

Cultural Council Meeting Agenda

**Thursday, November 17, 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 October Meeting Minutes	
VI.	Public Comments: Items Not on the Agenda	
VII.	Treasurer's Report (Lawrence)	10 min
VIII.	City Council Update (Chris)	10 min
IX.	Staff Update (Suzanne)	5 min
X.	Arts Grants (Suzanne)	10 min
XI.	CAMP Update (Suzanne)	15 min
XII.	Indoor Programming	15 min
	a. Quick Recap of those Completed	
	i. 10-21 Friday Night Live with MaryLynn Gillaspie (Liz)	
	b. Upcoming	
	i. 11-16 One Action Lecture by Bridget Bacon on the French in Louisville (Jennifer)	
	ii. 11-19 Silent Movie with Rodney Sauer (Tammy)	
	iii. 1-20-2017 Silent Movie with Rodney Sauer (Tammy)	
	iv. 1-29-2017 CU Bassoons (Lawrence)	
	v. Summer Concerts (Lawrence)	
XIII.	2017 Marketing/Communication/Outreach	15 min
	a. Roster of Programs	
	b. Print Ad (Blake)	
	c. Ticket prices – sliding scale? (Jennifer)	
	d. Audience Growth/Electronic Ticketing (Jennifer)	
XIV.	2017 Officers (Jennifer)	5 min
XV.	Holiday Meeting/Party (Jennifer)	5 min
XVI.	Chairperson's Update (Jennifer)	5 min
XIV.	Adjourn	

Attachments:

October LCC Meeting Minutes; October 2016 Financials; Arts Grant Application Final Draft; 11-28-16 CAMP Update Presentation Draft (Revisions of CAMP materials will be distributed at the meeting.); 2017 Program Dates

Cultural Council

Meeting Minutes

20 October 2016
City Hall, Spruce Room
749 Main Street
6:30 pm

Call to Order – Chairperson Jennifer Strand called the meeting to order at 6:33 pm.

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, Steve Spencer, Jennifer Strand (Chair), Blake Welch

Board Members Absent: Liz Rowland

Staff Members Present: Suzanne Janssen

City Council Liaison: Chris Leh

Public attendees: -none-

Attendance and Volunteer Hours Log – circulated for completion by LCC members.

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

Approval of Meeting Minutes – The minutes from the September 15, 2016 meeting were approved as written (motion by Angie, second by Gina approved unanimously).

Public Comments – Stories in Sculpture at Denver Botanic Gardens (brief discussion).

Treasurer’s Report – Lawrence has added the piano as a fixed asset to our balance sheet. LCC needs a new version of QuickBooks (the 2011 version does not work with Windows 10). A motion by Paul, second by Tammy to purchase a

City of Louisville

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

new version of QuickBooks to be installed on the Treasurer's personal computer was approved unanimously.

The LCC's 2017 SCFD award of \$1778.40 was received this month.

Action: For future meeting packets, Lawrence will obscure the identifying bank account info.

City Council Update (Chris Leh) – Chris reported on a public art installation he recently viewed at St Olaf College in MN.

City Council is in the midst of budget work for next year. The City's website has details for Capital and Operations. November 1st is slated for budget approval.

The Legal Committee met today, a new Municipal Judge has been selected. The Legal Committee is now looking into the non-profit/501(c)(3) and relationship with Boards/Commissions. The Committee will be making a recommendation to the City. On December 6th the City Council will meet to discuss this topic. There are currently 4 organizations in Louisville where there are both a city-sanctioned Board/Commission and also an affiliated non-profit organization, including the LCC. Chris welcomes comments on this topic.

Piano at Louisville Arts Center – The piano has been tuned 2 times, and is on rollers. There is a recommendation that a padded cover be acquired for the piano, along with a lock. A motion proposed by Angie, seconded by Debbie to purchase both a cover and a lock passed unanimously.

Action: Suzanne will discuss with the piano expert to manage the acquisition.

Arts Center Housekeeping – At the end of events, it would be helpful if the kitchen/chair storage maps in the kitchen were followed. The rolling racks of chairs can stay out of the kitchen (as per the maps). Suzanne has requested Facilities to get rid of the broken table. After the November silent movie, the office will be emptied for upcoming construction. The small chairs are also going to be moved.

Also, the Event Summary Sheet needs to be completed by the event Lead directly after the event, to support the Treasurer and the SCFD grant process.

A spare key to the LAC office is now available through the City's receptionist (City Hall).

-- For Approval --

Indoor Programming –

- Recent cultural events: Alfredo Muro 9/17 (75 attendees); MOTUS *Do You Know Who I Am?* 9/18 (15 attendees); Vocal Jazz 9/25 – Grant recipient (strong attendance); Stories on Stage 9/29 (40 attendees); Ed Dusinberre lecture 10/1 (25 attendees, sold 9 books); Scott Martin* 10/7 (25 attendees); Old Town Cinema 10/8 – Grant recipient; Rachel Weaver lecture 10/9 (45 attendees); Altius 10/16

* recommends on-line ticketing for future events, as well as a ticketing series option (buy tickets for a sequence of events all at once).

- Upcoming events: Mary Lynn Gillaspie 10/21; Bridget Bacon lecture 11/16; Silent Movie *Paths to Paradise* 11/19
- 2017 events: Liz has a contract to complete and provide to Alfredo Muro (solo on 4/14/17; and a duo on 9/17/17). Motion to pay \$300 or 80% of gate (whichever is greater) for 4/14/17 performance proposed by Lawrence, second by Steve passed. Motion to pay the Alfredo Muro duo on 9/17 for the Chamber music performance \$400 or 80% of gate whichever is greater proposed by Angie, second by Paul passed.

Action continuing from last meeting --- film committee to get together to discuss silent movies in 2017.

Action: November agenda to include “event marketing” – methods and ticket prices.

