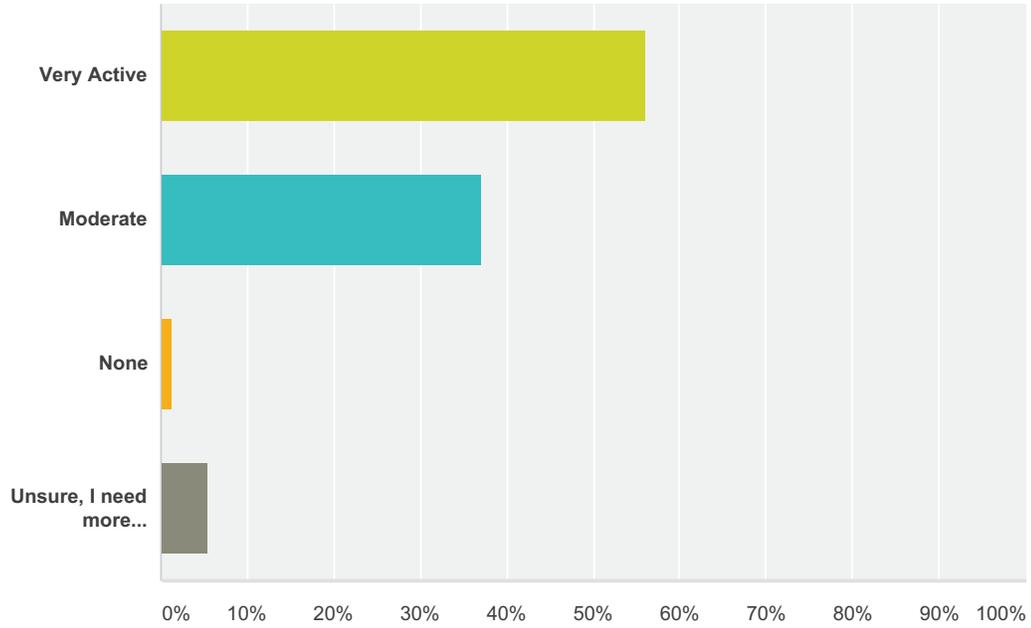
Answered: 147 Skipped: 20



| Answer Choices                  | Responses  |
|---------------------------------|------------|
| Very Active                     | 50.34% 74  |
| Moderate                        | 38.10% 56  |
| None                            | 2.04% 3    |
| Unsure, I need more information | 9.52% 14   |
| <b>Total</b>                    | <b>147</b> |

### Q18 What role do you think local businesses should play in the expansion of arts and cultural programming in Louisville?

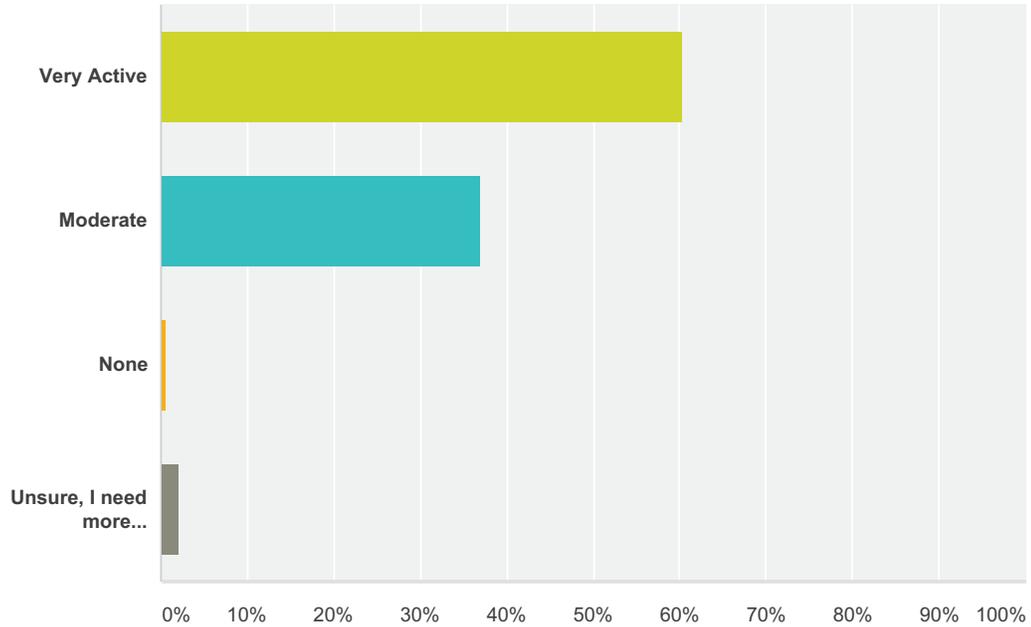
Answered: 148 Skipped: 19



| Answer Choices                  | Responses |            |
|---------------------------------|-----------|------------|
| Very Active                     | 56.08%    | 83         |
| Moderate                        | 37.16%    | 55         |
| None                            | 1.35%     | 2          |
| Unsure, I need more information | 5.41%     | 8          |
| <b>Total</b>                    |           | <b>148</b> |

### Q19 What role do you feel Louisville residents can play in the expansion of arts and cultural programming in Louisville?

Answered: 146 Skipped: 21



| Answer Choices                  | Responses  |
|---------------------------------|------------|
| Very Active                     | 60.27% 88  |
| Moderate                        | 36.99% 54  |
| None                            | 0.68% 1    |
| Unsure, I need more information | 2.05% 3    |
| <b>Total</b>                    | <b>146</b> |

**Q20 If you answered No to the above question, why?**

Answered: 5 Skipped: 162

**Q21 If you are unsure, what information  
would help you decide?**

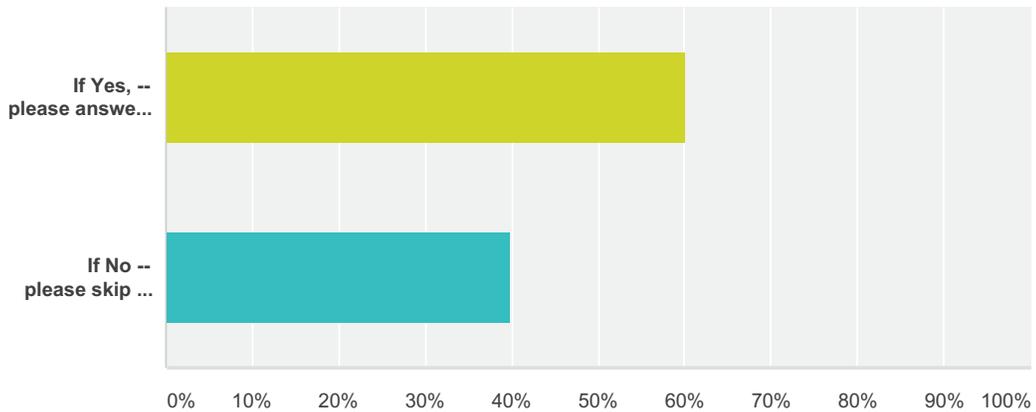
Answered: 7 Skipped: 160

**Q22 Zip Code**

Answered: 153 Skipped: 14

**Q23 Are you an artist (either hobbyist, part-time or full-time) or do you work within a creative industry? Definition of Creative Industry: Arts Council; Government Agency (e.g., Department of Cultural Affairs); Museum; Arts or Science Center; Art Gallery; Art School; Symphony Orchestra; Summer Theater; Opera Company; Theatrical Company; Performing Arts Center Production; Community Theater Production; Ballet Production; Dance Studios, Schools, and Halls; Theater Building, ownership and operation; Creators for Game Systems; Website Design; Graphic Design; Photographers; Videographers; Writers; Art Textile Industry**

Answered: 153 Skipped: 14



| Answer Choices                               | Responses  |
|--|------------|
| If Yes, -- please answer questions 24 and 25 | 60.13% 92  |
| If No -- please skip to question 26          | 39.87% 61  |
| <b>Total</b>                                 | <b>153</b> |

**Q24 If you answered Yes to the question above and would you like to be included in the City's artist database to receive notifications on upcoming calls for entries, requests for proposals, artist gatherings, etc., please complete the information below. (Please note that your survey responses will remain anonymous.)**

Answered: 60 Skipped: 107

| Answer Choices | Responses |    |
|----------------|-----------|----|
| Name:          | 100.00%   | 60 |
| Company:       | 38.33%    | 23 |
| Address:       | 93.33%    | 56 |
| Address 2:     | 1.67%     | 1  |
| City/Town:     | 96.67%    | 58 |
| State:         | 95.00%    | 57 |
| ZIP:           | 96.67%    | 58 |
| Country:       | 68.33%    | 41 |
| Email Address: | 98.33%    | 59 |
| Phone Number:  | 78.33%    | 47 |

**Q25 An artist-specific survey will be available for individuals working within a creative industry. This information will provide a better understanding of the overall economic impact the arts, cultural events and all creative industries have upon the community. If you are an artist we would like your input! Please provide your email address so that we can send you a survey link once available.**

Answered: 49 Skipped: 118

| Answer Choices | Responses  |
|----------------|------------|
| Name:          | 0.00% 0    |
| Company:       | 0.00% 0    |
| Address:       | 0.00% 0    |
| Address 2:     | 0.00% 0    |
| City/Town:     | 0.00% 0    |
| State:         | 0.00% 0    |
| ZIP:           | 0.00% 0    |
| Country:       | 0.00% 0    |
| Email Address: | 100.00% 49 |
| Phone Number:  | 0.00% 0    |

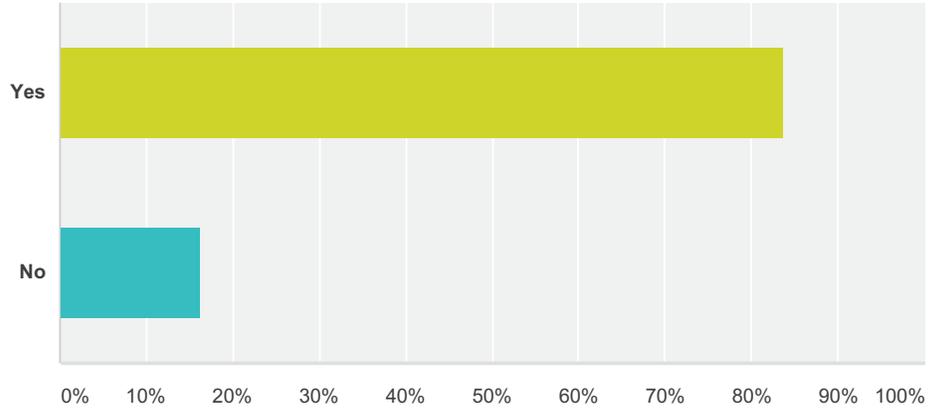
**Q26 Please add anything else you would  
like to tell us:**

Answered: 25 Skipped: 142

Artist Survey (Cultural Arts Master Plan)

**Q1 As a profession, volunteer or hobby, do you work within a creative industry (see below)?**

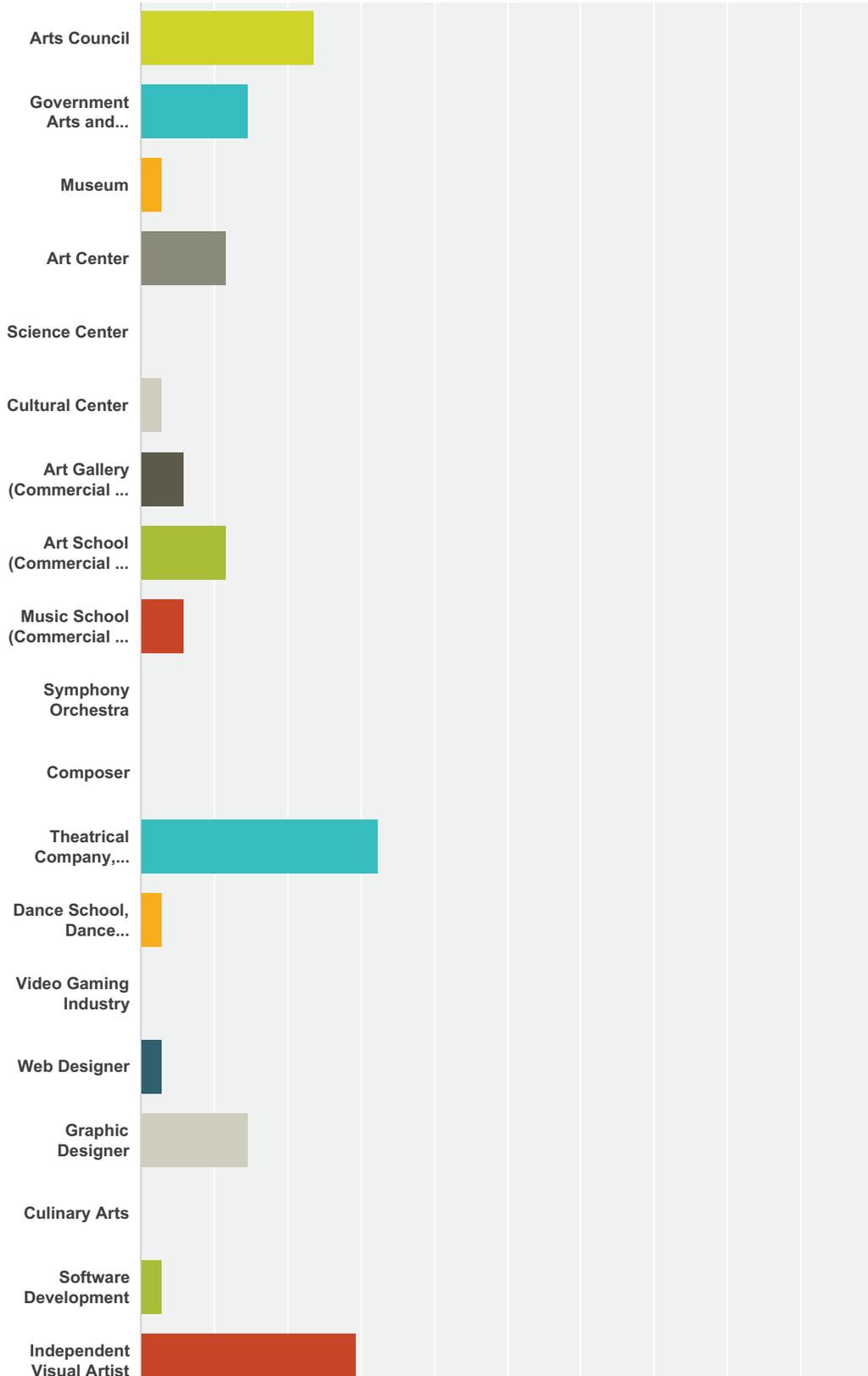
Answered: 37 Skipped: 2



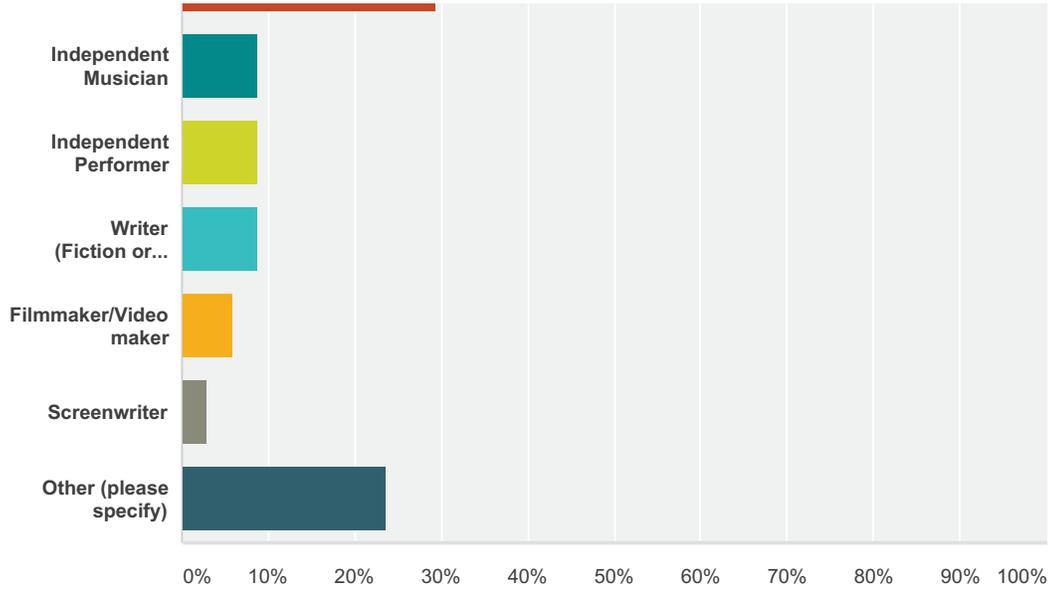
| Answer Choices | Responses |           |
|----------------|-----------|-----------|
| Yes            | 83.78%    | 31        |
| No             | 16.22%    | 6         |
| <b>Total</b>   |           | <b>37</b> |

**Q2 If yes, please specify type of creative industry that best describes your situation.  
(Please check all that apply.)**

Answered: 34 Skipped: 5



## Artist Survey (Cultural Arts Master Plan)



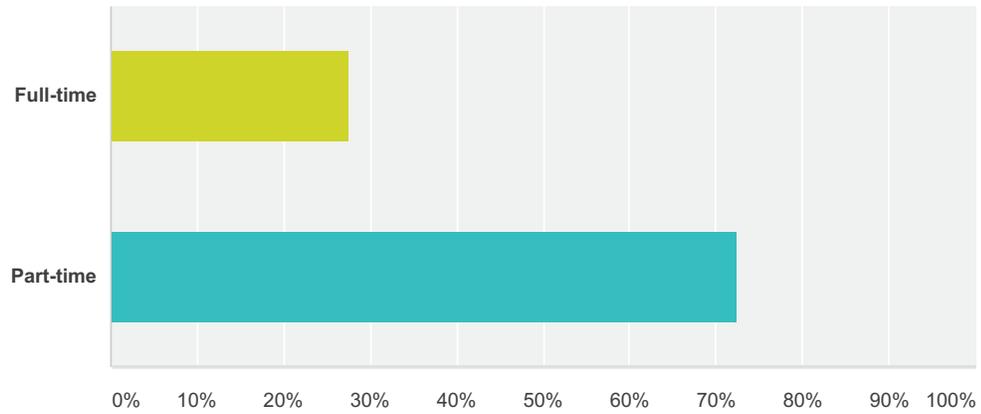
| Answer Choices  | Responses |
|---|-----------|
| Arts Council  | 23.53% 8  |
| Government Arts and Cultural Agency   | 14.71% 5  |
| Museum  | 2.94% 1   |
| Art Center  | 11.76% 4  |
| Science Center  | 0.00% 0   |
| Cultural Center   | 2.94% 1   |
| Art Gallery (Commercial or Non-Commercial)  | 5.88% 2   |
| Art School (Commercial or Non-Commercial)   | 11.76% 4  |
| Music School (Commercial or Non-Commercial)   | 5.88% 2   |
| Symphony Orchestra  | 0.00% 0   |
| Composer  | 0.00% 0   |
| Theatrical Company, Performing Arts Center Production, Community Theater, Summer Theater, Opera Company | 32.35% 11 |
| Dance School, Dance Production, Dance Studios/Troupes   | 2.94% 1   |
| Video Gaming Industry   | 0.00% 0   |
| Web Designer  | 2.94% 1   |
| Graphic Designer  | 14.71% 5  |
| Culinary Arts   | 0.00% 0   |
| Software Development  | 2.94% 1   |
| Independent Visual Artist   | 29.41% 10 |

