

Boulder Arts Commission Agenda
July 15, 2015, 6:00 p.m.
Canyon Meeting Room, Boulder Public Library

CALL TO ORDER

Approval of Agenda

REVIEW OF MINUTES

June 17, 2015

PUBLIC COMMENT AND COMMISSIONER RESPONSE

GRANT PROGRAM ACTION ITEMS

OPEN GRANT LETTER OF INTENT

Studio Arts Boulder, Operational Support

ROUND 3 SPARK GRANT PROPOSALS

Nicole Frantilla, Nosy Neighbors at the Boulder Fringe Festival
Hoarded Stuff Performance, Goodnight, Courtney Love - Part 1
Interweave Dance Theatre, Moved Beyond Words
Scott Johnson, World Singing Day Boulder
Chrissy Nelson, Summer & Fall Fieldwork 2015
Tamara Meneghini Stalker, "How I Learned to Drive" by Paula Vogel
Rod Swanstrom, SKYLIGHT - a creative motif
Jim Walker, Normal Heights

GRANT FINAL REPORTS

Boulder County Arts Alliance, Boulder Arts Week 2015
Boulder County Arts Alliance: Communikey, FY15 Major Grant, Communikey Festival 2015
Boulder Dance Coalition, FY15 R2 Spark Grant, Boulder International Festival 2015
EcoArts Connections, FY14 R2 Arts in Education Grant, Stories for a New Future, Part 3
Miriam Paisner, FY15 R2 Spark Grant, Jump for Jazz

INTERIM REPORT

Motus Theater, One Action Arts + Immigration Project

MATTERS FROM COMMISSION MEMBERS

MATTERS FROM STAFF

FOR DISCUSSION: Manager's Update
FOR DISCUSSION: Community Cultural Plan

UPCOMING MEETING (Agenda Building)

6 p.m., Wednesday, August 19, 2015—Canyon Meeting Room, Boulder Public Library

ADJOURNMENT

**CITY OF BOULDER
BOULDER, COLORADO
DRAFT BOULDER ARTS COMMISSION MEETING MINUTES**

Date of Meeting Wednesday, June 15, 2015, at the Main Library

Contact Information Preparing Summary Greg Ravenwood, 303-441-4397

Commission Members Present Felicia Furman, Richard Turbiak, Linda Haertling, Tamil Maldonado, Ann Moss

Library Staff Present

David Farnan, Library & Arts Director
Matt Chasansky, Office of Arts and Culture Manager
Greg Ravenwood, BAC Cultural Grants Coordinator
Mary Fowler, Creative Sector Initiatives Coordinator
Mary Wohl Haan, Creative Sector Initiatives Coordinator

Public Present Paul Heffron, Charlotte LaSasso, Margot Brauchli, Deborah Malden, Carla Selby

Type of Meeting Regular

Call to Order The meeting was called to order at 6:00 p.m.

Review of Minutes

Maldonado motioned to approve the May 20, 2015, meeting minutes; Furman seconded and the minutes were approved unanimously.

Public Participation

Paul Heffron presented promotional materials on and spoke on Studio Arts' project proposal to partner with the City on a studio campus on City land and asked for the Commissioner's support of this project.

Grant Program Action Items

Open Grant Letter of Intent

The Letter of Intent for an Open Grant from Immersion Journals for the proposed project Inaugural Travel Writing and Photography Festival was reviewed. Moss gave her opinion that the project was a bit too new and untried, but a good project. Furman added that there were not enough collaborative partners and additional financial support. Maldonado and Haertling concurred. Turbiak wondered about 501c3 status, and the organization's ability to address the noted criteria for the grant category. The letter of intent did not receive any motion to move forward for a formal proposal in September.