Audience Growth & Electronic Ticketing – Lawrence looked into available on-line ticketing services, including EventBrite and others. The fees are the ticketing fee as well as the credit card processing fee. These services offer reserved seating options. Lawrence is recommending EventBrite if LCC decides to pursue. Performance set up is very efficient.

Action: LCC will discuss electronic ticketing again as part of event marketing topic in November’s LCC meeting.

2017 Grants Program Application – Discussion of edits to draft grant application form.

CAMP – Suzanne distributed and discussed the current draft of the CAMP.

Action: Provide handwritten feedback to Suzanne by Thursday 10/27/2017.

Staff Update – nothing additional

Adjourn – The meeting was adjourned with motion proposed by Lawrence, seconded by Gina at 8:28 pm.

-- For Approval --

Louisville Cultural Council Treasurer's report as of October 31, 2016

Prepared by Lawrence Anderson

General Items

- Bank Statements and reconciliations are included in following report.

SCFD

- SCFD Passed!

Key Dates to Remember

- February 10, 2017 – SCFD Final Grant Report for 2016 Due
- March 21, 2017 – SCFD Grant Application for 2017 Due

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

11/09/16

As of October 31, 2016

Accrual Basis

	<u>Oct 31, 16</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Box	200.00
Checking - Great Western Bank	15,537.80
Savings - Great Western Bank	21,397.77
Total Checking/Savings	<u>37,135.57</u>
Total Current Assets	37,135.57
Fixed Assets	
Furniture and Equipment	800.00
Total Fixed Assets	<u>800.00</u>
TOTAL ASSETS	<u>37,935.57</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
SCFD Grants for Future	1,778.40
Sales Tax Payable	17.60
Total Other Current Liabilities	<u>1,796.00</u>
Total Current Liabilities	<u>1,796.00</u>
Total Liabilities	1,796.00
Equity	
Opening Balance Equity	24,466.26
Temp. Restricted Net Assets	
Art in the Park	8,830.83
Total Temp. Restricted Net Assets	<u>8,830.83</u>
Unrestricted Net Assets	234.08
Net Income	2,608.40
Total Equity	<u>36,139.57</u>
TOTAL LIABILITIES & EQUITY	<u>37,935.57</u>

Louisville Cultural Council
Profit & Loss
 January through October 2016

	Jan - Oct 16
Ordinary Income/Expense	
Income	
Direct Public Support	
Individual Contributions	2,867.56
Corporate Contributions	2,470.00
Gifts in Kind - Goods	1,760.00
Total Direct Public Support	7,097.56
Government Grants	
City of Louisville-Additional	2,540.62
City of Louisville	10,000.00
SCFD	1,872.00
Total Government Grants	14,412.62
Program Income	
Ticket Sales	4,197.00
Concessions	570.00
Artist's Merchandise	45.40
Total Program Income	4,812.40
Investments	
Interest-Checking/Savings	9.00
Total Investments	9.00
Total Income	26,331.58
Gross Profit	26,331.58
Expense	
Program Expense	
CC Processing Fee	0.01
Artist Fees	12,284.40
Instructor Fees	300.00
Food and Beverage	1,335.33
Graphic Design/Marketing	2,470.00
Technical Support	1,248.00
Equipment	1,255.04
Total Program Expense	18,892.78
Awards and Grants	
Cash Awards and Grants	2,600.00
Total Awards and Grants	2,600.00
Operations	
Advertising and Marketing	
Print/Display	812.50
Poster Distribution	412.50
Email Marketing	180.00
Total Advertising and Marketing	1,405.00
Licenses and Fees	41.00
Merchandise	464.75
Postage, Mailing Service	14.90
Supplies	304.75
Total Operations	2,230.40
Total Expense	23,723.18
Net Ordinary Income	2,608.40
Net Income	2,608.40

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

(303)664-0444

 Date 10/31/16
 Primary Account
 Enclosures

 2030
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 Louisville Cultural Council
 PO Box 895
 Louisville CO 80027-0895

CHECKING ACCOUNTS

Community Checking Account Number	177770	Number of Enclosures	14
Previous Balance	14,971.09	Statement Dates	10/03/16 thru 10/31/16
10 Deposits/Credits	3,276.58	Days This Statement Period	29
6 Checks/Debits	1,610.00	Average Ledger	15,427.13
Service Charge	.00	Average Collected	15,354.22
Interest Paid	.13	Interest Earned	.12
Current Balance	16,637.80	Annual Percentage Yield Earned	0.01%
		2016 Interest Paid	.99

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
10/03	161001P2 Square Inc CCD L204142910915	.97
10/03	161003P2 Square Inc CCD L204143339035	98.21
10/07	REGULAR DEPOSIT	55.00 DP
10/07	REGULAR DEPOSIT	70.00 DP
10/07	REGULAR DEPOSIT	130.00 DP
10/12	REGULAR DEPOSIT	57.00 DP
10/14	REGULAR DEPOSIT	252.00 DP
10/19	REGULAR DEPOSIT	1,778.40 DP
10/31	REGULAR DEPOSIT	354.00 DP
10/31	REGULAR DEPOSIT	481.00 DP
10/31	INTEREST DEPOSIT	.13

CHECKS CHECKS CHECKS

Date	Serial No	Amount	Date	Serial No	Amount	Date	Serial No	Amount
10/03	1986	300.00	10/24	1989*	500.00	10/14	2041*	200.00
10/12	1987	400.00	10/24	1990	48.00	10/26	2042	162.00

* Denotes missing check numbers

DAI LY BALANCE INFORMATION

Date	Balance	Date	Balance	Date	Balance
10/03	14,770.27	10/14	14,734.27	10/26	15,802.67
10/07	15,025.27	10/19	16,512.67	10/31	16,637.80
10/12	14,682.27	10/24	15,964.67		

Louisville Cultural Council
Reconciliation Detail
Checking - Great Western Bank, Period Ending 10/31/2016