## Artist Survey (Cultural Arts Master Plan)

|                                 |        |   |
|---------------------------------|--------|---|
| Independent Musician            | 8.82%  | 3 |
| Independent Performer           | 8.82%  | 3 |
| Writer (Fiction or Non-Fiction) | 8.82%  | 3 |
| Filmmaker/Videomaker            | 5.88%  | 2 |
| Screenwriter                    | 2.94%  | 1 |
| Other (please specify)          | 23.53% | 8 |
| <b>Total Respondents: 34</b>    |        |   |

### Q3 Please categorize your employment or involvement within your creative industry?

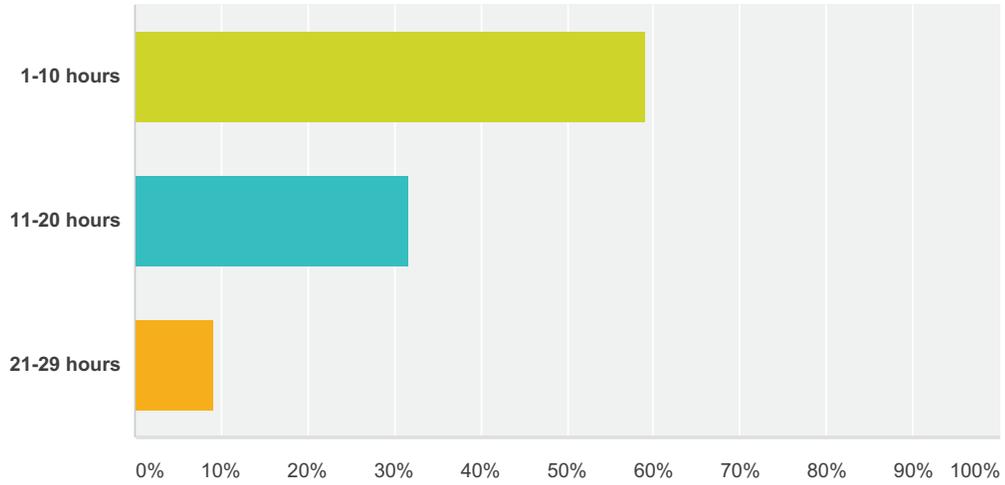
Answered: 29 Skipped: 10



| Answer Choices | Responses |
|----------------|-----------|
| Full-time      | 27.59% 8  |
| Part-time      | 72.41% 21 |
| <b>Total</b>   | <b>29</b> |

**Q4 If part-time, please specify  
(approximate) percentage of time spent  
working within your artistic field per week:**

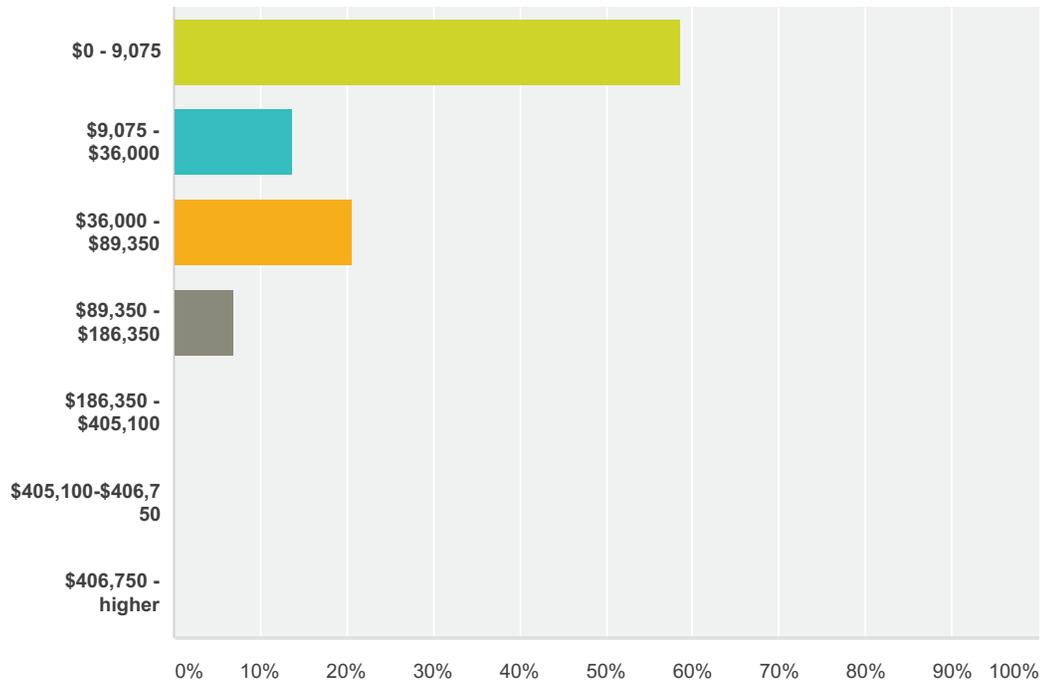
Answered: 22 Skipped: 17



| Answer Choices | Responses |
|----------------|-----------|
| 1-10 hours     | 59.09% 13 |
| 11-20 hours    | 31.82% 7  |
| 21-29 hours    | 9.09% 2   |
| <b>Total</b>   | <b>22</b> |

**Q5 Your estimated annual income generated through sales, performance or other creative enterprise(s): (Please know that this information will not be linked to any one individual or household and will ONLY be used to identify the portion of Louisville resident income associated within the Creative Industries.)**

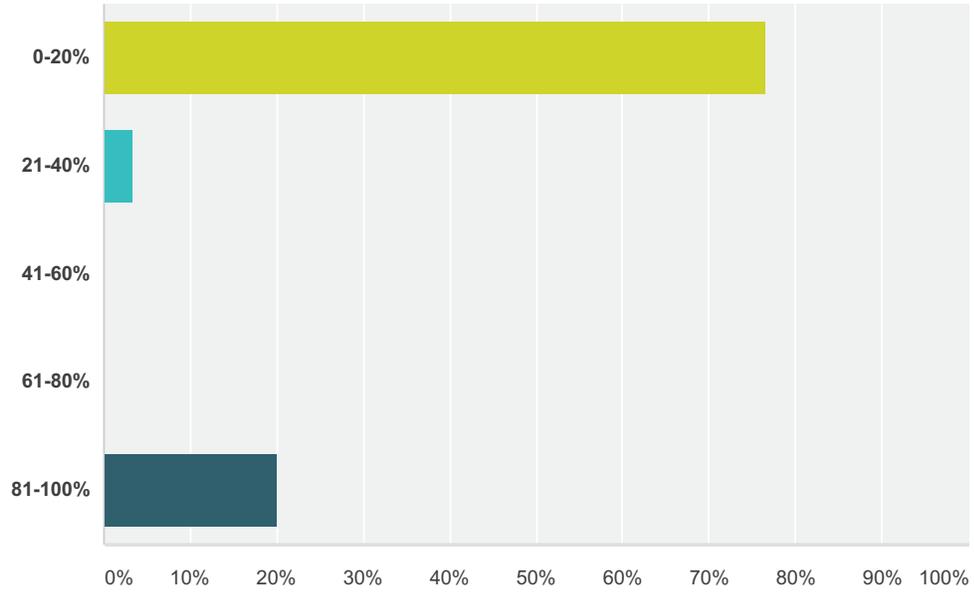
Answered: 29 Skipped: 10



| Answer Choices        | Responses |           |
|-----------------------|-----------|-----------|
| \$0 - 9,075           | 58.62%    | 17        |
| \$9,075 - \$36,000    | 13.79%    | 4         |
| \$36,000 - \$89,350   | 20.69%    | 6         |
| \$89,350 - \$186,350  | 6.90%     | 2         |
| \$186,350 - \$405,100 | 0.00%     | 0         |
| \$405,100-\$406,750   | 0.00%     | 0         |
| \$406,750 - higher    | 0.00%     | 0         |
| <b>Total</b>          |           | <b>29</b> |

**Q6 Estimated percentage of your total income earned through the sale of artwork, performances or other Creative Industry endeavor?**

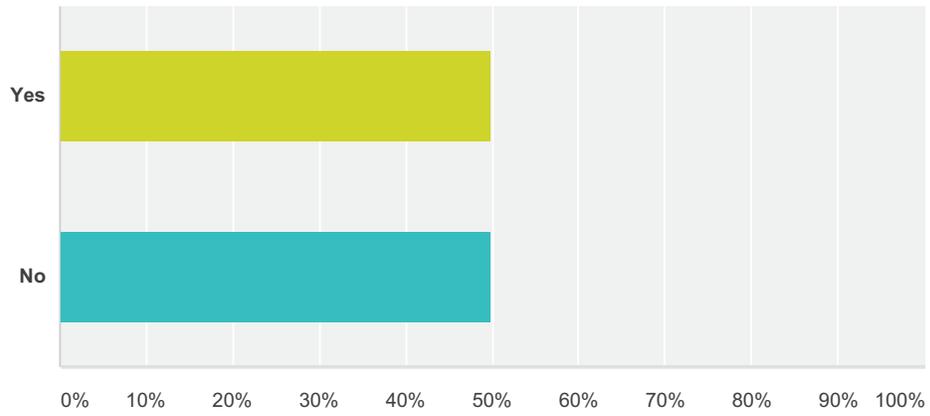
Answered: 30 Skipped: 9



| Answer Choices | Responses |           |
|----------------|-----------|-----------|
| 0-20%          | 76.67%    | 23        |
| 21-40%         | 3.33%     | 1         |
| 41-60%         | 0.00%     | 0         |
| 61-80%         | 0.00%     | 0         |
| 81-100%        | 20.00%    | 6         |
| <b>Total</b>   |           | <b>30</b> |

### Q7 Do you teach/coach others within your creative field?

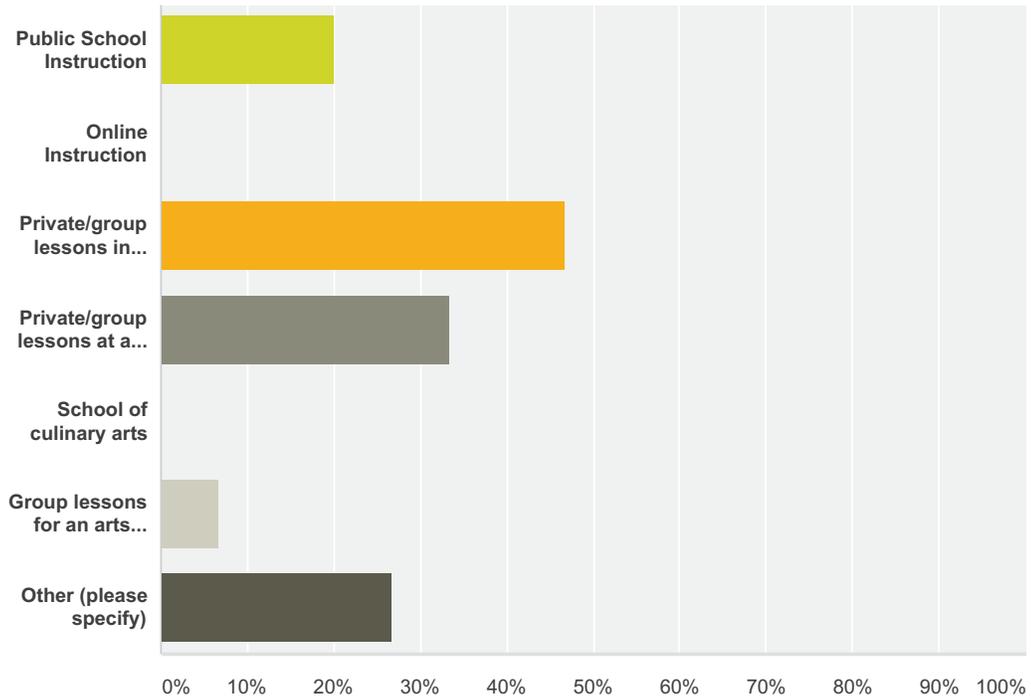
Answered: 32 Skipped: 7



| Answer Choices               | Responses |
|------------------------------|-----------|
| Yes                          | 50.00% 16 |
| No                           | 50.00% 16 |
| <b>Total Respondents: 32</b> |           |

**Q8 If yes, please specify type of instruction:**

Answered: 15 Skipped: 24



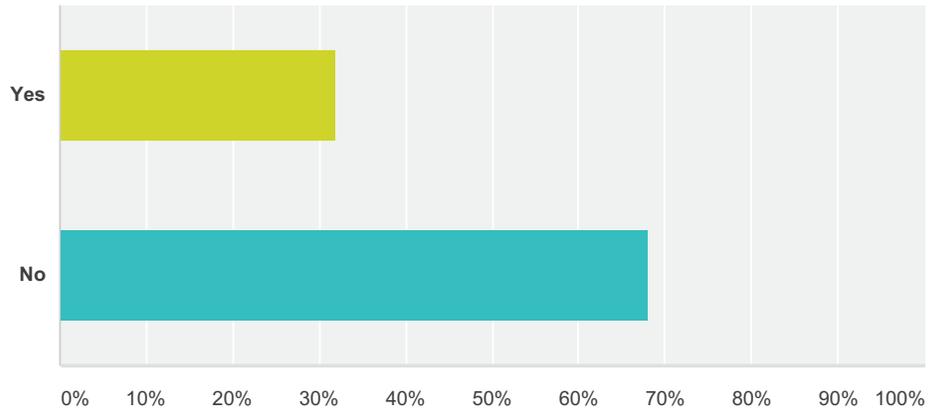
| Answer Choices  | Responses |
|---|-----------|
| Public School Instruction                                   | 20.00% 3  |
| Online Instruction  | 0.00% 0   |
| Private/group lessons in private residence (any discipline) | 46.67% 7  |
| Private/group lessons at an arts, music or drama school     | 33.33% 5  |
| School of culinary arts                                     | 0.00% 0   |
| Group lessons for an arts organization                      | 6.67% 1   |
| Other (please specify)                                      | 26.67% 4  |
| <b>Total Respondents: 15</b>                                |           |

**Q9 What are the most valuable resources available to you in Louisville that support your creative industry?**

Answered: 18 Skipped: 21

**Q10 Do you have the necessary resources (suppliers, facilities, marketing, ongoing education and instruction) available to you in Louisville that support your creative industry?**

Answered: 25 Skipped: 14



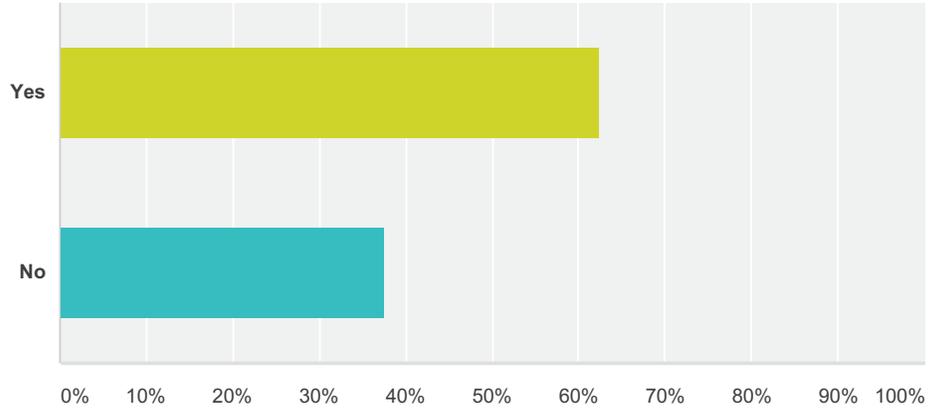
| Answer Choices | Responses |
|----------------|-----------|
| Yes            | 32.00% 8  |
| No             | 68.00% 17 |
| <b>Total</b>   | <b>25</b> |

**Q11 If no, please specify what is lacking.**

Answered: 14 Skipped: 25

**Q12 Do you have the necessary business skills needed to build or maintain a successful business within the arts?**

Answered: 24 Skipped: 15



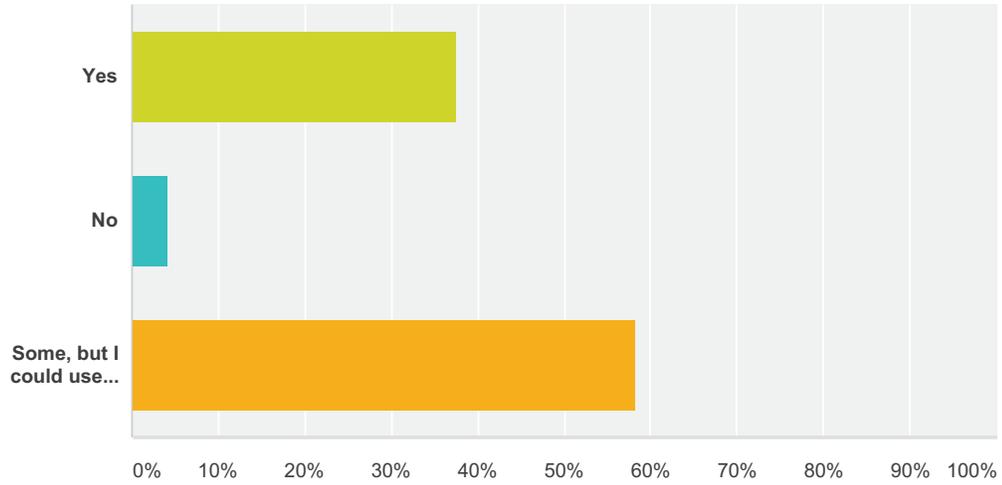
| Answer Choices | Responses |           |
|----------------|-----------|-----------|
| Yes            | 62.50%    | 15        |
| No             | 37.50%    | 9         |
| <b>Total</b>   |           | <b>24</b> |

**Q13 If no, please describe knowledge/skills needed.**

Answered: 7 Skipped: 32

**Q14 Do you have local networking opportunities with other like-minded, creative individuals?**

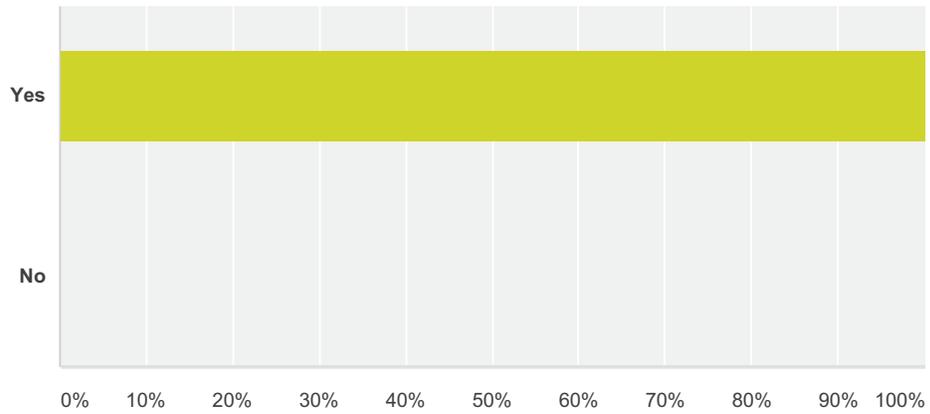
Answered: 24 Skipped: 15



| Answer Choices  | Responses |
|---|-----------|
| Yes   | 37.50% 9  |
| No  | 4.17% 1   |
| Some, but I could use additional networking opportunities | 58.33% 14 |
| <b>Total</b>  | <b>24</b> |