Grant Budget Reports

Final reports on Boulder Opera's FY14 R2 Arts in Education Grant (Operamania! Interactive Opera Education), The Catamount's FY15 Major Grant (The Regional Premiere of DISNEY at madelife), Frequent Flyers Production's FY15 Major Grant (Star Sailors), and Barbara Beasley's, and Laura Blegen's FY15 South by Colorado Creative Industries Summit Scholarships were reviewed. Furman motioned to approve all; Moss seconded and the motion passed unanimously. Moss noted issues in the Catamounts report that suggested looming problems when the Dairy Center was no longer able to house or promote programs during their upcoming renovation closures.

Matters from Commission Members

After discussion of the current representatives from the BAC, the commissioners agreed that there would be no changes to the BAC Board representation to the Dairy Center for the arts (Furman would continue to represent), the Boulder Museum of Contemporary Art (Moss would continue to represent) and the Convention and Visitors Bureau (Haertling would continue to represent).

Matters from Staff

Chasansky reviewed his Manager’s Update memorandum and asked if there were questions; there were none. Turbiak spoke about the Dairy ’s construction project and Chasansky suggested that Bill Obermeier could attend a BAC meeting in the future to discuss the topic.

Farnan noted that City Council approved a plan for the civic area. The City did not move forward with creating a performing arts space out of the library’s north wing, though it did suggest enhancements to it. Farnan also reviewed requests for the 2016 budget.

Matters from the Community Cultural Plan

Public Art

Chasansky spoke on the budget for the proposed public art program of 2016, which was detailed in sections 12.4 and 12.5 of the CCP document. Maldonado asked about the definition of public art projects...will Boulder’s program include things in addition to long term sculpture and mural?

Moss spoke to the current support for a percent tax for art from City Councilmembers and expressed her concern of a change in the council membership that could affect that support negatively. She asked if the the vote should be pursued now with the current level of support from CC?

Farnan noted that while council was supportive, surveys showed only 41% support for a tax from the public. He noted that would almost certainly point to a “no” vote in November of 2015 if it were put on the ballot.

Chasansky spoke about the current best practice across the country of an expanded definition of public art. He noted that initial commissions and selections in the public art program were anticipated in early 2016.

Grants Program

Turbiak and Chasansky reviewed the possibilities for the grant program for 2016 with Fowler coordinating responses from the commissioners in a working spreadsheet onscreen in the meeting room. The commissioners asked that the goals that the recommended grant categories align with be added in to the spread sheets for better decision-making.

Date, Time, and Location of Next Meeting

The next Boulder Arts Commission meeting will be held at 6 p.m. on Wednesday, July 15, 2015, in the Canyon Meeting Room of the Main Library’s north wing.

APPROVED BY:

ATTESTED:

Board Chair

Staff Secretary

Date

Date



BOULDER ARTS WEEK

FINAL REPORT

Submitted for review June 3, 2015
prepared by Emily K. Harrison & Deborah Malden

Dear Boulder Arts Commission –

We are pleased to submit this Final Report to you regarding the second annual Boulder Arts Week (BAW) 2015, Boulder's only weeklong celebration of our robust arts community. This nine-day spotlight on arts and culture happenings in our community featured a diverse range of arts and entertainment in both traditional and non-traditional venues throughout the city. The event was successful in meeting many of the goals articulated by the Steering Committee, including raising awareness of Boulder's arts and cultural offerings and organizations within the Boulder community and promoting collaboration among arts/artists and cultural organizations. BAW 2015 built upon the foundation of last year's inaugural celebration to focus on long-term goals including:

- Raising awareness of Boulder's arts and cultural organizations throughout the Denver Metro
- Positioning Boulder as an arts destination
- Increasing local business, individual, and government engagement with and ultimately, support of the arts in Boulder

BAW 2015 leveraged the success of the inaugural BAW, but it is important to emphasize that as an organization, BAW is still a startup.¹ Nevertheless, and as a measure of BAW's potential, BAW 2015 made significant strides in the key areas of marketing, communication and collaborations/partnerships. These improvements, combined with the overall success of the second year, indicate that BAW has strong growth potential, and is poised to become a signature event that can help sustain and

¹ It may be worth noting that Boulder's widely-acclaimed Boulder International Film Festival took at least four years to become established as a regular feature of the community's cultural calendar according to the Festival's co-founders, Robin and Kathy Beeck.

strengthen Boulder's creative community and brand Boulder as an arts and culture destination.