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						14,971.09
Cleared Transactions						
Checks and Payments - 6 items						
Check	09/29/2016	1986	Stories on Stage	X	-300.00	-300.00
Check	10/07/2016	1987	Scott Martin	X	-400.00	-700.00
Check	10/09/2016	2041	Rachel Weaver	X	-200.00	-900.00
Check	10/14/2016	2042	Chicago Distribution ...	X	-162.00	-1,062.00
Check	10/21/2016	1989	Mary Lynn Gillaspie	X	-500.00	-1,562.00
Check	10/21/2016	1990	Herb Harvey	X	-48.00	-1,610.00
Total Checks and Payments					-1,610.00	-1,610.00
Deposits and Credits - 11 items						
Deposit	10/03/2016			X	0.97	0.97
Deposit	10/03/2016			X	98.21	99.18
Deposit	10/07/2016			X	55.00	154.18
Deposit	10/07/2016			X	57.00	211.18
Deposit	10/07/2016			X	70.00	281.18
Deposit	10/07/2016			X	130.00	411.18
Deposit	10/14/2016			X	252.00	663.18
Deposit	10/16/2016			X	354.00	1,017.18
General Journal	10/19/2016	33		X	1,778.40	2,795.58
Deposit	10/31/2016			X	0.13	2,795.71
Deposit	10/31/2016			X	481.00	3,276.71
Total Deposits and Credits					3,276.71	3,276.71
Total Cleared Transactions					1,666.71	1,666.71
Cleared Balance					1,666.71	16,637.80
Uncleared Transactions						
Checks and Payments - 2 items						
Check	03/30/2016	2036	Dona Laurita		-500.00	-500.00
Check	10/16/2016	1988	Altius Quartet		-600.00	-1,100.00
Total Checks and Payments					-1,100.00	-1,100.00
Total Uncleared Transactions					-1,100.00	-1,100.00
Register Balance as of 10/31/2016					566.71	15,537.80
Ending Balance					566.71	15,537.80

2017 LCC PROGRAMMING DATES as of 11-9-2016

LCC COMMITTEES AND COMMITTEE MEMBERS

Summer Concert Series	Lawrence Anderson; Angie Layton; Paul Ewing; Steve Spencer
Friday Night LIVE!!	Liz Rowland; Gina Barton; Lawrence Anderson
Sunday Classics	Liz Rowland; Gina Barton; Lawrence Anderson
Lectures and Written	Jennifer Strand; Angie Layton; Liz Rowland; Debbie Davies
Movies	Silent Films: Tammy Pelnik; Paul Ewing Other Films: Tammy Pelnik; Liz Rowland; Debbie Davies
Marketing	Blake Welch; Lawrence Anderson; Gina Barton; Paul Ewing
Cultural Arts Master Plan	Lawrence Anderson, Gina Barton, Tammy Pelnik, Blake Welch, Angie Layton, Jennifer Strand, Liz Rowland
Public Art Committee	All LCC Members: Policy Subcommittee: Paul; Steve; Debbie, Blake

SERIES	DATE	HOURS	DESCRIPTION
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LCC Presentations at the Arts Center			
Art Grant	Saturday, 1-21-2017	1-11pm: 5-11pm: Loadin at 5:30pm; Event starts at 7:30pm	Silent Film Series: Date confirmed 10-27 with Rodney: contract sent: Film TBA
Art Grant	Saturday, 1-28-2017	noon-10pm	
Chamber Music	Sunday, 1-29-2017	1-6pm	Boulder Bassoons Quartet - LA: Need contract
Lectures	Wednesday, 2-1-2017	5-11pm	Desplazado. Film & Community Discussion with filmmakers Shari Due and Mona Maser: need agreement
Art Grant	Friday, 2-3-2017	4-11pm	BOULDER OPERA Dress Rehearsal
Art Grant	Saturday, 2-4-2017	12:30-11pm	Old Town Cinema Final Screening for the 2016-2017 OTC Art Grant
Art Grant	Sunday, 2-5-2017: Showtimes 1pm and 3pm	11:30am-4pm	BOULDER OPERA PERFORMANCE: Firebringers: New Opeara for Kids: Showtimes confirmed
Chamber Music	Sunday, 2-12-2017	1-6pm	OPEN-Holding not planning
Friday Night Live	Friday, 2-17-2017	5-11pm	RELEASED by LCC: Private Rental - Concert has been booked
Chamber Music	Sunday, 3-12-2017	1-6pm	Altius Quartet: Confirmed with Jennifer on 10/27
Friday Night Live	Friday, 3-17-2017		
Lectures	Wednesday, 4-5-2017	5-11pm	Mars lecture ??
Art Grant	Saturday, 4-8-2017		
Silent Movie	Saturday, 4-15-2017	1-11pm	
Friday Night Live	Friday, 4-14-2017	5-11pm	9-29-2016 Confirmed by Alfredo: Solo: Liz sent contract
Art Grant	Saturday, 6-24-2017	All day	
Art Grant	Sunday, 6-25-2017	All day	
SUMMER CONCERTS			
Friday Night Live	Friday, 9-15-2017	5-11pm	
Chamber Music	Sunday, 9-17-2017	1-6pm	9-29-2016 Confirmed by Alfredo: Duet w/ James Bailey: Liz sent contract
Art Grant	Friday, 9-22-2017	4-11pm	
Art Grant	Saturday, 9-23-2017	4-11pm	
Lectures	Wednesday, 9-27-2017	5-11pm	
Stories on Stage	Thursday, 9-28-2017	5-11pm	
Movie	Friday, 9-29-2016	4-11pm	
Art Grant	Friday, 10-6-2017	4-11pm	
Chamber Music	Sunday, 10-8-2017	1-6pm	
Movie	Friday, 10/13/2017	5-11pm	
Lectures	Wednesday, 11-8-2017	5-11pm	
Art Grant	Friday, 11-10-2017	All day	
Silent Movie	Saturday, 11-11-2017	5-11pm: Loadin at 5:30pm; Event starts at 7:30pm	Silent Film Series: Date confirmed with Rodney: contract sent: Film TBA
Chamber Music	Sunday, 11-12-2017	1-6pm	RELEASE???
Friday Night Live	Friday, 11-17-2017	5-11pm	
Lectures	Wednesday, 12-6-2017	5-11pm	