### Q15 Are you aware of the existing arts organizations in Louisville?

Answered: 24 Skipped: 15



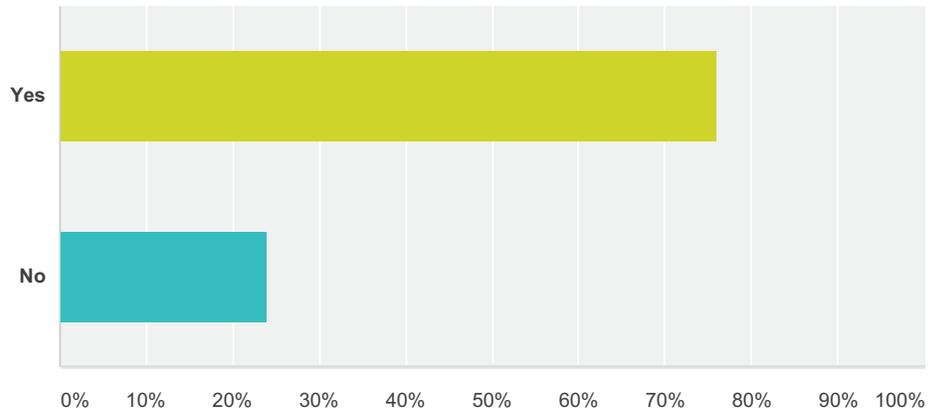
| Answer Choices | Responses  |
|----------------|------------|
| Yes            | 100.00% 24 |
| No             | 0.00% 0    |
| <b>Total</b>   | <b>24</b>  |

**Q16 If not, what information do you seek?  
Please include an email address if you  
would like a response.**

Answered: 1 Skipped: 38

### Q17 Are you aware of the arts education opportunities that exist in Louisville?

Answered: 25 Skipped: 14



| Answer Choices | Responses |
|----------------|-----------|
| Yes            | 76.00% 19 |
| No             | 24.00% 6  |
| <b>Total</b>   | <b>25</b> |

**Q18 If not, what information do you seek?  
Please include an email address in you  
would like a response.**

Answered: 6 Skipped: 33

**Q19 Please add anything else you feel would be important when considering the needs for Louisville's creative industries.**

Answered: 8 Skipped: 31

## CULTURAL ARTS MASTER PLAN PUBLIC MEETING RESPONSES

### What does "culture" in our community mean to you?

Small town  
 A lot of restaurants  
 Street Faires  
 Cutest Main Street  
 Supporting the farming and agricultural history and life  
 Arts: Dana V Music; Poetry; Music; Theater; Film; Fiction (Writing of all kinds)  
 Both the means to produce it (physically and in the community) and the spaces in which to share it  
 Leadership present to guide participants: established artists/beginners/students  
 Reasons and events to get out and to be participants in arts and cultural events as audiences and performers/artists, in your own hometown  
 Encouraging the pursuit and exploration of the art of life or living  
 Children are important  
 Visibility for the Arts  
 Gathering Space  
 Natural History and Cultural  
 Historical Preservation  
 Active lifestyle  
 Family  
 Well-connected community-neighbors  
 National recognition by Money Magazine  
 Downtown preservation  
 Diverse age group - demographics (Concern over this changing)  
 Small town  
 Preservation  
 History  
 Accessibility - Walking  
 Nature and Open Space  
 Historical architecture  
 Quaint streetscape  
 Nurturing  
 Local participation for all ages  
 Collaboration-Schools arts teachers - artists  
 Special events-Parades  
 Opportunities: view, listen, celebrate  
 Fitness  
 Quality arts interests  
 Food  
 Music  
 Expressive outlet  
 Various venues for community involvement, integration of the arts, cultural ' events  
 atmosphere  
 Inviting, fun  
 Accessible to everyone  
 All socioeconomic communities  
 level of talent, creativity

## CULTURAL ARTS MASTER PLAN PUBLIC MEETING RESPONSES

engagement

involvement

joy

wonder

community living room

affordability

leadership, established artists

farming community

active lifestyle

Art Walks and Events set the stage and are easy and fun

Good exchange with neighbors

community downtown

Exchange with neighbors!

Joy!

Wonder!

Creativity!

Community!

The Shining of Talents!

Engagement

Involvement

Participation

Community and Cultural Identity

Sharing communication

**CULTURAL ARTS MASTER PLAN  
PUBLIC MEETING RESPONSES**

Q2

**What are the key strengths of Louisville cultural activities and art opportunities?**

|   |   |
|---|---|
| Strong musical presence                                 | Inspiring landscape   |
| Strong Visual Arts                                      | Thoughtful City Government  |
| Children Oriented                                       | Well planned community  |
| Festivals   | Louisville is beautiful--Outdoor enjoyment  |
| Main and Front Streets known                            | The Art Underground   |
| Great coffee shops with art on display                  | Louisville Center for the Arts Building   |
| Small town feel   | Summer Concert Series   |
| Close knit  | Center Stage Theater  |
| Living in a way that is connected to the outdoors       | (Site of) Key community activities (Friday Art Walks, Street Faires, Parades, etc.) |
| Parades: Fantastic                                      | Street Faires   |
| Festivals   | Sculptures around town (public art)   |
| Farm ?  | High schools: Plays and concerts  |
| Arts Center   | Utility Bill (Newsletter?)  |
| The Arts Underground                                    | People care about one another   |
| Accessibility   | Compact, art walk is easy   |
| Age Diversity   | easy to meet people   |
| Library   | downtown is a nexus of activity   |
| Ice Rink  | Art Walk - First Fridays  |
| Cultural Council  | Small town charm  |
| Art Walk  | Overall look, presence, safeness  |
| Outdoors  | Volunteers  |
| Farmer's Market   | Entrepreneurs and risk takers   |
| Parades   | Pride, cultural Will  |
| Accessibility   | Jenny at Vic's  |
| Accessibility   | Neighborhood Gathering Sports   |
| Age demographics  | Level of Talent   |
| Volunteers for non-profits                              | Caring Retail community   |
| Entrepreneurs - risk takers                             | Strong Volunteerism, Grass Roots  |
| Grass Roots   | Proximity to Denver and Boulder   |
| Talent & Creativity                                     | Thoughtful City Government  |
| Center downtown   | Historic downtown   |
| Community parks   | Ice Rink  |
| Art public space  | People care about community   |
| Volunteer bases - contingent                            | Volunteer hours given   |
| Proximity to Boulder and Denver                         | Summer events   |
| Level of talent   | Carriage rides and ice skating  |
| Louisville Art Center                                   | Level of talent in community  |
| Music, theater and visual arts                          | Historic Downtown area  |
| Arts Organization: East Boulder County Arts Association |   |

LAA and Shows  
Galleries  
Feeling of Community  
History of Downtown  
First Friday Art Walks  
Multiple mediums blending together  
Melding of various arts  
Creating a start for some  
Community  
Diversity  
Organizations/groups  
Galleries

**CULTURAL ARTS MASTER PLAN  
PUBLIC MEETING RESPONSES**

Downtown Businesses  
Uniqueness of Louisville  
Talent

**CULTURAL ARTS MASTER PLAN  
PUBLIC MEETING RESPONSES**

Q2B

**What are Louisville's weaknesses?**

Keep/Make City more walkable

Hard if you're not a parent

Boulder has a huge theater company and is comprised of theater artists doing theater not so much community-theater oriented

Want to know: How many theater artists in Louisville?

I have lived here for 2 years and didn't know about CCTL... Found out through the Colorado Theater Guild.

Marketing

Marketing: Where is the arts info??

Lack of publicity - need for more and better

Couldn't find the Louisville Center for the Arts: Needs bigger identity

Need performance space

Need REAL performance space

Appropriate venues

New developments should have public art component

The 'Politics' of Main Street (It can be cliquish.)

(Lack of) Publicity

Arts Listings/Notices

Lack of Affordable performance and rehearsal ventures

Lack of parking

Local news sparing

Only know about CCTL through audition listing three years ago

Need to bring people in; Need bigger audiences for events

Competition rather than collaboration( amongst art groups)

There is not a city designation (as an Arts District)

**CULTURAL ARTS MASTER PLAN  
PUBLIC MEETING RESPONSES**

Q2B

Not enough venues/places to show, perform

**CULTURAL ARTS MASTER PLAN  
PUBLIC MEETING RESPONSES**

Q3A

**List the existing facilities for performances, exhibits, special events/ festivals and multi-purposes uses**

Facilities

Steinbaugh pavilion

Main Street

Sweet Cow

Por Wine Shop

Recreation Center

Cafes

Restaurants

Main Street

Library

Community Parks

The Art Underground

Community Park

Memory Square

Louisville Middle School

Waterloo

Bittersweet

Creative Framing

Cottonwood Park

Arboretum

Elks Club

Alfalfa's

Galleries

Street corners

**Do these facilities currently meet the community needs?**

Want to work as a professional artist (theater) in Boulder County--not sure I can do so  
Want to be able to find the same opportunity that is found in Denver  
Need BCAA grant to help pay for low-income schools  
Limited venues - size, type, number and no theater  
DANGER: little guy crowded out economic issue  
Louisville is becoming less diverse  
City has limited financial arts support  
Financial support lacking compared to sports  
Too many free events: saturated events and choices - too much competition  
Inaccessibility  
Expense - property values  
Sam's Club (vacancy) - New Theater?  
Boulder Housing Authority: Need this project  
Not enough performance space  
Access needed to LMS; inconsistent availability  
Need theater space like Rialto Theater in Loveland (seats 450)  
Need Cultural Center scaled to Louisville (Boulder / Lakewood)  
Expansion of Recreation enter with Auditorium Space  
Small  
Need exhibit space: Farm & Barn  
Room for more public art displays  
Access to theater at LMS for community members  
Need children's artwork display during the holidays  
Lack of working space  
Lack of venues  
Artists and galleries not making \$\$ during art walks but the restaurants are (voucher given @ art venue to be used at restaurant possible solution)  
lack of funds  
more matinee and happy hour type events for youth  
Need for a signature event or "vibe"  
Need for intimate settings (acoustic) quieter venues  
Sunday brunch music needed

**Possible Solutions**

using unused space (stores, etc.)  
barns, gran=in elevator industrial buildings  
No industrial arts space  
grants, subsidies  
No physical space for dance  
Possible partners: Medtronics, CableLabs, other retail, Gaiam  
  
Need for education for teens  
Pop-up art spaces in vacant buildings  
Libraries and Rec Centers possible solutions

Churches  
Schools  
New Businesses  
Alfalfa's community space  
Elks Club - sponsors  
organization and business support  
theater productions in carpet store  
Lack of rehearsal and performance space  
Perception of quality  
Awareness of programing

**Does the community have adequate access to these facilities?**

Create more space-either build or re-purpose  
parking lot from closed business to be use for event parking

**Possible Solutions**

establish sister city and host event to increase diversity  
connect with Lafayette  
welcome cutting-edge artist from outside our community  
host art making events  
Connect with Denver art organizations - bring them in!  
Bring in teens, college-age artists from surrounding communities to events with our teens (Louisville doesn't have many college-age kids) to bring the median age down.  
Art Walk is great but now let's get a little more creative and out-of-the-box with art events.  
Musicians not paid enough  
Need a theater for performances

**CULTURAL ARTS MASTER PLAN  
PUBLIC MEETING RESPONSES**

Q3C

**Does the community have adequate access to these facilities?**

No changes to current access: NO! I have sufficient, if not the most desirable access.

Availability of performing arts spaces - very difficult

rehearsal space needed - maybe at Rec Center

Schools - approval process and is expensive

Need for an auditorium

Need a listing of facilities: Process to procure , Where are the events and shows taking place

Lack of Affordable Venues

Cultural Events Center is great and amazing for the arts but cannot accommodate theater/stage needs well

Can the City make facilities available for the arts at reduced cost or no cost?

---

**Are there major issues relating to the arts and culture in our community?**

Bigger venue needed  
Limited venue space  
Not much of an arts community that works together  
Having a community 'living room'; a place to connect and share the arts; a place for all ages  
Louisville has an (Arts) reputation as "hobbyist"  
Performing arts venue  
Support for infrastructure in community  
Art Walk is mostly commercial  
Artworks building intended for artists  
Lack of facilities  
Middle school (lack of affordable access to)  
Rehearsal and performance space  
Space  
Affordability  
Funding for artists  
(Lack of) money for musicians  
(Limited) compensation for artists  
Lack of college-age cutting edge thinkers  
Visual Art events are not as welcoming as things like a Farmer's Market, music, etc.  
Lack of financial support (inadequate compensation)  
Huge emphasis locally on sports not on the arts  
Financial support - Grants, Writing  
Money  
Spaces to perform  
Affordable studio space  
Logistics (parking)  
Downtown parking issues/transportation  
Noise  
Parking  
Marketing: Improved press reach and struggle for access to print media  
Clearing house virtually and physically  
Stronger marketing promotion of events  
Marketing  
Getting the word out - collaboration  
Difficulty getting information  
Work/communicate with our Boulder county towns/cities; even in to Denver area  
Marketing  
Gentrification of community excludes socioeconomic levels  
Need for more focus on groups like seniors and teens  
Community is not very diverse so does not encourage diversity in art offerings.  
Expenses associated with performing, equipment, etc.  
University - Satellite of CU  
Art Walk and Galleries  
Access limited and don't pay musicians well  
parking issues/transportation  
Need a public art committee to have input on local sculptures  
Art District Designation leading to financial investment into making downtown more visually attractive and inviting  
  
Need greater focused effort on Marketing the Arts District  
Keep and enhance the historic aspects of downtown Louisville visually

---

**Possible solutions or collaborative partners? Slide 4b**

Visioning

Menotoring/Internship opportunities; again a place for all ages, especially young people (teens to see adults enjoying a creative life

Printed and online resource so people know where culture and art is happening

Protect Louisville's history.

Support the building owners in keeping Olde Town atmosphere.

Marketing to corporations

Corporate sponsorships

Encouragement of street theater e.g. in front of library on weekend nights or weekend day

At reduced cost or no cost

Banners, signage, info kiosks, community bulleting board (streamlined, fit with nature)

Need a kiosk at a central location

Want info on all arts groups in a newsletter

Want one City Arts Newsletter

Equipment (expensive lighting, sound and visual) possibly could be shared





---

**Are there major issues relating to the arts and culture in our community?**

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**CULTURAL ARTS MASTER PLAN  
PUBLIC MEETING RESPONSES**

Q4B

**Possible solutions or collaborative partners? Slide 4b**

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Want one City Arts Newsletter

Equipment (expensive lighting, sound and visual) possibly could be shared





Slide 5

**Are there unmet needs for the arts and culture in our community?**

Networking opportunities in Louisville

BCAA connection to City of Louisville

Populate newsletter

Facilities: Need places like Lafayette's Rocky Mountain Center for the Arts / Old Church

Communication

Boulder County, Lafayette, Longmont need to bring in a bigger draw

Art residencies

Non-profit and for-profit collaborations

Bigger performance spaces

Winter gatherings

Street Faires: Need more diversity, bands repeats, over-saturated with local bands

Recognition of non-families - hit all demographics (currently very family friendly)

Storage

Workshop

**CULTURAL ARTS MASTER PLAN  
PUBLIC MEETING RESPONSES**

Q6

**Would you like to see more artwork within the public right-of-ways, City buildings, parks and along major roadways?**

Love public art! Want to see it in Louisville!

YES to more public art to tell the story of Louisville

Yes! Make art in public spaces. Especially out of downtown - McCaslin and couth Boulder Road

Problem is money

Want public art in Arboretum

Want possible temporary programs

Need for more public artwork (interactive and family-oriented)

Need for a 1% for the arts ordinance

Yes, Commission artists to decorate a structure and put throughout Louisville.

Create an art walk for visitors (See Berea, KY for examples of 'hands' Gwen Childs, Berea Art Council

Public art is sorely lacking in this community. Need sculptures, etc.

Design in a way that supports and enhances the historic flavor of Louisville, sense of community, moving into the more adventurous arts depending upon location

More public art? Absolutely. I like how Lafayette does theirs - I like the diversity of the work and how many groups are represented. I fear Louisville will reject anything interesting! (Witness the blue horse at the airport.)

Yes, more (first class) artwork through public art

Yes, public art



## LOUISVILLE CULTURAL ARTS MASTER PLAN Arts Organization Questionnaire

Name of arts organization: Coal Creek Theater of Louisville

Person completing the Questionnaire: Lynn Fleming

Brief description of arts organization: CCTL is a theater company dedicated to propagating the theater arts in east Boulder County and providing an arena for amateurs to participate in the theater arts.

Category: Private      Municipal      501C (3) Non-Profit      Not For Profit  
Other: \_\_\_\_\_

Number of individuals involved in your organization

Active members/participants: Coal Creek Theatre has approximately 50-100 active members (board members, actors, directors and technicians) who work with our theater group annually. The number involved can vary from season to season depending upon the shows that are selected. Additionally, our shows attract an annual audience of approximately 1000-1500 people to downtown Louisville over the course of 30 performances.

Volunteers: ALL

Audience or group(s) served by your organization: The City of Louisville along with anyone interested in good theater from throughout the Denver Metro area, but particularly Boulder, Broomfield, and Jefferson Counties

1. **As an arts organization, what are the most three critical challenges your organization faces?** (Challenges may be any obstacles that make it difficult to reach your organizational mission, goals, etc.)
  1. *Our lack of a full-time space for work on productions (rehearsals, set building, number of performances, etc.)*
  2. *The local community's lack of awareness of our work and location.*
  3. *The need to increase our income in order to improve the quality of our productions.*
  
2. **How does your organization work around these challenges presently?**
  1. *We build our shows off-site and/or put the set, lights, and sound together the weekend before opening. We work our rehearsal schedules around other activities and, when necessary, rehearse at people's houses or other venues. We limit our number of performances to the time available at the Arts Center.*
  2. *We send press releases to area newspapers and post on many area calendars and sites. We hang flyers and hand out cards. We participate in various local events to make ourselves visible. We maintain memberships in several area organizations such as the Louisville and Lafayette Chambers of Commerce, the Louisville Arts District, and the Boulder County Arts Alliance.*
  3. *Currently we fit our programs to the limits of our income. The limited space at the Arts Center and our lack of a venue of our own prevent us from doing more productions,*

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*scheduling more performances, and drawing larger audiences. We are currently only able to schedule three plays per season, with a maximum of ten performances each. Also, because of restricted time slots at the Louisville Arts Center, we are often forced to schedule our shows at the same time as other theaters in Longmont and Lafayette, which dramatically impacts our attendance. We have difficulty making a profit that we can use for rental or purchase of lighting equipment, costumes, set pieces and construction, or payment of actors among other means to improve our over-all quality of production.*

3. **Does your organization collaborate with other arts organizations to meet these challenges?**  
*Yes. We share personnel and materials with other theater groups. We've also collaborated on shows. We've had discussions with LAA and LCC about possible collaborations but with no specific plans as yet.*

4. **Primary source(s) of revenue:**

- Memberships Cost of membership(s): \_\_\_\_\_  
 Fundraising events Name/time of year of event(s): Raffles & beverage sales--Usually summer & fall  
 Sponsorships Major sponsors: When we sell program space to local businesses for advertising (not always accomplished)  
 SCFD Grants Average award amount: Sometimes--\$1,500-4,000  
 Other Arts Grants: Sometimes  
 Donations Concessions and individuals  
 Other: Ticket sales to productions (the vast majority of our revenue)

5. **How would you describe the financial health or your organization?**

- We routinely meet our financial needs and have "extra" in reserves.*  
 *We are able to meet our financial obligations but have long-term concerns over sustainability.*  
 *We operate within the confines of \$\$ we raise through donations, sales and fundraising events.*  
 *We are actively seeking alternative revenue sources and are able to meet our present financial needs.*  
 *We are actively seeking alternative revenue sources and are likely to be unsustainable within 6 months.*  
 *We operate on personal contributions to meet our goals and do not seek outside assistance.*

6. **Does your arts organization partner with the local business community? If so, how?**

We have collaborated with local restaurants to offer a dinner theater package. Local restaurants, breweries, and wine sellers have participated in our fund-raising efforts. Local businesses have advertised in our programs. Some local restaurants have hosted our meetings and parties, and some have catered our banquets. Some local businesses routinely post our flyers.