In reading this report, it is important to keep in mind that there were two significant changes made this year:

1. BAW was shortened from 10 to 9 days. Feedback from last year suggested that a slightly more concentrated festival would be more successful (and easier on the artists).
2. The BAW calendar was populated entirely by artists/presenters or venues. Last year's calendar was populated by BAW staff and Steering Committee members with all known events happening in Boulder, meaning that some artists/arts organizations may not have known that they were part of the inaugural Boulder Arts Week.

Highlights of Key Data: Four out of five Artists/arts organizations that participated in BAW and responded to an online survey indicated that they are likely to participate again in 2016. Total audience exceeded 19,000 based on survey and other data provided by venues and artists/presenters (versus 14,300 estimated for the inaugural BAW). Approximately 23% of the total attendees live outside Boulder County, which aligns closely with the data collected for the inaugural BAW at which 25% of attendees surveyed lived outside the County. Attendees surveyed overwhelmingly (87.1%) indicated that they were likely or very likely to attend BAW again in 2016.

Other key BAW 2015 metrics (described in more detail in the body of this Final Report) include:

- **164** presenters/arts organizations (115 in 2014)
- Estimated participation of **1250** artists (750 in 2014)
- **359** events (439 events in 2014)
- Events in **92** traditional and nontraditional venues (116 in 2014)

According to the Boulder Arts Week 2015 Survey of Performers, Visitors and Venues report by the Business Research Division at the Leeds School of Business, University of Colorado: "Many comments about the BAW on surveys were enthusiastically positive, including 'keep up the great work and choices;' 'wonderful presentation;' and 'do whatever you can to keep the tradition going.' Many of the respondents who offered praise for BAW suggested or even expected it be held again next year. There seemed to be overwhelming support for BAW to take place in 2016."

Report Format: This report is broken into four main categories: Marketing, Media, & Communications; Programming; Outcomes/Evaluations; and Management & Sustainability. In each category, BAW demonstrates the ability of multiple organizations and sectors to successfully collaborate and leverage connections and resources within

the Boulder community. Six key players, who were not part of the Steering Committee, deserve special recognition²:

- **Pauline Herrera Serianni**, a qualified marketing and development professional with expertise in the arts, who assisted in the development of a comprehensive plan for Boulder Arts Week 2015 and beyond.
- **Brian Lewandowski and colleagues at The Business Research Division of the Leeds School of Business, University of Colorado**, who provided critical feedback on the re-design of surveys, guidance on their deployment, and analyzed and summarized the results (see the attached, Boulder Arts Week 2015 Survey of Performers and Visitors referred to herein as the "BAW Evaluations Report").
- **Kathy Kuscan of Integrity Arts**, who helped write and submit a grant proposal that secured crucial funding from the Boulder Convention and Visitors Bureau
- **Amanda Roper**, a senior in the Leeds School of Business, University of Colorado and an arts entrepreneur (founding member of WARES Art Space, an accelerator for emerging artists) who served as the Boulder Arts Week 2015 Intern.
- **Ryan Page**, a junior at Naropa University, who along with Amanda, served as a lead on the Boulder Arts Week Social Media Street Team.
- **Sarah Grabowski Stith**, who provided crucial administrative support.

1. Marketing, Media & Communications: Results -> Very Good

Marketing specialist Pauline Herrera Serianni was hired to assist with the following marketing and communications tasks:

- Create two versions of a BAW Marketing Budget: ideal and realistic
- Research best practices for marketing of similar events across the country
- Review BAW website and collateral for areas of improvement
- Draft BAW media partnership proposals and help pitch/negotiate
- Develop media toolkit for artists and partners
- Develop year-round communications and marketing plan
- Determine best approach to connect venues/businesses and artists

With the help of Herrera Serianni, Harrison implemented a robust marketing plan for BAW. The following was accomplished:

- Created a Presenter Tool Kit, which is available for download on the Boulder Arts Week website. The Tool Kit is designed to:

² While all of these positions were compensated, it is important to note that several of these individuals donated a significant amount of their time in-kind, and that hiring support staff is crucial to the success of BAW.