LOUISVILLE CULTURAL ARTS MASTER PLAN UPDATE



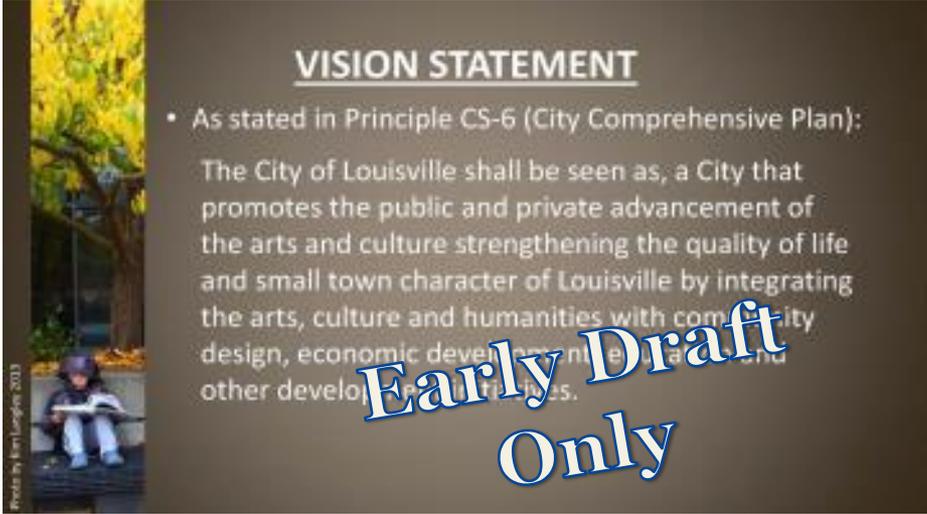
*Early Draft
Only*

November 28, 2016

Project Overview

VISION STATEMENT

The City of Louisville shall be seen as, a City that promotes the public and private advancement of the arts and culture strengthening the quality of life and small town character of Louisville by integrating the arts, culture and humanities with community design, economic development, education and other development initiatives.



VISION STATEMENT

- As stated in Principle CS-6 (City Comprehensive Plan):
The City of Louisville shall be seen as, a City that promotes the public and private advancement of the arts and culture strengthening the quality of life and small town character of Louisville by integrating the arts, culture and humanities with community design, economic development, education and other development initiatives.

Photo by Kim Langlois 2013

**Early Draft
Only**

Project Overview



- MISSION STATEMENT

The Louisville Cultural Arts Master Plan will articulate a broad cultural development vision for the City of Louisville in order to foster community appreciation for, and involvement in, the arts and culture by providing a framework for a wide range of programming, services, and cultural education for people of all ages.

*Early Draft
Only*



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.

*Early Draft
Only*

Project Planning Process

Early Fall 2014



LCC forms CAMP subcommittee
Staff S. Janssen and subcommittee define CAMP planning process

Nov 2014



CAMP goals and timeline presented to City Council
CAMP Steering Committee formed (including local arts organizations)

Q1 - Q3 2015



Data gathering:
Public meetings on arts in Louisville
Resident & artist surveys
Arts org. questionnaire
LCC defines new Mission Statement

Fall 2015



Louisville Cultural Council presents *Annual Report* to City Council
Major goals identified; Action items created
Steering Committee reviewed and modified proposed goals and action items

Fall 2016



Data gathering continued
Staff and LCC present *Louisville Cultural Arts Master Plan Update* to City Council

Early Draft
Only

Research Gathering

*Early Draft
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Surveys

- General Public
- Creatives

Public Meetings

- Held at Center for the Arts
1/20, 1/24, 2/18
and 3/16

Arts Organization Questionnaire

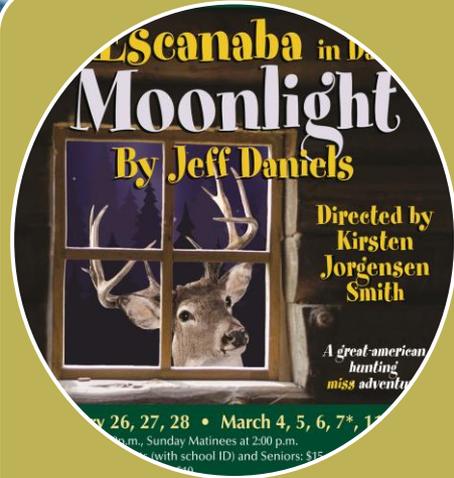




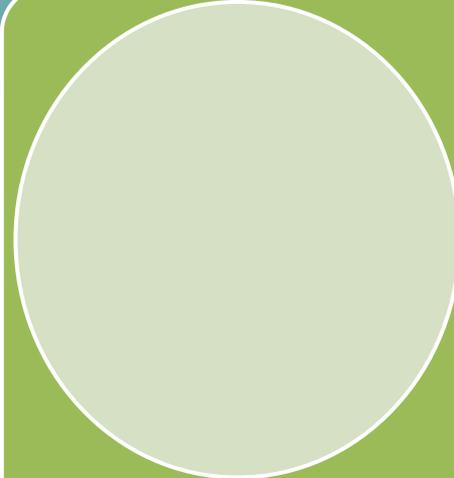
Facilities



Public Art



Marketing



Professional Development



Key Findings



Survey Results: This section will contain graphics which communicate the following survey highlights:

- Culture in Lsvl: Graphic image – word art
- Participation: Special Events; Facilities
- Facility
- Programing Needs
- Government, Business, Public Support
- Professional Development

*Early Draft
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Facilities

Performing Arts Space

Rising Costs of Rental Rates

Rehearsal Space for Theater and Musicians

Classrooms-Multi-Use/ Versatile Space

Access to Louisville Center for the Arts and other non-traditional locations throughout City



Public Art

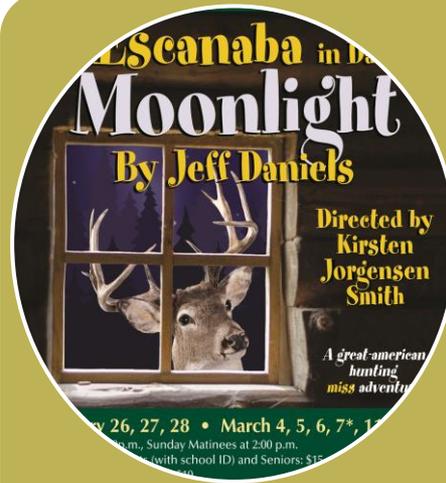
Inventory of Present Collection

Public Art Policies

Public Art throughout the City

Increase Diversity in Art Installations

Multi-Partner Funding Sources/Approach



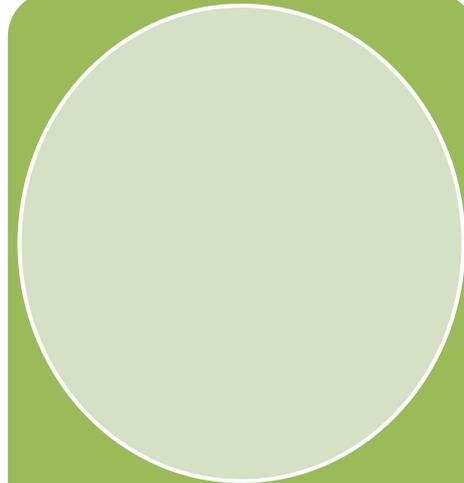
Marketing

Signage at the Center for the Arts

Downtown Signage
Community Art/Event Calendar

Social Media Expertise/Training

Reach New Audiences



Professional Development

Application Processes/Resources

Business Model/Plan

Business Skills

Grant Writing

Building Collaborative Partnerships

Key Findings

CULTURAL/PERFORMING ARTS FACILITIES

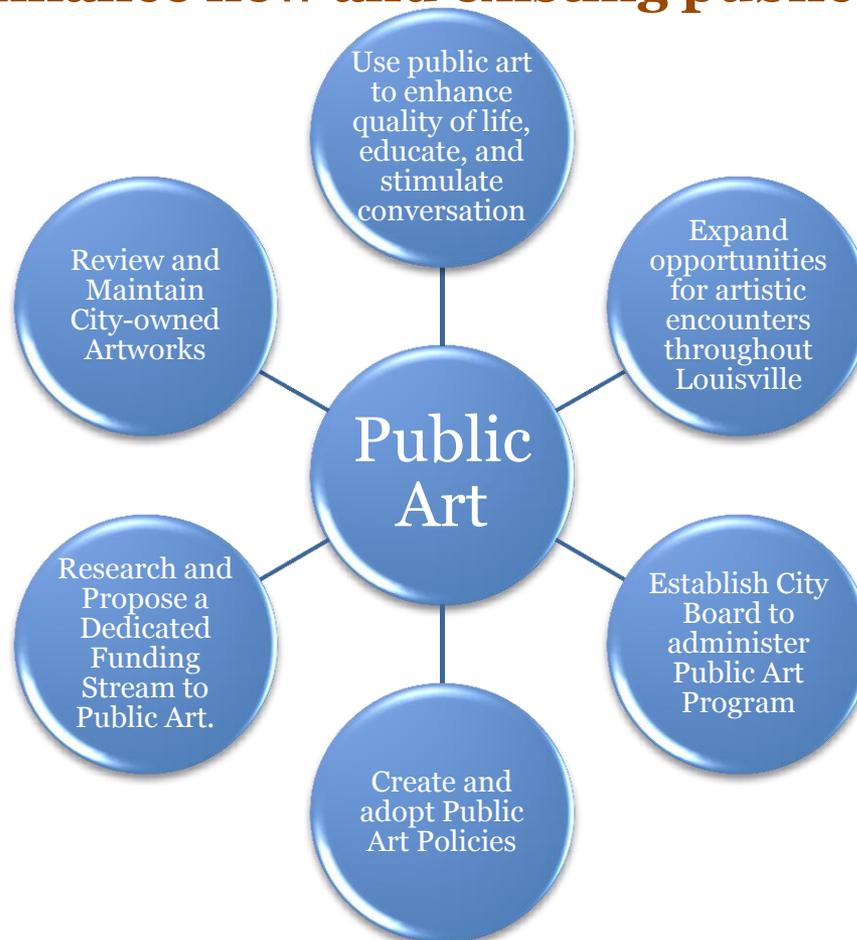
Goal 1: Achieve the appropriate mix of cultural facility needs in Louisville for the next 15 years



**Early Draft
Only**

PUBLIC ART

Goal #2: Expand public art 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.