7. **Do you presently collaborate with the Louisville business community in your events/performance/exhibits, etc.?**

We plan to offer benefit performances or buy-outs to local non-profits and businesses. We plan to continue the sort of partnerships referred to in #6 and are open to any ideas that businesses might have for collaboration.

# LOUISVILLE CULTURAL ARTS MASTER PLAN

## Arts Organization Questionnaire

8. **What level of collaboration would your arts organization like from the Louisville business community?**

We would like them to consider us an important part of the community and help us publicize our performances as well as attend them. We'd like local business people to participate in our productions with in-kind donations and manpower in exchange for advertising. We'd enjoy finding ways to provide special performances for holidays or fund-raisers.

9. **What type of collaboration would your arts organization like from the City of Louisville?**

- Signage that directs people to Arts venues, particularly the Arts Center.
- Recognition of the value of the Arts offerings to the livability of Louisville with visible support for Arts offerings in the City via website, newsletter, and other media communications
- Attendance and participation in Arts events by City representatives (specifically local theater events)
- Ultimately, a move to create a functional performance, shop, & studio venue large enough to attract larger audiences and support the sorts of Arts offerings that Louisville provides

10. **Does your organization presently receive assistance of any kind from the City?** Yes No  
**If so, please specify:**

The City has made the Louisville Center for the Arts available for our use at a greatly reduced rate for many years as well as providing us some storage space in the basement of that building. The City hired a Cultural and Events Coordinator to help us move forward together.

11. **Does your arts organization have adequate access to City-owned facilities for your organizations mission? If not, what is needed?**

While we do have use of the Arts Center, we are seriously in need of a space in which to store and build our sets and a place to rehearse without having to compete with other users of the space. The current arrangement has been valuable and appreciated, but it does limit our capacity to grow and achieve.

12. **How would your arts organization complete this sentence?**

*For the Cultural Arts Master Plan to be successful, it must...*

be actively acknowledged and supported by the City of Louisville, providing both philosophical and financial support to its development and sustainability.

13. **Anything else you want to say?** Please add additional page(s), if needed.

I believe that the City has always supported the Arts and artists in terms of appreciation of their work and products, but beyond providing an inexpensive space for some of us to work, the City has not taken much positive action to demonstrate and uphold the value of the Arts to the City and its mission. Most artists and Arts groups have depended on their own initiative and financing to provide their services to the City, yet the City benefits greatly from local access to outstanding Arts opportunities. Arts is one of

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the areas that earns Louisville a place in the “best places to live” category nationally, and locally brings many people from around the Metro area to participate in its offerings and enjoy the many other advantages Louisville has to offer. (Restaurants and bars particularly benefit from theater-goers who often eat meals and enjoy drinks before and after performances.)

I know that many visual artists and for profit galleries have expressed concern about the rise in the cost of rentals in Louisville. At the rate that real estate is increasing in value and cost, the very businesses that draw people to town may be pushed out. I think it would serve the City well to explore some ways to keep the artists in the town center.

A stylized logo for "thank you!". The word "thank" is written in a light blue, lowercase, sans-serif font. The word "you!" is written in a yellow, lowercase, sans-serif font, positioned directly below "thank". The letters of "you!" are slightly larger and more rounded than those of "thank". The exclamation point is a simple, solid yellow dot.



## LOUISVILLE CULTURAL ARTS MASTER PLAN Arts Organization Questionnaire

**Name of arts organization:** Dana V. Music

**Person completing the Questionnaire:** Dana Vachharajani

**Brief description of arts organization:** Dana V. Music is a full service music conservatory located in Louisville, offering private and group lessons for all ages.

**Category:** Private  Municipal  501C(3) Non-Profit  Not For Profit   
Other: S-Corp, Business

**Number of individuals involved in your organization**

**Active members/participants:** 350 Students per week, 30 Teachers, 3 Admin

**Volunteers:** when needed

**Audience or group(s) served by your organization:** Ages 3-Adult. Preschool-Mature learning, voice, instrumental theatre, competitions, etc.

- 1. As an arts organization, what are the most three critical challenges your organization faces?**  
(Challenges may be any obstacles that make it difficult to reach your organizational mission, goals, etc.)
  1. Exposure to new clientel
  2. Performance Venues. None in Louisville are big enough
  3. Because we are a business and not a 501C3 we have trouble funding special events.
- 2. How does your organization work around these challenges presently?**  
Word of Mouth (We lean on our current clients to help us.  
We have to go outside of Louisville for venues and pay high rents  
We either don't run the events or we have to personally fund them.
- 3. Does your organization collaborate with other arts organizations to meet these challenges?**  
Yes  No
- 4. Primary source(s) of revenue:**
  - Memberships Cost of membership(s):
  - Fundraising events Name/time of year of event(s):
  - Sponsorships Major sponsors:
  - SCFD Grants Average award amount:
  - Other Arts Grants:
  - Donations
  - Other: Payment for Services

Continues onto page 2

5. **How would you describe the financial health or your organization?**

*We routinely meet our financial needs and have "extra" in reserves.*

*We are able to meet our financial obligations but have long-term concerns over sustainability.*

*We operate within the confines of \$\$ we raise through donations, sales and fundraising events.*

*We are actively seeking alternative revenue sources and are able to meet our present financial needs.*

*We are actively seeking alternative revenue sources and are likely to be unsustainable within 6 months.*

*We operate on personal contributions to meet our goals and do not seek outside assistance.*

6. **Does your arts organization partner with the local business community? If so, how?**

Yes. LAD, Art Walks. Community Concerts at the Library. Presentations at City Hall. Street Music. LAA, we have bi monthly art exhibits that rotate chosen artists. We love this programs. Presentations and enrichment teaching at the local schools.

7. **Do you presently collaborate with the Louisville business community in your events/performances/exhibits, etc.?**

Yes. See above.

8. **What level of collaboration would your arts organization like from the Louisville business community?**

More advertising. Word of Mouth. Inclusion (we find that since we are music, we get second choice to the artists). Scholarship support from businesses in partnership would be amazing! We are low on scholarships right now.

9. **What type of collaboration would your arts organization like from the City of Louisville?**

The City, through Suzanne, has been quite generous in offering us performance space for Art Walks for free. This is huge for us. We would, however love to be able to have advertising in the Recreation Centers or be sought out to have classes there.

10. **Does your organization presently receive assistance of any kind from the City?** Yes  No

**If so, please specify:**

11. **Does your arts organization have adequate access to City-owned facilities for your organizations mission? If not, what is needed?**

Not really. They are not big enough and the Art Center is always booked.

12. **How would your arts organization complete this sentence?**

*For the Cultural Arts Master Plan to be successful, it must...*

Be inclusive of all the arts whether Non Profits or business. Arts Businesses in education need support too! Even a litte recongnition goes a long way!

13. **Anything else you want to say?** Please add additional page(s), if needed.

I think that what Suzanne is working on is so important and I hope that the City helps schools that benefit the local community like we do.



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## LOUISVILLE CULTURAL ARTS MASTER PLAN Arts Organization Questionnaire

Name of arts organization: Danse Etoile Ballet

Person completing the Questionnaire: Marie-Jose Payannet

Brief description of arts organization: Pre-professional dance company offering high quality training and performances, outreach in public schools

Category: Private      Municipal      **501C(3) Non-Profit yes**      Not For Profit  
Other: \_\_\_\_\_

Number of individuals involved in your organization

Active members/participants: 30

Volunteers: 10

Audience or group(s) served by your organization: teen/Young adults/adults for dance training, families, seniors, children, adults for audience. Also senior homes, homeschool org, public elementary schools (Louisville, Lafayette), I Have a Dream Foundation, girl scout troops.

**As an arts organization, what are the most three critical challenges your organization faces?**

(Challenges may be any obstacles that make it difficult to reach your organizational mission, goals, etc.)

- 1. Finding an affordable theater with appropriate stage size for performing in Boulder County*
- 2. Reaching new audience and planning with school for outreach*
- 3. Marketing*

**1. How does your organization work around these challenges presently?**

We perform at the Broomfield auditorium and will perform again at the Dairy center for the arts, but being a Louisville based organization, we would love to have an appropriate space in Louisville where we could target a more specific audience.

**2. Does your organization collaborate with other arts organizations to meet these challenges?**

Sometimes. Pretty difficult to find appropriate timeframe ...

**3. Primary source(s) of revenue:**

\_\_\_\_ Memberships Cost of membership(s): tuition per month around 250

yes Fundraising events Name/time of year of event(s): Wine tasting

\_\_\_\_ Sponsorships Major sponsors: Aberdeen Constructions

yes SCFD Grants Average award amount: 5000

\_\_\_\_ Other Arts Grants: We have had Broomfield Community foundation in the past, and Colorado creative industries.

**When completed, please send your questionnaire to: Suzanne Janssen  
c/o Louisville City Hall, 749 Main Street, Louisville, CO 80027**

\_\_\_\_ Donations \_\_\_\_\_ Sometimes about \$1000 /year  
Other: \_\_\_\_\_

4. **How would you describe the financial health of your organization?**

- yes     *We routinely meet our financial needs and have "extra" in reserves.*  
\_\_\_\_     *We are able to meet our financial obligations but have long-term concerns over sustainability.*  
\_\_\_\_     *We operate within the confines of \$\$ we raise through donations, sales and fundraising events.*  
\_\_\_\_     *We are actively seeking alternative revenue sources and are able to meet our present financial needs.*  
\_\_\_\_     *We are actively seeking alternative revenue sources and are likely to be unsustainable within 6 months.*  
\_\_\_\_     *We operate on personal contributions to meet our goals and do not seek outside assistance.*

5. **Does your arts organization partner with the local business community? If so, how?**

Yes we would like to start this .

6. **Do you presently collaborate with the Louisville business community in your events/performance/exhibits, etc.?**

They purchase ads in our programs.

7. **What level of collaboration would your arts organization like from the Louisville business community?** Finding space for us to perform and involve other arts organizations (Visual arts, music, acting...)

8. **What type of collaboration would your arts organization like from the City of Louisville?**

Space to perform. Grants to help with growing our outreach program.

9. **Does your organization presently receive assistance of any kind from the City?** Yes     No  
**If so, please specify:** No

10. **Does your arts organization have adequate access to City-owned facilities for your organizations mission? If not, what is needed?**

Space to perform.

11. **How would your arts organization complete this sentence?**

*For the Cultural Arts Master Plan to be successful, it must...*

Involve all the Art organizations and have appropriate space to showcase all the talents.

12. **Anything else you want to say?** Please add additional page(s), if needed.

We are happy to be part of the Louisville community and would be happy to help any way we can.





## LOUISVILLE CULTURAL ARTS MASTER PLAN Arts Organization Questionnaire

**Name of arts organization:** Louisville Art Association

**Person completing the Questionnaire:** Emilie Parker

**Brief description of arts organization:** The LAA is a non-profit organization that is dedicated to promoting the advancement of visual art. We encourage appreciation and knowledge of visual art by sponsoring many activities in our community. All our activities are open to the public.

**Category:** Private  Municipal  501C(3) Non-Profit  Not For Profit   
Other: \_\_\_\_\_

**Number of individuals involved in your organization**

**Active members/participants:** 225

**Volunteers:** 185

**Audience or group(s) served by your organization:** Regional artists including Boulder County, north metro Denver and Norther Colorado. The LAA reaches well beyond Louisville's borders.

1. **As an arts organization, what are the most three critical challenges your organization faces?**  
(Challenges may be any obstacles that make it difficult to reach your organizational mission, goals, etc.)

1. While successful, volunteer recruitment and management is an ongoing challenge.
2. Maintaining continuity in leadership processes as we are a volunteer organization.
3. Limited flexible and available exhibit venues and gathering spaces for art education.

2. **How does your organization work around these challenges presently?**

Extensive, detailed documentation of processes; team approach to all activities to ensure knowledge is passed down annually; Board Members each oversee a "dept." and give monthly updates; Board meets 2hrs/month; 3hrs/quarterly; Exhibit binders kept up-to-date each year containing all processes; Volunteer recruitment for each

3. **Does your organization collaborate with other arts organizations to meet these challenges?**

Yes  No

4. **Primary source(s) of revenue:**

- Memberships Cost of membership(s): \$30 annual
- Fundraising events Name/time of year of event(s):
- Sponsorships Major sponsors: Creative Framing
- SCFD Grants Average award amount:
- Other Arts Grants: n/a
- Donations Accept donations at all exhibits and events
- Other: Exhibit art commission sales; Artist Entry Fees

**Continues onto page 2**

5. **How would you describe the financial health or your organization?**

*We routinely meet our financial needs and have "extra" in reserves.*

*We are able to meet our financial obligations but have long-term concerns over sustainability.*

*We operate within the confines of \$\$ we raise through donations, sales and fundraising events.*

*We are actively seeking alternative revenue sources and are able to meet our present financial needs.*

*We are actively seeking alternative revenue sources and are likely to be unsustainable within 6 months.*

*We operate on personal contributions to meet our goals and do not seek outside assistance.*

6. **Does your arts organization partner with the local business community? If so, how?**

Provide "Art in Public Places" in the Bittersweet, City Hall, Library, Recreation & Senior Center that are rotated out on a \_\_\_ schedule.

7. **Do you presently collaborate with the Louisville business community in your events/performances/exhibits, etc.?**

Taste of Louisville: Coordinate art and craft booths; Labor Day Fall Festival: Oversaw youth Sidewalk Chalk Decorating in Memory Square

8. **What level of collaboration would your arts organization like from the Louisville business community?**

Good collaboration presently but, are open to more opportunities. More promotion of individual businesses of exhibits would be appreciated; hosting special incentives/tie-ins or offers between LAA and restaurants, etc. would be great.

9. **What type of collaboration would your arts organization like from the City of Louisville?**

Currently a lot through the LCC support and the Lsvl Center for the Arts (as a resident arts organization). Display space at the Recreation Center, Library and City Hall.

10. **Does your organization presently receive assistance of any kind from the City? Yes  No**   
**If so, please specify:**

Resident art organization status at Lsvl Center for the Arts for meetings, workshops, weekly drop-in painting and exhibits.

11. **Does your arts organization have adequate access to City-owned facilities for your organizations mission? If not, what is needed?**

Could use more hours in the Center for events; more access to available space throughout the City; more storage space.

12. **How would your arts organization complete this sentence?**

*For the Cultural Arts Master Plan to be successful, it must...*

... impact every person in the City so people are aware of the art services and that they are available for everyone, not just a select group of artists. There are art opportunities for all who appreciate art in different forms; expose the public through public art.

13. **Anything else you want to say? Please add additional page(s), if needed.**

We appreciate the good collaboration between the LAA and the City, and we appreciate the City investing in arts organizations as it matches the LAA mission to spread awareness of local art. Appreciate the City support through the LCC art grants. 🙏

**When completed, please send your questionnaire to: Suzanne Janssen  
c/o Louisville City Hall, 749 Main Street, Louisville, CO 80027**



## LOUISVILLE ART ASSOCIATION RESPONSE TO ART ORGANIZATION QUESTIONNAIRE

### **#2 How does your organization work around these challenges presently?**

Exhibit binders kept up-to-date each year containing all processes; Volunteer recruitment for each event.

Regarding Limited flexible and available space. We are constantly looking for available space that can accommodate our meetings ( 60-80 people attend each meeting) when the art center is not available. Scheduling with the Rec Center has been an option but the challenge is we ca not book it till just a few weeks before the meeting/exhibit. We continue to work with the rec center. Not knowing if we have a location till the last minute causes much stress.

### **#4 Primary source(s) of revenue:**

Cost of membership is \$25, \$30 for family

Sponsorships, Duraplaq, Creative Framing, Louisville Arts District and Gstalder Law Office SCFD Grant \$3000 in the past, this year the pay structure is different, we don't know what our allocation will be.

Word ACCEPT is misspelled.

### **#6 Does your arts organization partner with the local business community? If so, how?**

Our additional local sponsors not already mentioned are: Duraplaq in Longmont, Photocraft Imaging in Boulder, Topaz Labs, Reed Art and Imaging in Denver, and Mike's Camera in Boulder.

6. The Arts in Public Places venues are:

- Bittersweet Cafe and Confections
- Blue Parrot
- DANA V Music
- Foxtail Pines Veterinary Hospital
- Louisville Chamber of Commerce
- Louisville City Hall
- Louisville Municipal Courthouse and Police Station Lobby
- Louisville Recreation Center
- Louisville Public Library
- Morning Glory Cafe

The art stays up from one to two months and we hang from 6 to 20 pieces at a time in each place depending on the size of space the venue has allotted. Our additional local sponsors not already mentioned are: Duraplaq in Longmont, Photocraft Imaging in Boulder, Topaz Labs, Reed Art and Imaging in Denver, and Mike's Camera in Boulder.

**#9 What type of collaboration would your arts organization like from the City of Louisville?**

We would appreciate the ability to schedule needed space in a timely manner with the Rec Center. We pay market price for the rooms and a discounted price for the atrium. It would be wonderful if we could at least book the few times we need space 6 months in advance. We would like to have our events put on your website, facebook page and calendar. We provide many opportunities for our community in the area of visual arts. Marketing is a challenge and expensive. Cooperation with our local city would be greatly appreciated.

**#12 How would your arts organization complete this sentence?**

*For the Cultural Arts Master Plan to be successful, it must...*

... impact every person in the community so people are aware of opportunities that are available. Louisville has a reputation of being an art focused community, but majority of this is from the businesses/volunteer organizations. Supporting these groups for public art, marketing, performing art center, studios (dance/music/artist) and encouraging artistic groups to locate here with affordable housing, co-housing options would greatly enhance the existing environment. We are very invested in the sports/open space area, it would be great to invest in the 'arts' arena.



## LOUISVILLE CULTURAL ARTS MASTER PLAN Arts Organization Questionnaire

**Name of arts organization:** LOUISVILLE ARTS DISTRICT

**Person completing the Questionnaire:** Dana Vachharajani, Janet Russell, MaryLynn Gillaspie, and Nicole Charron

**Brief description of arts organization:** The mission of the Louisville Arts District (LAD) is to develop and promote Historic Downtown Louisville as a distinctive regional center for the arts to benefit member enterprises and the community as a whole.

**Category:**  Private     Municipal     501C(3) Non-Profit     Not For Profit  
Other: \_\_\_\_\_

**Number of individuals involved in your organization**

**Active members/participants:** Active: 40 (artists and musicians) 43 Businesses, 9 Restaurants

**Volunteers:** 7

**Audience or group(s) served by your organization:** The Louisville Community and other surrounding cities; Downtown Louisville; Louisville Restaurants; Louisville Artists; Louisville Music Schools; General Public

1. **As an arts organization, what are the most three critical challenges your organization faces?** (Challenges may be any obstacles that make it difficult to reach your organizational mission, goals, etc.)
  1. Money
  2. Performance and Larger Art Space (Auditorium) for Music, Art, Etc.
  3. Volunteer Support
  
4. **How does your organization work around these challenges presently?**
  1. Charge Membership and ask for sponsorship
  2. Have to have performances in Boulder and other towns that have theatres, etc. Access to city spaces is limited
  3. The Current Volunteers have to work double overtime
  
4. **Does your organization collaborate with other arts organizations to meet these challenges?**

Yes. We approach businesses and try to rent spaces or ask for donations. Art Organizations sometime end up fending for themselves

**When completed, please send your questionnaire to: Suzanne Janssen  
c/o Louisville City Hall, 749 Main Street, Louisville, CO 80027**

5. **Primary source(s) of revenue:**

- Memberships Cost of membership(s): \$40 – 3X YEAR
- Fundraising events Name/time of year of event(s): Rhythm & Hues, October
- Sponsorships Major sponsors: Private Sponsors
- SCFD Grants Average award amount: N/A
- Other Arts Grants: \_\_\_\_\_
- Donations City of Louisville (Marketing \$); Chamber and Downtown Business Association
- Other: \_\_\_\_\_

6. **How would you describe the financial health or your organization?**

- We routinely meet our financial needs and have "extra" in reserves.*
- We are able to meet our financial obligations but have long-term concerns over sustainability.*
- We operate within the confines of \$\$ we raise through donations, sales and fundraising events.*
- We are actively seeking alternative revenue sources and are able to meet our present financial needs.*
- We are actively seeking alternative revenue sources and are likely to be unsustainable within 6 months.*
- We operate on personal contributions to meet our goals and do not seek outside assistance.*

7. **Does your arts organization partner with the local business community? If so, how?**

Yes, very much so. Other Businesses: They pay membership for advertising. Other businesses pay memberships as well and have exposure through Brochures and events.