- Ensure participants are well versed in what BAW is and how it applies to their organization and encourage participants to invest in telling the BAW story
- Help participants incorporate BAW awareness into front line (ushers, docents, box office, etc.) and volunteer training, ensuring everyone with whom the public has contact is familiar with BAW
- Provide tools that make it easy for participants to include BAW messaging where possible, including press releases, programs, social media, and word of mouth, encouraging participants to become advocates for BAW, the arts in the City of Boulder, Boulder County, and their own organization

The Tool Kit includes:

- Media and interview tips
- Social media tips
- BAW 2014 accomplishments
- BAW 2015 highlights
- BAW elevator speech, key messages, boilerplate, and overview
- Photos
- BAW logos
- BAW QR codes
- Hosted a Marketing Workshop in February 2015 in collaboration with the Boulder International Fringe Festival, the Boulder Chamber, and the Boulder County Arts Alliance. Workshop covered:
 - An overview of BAW and Fringe marketing efforts
 - Handouts, including:
 - Media contact list
 - Calendar list
 - Tips and advice on:
 - Social media (including relevant hashtags)
 - Print materials
 - Online calendars
 - Press releases
 - Guerrilla or alternative marketing ideas and success stories
- Redesigned, populated, and frequently updated the website (which included a lot of direct communication with BAW participants). Features of the website include:
 - Links to BAW social media
 - Information for artists/arts organizations, venues/businesses, patrons, and media, including the Presenter Tool Kit
 - A comprehensive calendar of events (substantially upgraded for BAW 2015; will be re-evaluated and improved further for BAW 2016)
 - Links to participants websites, including artists, arts organizations, businesses, and venues

- List of sponsors and partners
 - Images from BAW 2014
- Continued to build and heavily utilize social media outlets for Boulder Arts Week including:
 - Facebook (<http://facebook.com/boulderartsweek>)
 - currently at 2,836 “likes” and growing
 - invested in year round digital advertising to build awareness
 - set up to automatically populate the Twitter account
 - Twitter (<http://twitter.com/boulderartsweek>)
 - Mentioned in hundreds tweets leading up to, during, and after Boulder Arts Week; many of those tweets were then retweeted. It’s next to impossible to keep track of.
 - Instagram (<http://instagram.com/boulderartsweek>)
 - Used in the weeks leading up to BAW to generate awareness
 - Used throughout the week to highlight events and showings
 - Photos (50+) were also posted to Facebook and Twitter to showcase events and build awareness
- Drafted and distributed an official press release and subsequent media alert, which lead to coverage by several publications and media outlets, including³:
 - *The Daily Camera*
 - *The Boulder Weekly*
 - KGNU
 - *Westword*
 - CBS4
 - Boulder’s Channel 8
 - Colorado Public Radio
 - *Boulder Magazine* (getboulder.com)
 - *Crave Magazine*
 - *Elephant Journal* (elephantjournal.com)
 - *Denver Examiner* (examiner.com)
 - *Broadway World Denver* (broadwayworld.com)
 - *Boulder Source* (bouldersource.com)
 - Numerous local newsletters and blogs, especially real estate blogs
- Encouraged artists/arts organizations to create and distribute their own press releases. The few artists who did so were featured in general Boulder Arts Week features and some were also covered individually by:
 - KGNU
 - *Westword*
 - *University of Colorado Arts & Sciences Magazine*

³ For a comprehensive list of media coverage, including links to articles and broadcasts, please see Appendix 1.