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SPECIAL EVENTS

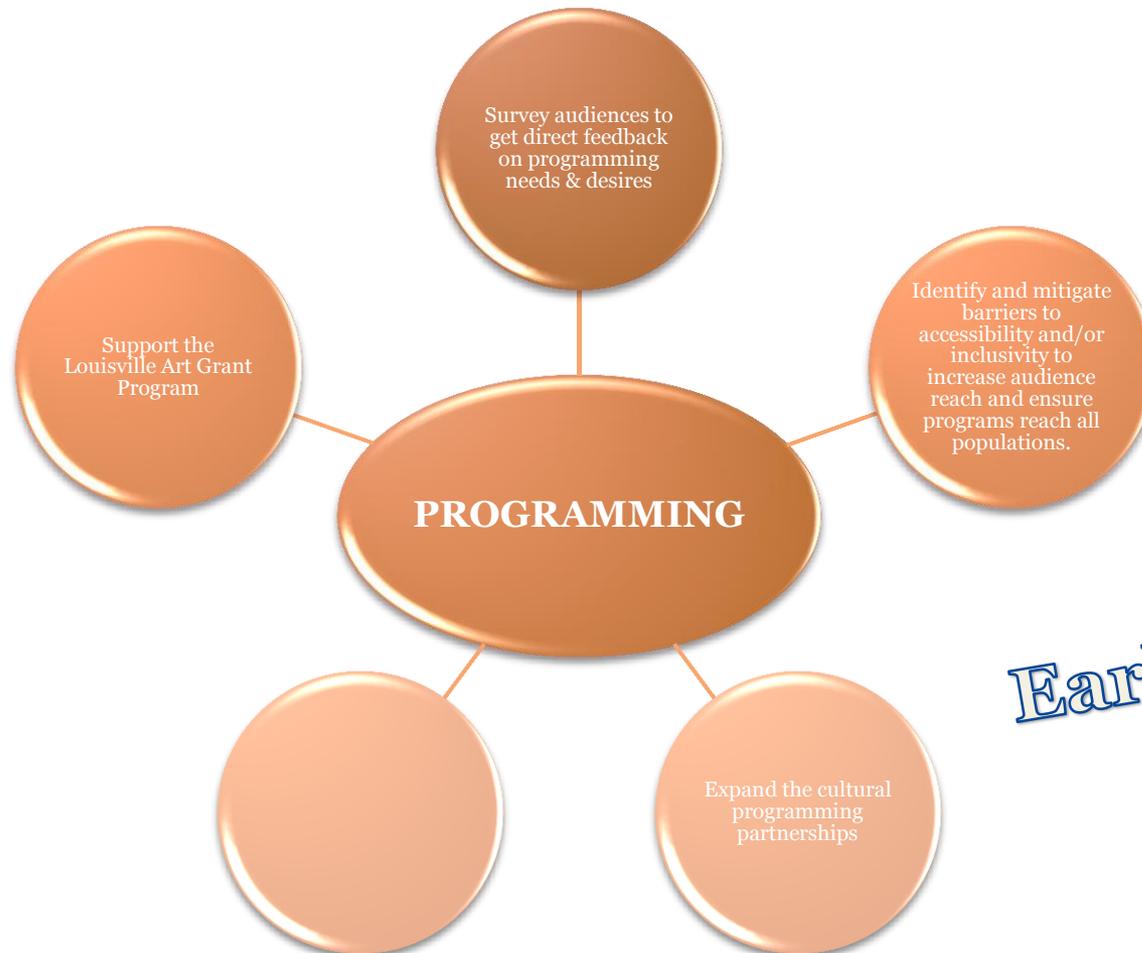
Goal 3: Support community special events hosted by public and private organizations.



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PROGRAMMING

Goal 4: Ensure a stimulating mix of diverse programs that meet the demand for arts centered and cultural programming in the City of Louisville.



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CREATIVES AND ORGANIZATIONAL NEEDS

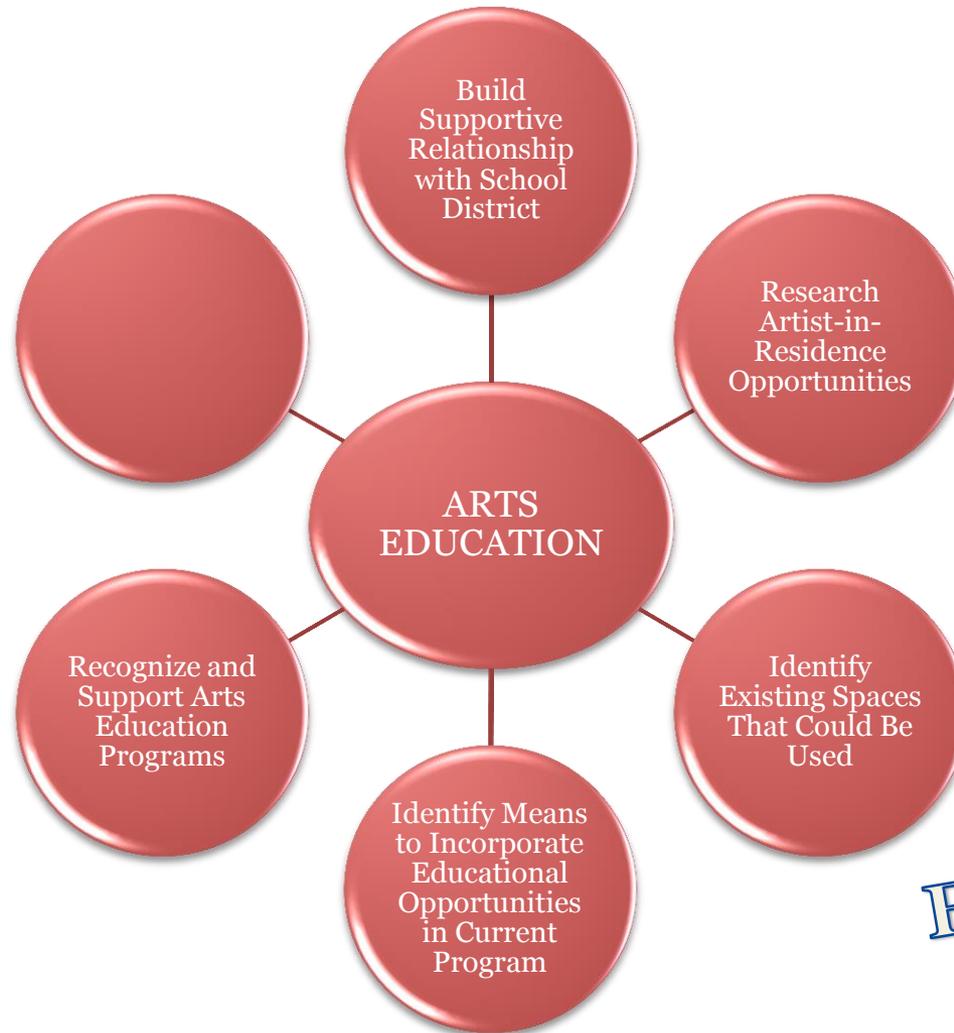
Goal 5: Create a thriving community where creatives, art-oriented businesses, and arts organizations are sustainable, grow and thrive.