Even non-paying downtown businesses benefit from LAD events.

The LAD not only supports local artist and artist initiatives but also encourages all downtown patronage to downtown business.

Working to fight for the beautification of the Louisville Community.

Future Planning: We have been working on First Friday Art Walk Menus for restaurants. Hotels to be included as well as McCaslin Blvd and CTC.

8. **What level of collaboration would your arts organization like from the Louisville business community?**

More active participation and financial support.  
More inclusion in the Business advertising for LAD

9. **What type of collaboration would your arts organization like from the City of Louisville?**

- Continued Support for Marketing
- Continued Sponsorship
- Extra Police patrolling during events for safety
- More Leeway with regards to signage
- Enhancement of lighting (There are very dark areas)-EXTREMELY IMPORTANT
- Continued support for Mural Project for Downtown Louisville
- Continued support for naming ally way between South and Elm Street.
- Ally Enhancements

# LOUISVILLE CULTURAL ARTS MASTER PLAN

## Arts Organization Questionnaire

- Recognition from the city that the Arts Organizations, Artists, Music School are a year round economic draw to Louisville.
10. **Does your organization presently receive assistance of any kind from the City?**  Yes  No  
**If so, please specify:** Marketing support by way of monetary donation and occasional printing of marketing materials if City-sponsored.
11. **Does your arts organization have adequate access to City-owned facilities for your organizations mission? If not, what is needed?** No. Many times the facilities are worn thin with other organizations renting as well. The facilities are not big enough. Unattainable. The Louisville Center for the Arts is not a performance facility nor is it equipped to be.
12. **How would your arts organization complete this sentence?**  
*For the Cultural Arts Master Plan to be successful, it must...*  
Assist Local Arts Organizations and Businesses to thrive in the Louisville by:  
Recognition  
Financial Support  
Exposure  
Review of Planning Ordinances  
Open Communication  
More Collaborative Marketing Effort
13. **Anything else you want to say?** Please add additional page(s), if needed. We feel that the First Friday Art Walks and LAD sponsored events as well as other Art Organizations is truly helping the economy of Louisville by bringing positive attention, tax dollars, and general color that makes Louisville one of the Most Livable Cities in the US. The Art Organizations helps bridge the development for Louisville's Future while sustaining its past. We maintain the charm and continue to preserve the history of Louisville. We understand that changes occur but we feel that Arts are a catalyst bridge to a changing community.

thank  
you!

When completed, please send your questionnaire to: Suzanne Janssen  
c/o Louisville City Hall, 749 Main Street, Louisville, CO 80027



## LOUISVILLE CULTURAL ARTS MASTER PLAN Arts Organization Questionnaire

Name of arts organization: Louisville Art Association

Person completing the Questionnaire: Emilie Parker

Brief description of arts organization: The LAA is a non-profit organization that is dedicated to promotion of visual art. We encourage appreciation and knowledge of visual art by sponsoring many

Category: Private  Municipal  501C(3) Non-Profit  Not For Profit

Other: \_\_\_\_\_

Number of individuals involved in your organization

Active members/participants: 225

Volunteers: 185

Audience or group(s) served by your organization: Regional artists including Boulder County, north Norther Colorado. The LAA reaches well beyond Louisville's borders.

**1. As an arts organization, what are the most three critical challenges your organization faces?**

(Challenges may be any obstacles that make it difficult to reach your organizational mission, goals, etc.)

1. While successful, volunteer recruitment and management is an ongoing challenge.
2. Maintaining continuity in leadership processes as we are a volunteer organization.
3. Limited flexible and available exhibit venues and gathering spaces for art education.

**2. How does your organization work around these challenges presently?**

Extensive, detailed documentation of processes; team approach to all activities to ensure knowledge is passed down annually; Board Members each oversee a "dept." and give monthly updates; Board meets 2hrs/month; 3hrs/quarterly; Exhibit binders kept up-to-date each year containing all processes; Volunteer recruitment for each

**3. Does your organization collaborate with other arts organizations to meet these challenges?**

Yes  No

**4. Primary source(s) of revenue:**

- Memberships Cost of membership(s): \$30 annual
- Fundraising events Name/time of year of event(s):
- Sponsorships Major sponsors: Creative Framing
- SCFD Grants Average award amount:
- Other Arts Grants: n/a
- Donations Accept donations at all exhibits and events
- Other: Exhibit art commission sales; Artist Entry Fees

Continues onto page 2

5. **How would you describe the financial health or your organization?**

- We routinely meet our financial needs and have "extra" in reserves.  
 We are able to meet our financial obligations but have long-term concerns over sustainability.  
 We operate within the confines of \$\$ we raise through donations, sales and fundraising events.  
 We are actively seeking alternative revenue sources and are able to meet our present financial needs.  
 We are actively seeking alternative revenue sources and are likely to be unsustainable within 6 months.  
 We operate on personal contributions to meet our goals and do not seek outside assistance.

6. **Does your arts organization partner with the local business community? If so, how?**

Provide "Art in Public Places" in the Bittersweet, City Hall, Library, Recreation & Senior Center that are rotated out on a \_\_\_ schedule.

7. **Do you presently collaborate with the Louisville business community in your events/performances/exhibits, etc.?**

Taste of Louisville: Coordinate art and craft booths; Labor Day Fall Festival: Oversaw youth Sidewalk Chalk Decorating in Memory Square

8. **What level of collaboration would your arts organization like from the Louisville business community?**

Good collaboration presently but, are open to more opportunities. More promotion of individual businesses of exhibits would be appreciated; hosting special incentives/tie-ins or offers between LAA and restaurants, etc. would be great.

9. **What type of collaboration would your arts organization like from the City of Louisville?**

Currently a lot through the LCC support and the Lsvl Center for the Arts (as a resident arts organization). Display space at the Recreation Center, Library and City Hall.

10. **Does your organization presently receive assistance of any kind from the City?** Yes  No

**If so, please specify:**

Resident art organization status at Lsvl Center for the Arts for meetings, workshops, weekly drop-in painting and exhibits.

11. **Does your arts organization have adequate access to City-owned facilities for your organizations mission? If not, what is needed?**

Could use more hours in the Center for events; more access to available space throughout the City; more storage space.

12. **How would your arts organization complete this sentence?**

*For the Cultural Arts Master Plan to be successful, it must...*

... impact every person in the City so people are aware of the art services and that they are available for everyone, not just a select group of artists. There are art opportunities for all who appreciate art in different forms; expose the public through public art.

13. **Anything else you want to say?** Please add additional page(s), if needed.

We appreciate the good collaboration between the LAA and the City, and we appreciate the City investing in arts organizations as it matches the LAA mission to spread awareness of local art. Appreciate the City support through the LCC art grants. 🙏

**When completed, please send your questionnaire to: Suzanne Janssen  
c/o Louisville City Hall, 749 Main Street, Louisville, CO 80027**



PROPOSAL  
CITY OF LOUISVILLE  
COMMUNITY PARK SCULPTURE PLAN  
&  
ART IN PUBLIC PLACES PROGRAM

PRESENTED BY:  
JOHN KINKADE  
J.K. DESIGNS, INC.  
2683 NORTH TAFT AVENUE  
LOVELAND, COLORADO 80538



# LOUISVILLE ART IN PUBLIC PLACES PROPOSAL

## Introduction

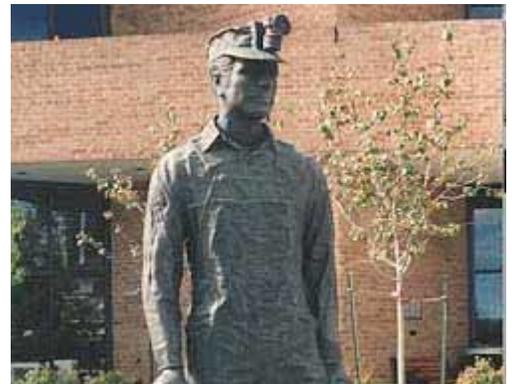
At the request of the City of Louisville Cultural Council, I have reviewed the opportunities for the placement of sculpture in Community Park. This review was expanded by the City of Louisville Parks and Recreation Department to include recommendations for a public art program for the City. Whether the program is for the Community Park or for the entire City, it is in the best interest of the LCC and the City to create a program and policies that will apply to all public art placements in the City.

The City of Louisville Cultural Council has had great success with many projects during the last five years and it appears that this is just the beginning for the City. This is very impressive in that the economy has generally made such progress unattainable in many other communities. These successes most likely may be attributed to many factors which include an excellent city staff, the hard work of many community boards like the Louisville Cultural Council, non-profit organizations and private citizens. The Downtown Business Association and the Louisville Arts District are wonderful additions to a rapidly changing historic downtown.

The conclusions reached in this report are a result of meetings with Susan Honstein, Chairperson of the Louisville Cultural

Council (LCC), the board members of the LCC, Malcolm Fleming, City Manager, Heather A. Balsler, Deputy City Manager, Troy Russ, Director of Planning and Building Safety, Sean McCartney, Principal Planner, Kathy L. Martin, Superintendent of Recreation and Senior Services, Julie Seydel, Facility Operations Manager, Joe Stevens, Parks and Recreation Department Director, Maryan Jaross, former LCC Chairwoman, Judy Goodson, Chairwoman of the Downtown Business Association, Janet Russell, Creative Framing Company and Aaron DeJong, Economic Development Director. Also, reviews were made of the Parking and Pedestrian Action Plan for downtown, the layout for Community Park and the proposed City of Louisville Comprehensive Plan. Finally, a number of tours beginning with Community Park of the city including Steel Park, Highway 42 Development, the historic Downtown and Revitalization District which includes the Louisville Arts District and the McCaslin Boulevard Urban Center. The Louisville Center for the Arts and Community Park were conducted.

Much of what was learned from the interviews indicated that many of the arts related events and entities have had success as a result of a lot of hard work and sacrifice. The reward has been a very grateful community that actively participates in art events. Even with this success all art organizations appear to be experi-



M C C A S L I N E N T R Y



L O U I S V I L L E C O L O R A D O  
P U B L I C A R T

encing some growing pains. The timing may be right for there to be a full time City Cultural Administrator to assist in communication, coordination and implementation of the City's public and private cultural events and programming. It may also be the right time to formalize an Art in Public Places Program applicable to Community Park as well as the entire City. It is hoped that this report will cultivate conversation to determine if there is enough community commitment to establish an ongoing Art in Public Places Program.

## Community Park

### Purpose

The purpose of the Public Sculpture Plan for Community Park is to make the Park a destination to the Louisville citizenry and visitors by enhancing the Park with public artworks that will appeal to all viewers, regardless of age or background. These sculptures will be placed in a manner that will draw the public through the Park from its many different entrances. It is recommended that nine additional sculptures be added to the Park over the next six years using a Three Phase Plan.

### History

During the construction of the infrastructure of Community Park, eight (8) concrete sculpture pads were placed around

the elliptical walk way and the formal garden at the east end of the elliptical walk. The goal and vision was to create a sculpture walk in Community Park. The task of creating the sculpture garden and walk was turned over to the LCC by the City Council. A small amount of funding was also made available to do this. One sculpture, "Clorese", by Sherrill Stone has been placed on the south edge of the formal garden in the northeast corner of Community Park. Small in size for a public art piece but at the same time appropriate for the intimate nature of the formal garden design, the sculpture represents the first successful public art placement for the LCC.

An Art on Loan Program was developed by the LCC in 2010 to place five other \$10,000 sculptures on loan in the park. Although this program was not implemented, the planning has been done for such a program and is ready to proceed if the LCC desires. The forms created for such a program are attached. This is not recommended for the many reasons discussed in this report.

### Challenges & Opportunities for Sculpture in Community Park

The initial placement of the sculpture in the formal garden is not where the activity in the park takes place. With the exception of the summer music events and private parties at the pavilion, the dog park



B E T W E E N F R I E N D S



DETAILS: 36"H 27"W 12"D (scale would require putting it on a pedestal)  
By Jane DeDecker  
Bronze Edition of 11  
\$16,000

gets most of the attention at the park. A dog sculpture at the dog park would probably be better received. As a result, it is recommended that sculptures be placed in each of these areas in the second phase of the park sculpture plan. Doing so will create a program that more people can buy into and identify with thereby establishing Community Park as the City's sculpture park and walk.

In regard to the Art on Loan Program, with the changing economy, many artists are not maintaining large inventories and therefore reluctant to put their work on loan. Artists have also become more particular as to where they do lend their artwork and are looking for loan programs where there is a great deal of visibility, a history of sales and therefore a good chance to sell the artwork. But, this is not to say that with a national call that artwork in this price range cannot be found for the park.

With an Art on Loan Program, the quality and desirability of the artwork may therefore have to be compromised to proceed with this program as it was designed. The previously prepared budget for the loan program anticipates the purchase of a \$10,000 sculpture from the sculpture on loan program each year the program is in effect making the program have an annual expenditure of approximately \$15,000 to annually orchestrate the program. Ten thousand dollar sculptures tend not to be

very large in scale and easily subject to vandalism and theft. This part of the park is remote (although it can be seen from the road which is a positive) and not as frequently visited. The addition of lighting would help deter vandalism.

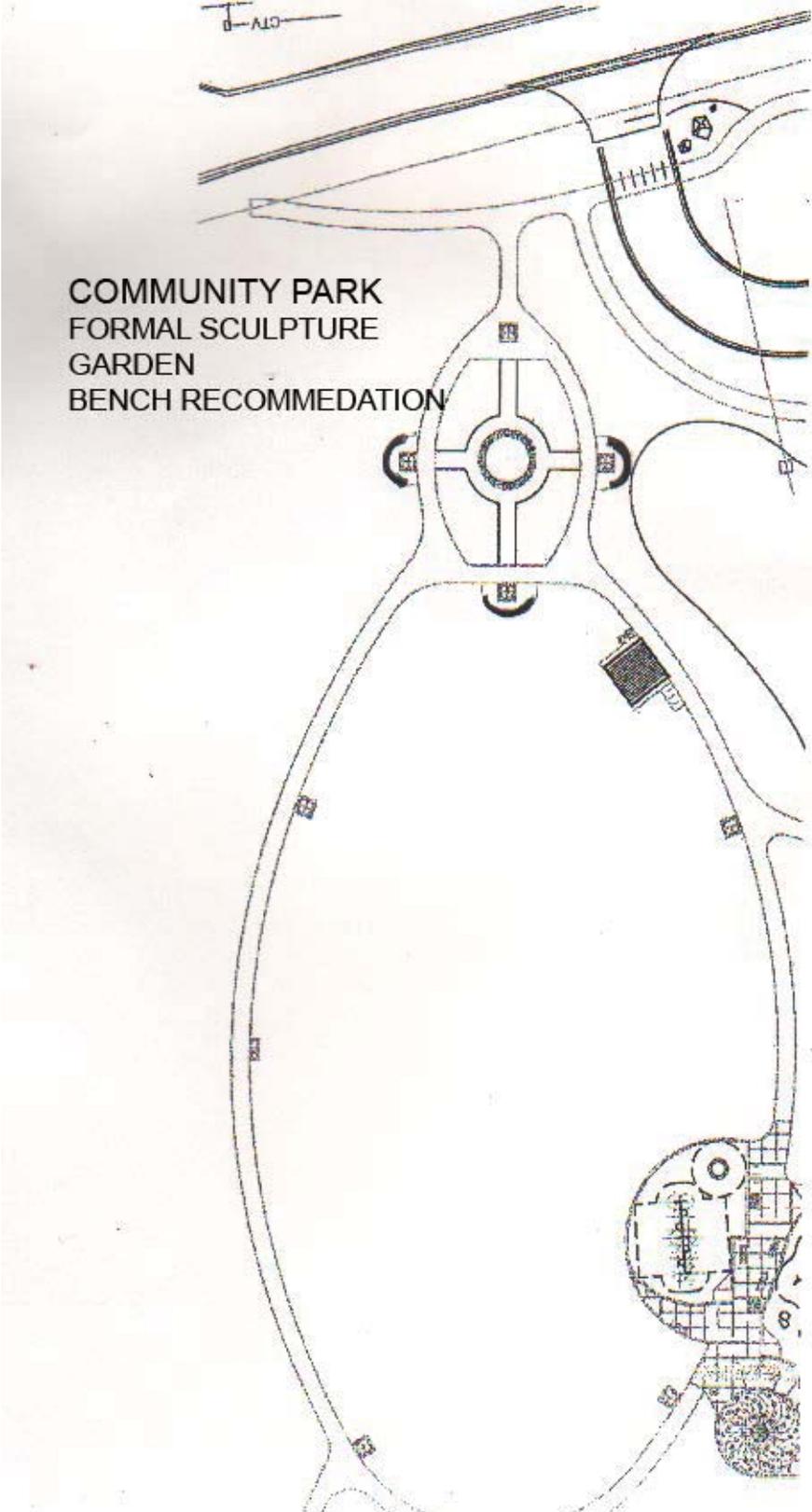
#### Recommendations - Community Park

From the review of the public art needs for the City, it would not appear that the Community Park Sculpture Walk should be given priority over other public art placements in the City. However, in that one sculpture has been placed, it would be desirable to complete a portion of the plan. It is therefore recommended that at a minimum, the three remaining sculpture sites around the formal garden and in close proximity to the existing sculpture be completed with sculptures intimate (small to medium) in scale and reasonable in price.

If a direct purchase program is established, it would be suggested that sculptures of greater value than \$10,000 be considered to insure permanency, scale and quality. These should be two foot to four foot tall sculptures placed on pedestals similar to the existing placement to give the sculptures more of a presence. The LCC should anticipate spending between \$15,000 and \$20,000 for each of these sculptures. These costs should include the costs of the pedestal, installation and site refinement.



E L L I P S E F O O T P R I N T



DETAILS: Footprint for Formal Garden and large-ellipse in Community Park.

A positive element to finishing this portion of the Community Park Sculpture Walk is that these four sculptures can be seen from the street and there is parking immediately to the south for visitors. To make this sculpture garden a better experience and draw, the north, west, and south sculpture placements could be enhanced with the placement of an arced bench around each placement. To save dollars, it is recommended that the circular bench presently located at the center of the formal garden be divided into three equal parts with each third being placed behind the south, west and north sculptures at the formal garden. The east sculpture would be free standing without a bench in that it is in the center of the concrete walk. This enhancement would also create a greater mass thereby making the placements much more welcoming in presence and interest.