- AXS
- *Broadway World*
- ABC7 News Denver
- Rocky Mountain PBS' Art District w/Carrie Saldo (nationally syndicated television broadcast)
- Presenting Denver
- *Scen3*
- Colorado Public Radio
- Partnered with *Westword* for digital and print advertising. Among other things, the *Westword* Package included⁴:
 - Ad in the "Best of Denver" edition of *Westword*, which was published the week before Boulder Arts Week, is the most picked-up edition of *Westword*, and has a very long shelf life
 - Digital media advertising campaign through *Westword.com*
 - Click thru rates for online advertising were notably high⁵.
 - BAW Weekend Getaway Sweepstakes
 - **117 people from across the country** entered to win a *Westword* BAW Weekend Getaway, which included:
 - 1 night stay in the King Suite at Hotel Boulderado on Saturday, March 28, 2015 (Value \$365)
 - 2 tickets to *Misterman* by Enda Walsh at The Diary Center for the Arts on Saturday, March 28 at 8pm (Value \$50)
 - Dinner for Two at Boulder Dushanbe Teahouse (Value \$50)
 - 1 Contemporary Level Annual Membership to Boulder Museum of Contemporary Art (Value \$250)
 - 3 runners-up received a pair of tickets to *Misterman* by Enda Walsh at The Diary Center for the Arts on Saturday, March 28 at 8pm (Value \$50 per pair)
- Partnered with CBS4
- Invested in targeted advertising on Colorado Public Radio
- Partnered with Boulder-based Balcony 9 Media to create a Boulder Arts Week PSA, which:
 - Is published on YouTube
<https://www.youtube.com/watch?v=fdsQ31rC8M8>
 - Was shared on social media
 - Is posted on the BAW website
 - Aired the entire month of March and through the end of BAW on CBS4

⁴ For complete details for both *Westword* and CBS4 Partnership agreements, please see Appendix 1.

⁵ For campaign proof of performance for both *Westword* and CBS4, including click through rates, please see Appendix 1.

- Was shown as part of film previews at the Boedecker Theater at the Dairy Center for the Arts during the month of March through the end of BAW
- Developed a partnership with the Boulder International Film Festival, which included an ad for BAW screened as previews for BIFF films
- Designed, printed, and distributed postcards and posters, and worked with CU Presents and *Westword* on the design of print and digital media ad pieces.
- Co-hosted two free gatherings open to the community (the Kick-Off Party at BMoCA and Closing Party at The Dairy), as well as an arts showcase/fundraiser for Boulder Arts Week 2016 at the future home of the Museum of Boulder, in collaboration with the Boulder Chamber.
- Partnered with the Boulder International Fringe Festival to host their popular All-You-Can-Artist-Buffer as part of the Kick-Off Party at BMoCA, giving artists/arts organizations the opportunity to promote their BAW events to the larger community
- Developed a calendar in Guidebook, a free app that anyone can download on their tablet or smart phone to easily navigate the many Boulder Arts Week offerings.

The majority of our marketing budget this year was spent on social media advertising, printing costs, and advertising through Colorado Public Radio and our media sponsors, *Westword* and CBS4.

According to the Boulder Arts Week 2015 Survey of Performers and Visitors report by the Business Research Division at the Leeds School of Business, University of Colorado "Attendees most often cited word of mouth (32.4%), newspapers (20.9%), and social media (15.0%) as their source of learning about BAW. Most artists learned about BAW through word of mouth (26.6%) or by participating the previous year (25%). Social media and email blasts were a source of information for 6.3% of respondents each. A majority of Artist/Presenters surveyed indicated that they promoted BAW through word of mouth (87.5%), emails (72.5%), social media (75.0%), and their own websites (75.0%).

Overall, the following elements were successful:

- The BAW Kick-Off Party at BMoCA on Friday, March 27th, which was attended by more than over 350 people. Feedback was positive and the event clearly helped generate interest and excitement about BAW, and this year, provided a direct outlet for artists/arts organizations to promote their events to the larger public.
- The website redesign: artists and patrons generally praised the look and relative ease of navigation, and the redesign of the site allowed for easier management both leading up to and during BAW
- Calendar on the site was easier to sort and navigate than it was in 2014 (additional improvements are planned)
- Press Coverage leading up to the event