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EDUCATION

Goal 6: Advance opportunities to promote arts education within the community.



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MARKETING AND AUDIENCE DEVELOPMENT

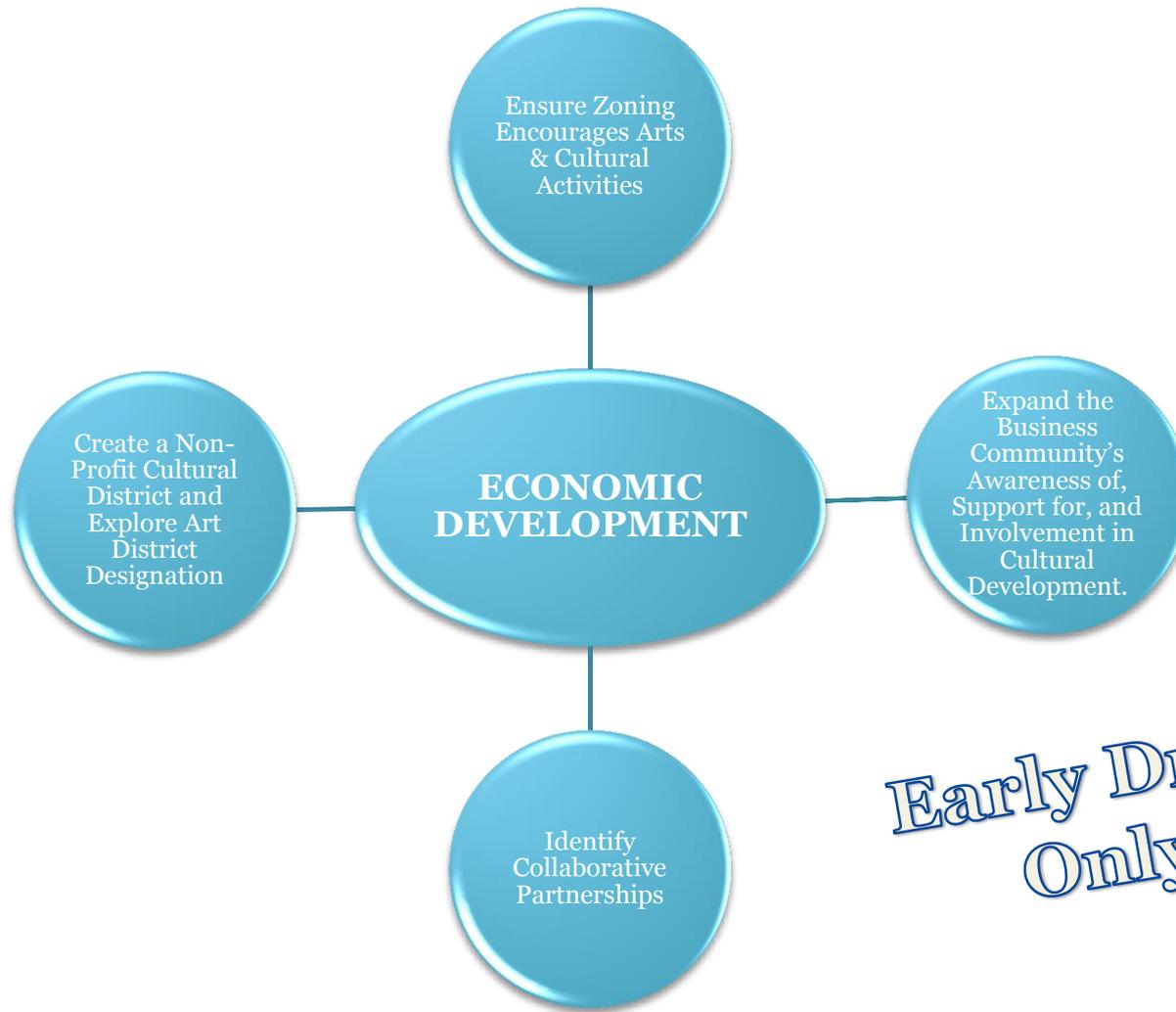
Goal #7: Expand local and regional awareness of, and participation in, cultural assets.



*Early Draft
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ART & CULTURE AS ECONOMIC DEVELOPMENT

Goal 8: Research and advocate for sustainable funding, public and private, to support the variety of arts and cultural programs and creative sector professionals within Louisville.