The benches in the formal garden appear to be seldom used because they are placed in such a way that a person must sit where they cannot easily converse with a friend. In fact, they create a feeling of one being alone unless someone stands in front of the seated person to converse. They would be far more effective if placed around the sculptures where two or more people could sit on the concave side and converse with each other while experiencing the artwork. With the addition of the benches and the close proximity of each

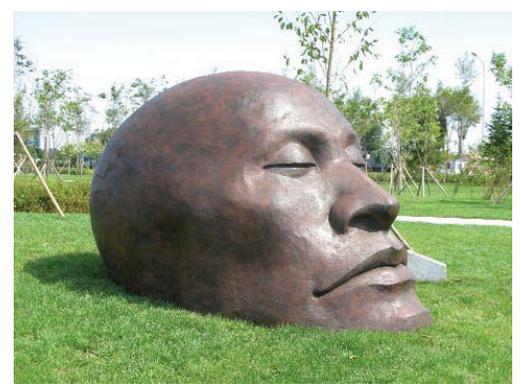
of the placements, a much more interesting experience for the visitor is provided. Each of the sculptures can be viewed from the others and therefore a person is drawn to view each one and circle the formal garden.

To make this site even more cohesive, sticking to a theme such as wildlife or the environment for the sculptures might also be considered.

### Recommendations for Funding Sculptures in Community Park

The cost to complete this part of the sculpture walk would be an overall \$45,000 to \$60,000 project. There have been no significant funds designated to complete the formal garden placements. It appears there are five logical sources for funding for the formal sculpture garden.

1. Through city funding with the City Council designating a lump sum in one year or up to \$20,000 each year for three years to complete this specific site. In that these enhancements are for a city park the funding would probably be a part of the Parks Department budget. A call to artists could be made and the project would be completed within a one to three year span.
2. Government grants that the LCC is eligible for each year may also provide an adequate source to complete this proj-



H E R O N & T H E S U N



DETAILS: 7'H  
By Darrell Davis  
Bronze Edition of 8  
\$35,000

ect.

3. A private sponsorship of the formal garden from one source with the garden being named in honor of the donor is another possibility. An example would be to name the garden the XYZ Sculpture Garden.

4. Private fundraising through the 501c(3) of the LCC.

5. The alternative to the above is to extend the art on loan program discussed above to the three remaining pedestals and not make any permanent placements. This would greatly reduce the cost but would seemingly be a lot of effort for a location that is not highly visible.

Sufficient private fundraising by the board members of the LCC seems unrealistic. Observation would indicate at the LCC is much more than a policy making council. Each board member devotes an extraordinary amount of time to maintain the programming already committed to by the LCC.

If private fundraising is the only source of funding a public art program, it would be recommended that additional volunteers be brought into the program as a sub-committee. Consideration should be given to spinning off the 501c(3) presently held by the LCC to be come its own separate entity as the funding support arm of the LCC.

There are many examples of this throughout the state and country in the form library support groups, generally called Friends of the Library. Public Arts organizations have been slow to follow this model. In order to have continuity with the LCC, the retiring chair person of the LCC could automatically go to the 501c(3) board. User groups of the Louisville Center for the Arts could also fill slots on the board.

If a public art program in Louisville-including completion of the sculpture garden at Community Park-is truly a priority project that the LCC is going to take on, then attention must be given to whether the LCC wishes to devote the time or whether the organization of a public art sub-committee should be established. With the present workload of the LCC members, it is recommended that the LCC create this subcommittee with one of the LCC members at the head of it. Art committees of five (5) to seven (7) generally seem to be more efficient and they would supervise the selection of a sculpture and recommend it to the LCC for approval. The LCC would then send their recommendation to the Louisville City Council for final approval. This is a standard approach for many art councils around the country. An alternative to this would be to have the City designate or hire at least a part time person who would carry out the public art program for the LCC including the call for artist submissions, selection process with the LCC making the decision, and final installation.

As to the four (4) remaining concrete footprint sites that are placed around the larger elliptical walk, it is recommended that the placement of sculptures for these sites be put on hold for the time being unless the placement of the first six sculptures has produced the enthusiasm to proceed. Because of the great expanse between each of the sites, in order to draw a person from placement to placement larger sculptures are recommended. The scale of the site, unless these remaining four sculptures are larger, will cause these sculptures to appear to be diminutive in scale. As a result, these sculptures should be at least six (6) to eight (8) feet in height with budgets ranging from \$40,000 to \$60,000. That would make the second phase of Community Park a

S T R E N G T H   O F   T H E   M A K E R



DETAILS: 50"H 42"W 45"D  
By Denny Haskew  
Bronze Edition of 21  
\$34,000

\$160,000 to \$240,000 project. Finally, in the event that the Community Park Sculpture Walk becomes a reality with the total placement of eight or more sculptures, it is recommended that gateways that include artwork be designed to identify the entries to the Sculpture Walk.

These gateways may be designed using plant materials, architectural elements and/or sculptures. It is recommended that each gateway have some continuity in design to the others to give cohesiveness to the sculpture walk.

### THREE PHASE SIX YEAR SCULPTURE-WALK ROADMAP FOR COMMUNITY PARK

If the LCC determines that there charge is to fully complete the Public Art Placements in Community Park, the following is a recommended program to do so.

#### PHASE I – Fiscal Years 2013 – 2014 (Formal Garden)

- LCC adopts all policies and procedures for Public Art prior to putting out a call to artists, both permanent and on-loan LCC obtains approval from the Louisville City Council or the City administration of the three phase plan. The plan includes the selection of a funding mechanism sufficient to carry out the 3-phased plan
- Prepare and send “Call for Artists” for Sites 2-4.
- Select the three sculptures for Sites 2,3, and 4
- Prepare Sites 1,2, and 3 with the installation of benches from center of formal garden and the creation of small plazas at Sites 1, 2, and 3.
- Installation of sculptures
- Light tree in center of formal garden in order to give the garden enough ambient light to deter vandalism.

#### PHASE II – Fiscal Year 2015 (Dog Park and Band Shell)

- Prepare and send “Call for Artists for Sites 5 and 6
- Select the two sculptures for Sites 5 (dog sculpture) and 6 (music sculpture)
- Prepare Sites 5 and 6 (footings) to receive sculptures.
- Installation of the sculptures

#### PHASE III – Fiscal Years 2016 – 2019 (Large Ellipse)

- Prepare and send “Call for Artists for Sites 7 – 10 (one a year during the four years of this phase.
- Select the sculpture each year for the proposed site
- Revamp footing to accommodate the selected sculpture
- Installation of the sculpture





DETAILS: 7'H 2'W 3'D  
By Kevin Box  
Stainless Steel Edition of 24  
\$35,000

## Public Art Opportunities in the City of Louisville

Although not contracted to do a master plan for the Louisville Cultural Council, so much of the information gained through interviews indicates that addressing the twelve (12) major components of most public art master plans would be helpful as a reminder what the appropriate structure would be for each of the areas reviewed. These components are:

1. Goals and Vision
2. Integration with other planning
3. Creating a Public Art Authority
4. Funding
5. Site Selection
6. Artist Selection
7. Staffing or Contracting Program Administration
8. Documentation of Public Art
9. Maintenance of Public Art
10. Acquisition and Removal of Public Art
11. The Receipt of Public Art Gifts
12. Educational Opportunities

The recently approved City of Louisville Comprehensive Plan recommends the creation of a City-wide Arts and Culture Master Plan aimed at integrating the arts, culture and humanities with urban design, economic development, education and other community development initiatives.

In regard to Arts and Culture, the Comprehensive Plan specifically states that the Community-wide Arts and Culture Master Plan should include the following components:

- Economic Vitality and the Arts – Preserve and share the Louisville’s unique setting, character, history, arts and sculpture by identifying partnerships resources and attractions that respect the needs and desires of Louisville residents.
- Facility Evaluation and Development – Respond to the growing desire for cultural facilities by identifying short and long-term facility needs and priorities, and recommending public and private methods to meet those needs.
- Public Art and Community Design – Create a stimulating visual environment through the public and private artworks programs, and create a greater understanding and appreciation of art and artists through community dialogue, education and involvement.
- History and Heritage – Work with the Louisville Historical Commission to develop a greater understanding of our heritage and assess the City’s facilities in which that history is preserved, interpreted, and shared.
- Humanities – Foster the spirit of community in which the richness of human experience is explored and nurtured through ongoing analysis and exchange of ideas about the relations to



J O U R N E Y T O M A R K E T



DETAILS: Life-Size  
By Dee Clements  
Bronze Edition of 11  
Price upon Request

self, others and the natural world.

- Local Artists – Encourage local support for a creative and economic environment that allows artists to continue to live and work in and for the community, and for themselves.
- Marketing and Communications – identify marketing and communication systems to promote the arts and culture through public dialogue, media and education.
- Art and Culture Education – Demonstrate commitment to quality arts and culture education and lifelong learning by advocating for inclusion of the arts and culture in our schools and in community settings.
- City Board and Commission Support – Advance the community’s understanding of local zoology and botany with the Horticulture and Forestry Advisory Board.
- Financial Resources – Encourage the focal soundness of Louisville Cultural Council by evaluating and recommending improvements to its capacity to maintain effective public, private and earned income funding.

Policy CS-6.2: The appropriate City Departments and the Louisville Cultural Council (LCC), as the principal advisory board to the Louisville City Council related to the arts, shall serve as the primary voice for the development of the Arts and Culture Master Plan.

Policy CS-6.3: The appropriate City

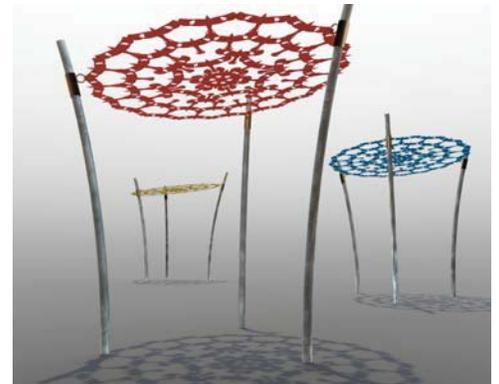
Departments and the LCC shall provide an inclusive public forum for discussion of issues and ideas affecting the development of a City-wide Arts and Culture Master Plan.

The Louisville Comprehensive Plan specifically mentions public art twice in relationship to districts in the City;

1. Downtown and the Highway 42 Revitalization District where Policy #11 states “Support public art initiatives which add to the character of Downtown, the Revitalization District and the City.”
2. McCaslin Boulevard (south of Cherry) where Policy #12 states “Support public art and amenities that add to the character of the McCaslin Boulevard Urban Center and the City.”

### Downtown

The Parking and Pedestrian Action Plan provides the most opportunities for the placement of Public Art in Louisville. Public Art placements in this area would have more visibility than any other sites in the City. In that public art is supported by the Comprehensive Plan in the Historic District, there is an opportunity to integrate new Public Art with other city planning. The proposed plazas and walkways of the Action Plan all provide excellent opportunities for public art placement. Immediate attention should be given by the City Council to determine



S T O R Y T E L L E R



DETAILS: 72"H  
By Carol Gold  
Bronze Edition of 6  
\$55,000

whether this is an important enough priority to justify its funding. If so, a percentage of each project in the Action Plan should be set aside for Public Art.

There is an estimated \$2,210,000 in spending for this Action Plan in the next 5 years. One percent set aside would only create a fund of approximately \$22,100. Although a start, this is not a substantial enough fund for an effective public art program in the Historic District. It may be that a program encompassing all public and private capital projects coupled with a public/private matching fund of \$50,000 to \$100,000 a year should be given consideration to create a public art fund that is effective.

At this point in time, the input received from interviews indicates that the South Street Underpass carries perhaps the most preference for the placement of Public Art. This project carries the majority of funds to be spent in the Action Plan for the next 5 years (\$1,500,000). For public art to be effectively incorporated into the South Street Underpass, a decision as to its inclusion and funding needs to be made quickly if the artwork is to be effectively designed into the project and not just as an after thought.

There are a number of underpasses planned in the City. Each one should be considered as an opportunity for the placement of public art.

Public art isn't limited to sculpture. Murals with historic reference would be ideal for downtown. Starting with a commissioned art piece that is also a dog drinking fountain would be fun. Another obvious site for the placement of public art is Memory Square Park and the

grounds around the Louisville Art Center. This would continue to establish the Art Center's brand and enhance the experience for visitors to the Art Center for all of the art events scheduled at the Center. This site would also be an opportunity for involvement with the Louisville Historical Commission.

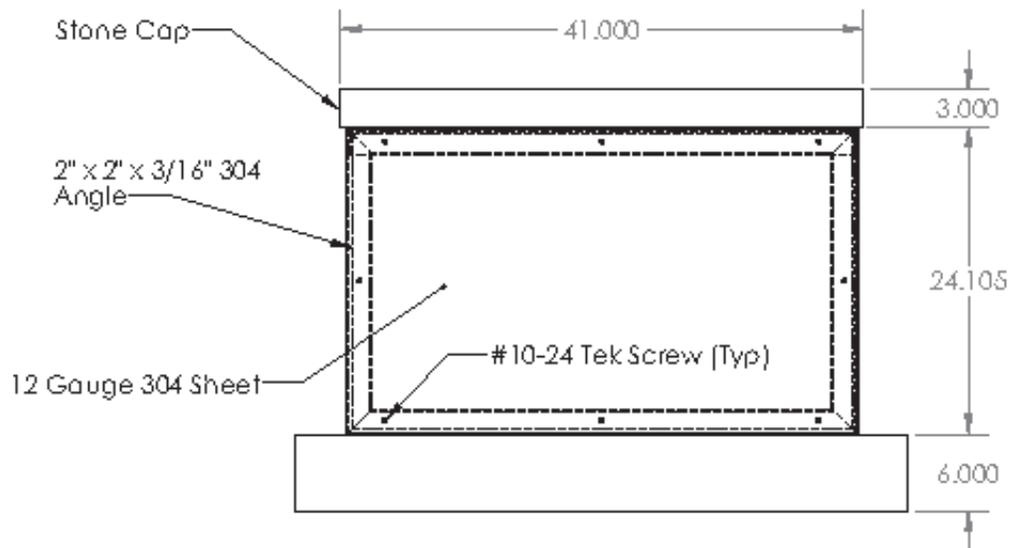
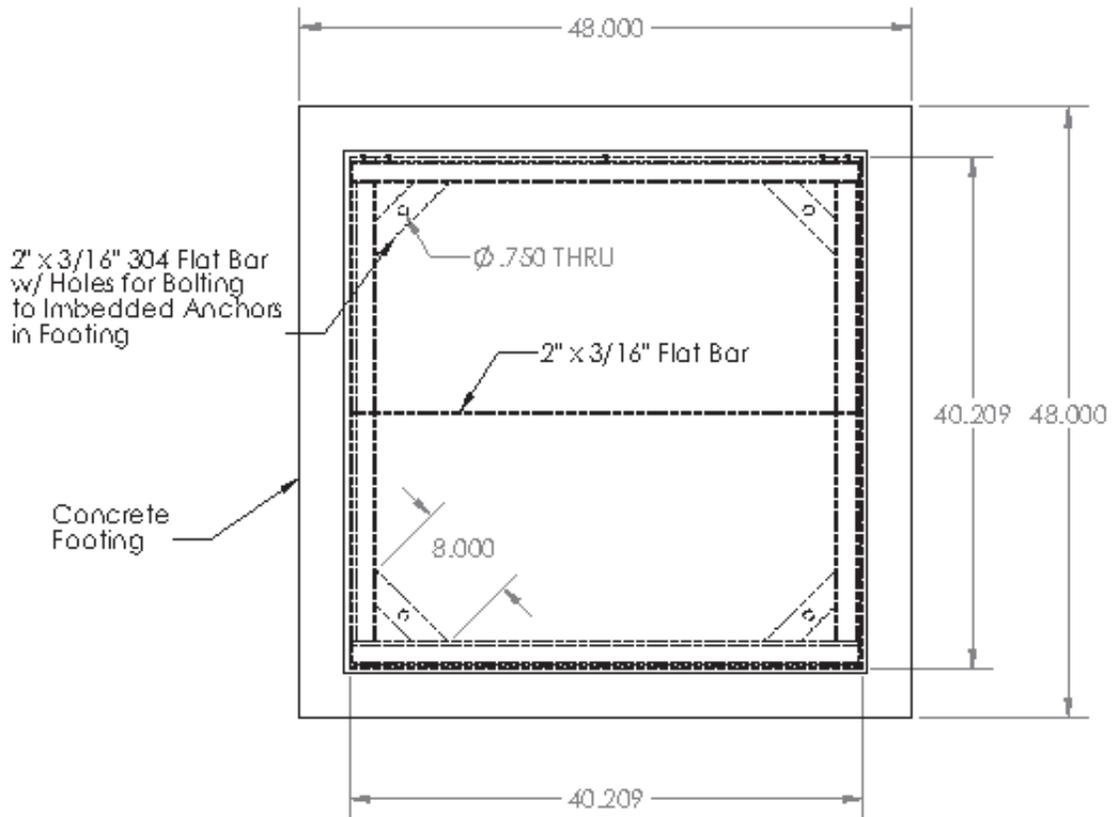
#### McCaslin Boulevard Urban Center

The anticipated transformation of the McCaslin Boulevard Urban Center will provide new opportunities for the placement of public art. The comprehensive plan anticipates the introduction of public gathering spaces on both sides of McCaslin Boulevard. These spaces would be ideal sites for public art. Public art can also be a factor in gateway features and way finding. The anticipation of the future transformation of this area reinforces the need to establish appropriate funding sources for Public Art placement prior to the development occurring.

#### Pedestal Design

A pedestal design that would work well in Louisville for any of the art in public place sites is one of stainless steel and buff sandstone. This will work well for both permanent and art on loan placements. The recommended pedestals would be fabricated from stainless steel with brushed finishes or they can be powder-coated any preferred color. They would be capped with a 2" thick slab of Dakota sandstone. While the pedestals will be constructed in a manner similar to the attached rendering, dimensions may vary depending on the location and artwork.

STAINLESS STEEL AND STONE PEDESTALS



Recommended Pedestal Design for all Public Art Placements

## Conclusion

Although there is a general interest in having an Art in Public Places Program, my research initially indicated that there wasn't a champion for such a program on the City Council or even in the LCC with the possible exception of the LCC's Chairperson. This conclusion turned out to be wrong. Initially, the most encouragement and enthusiasm was received from the City Staff. In fact, every City Staff person interviewed desired the establishment of such a program and showed more interest than the non-staff people interviewed. However, during the course of the review of this proposal more interest has been generated at all levels of the City management and boards. The inclusion of the Community-wide Arts and Culture Master Plan in the newly adopted Comprehensive Plan also generated interest. LCC Board Members were not included in the interviews until the end of the review and their support for a public art program at that time became very evident, Board Member, Blake Welch, has indicated that he is willing to champion the establishment of a Louisville Public Art Program. With this encouragement, it appears that if LCC takes the lead with the support of the City Council the establishment of a public art program is attainable.

A number of policy recommendations for a public art program are submitted with this report together with the forms and agreements that the LCC has previously used or created. It is recommended at the LCC review these policies with the Parks and Recreation Department to determine their compatibility with the City's rules, regulations and procedures. This review will give the LCC a good understanding of what is required to establish an Art in Public Places Program. If after the review,

the LCC determines it would like to proceed with an Art in Public Places Program and can find people to support such a program then adoption of the recommended policies would perhaps give the City Council the confidence to go forward. Therefore, once the LCC Art in Public Places Policies have been adopted by the LCC, the next step would be to have a working meeting with the Louisville City Council to determine if there is a commitment to establish a funded Art in Public Places Program.