- The Closing Party, hosted by the Dairy Center for the Arts, which was attended by 125 people, and was a wonderful way to celebrate the week and the arts community in Boulder
- Volunteer support from most Steering Committee members, particularly provided in the areas of marketing, evaluations, and sustainability
- Communication with artists and arts organizations was much improved this year, especially as it regards helping artists connect with venues and businesses. This was facilitated in several ways including:
 - A public presentation of results from the inaugural BAW was made at the Boulder Chamber for artists and other community members in fall 2014 and further feedback was solicited
 - A public “Bring Your Own Venue” session was held at the Dairy Center for the Arts, in collaboration with the Boulder International Fringe Festival and the Boulder County Arts Alliance; it was well attended and facilitated several collaborations (see section on Programming)
 - Hiring an intern, which happened later than was optimal, but proved the benefit of having dedicated personnel to serve this key function

We faced challenges in the following areas:

- **Media sponsorship with Prairie Mountain Publishing**, which owns and operates *The Daily Camera*, *The Denver Post*, *The Longmont Times-Call*, *The Broomfield Enterprise*, and *The Colorado Daily*, among others. Although BAW did secure media sponsorship in 2014, the terms of the media sponsorship did not meet our expectations. Securing a strong media sponsorship (with clearly articulated terms) was a high priority for 2015. Despite [multiple] meetings and in January 2015 with the Vice President of Marketing and Advertising at *The Daily Camera* and multiple requests from the BAW team, *The Camera* failed to follow up with a proposal. With time running out, the decision was made to pursue a partnership with *Westword* instead. It is worth noting that this decision was not made lightly. It reflected input from several members of the Steering Committee including Joan McLean Braun, ED of CU Presents, which maintains a large annual spend with *The Daily Camera*, and marketing consultant, Pauline Herrera Serianni.
- **Media Coverage as the week progressed:**
For the second year in a row, we received GREAT coverage going into Boulder Arts Week, but that tapered off as the week progressed. While we did receive more mid-week coverage for BAW 2015 than we did for our inaugural year, this drop in coverage still presented significant challenges because the first weekend of BAW was at the END of ‘spring break’ for both Boulder Valley School District and CU. This meant that those in the community who rely on traditional print media for information were likely unaware of BAW.

Marketing and communications strategies and implementation for future BAW iterations will continue to take this into consideration. We will likely need to augment media coverage with more aggressive marketing promotion and are in the process of evaluating our 2015 marketing campaign to identify where we can make improvement for 2016. Increasing the marketing budget for 2016 is a priority.

- **The BAW calendar:** the online BAW website calendar was vastly improved this year but still needs to be made more navigable to facilitate audience planning as well as subsequent BAW reporting. Additional sorting options for 2016 will include family/kid friendly events and free events. Note: The calendar is actually hosted on the Boulder County Arts Alliance website. Plans are already in place to make the BAW 2016 calendar both more robust and easier to sort and navigate, and the BCAA webmaster is fully on board to help us with this task.
- **Artist/arts organization communication:** As previously noted, communication significantly improved over 2014 and over the course of the last 12 months, but this continues to be area that needs attention. We also anticipate this being a high priority in future years as the model for BAW develops. Challenges (and opportunities!) include clarification and communication around what Boulder Arts Week is and what a BAW participant is responsible for. Both of these will be informed by the work of the Sustainability Committee as well as the larger BAW team.

BAW 2014 and 2015 primarily served as a marketing platform, and despite improved understanding of this in 2015, some artists/arts organizations still did not understand their role in the bigger picture including:

- The need to promote their own work
- Raising awareness about Boulder Arts Week by using the logo and letting their patrons know that their event is part of Boulder Arts Week
- Participating in the deployment of audience surveys and providing feedback to BAW via the artist/presenter survey for evaluation and improvement.

For 2015, we addressed these concerns in the following ways:

- Included a check box for any and all calendar submissions for Boulder Arts Week, which indicates that artists/arts orgs understand and agree to their responsibilities as participants in Boulder Arts Week, including making sure their audiences know that they are part of this community

celebration of the arts and culture by using the logo and announcing that their event is part of Boulder Arts Week⁶.