*Early Draft
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Ongoing Goals

Early Draft
Only

Action Items

Partners

Expand collaborative partnerships between City departments (particularly Library, Museum, Parks & Recreation, Economic Development), Boards & Commissions, Louisville art organizations, Louisville business community, independent artists, Chamber of Commerce, Downtown Business Association, and Boulder Valley School District to leverage financial resources.	Staff, Business, Chamber of Commerce, DBA, BVSD
Support the Louisville Art Grant Program administered by the LCC to ensure programming diversity, sustainability and provide a means for the City to respond to short-term arts/cultural projects.	Staff, LCC, City Council
Conduct audience surveys to obtain feedback on programming needs & desires and determine strengths/weakness in current marketing efforts to guide future marketing decisions.	Art Orgs, LCC
Support City–sponsored, large-scale community special events (Street Faire, July 4th Fireworks Celebration, Touch-A-Truck and the Labor Day Weekend Events & Parade)	Staff, City Council, Community
Evaluate City-sponsored events and make necessary adjustments as needed based upon event goals, operations and community and community impact.	Staff
Identify appropriate operational support levels for non-City sponsored large-scale community events.	Staff, City Council, Community
Implement a Cultural Arts Master Plan to serve as a guiding principle for arts and culture decisions made for the community.	Staff, LCC, Chamber of Commerce, Arts Organizations, CAMP Steering Committee, Community

Short Term Goals

Draft Only

Action Items	Partners
Participate in an American for the Arts Economic Impact Study that will provide detailed community statistics regarding the true economic impact of creative industries on the region.	Staff, LCC, Arts Orgs, Business, Chamber of Commerce
Pending favorable results of the AFTA Economic Impact data, conduct a facility feasibility study for performing arts venue(s) to identify and recommend appropriate space to support the needs of creatives and arts and cultural organizations.	Staff, Creatives, Art Orgs, Community
Utilizing public artwork as a means of expressing community character and enhancing community engagement, establish a formal Public Art Program and designate authority to a City board/commission.	Staff, LCC, City Council, Creatives, Community, Business
Using the City's Comprehensive Master Plan and the Louisville's Downtown Framework Plan as a guideline, make necessary zoning adjustments to allow and encourage public art placements, "art happenings" and other creative & cultural activities.	Staff, LCC, City Council
Research and adopt appropriate governing policies (Acquisition, Display, Deaccession, Maintenance, Preservation, Right-of-Way, etc.) for public art based upon best practices within the field.	Staff, LCC, City Council, Community
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.	Staff, LCC
Facilitate quarterly meeting 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.	Art Orgs, Staff, Creatives, Community
Identify means to facilitate a community calendar of arts and special event activities accessible to individual artists and arts organizations.	Art Orgs, Staff, LCC, Creatives

Early Draft
Only

Short Term Goals

Action Items	Partners
Develop a comprehensive web-based, publicly accessible art resource guide and directory of the City's artists, arts-oriented businesses, and cultural resources.	Art Orgs, Staff, Creatives, Business, Chamber of Commerce, LCC
Identify and mitigate barriers to accessibility and/or inclusivity through the development of cultural programs, instruction, classes and residencies for all audiences, particularly those who would not otherwise have access to opportunities.	Arts Orgs, Creatives, Staff, LCC
Recognize and support arts education programs within the school district.	Staff, Arts Orgs, Creatives, BVSD
Evaluate local training opportunities 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 Fundraising.	Staff, ArtsOrgs, Chamber, Regional Arts Collaborators, Neighboring Communities
Promote leadership participation within regional and state arts agencies to form strong regional partnerships, art advocacy and expand programming options.	Creatives, Art Orgs, Staff, BVSD, Chamber of Commerce
Seek methods to retain and enhance current concentrations of artists, arts organization and creative industries within Louisville.	Staff, Business, City Council, Creatives, Arts Orgs
Seek additional funding sources for public art and LCC programming.	LCC, Staff
Develop collaborative programming with neighboring cities and throughout the County to greater leverage financial resources.	Arts Org, Creatives, Staff, LCC
Create a system for access to the Louisville Center for the Arts for community arts organizations regardless of non-profit status.	Staff, Community, Arts Orgs
Evaluate City-owned and private facility initiatives to determine possible public/private partnership opportunities utilizing existing inventory within the community.	Staff, Business, Community

Intermediate Goals

*Early Draft
Only*

Action Items

Partners

Encourage private development of creative industries throughout Louisville and seek ways to support such industries through economic development incentives.	Staff, City Council
Develop, or facilitate the development of, accessible and affordable performance venue(s), rehearsal space/studios/visual arts spaces within various sections of the community--specifically to “activate” vacant and underutilized space with arts and cultural activities.	Staff, Arts Orgs, Business, Creatives, Community
Pending favorable results of a facility feasibility study, conduct statistically valid survey for community support; and research finance options.	Staff
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.	Staff, Arts Orgs, Creatives, Community
Apply for SCFD eligibility for the Cultural Arts Department for 2019 Grant Cycle.	Staff
Research and propose a dedicated funding stream (such as a future ballot measure, independent 501(c)3 funding, a Percent for the Arts Program) as well as process for accepting donations from individuals, organizations and/or private development, to support community public art.	Staff, LCC
Develop and support collaborative advertising efforts among community arts organizations to reach all segments of the population, maximize advertising resources and help build a stronger community arts reputation.	Staff, Arts Orgs, DBA
Research feasibility of a collaborative artist-in-residence program with public education and arts instruction as primary goals.	Staff, Arts Orgs, BVSD, Creatives
Designate a non-profit downtown cultural district in order to maximize grant opportunities and explore Colorado Creative Industries art district designation.	Staff, City Council

Draft Only

Long Term Goals

Action Items

Partners

Research resources and funding strategies for artists, artist-oriented small businesses and creative industries (such as seed-money, grants/grant writing, donations, sponsorships, etc.).

Staff, Arts Orgs,
Creatives

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

Staff, Business,
Creatives

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.

Staff, Business,
Community

Ensure availability of arts education programming to resident youth through future community arts facilities, collaborations between schools and arts groups, training and resources for teachers.

Staff, Boards and
Commissions, Arts
Orgs, BVSD,
Creatives

*Early Draft
Only*

Looking Ahead

- CASE to Review Draft of CAMP Draft
- Modifications
- Public Review of CAMP Draft
- Revisions
- Final CAMP to City Council for Approval
- Implementation





Appendix

- Supplemental documents

Partners (Pop-Up)