In the event that a funded public art program is established, it is recommended that a city staff position with duties limited to the LCC be created. Most staff positions of this nature require at least 20 hours per week to maintain the cultural programming of a city. Perhaps this position starts out at half time or an adjustment is made in the Parks and Recreation Department to accommodate this. My experience has been when a city meets this threshold that the best place in the City organizational structure is under the tutelage of the City Manager's office or under the Planning and Community Development Department. In most instances this would be a part of the Assistant City Managers duties and if the Assistant City Manager doesn't have the time availability to do the work, then a staff person reports to the Assistant City Manager. Many cultural programs involve multiple City departments such as Parks, Planning, and Public Works. The City Manager's office is the most efficient location to handle multi department projects when it comes to communication and implementation of cultural programming. In regard to public art, the Planning Department is perhaps the best place to initiate public art projects as capital improvement programs are being conceived. The Department of Planning and

Public Safety is probably not the best fit for programming. City Parks and Recreation Departments are strong in programming and maintenance. Many of the placements of public art in the United States have sites in city parks and right of ways. This appears to be what will be the case in Louisville. Public Works Departments often participate in the creation of sites as well as the building of footings and pedestals, thereby saving money so that the art placements may be of greater consequence.

Creating an office at the Art Center would also add to the brand of the Art Center. If it is not feasible in the City Manager's structure then certainly the Parks and Recreation Department is the next most desirable department to have this position placed. Some communities also house the position in their Public Works Department, however, since the LCC programming goes far beyond an Art in Public Places program, this doesn't appear to be a fit.

## Management Summary

I was asked by the LCC to review the Community Park sculpture placement program and by the Parks and Recreation Department to do an overview of the City of Louisville Public Art Program. The policies proposed would apply to both programs in that Community Park is a part of Louisville's Public Art Program. A summary of the immediate steps to be taken by LCC to proceed with a public art program are as follows:

- Throughout the development of a public art program for Community Park and the City of Louisville use the twelve (12) major components of most public art master plans as a checklist to make certain all aspects of a policy, plan, or project have been addressed.
- Review (amend if necessary) and adopt the public art policies attached to this proposal.
- Review the THREE PHASE SIX YEAR COMMUNITY PARK SCULPTURE-WALK ROADMAP provided in this review and determine how the LCC wishes to proceed if at all with the placement of sculpture in the Park. This should include a time table.
- Determine what method or methods of fundraising is desired for the placement of sculpture in Community Park
- If sculpture placement funding relies upon City dollars, make a request for City funding to the City Council for a budget allocation and/or for a future on-going funding source.
- Form a subcommittee to the LCC to manage the placement of public art.
- Once funding is in place, proceed with a call to artists or select an artist for placement in the Park.
- Set up a work session meeting with the Louisville City Council to discuss the creation of an in house Community-wide Arts and Culture Master Plan as well as the LCC's commitment to a public art program for the City of Louisville.

LOUISVILLE ART IN PUBLIC PLACES PROPOSAL

## **Index to Policies and Forms**

### Proposed LCC Public Art Policies

Acquisition Policy  
Deaccessioning Policy  
Donation Policy  
Patina Questionnaire (for artists adding work to permanent collection)  
Public Art Maintenance Policy  
Public Art Right of Way Policy

### Existing Forms for Art Acquisition and Art on Loan Program

Fundraising Letter  
Thank you letter to donors  
Timeline for Art on Loan Program  
Budget for Art on Loan Program  
Call for Art on Loan Program  
Artwork Application for Art on Loan Program  
Notification of Selected Art on Loan Program Participants  
Art on Loan Contract

## Americans Speak Out About the Arts: An In-Depth Look at Perceptions and Attitudes about the Arts in America

Posted by [Mr. Randy Cohen](#), Jul 13, 2016

It is undeniable—the arts transform people and communities every day. There are many studies that document the social, educational, and economic benefits of the arts to communities. But how does the American public feel about the arts? Do they value artistic activities and arts education? Do they feel the arts are an important part of their lives and do they support government funding for the arts?

In December 2015, we put these questions directly to the public to find out. Working with Ipsos Public Affairs, we surveyed 3,020 American adults online, making it one of the largest [public opinion studies](#) about the arts ever conducted. As one might expect when hearing from the public, we find a mix of assumptions challenged and observations confirmed.

The American public is more broadly engaged in the arts than previously understood—believing that the arts not only play a vital role in personal well-being and healthier communities, but that the arts are also core to a well-rounded education. Here are a few things we saw in the survey results:

- **The arts and our better selves.** In a society struggling to find equity and social justice, Americans believe the arts improve the quality of our communities. 67 percent believe “the arts unify our communities regardless of age, race, and ethnicity” and 62 percent agree that the arts “helps me understand other cultures better.” These quality-of-life and well-being benefits are not limited to the affluent, educated, or a particular racial group. Rather, they cut across all socioeconomic strata. Despite the individual and community benefits, just 45 percent believe that “everyone in their community has equal access to the arts.”
- **The arts are prevalent in our communities.** We are more likely to experience the arts outside of the traditional arts venues than inside. 68 percent attended an arts event in the past year, such as the theater, museum, zoo, or a musical performance. Yet, an even greater proportion of Americans say they experienced the arts in a “non-arts” venue such as a park, hospital, shopping mall, or airport (77 percent).
- **Americans show overwhelming support for arts education.** 88 percent believe the arts are part of a well-rounded education for K-12 students, including 56 percent who strongly agree (versus just 7 percent who disagree). However, 27 percent believe that students in their community don’t have enough access to the arts, most notably in suburban (31 percent) and rural (43 percent) communities.
- **Government funding for the arts is viewed favorably.** 43 percent believe that current government funding of the arts is not enough, while 26 percent believe it is just right. It comes as no surprise, then, that the respondents who approve federal government increasing spending from 45 cents to \$1 per person on grants to arts organizations greatly outweighs those who disagree (55 percent vs. 19 percent).
- **And, because National Tattoo Day is just around the corner (you knew there had to be one, right?).** 27 percent of Americans boast a tattoo (12 percent have more than one). Three-quarters believe that tattoos are a form of art (73 percent).

You can read more about the survey and download the full report here, as well as a handy one-pager highlighting 15 things Americans believe about the arts.



# What Americans Believe About the Arts

The American public is more broadly engaged in the arts than previously understood—believing that the arts not only play a vital role in personal well-being and healthier communities, but that the arts are also core to a well-rounded education.

1. **“The arts provide meaning to our lives.”** 63 percent of the population believe the arts “lift me up beyond everyday experiences,” 64 percent feel the arts give them “pure pleasure to experience and participate in,” and 73 percent say the arts are a “positive experience in a troubled world.”
2. **“Most of us seek out arts experiences.”** Seven in 10 American adults (68 percent) attended an arts event in the past year, like going to the theater, museum, zoo, or a musical performance.
3. **“We often experience the arts in unexpected places.”** An even greater proportion of Americans (77 percent) say they experienced the arts in a “non-arts” venue such as a park, hospital, shopping mall, or airport.
4. **“Across demographic groups, the arts are part of our lives.”** People of color were more likely to attend an arts event than their white counterparts (71 percent vs. 66 percent). Higher rates of attendance for people of color were noted for multiple art forms, including dance, museums, and theater.
5. **“Arts institutions add value to our communities.”** Regardless of whether people engage with the arts or not, 87 percent believe they are important to quality of life, and 82 percent believe they are important to local businesses and the economy.
6. **“We donate to the arts.”** 27 percent of the population (more than 1 in 4 Americans) made a donation to an arts, culture, or public broadcasting organization within the past year. Donors were typically younger and had higher incomes and education.
7. **“We will support candidates who want to increase arts funding.”** Americans are more than twice as likely to vote in favor of a candidate who increases arts spending from 45 cents to \$1 per person than to vote against them (37 percent in favor, 16 percent against).
8. **“We believe the arts are part of a well-rounded education.”** Nine in ten American adults (88 percent) agree that the arts are part of a well-rounded K-12 education.
9. **“We believe the arts should be taught in grades K–12.”** 90 percent believe students should receive an education in the arts in elementary school, middle school, and high school. 82 percent say the arts should also be taught outside of the classroom in the community.
10. **“We are making art in our personal time.”** Half of all Americans are personally involved in artistic activities (49 percent) such as painting, singing in a choir, making crafts, writing poetry, or playing music.
11. **“We engage in the arts because it makes us feel creative.”** Among those who are personally involved in making art or displaying art in their home, 60 percent say that “arts and music outside of the home” makes them feel more creative—a rate that jumps to 70 percent for Millennials.
12. **“Social media increases our exposure to the arts.”** 53 percent of social media users say that they are more exposed to the arts thanks to connecting online. 59 percent agree that art created on social media is a legitimate form of art.
13. **“Yes! Tattoos are art.”** 27 percent of Americans boast a tattoo (12 percent have more than one). Three-quarters believe that tattoos are a form of art (73 percent).
14. **“The arts unify our communities.”** The personal benefits of the arts extend beyond the individual and to the community. 67 percent of Americans believe “the arts unify our communities regardless of age, race, and ethnicity” and 62 percent agree that the arts “helps me understand other cultures better.”
15. **“Despite the benefits the arts provide, not everyone in our communities has equal access to the arts.”** Despite the individual and community benefits, just 45 percent believe that “everyone in their community has equal access to the arts.”

[www.AmericansForTheArts.org](http://www.AmericansForTheArts.org)

Source: *Americans Speak Out About The Arts, Americans for the Arts. 2016.*

\*The 3,020 respondents self-identified by race and Hispanic ethnicity. For the report, the “white” category is non-Hispanic whites. Included in the “people of color” category are blacks, Asians, all Hispanics, and others.

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Boulder, CO (Fiscal Year 2010)

| Direct Economic Activity    | Arts and Culture Organizations | + | Arts and Culture Audiences | = | Total Industry Expenditures |
|-----------------------------|--------------------------------|---|----------------------------|---|-----------------------------|
| Total Industry Expenditures | \$8,624,902                    |   | \$11,572,023               |   | \$20,196,925                |

### Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

| Total Economic Impact of Expenditures (Direct & Indirect Impacts Combined) | Economic Impact of Organizations | + | Economic Impact of Audiences | = | Total Economic Impact |
|--|----------------------------------|---|------------------------------|---|-----------------------|
| Full-Time Equivalent (FTE) Jobs Supported                                  | 231                              |   | 293                          |   | 524                   |
| Household Income Paid to Residents   | \$6,588,000                      |   | \$6,166,000                  |   | \$12,754,000          |
| Revenue Generated to <u>Local</u> Government                               | \$272,000                        |   | \$387,000                    |   | \$659,000             |
| Revenue Generated to <u>State</u> Government                               | \$239,000                        |   | \$442,000                    |   | \$681,000             |

### Event-Related Spending by Arts and Culture Audiences Totaled \$11.6 million (excluding the cost of admission)

| Attendance to Arts and Culture Events       | Resident* Attendees | + | Non-Resident* Attendees | = | All Cultural Audiences |
|---|---------------------|---|-------------------------|---|------------------------|
| Total Attendance to Arts and Culture Events | 378,663             |   | 131,665                 |   | 510,328                |
| Percentage of Total Attendance              | 74.2%               |   | 25.8%                   |   | 100%                   |
| Average Event-Related Spending Per Person   | \$15.56             |   | \$43.14                 |   | \$22.68                |
| Total Event-Related Expenditures            | \$5,891,995         |   | \$5,680,028             |   | \$11,572,023           |

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$22.68 Per Person (excluding the cost of admission)

| Category of Event-Related Expenditure     | Resident* Attendees | Non-Resident* Attendees | All Cultural Audiences |
|---|---------------------|-------------------------|------------------------|
| Meals and Refreshments                    | \$10.02             | \$18.09                 | \$12.10                |
| Souvenirs and Gifts                       | \$2.22              | \$3.55                  | \$2.56                 |
| Ground Transportation                     | \$0.81              | \$7.68                  | \$2.59                 |
| Overnight Lodging (one night only)        | \$0.16              | \$8.36                  | \$2.28                 |
| Other/Miscellaneous                       | \$2.35              | \$5.46                  | \$3.15                 |
| Average Event-Related Spending Per Person | \$15.56             | \$43.14                 | \$22.68                |

\* For the purpose of this study, residents are attendees who live within Boulder County; non-residents live outside that area.

Source: *Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Boulder*. For more information about this study or about other cultural initiatives in the City of Boulder, visit the Boulder Arts Commission's web site at [www.ArtsResource.org](http://www.ArtsResource.org).

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## About This Study

The *Arts & Economic Prosperity IV* study was conducted by Americans for the Arts to document the economic impact of the nonprofit arts and culture industry in 182 communities and regions (139 cities and counties, 31 multi-city or multi-county regions, and ten states, and two individual arts districts)—representing all 50 U.S. states and the District of Columbia. The diverse communities range in population (1,600 to more than 3 million) and type (rural to urban). The project economists, from the Georgia Institute of Technology, customized input-output analysis models for each participating study region to provide specific and reliable economic impact data about their nonprofit arts and culture industry—specifically (1) full-time equivalent jobs, (2) household income, and (3) local and (4) state government revenue.

## Surveys of Nonprofit Arts and Culture ORGANIZATIONS

Each of the 182 study regions attempted to identify its comprehensive universe of nonprofit arts and culture organizations using the Urban Institute's National Taxonomy of Exempt Entity (NTEE) coding system, a definitive classification system for nonprofit organizations recognized as tax exempt by the Internal Revenue Code. In addition, the study partners were encouraged to include other types of eligible organizations if they play a substantial role in the cultural life of the community or if their primary purpose is to promote participation in, appreciation for, and understanding of the visual, performing, folk, and media arts. These include government-owned or government-operated cultural facilities and institutions, municipal arts agencies and councils, private community arts organizations, unincorporated arts groups, living collections (such as zoos, aquariums, and botanical gardens), university presenters, and arts programs that are embedded under the umbrella of a non-arts organization or facility (such as a community center or church). In short, if it displays the characteristics of a nonprofit arts and culture organization, it is included. *For-profit businesses (e.g., Broadway and motion picture theaters) and individual artists were excluded from this study.*

Nationally, detailed information was collected from 9,721 eligible organizations about their fiscal year 2010 expenditures in more than 40 expenditure categories (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as about their event attendance. Response rates for the 182 communities averaged 43.2 percent and ranged from 5.3 percent to 100 percent. It is important to note that each study region's results are based solely on the actual survey data collected. No estimates have been made to account for non-respondents. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

**In the City of Boulder, 22 of the approximately 141 total eligible nonprofit arts and culture organizations identified by the Boulder Arts Commission participated in this study—an overall participation rate of 16 percent. The organizations that participated are listed below:**

Blue Moon Dance; Boulder Arts Commission; Boulder Arts Resource; Boulder Asian Pacific Alliance; Boulder Bach Festival; Boulder Ballet; Boulder Ensemble Theatre Company; Boulder Friends of Jazz; Boulder Museum, Contemporary Art; Boulder Public Library Cinema Program; Boulder Public Library Concert Series; Calico and Boots; Colorado Chautauqua Assoc; Colorado Shakespeare Festival; Dairy Center for the Arts; Dance Bridge; Early Music Colorado; Handweavers Guild of Boulder; Helander Dance Theater; Hora Romanaesca; Parlando School for the Arts; and Sound Circle Eurhythmy.

## Surveys of Nonprofit Arts and Culture AUDIENCES

Audience-intercept surveying, a common and accepted research method, was conducted in all 182 of the study regions to measure event-related spending by nonprofit arts and culture audiences. Patrons were asked to complete a short survey while attending an event. Nationally, a total of 151,802 valid and usable attendees completed the survey for an average of 834 surveys per study region. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging. Data were collected throughout 2011 (to guard against seasonal spikes or drop-offs in attendance) as well as at a broad range of both paid and free events (a night at the opera will typically yield more spending than a weekend children's theater production or a free community music festival, for example). The survey respondents provided information about the entire party with whom they were attending the event. With an overall average travel party size of 2.69 people, these data actually represent the spending patterns of more than 408,000 attendees, significantly increasing the reliability of the data.

**In the City of Boulder, a total of 596 valid and usable audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, and exhibitions during 2011.**

## Studying Economic Impact Using Input-Output Analysis

To derive the most reliable economic impact data, input-output analysis is used to measure the impact of expenditures by nonprofit arts and culture organizations and their audiences. This is a highly regarded type of economic analysis that has been the basis for two Nobel Prizes. The models are systems of mathematical equations that combine statistical methods and economic theory in an area of study called econometrics. They trace how many times a dollar is re-spent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for this study because it can be customized specifically to each study region. To complete the analysis for the City of Boulder, project economists customized an input-output model based on the local dollar flow between 533 finely detailed industries within the economy of Boulder County. This was accomplished by using detailed data on employment, incomes, and government revenues provided by the U.S. Department of Commerce (County Business Patterns, the Regional Economic Information System, and the Survey of State and Local Finance), local tax data (sales taxes, property taxes, and miscellaneous local option taxes), as well as the survey data from the responding nonprofit arts and culture organizations and their audiences.

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Fort Collins, CO (Fiscal Year 2010)

| Direct Economic Activity    | Arts and Culture Organizations | + | Arts and Culture Audiences | = | Total Industry Expenditures |
|-----------------------------|--------------------------------|---|----------------------------|---|-----------------------------|
| Total Industry Expenditures | \$9,014,152                    |   | \$10,153,509               |   | \$19,167,661                |

### Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

| Total Economic Impact of Expenditures (Direct & Indirect Impacts Combined) | Economic Impact of Organizations | + | Economic Impact of Audiences | = | Total Economic Impact |
|--|----------------------------------|---|------------------------------|---|-----------------------|
| Full-Time Equivalent (FTE) Jobs Supported                                  | 211                              |   | 317                          |   | 528                   |
| Household Income Paid to Residents   | \$5,540,000                      |   | \$6,303,000                  |   | \$11,843,000          |
| Revenue Generated to <u>Local</u> Government                               | \$350,000                        |   | \$835,000                    |   | \$1,185,000           |
| Revenue Generated to <u>State</u> Government                               | \$224,000                        |   | \$419,000                    |   | \$643,000             |

### Event-Related Spending by Arts and Culture Audiences Totaled \$10.2 million (excluding the cost of admission)

| Attendance to Arts and Culture Events       | Resident* Attendees | + | Non-Resident* Attendees | = | All Cultural Audiences |
|---|---------------------|---|-------------------------|---|------------------------|
| Total Attendance to Arts and Culture Events | 564,191             |   | 103,491                 |   | 667,682                |
| Percentage of Total Attendance              | 84.5%               |   | 15.5%                   |   | 100%                   |
| Average Event-Related Spending Per Person   | \$13.53             |   | \$24.35                 |   | \$15.22                |
| Total Event-Related Expenditures            | \$7,633,504         |   | \$2,520,005             |   | \$10,153,509           |

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$15.22 Per Person (excluding the cost of admission)

| Category of Event-Related Expenditure     | Resident* Attendees | Non-Resident* Attendees | All Cultural Audiences |
|---|---------------------|-------------------------|------------------------|
| Meals and Refreshments                    | \$10.38             | \$11.44                 | \$10.54                |
| Souvenirs and Gifts                       | \$0.73              | \$1.07                  | \$0.78                 |
| Ground Transportation                     | \$0.72              | \$3.44                  | \$1.14                 |
| Overnight Lodging (one night only)        | \$0.05              | \$5.88                  | \$0.96                 |
| Other/Miscellaneous                       | \$1.65              | \$2.52                  | \$1.80                 |
| Average Event-Related Spending Per Person | \$13.53             | \$24.35                 | \$15.22                |

\* For the purpose of this study, residents are attendees who live within Larimer County; non-residents live outside that area.

Source: *Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Fort Collins*. For more information about this study or about other cultural initiatives in the City of Fort Collins, visit Beet Street's web site at [www.beetstreet.org](http://www.beetstreet.org).