- Sent multiple emails to participants gently reminding them of their responsibilities.
- Hosted a Boulder Arts Week focused marketing/promotions workshop in conjunction with our Fiscal Sponsor, the Boulder County Arts Alliance, the Boulder International Fringe Festival, and the Boulder Chamber.
- Created a Tool Kit for participants, which can be downloaded from the website and will be updated each year for continued functionality.
- Created a subcommittee responsible for Artist Outreach. This subcommittee proved somewhat helpful prior to hiring an intern. The role of staff vs. subcommittee members/other volunteers will be evaluated and clarified for 2016.
- Hired an intern whose primary area of focus was communicating with artists and venues, including making sure they entered any and all scheduled events on the BAW calendar and had an understanding of how to best promote their events.

For 2016, we will continue to build on the progress we made in 2015, and in particular, will further develop the structure and expectations of the Artist Communication Subcommittee, currently headed by Mary Wohl Haan. We also plan to secure funding early enough to hire the BAW 2016 intern in the Fall of 2015 to get a significant jumpstart on the work.

2. Programming: Results -> Excellent

In keeping with (and in part due to) the Inaugural Boulder Arts Week's success, programming for the Boulder Arts Week 2015 was incredibly diverse and robust, and included performances, readings, film showings, lecture/demonstrations, hands-on activities, classes and workshops, open rehearsals/artist at work events, and gallery events. Programming was boosted by the Project Manager and members of the Steering Committee's reputations as artists, producers, and arts patrons in the community, and their collective connections with other artists. Further, there were many free or low-cost events, as well as family/kid friendly events, which made the week something that literally everyone in our community could take part in.

Boulder Arts Week 2015 boasted:

- **164** presenters (this does not include the total number of artists involved; many events included the participation of several artists, ranging from 2 or 3 to as many as 50 or more)

⁶ This is a step in the right direction, but is difficult if not impossible to enforce.

- Estimated participation of **1250** artists, primarily local but also several national; please note that this is a conservative estimate, based on what we know about events/participants
- **359** events, including repeating events (ie: a theatre production that ran the duration of the week)
- Events in **92** venues and businesses in the City of Boulder, ranging from traditional arts venues such as The Dairy Center for the Arts, The Boulder and Fox Theatres, and BMoCA, to less traditional venues such as the lobby of the Hotel Boulderado, Savory Spice Shop, the Andrews Arboretum, and the Leisure Swimming Pool at the North Boulder Rec Center⁷.
- Several high-profile, Colorado-based artists/arts organizations, including:
 - Michelle Ellsworth
 - Android Jones
 - CU Symphony Orchestra, which performed with Natalie Merchant
 - Boulder International Film Festival
- Several innovative, audience-building collaborations from Boulder-based artists/arts organizations, including some that built on collaborations/initiatives developed by organizations in the Inaugural year for Boulder Arts Week, such as:
 - NoBo Art District's First Friday, which included collaborations between visual artists and several local writers and performers
 - 3rd Law Dance/Theater and Boulder Bach Festival's second collaboration, *Bach Uncaged*, presented in partnership with the Dairy Center for the Arts
 - Joanna & the Agitators and Hoarded Stuff's works-in-progress showing of *Goodnight, Courtney Love*, presented in collaboration with the North Boulder Rec Center; this piece is currently in development and will premiere in 2016
 - square product theatre and the Boulder Museum of Contemporary Art partnered to present an Expert Talk with nationally renowned, Boulder-based performance artist Michelle Ellsworth; this event was hosted in advance of the Colorado premiere of Ellsworth's critically acclaimed new piece *Clytigation*, which will be presented in the ATLAS Black Box on the University of Colorado campus in October 2015

It is important to note that much of this collaborative programming was designed to generate interest in and awareness of future work generated by these artists/arts organizations in Boulder, supporting the sustainability of Boulder Arts Week as well as that of the artists/organizations and their work and the larger arts community.