Copyright 2012 by Americans for the Arts ([www.AmericansForTheArts.org](http://www.AmericansForTheArts.org)).

## About This Study

The *Arts & Economic Prosperity IV* study was conducted by Americans for the Arts to document the economic impact of the nonprofit arts and culture industry in 182 communities and regions (139 cities and counties, 31 multi-city or multi-county regions, and ten states, and two individual arts districts)—representing all 50 U.S. states and the District of Columbia. The diverse communities range in population (1,600 to more than 3 million) and type (rural to urban). The project economists, from the Georgia Institute of Technology, customized input-output analysis models for each participating study region to provide specific and reliable economic impact data about their nonprofit arts and culture industry—specifically (1) full-time equivalent jobs, (2) household income, and (3) local and (4) state government revenue.

## Surveys of Nonprofit Arts and Culture ORGANIZATIONS

Each of the 182 study regions attempted to identify its comprehensive universe of nonprofit arts and culture organizations using the Urban Institute's National Taxonomy of Exempt Entity (NTEE) coding system, a definitive classification system for nonprofit organizations recognized as tax exempt by the Internal Revenue Code. In addition, the study partners were encouraged to include other types of eligible organizations if they play a substantial role in the cultural life of the community or if their primary purpose is to promote participation in, appreciation for, and understanding of the visual, performing, folk, and media arts. These include government-owned or government-operated cultural facilities and institutions, municipal arts agencies and councils, private community arts organizations, unincorporated arts groups, living collections (such as zoos, aquariums, and botanical gardens), university presenters, and arts programs that are embedded under the umbrella of a non-arts organization or facility (such as a community center or church). In short, if it displays the characteristics of a nonprofit arts and culture organization, it is included. *For-profit businesses (e.g., Broadway and motion picture theaters) and individual artists were excluded from this study.*

Nationally, detailed information was collected from 9,721 eligible organizations about their fiscal year 2010 expenditures in more than 40 expenditure categories (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as about their event attendance. Response rates for the 182 communities averaged 43.2 percent and ranged from 5.3 percent to 100 percent. It is important to note that each study region's results are based solely on the actual survey data collected. No estimates have been made to account for non-respondents. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

**In the City of Fort Collins, 21 of the approximately 70 total eligible nonprofit arts and culture organizations identified by Beet Street participated in this study—an overall participation rate of 30 percent. The organizations that participated are listed below:**

A Face to Reframe; Bas Bleu Theatre Company; Beet Street; Bohemian Operating Foundation; Canyon Concert Ballet; Downtown Business Association; Fort Collins Children's Theatre Inc.; Fort Collins Lincoln Center; Fort Collins Museum and Discovery Science Center; Fort Collins Museum of Art; Fort Collins Symphony Association; Fort Collins Youth Broadcasting Inc.; High Performance Dance Theatre; Ianc -India Association Of Northern Colorado; Larimer Choral Society; Northern Colorado Potters Guild & Studio; Openstage Theatre & Company; Opera Fort Collins; Rocky Mountain Creative Quilters; Spokes Buzz; and Youth Orchestra of the Rockies.

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**In the City of Fort Collins, a total of 1,024 valid and usable audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, and exhibitions during 2011.**

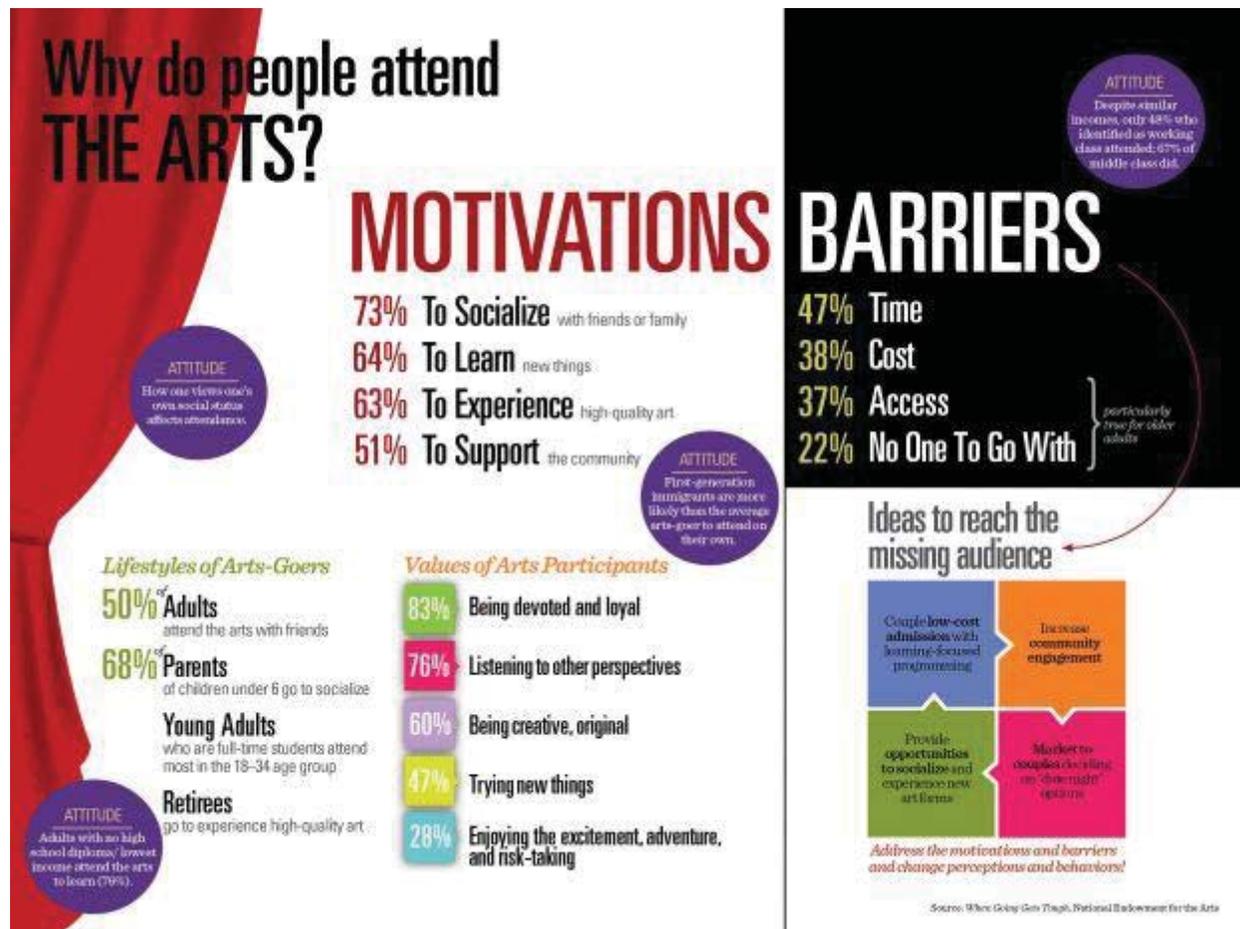
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## Surprising Findings in Three New NEA Reports on the Arts

Exploration into who participates and why, as well as the arts as an economic engine

January 12, 2015



WASHINGTON, DC — Three reports from the National Endowment for the Arts reveal new findings about the impact of arts and cultural industries on GDP, as well as how and why Americans participate in certain arts activities. The data for the three reports is all from 2012, so for the first time the NEA can show a comprehensive view of a single year in the life of the arts and cultural sector from three different angles: supply, demand, and motivations for consumer behavior. The new information will help arts providers and others more effectively understand and develop strategies to engage individuals and communities in the arts.

“The implications from this research are significant,” said NEA Chairman Jane Chu. “The findings show that there is great diversity in how people engage in the arts, and this gives us a framework to use our creativity to innovate new ways to reach these audiences.”

“With the creation of new data analyses like this one—which shows how arts and culture contribute to GDP—the Department of Commerce is providing a more detailed picture of what drives the U.S. economy, growth, and job creation,” said Secretary of Commerce Penny Pritzker, referring to the Bureau of Economic Analysis satellite account data discussed below in Report 3. “Making new data available is another example of how the government is working harder and smarter to produce relevant statistics that better inform individuals, businesses, and decision-makers.”

### **Report 1: *When Going Gets Tough: Barriers and Motivations Affecting Arts Attendance***

In 2012, the National Endowment for the Arts partnered with the General Social Survey to ask why people attend arts events (specifically music, dance, theater, and visual arts). This new report looks beyond demographics to discover the attitudes, motivations, and barriers for attending the arts at different life stages—the first time the NEA has published a report on this type of data.

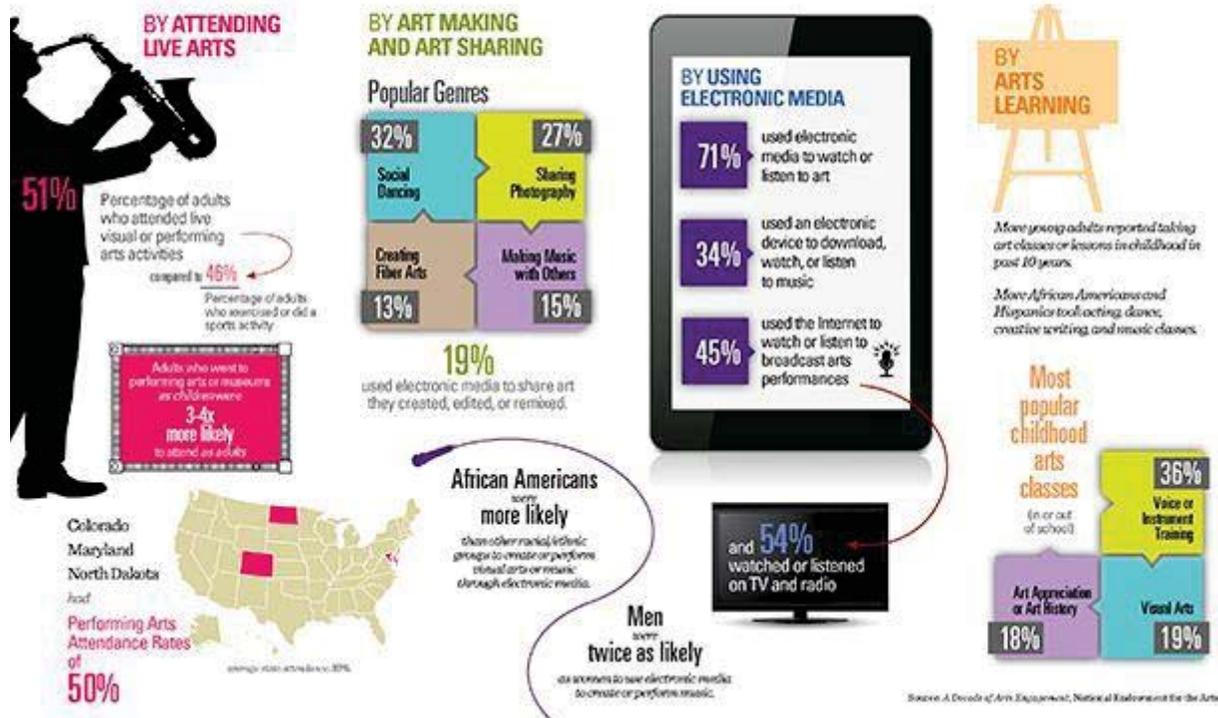
There were common barriers for the 13 percent—31 million adults—who were interested in a specific event, but did not go for some reason:

- Nearly 60 percent of people with children under age six said lack of time was the greatest single barrier to attendance. This finding could inspire arts providers to develop more family-friendly program options.
- Some noted that the location was too difficult to get to. This was especially a problem for retirees, older adults, and adults with physical disabilities. If we're quantifying the value of what we often term "access to the arts," it's about 11 million lost audience members or exhibit-goers.
- Twenty-two percent of those who wanted to attend but chose not to said a barrier was not having someone to go with.

Motivations include:

- Top reasons Americans attend the arts (performances and exhibits) include socializing with friends or family members (73 percent); learning new things (64 percent); and supporting the community (51 percent).
- Despite similar household incomes and education, people who call themselves middle-class were more likely to attend the arts than those who identified themselves as working class. Thwarted interest, rather than lack of interest, may be the cause for lower attendance rates among some audiences.
- Life stages—pursuing higher education, marriage, child-rearing, and retirement—are often more predictive than age alone, as a factor in attending the arts. For example, parents with young children under age six more often cited socializing with family or friends, learning new things and celebrating cultural heritage when they attended performances accompanied by their children.
- For more key findings, go to **Arts Data Profile #4**.

# How do Americans participate in THE ARTS?

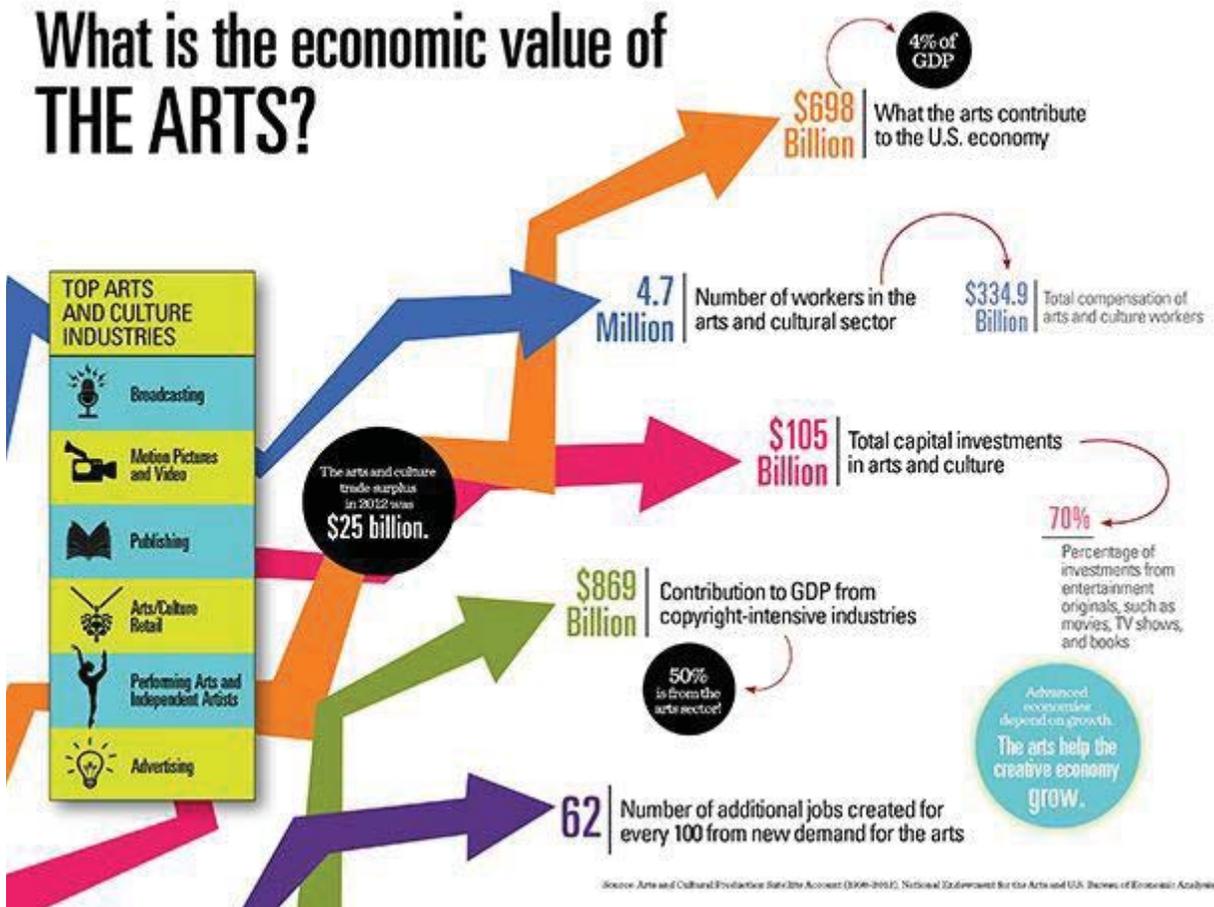


**Download high resolution version of the infographic**  
**Report 2: A Decade of Arts Engagement: Findings from the Survey of Public Participation in the Arts, 2002-2012**

The Survey of Public Participation in the Arts (SPPA) is the largest and most comprehensive survey of U.S. arts participation, with a total sample size exceeding 37,000 adults, ages 18 and over. The latest SPPA compares arts participation rates based on surveys from 2002, 2008, and 2012, as well as regional, state, and metro-area statistics.

- A new question in the 2012 survey revealed that adults who attended performing arts or visited museums as children were three to four times as likely to see shows or visit museums as adults. Exposure to the arts in childhood turns out to be a stronger predictor of adult arts participation than education, gender, age, or income.
- Technology is a great enabler of arts creation and participation. In 2012, nearly three-quarters of American adults—about 167 million people—used electronic media to view or listen to art, and large proportions of adults used electronic media to create music or visual art.
- Women participate in the arts at higher rates than men across all categories, except a few. For example, men are more than twice as likely as women to use electronic media to create or perform music, and they are also more likely to create visual art online.

- More than half (54 percent) of all American adults attended at least one live music, theater, or dance performance in the past year, or they went to view an art exhibit. That's about 120 million people.
- or more key findings, go to [Arts Data Profile #5](#).



## Download high resolution version of the infographic

### Report 3: The Arts and Cultural Production Satellite Account (ACPSA)

The ACPSA, a partnership between the NEA and the Department of Commerce's Bureau of Economic Analysis, is the first federal effort to provide an in-depth analysis of the arts and cultural sector's contributions to current-dollar gross domestic product (GDP), a measure of the final dollar value of all goods and services produced in the United States. The revised estimates reveal the arts are a bigger driver of GDP and jobs than previously estimated. Among the new estimates are:

- In 2012, arts and cultural production contributed more than \$698 billion to the U.S. economy, or 4.32 percent to the U.S. Gross Domestic Product, more than construction (\$586.7B) or transportation and warehousing (\$464.1B).
- 4.7 million workers were employed in the production of arts and cultural goods, receiving \$334.9 billion in compensation.

- Arts and cultural spending has a ripple effect on the overall economy, boosting both commodities and jobs. For example, for every 100 jobs created from new demand for the arts, 62 additional jobs are also created.
- The Bureau of Economic Analysis highlights the Arts and Cultural Production Satellite Account in the January edition of the **Survey of Current Business**, widely read by economists and financial analysts to understand the state of the U.S. economy.
- For more key findings, go to **Arts Data Profile #6**.

The underlying data for the SPPA and GSS research reports are available to researchers, policymakers, and arts practitioners via a brand-new online resource also being launched today. Through the National Archive of Data on Arts & Culture (NADAC), the NEA provides free access to the data files and related resources, as well as a user-friendly platform for querying the data. Visit **NADAC** to learn more.

The NEA is the only federal agency to conduct periodic analyses of the value and impact of the arts in American life. For nearly 40 years, the NEA Office of Research & Analysis has produced research publications, conferences, and data sources on arts-related topics of interest to policymakers, educators, journalists, cultural researchers and practitioners, and the general public. Many of these products have emerged in consultation or collaboration with other federal agencies such as the U.S. Census Bureau and the Bureau of Labor Statistics. In recent years, the NEA launched a **new research grant opportunity** to support research that investigates the value and/or impact of the arts.

About the NEA

The National Endowment for the Arts was established by Congress in 1965 as an independent agency of the federal government. To date, the NEA has awarded more than \$5 billion to strengthen the creative capacity of our communities by providing all Americans with diverse opportunities for arts participation. The NEA extends its work through partnerships with state arts agencies, local leaders, other federal agencies, and the philanthropic sector. To join the discussion on how art works, visit the NEA at [arts.gov](http://arts.gov).

# # #

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