⁷ Yes, really.

Programming was supported in the following ways:

- Hosted a “Bring Your Own Venue” workshop led by Project Manager Emily K. Harrison and Executive Producer of the Boulder Fringe, Alexis Cooley, in collaboration with the Boulder County Arts Alliance; this event was very well attended by both local artists and venue managers/business owners, and resulted in several partnerships between attendees
- Meetings with several venues and business owners/managers to facilitate their involvement
- Meetings with many artists/arts organizations to facilitate their involvement
- Hiring a highly qualified, Boulder-based intern whose primary focus was developing/facilitating relationships between artists/arts organizations and venues/businesses
- Facilitating connection between artists/arts organizations and businesses/venues directly via our website

In our inaugural year, a major challenge was connecting artists/arts organizations with venues/businesses efficiently. Whereas it was envisioned that artists would take a leading role in this effort, the Project Manager became the ‘go to’ resource for this, which unnecessarily taxed our resources. With more lead time going into 2015, we developed a BAW Intern position, created a job description, and conducted a search to employ an intern with a primary focus on directly connect artists/arts organization with interested businesses/venues, and a secondary focus on marketing. We interviewed several candidates and in February, hired Amanda Roper, a senior in the Leeds School of Business at CU Boulder, and a Founder of WARES Art Space. This proved a very successful endeavor, allowing the Project Manager to focus more on the event as a whole, rather than on the individual needs of artists, arts organizations, venues, and businesses. We were unable to hire an intern as early as we would have liked, due to uncertainty with regard to funding, and plan to secure funding earlier for 2016 so that we can hire an intern to begin this work in the Fall of 2015.

The Steering Committee and Project Manager explored the potential of curating specific, Boulder Arts Week sanctioned/supported events on a limited basis, but ultimately determined that it was not the best use of our resources at this time, and needed more planning. In the future, we plan to connect directly with Boulder artists in to explore the potential of implementing and funding this sort programming in a way that serves the artists, Boulder Arts Week, and the larger community.

3. Outcomes/Evaluations: Results -> the evaluations process was robust and adequately implemented; outcomes were good-to-excellent and indicate that BAW has established a foundation for the future that can be strengthened with increased sustainability.

Methodology: BAW conducted anonymous surveys aimed at audience members at Boulder Arts Week events, as well as participants/producers who took part in Boulder Arts Week. Both onsite, hard copy surveys were used, as well as online surveys. The Business Research Division (BRD) of the Leeds School of Business, University of Colorado Boulder provided substantial expertise and analytical support. BRD's support was directed by Research Associate, [Brian Lewandowski](#) who helped design the surveys based on input from the BAW Evaluations Subcommittee members⁸ and BRD's critique of last year's surveys. BRD also analyzed and summarized the survey results (see Appendix 2, "Survey of Performers, Visitors and Venues dated June 2, 2015"). The survey is referred to herein as "The BAW Survey." BRD compared the results for 2014 and 2015 surveys and noted in The BAW Survey that "responses are fairly consistent between the years."

The Attendee intercept paper survey was deployed by BAW volunteers and staff and, in some cases, the venues and artists/presenters themselves. The Attendee survey was also offered online through Qualtrics, a leading online survey software (made available through the BRD) as were the Artist/Presenter and Venue surveys.

Artists/Presenters were asked to complete an online survey outlining their experience during Boulder Arts Week. Of 164 presenters (up from 116 in 2014), 40 (23.5%) completed the survey. Key findings, from The BAW Survey include:

- Most Artists/Presenters felt that a meaningful number of new attendees were in the audience during BAW (52.5%)
- A majority of Artists/Presenters (62.5%) indicated that BAW helped generate awareness of Boulder's art scene in the larger community
- Overall, 65% respondents indicated their involvement in BAW was a positive experience, and only 5% indicated the experience was not positive; 30% remained neutral. (In 2016, efforts will be directed toward increasing the positive responses)
- Respondents overwhelmingly indicated (82.5%) they will likely participate again in 2016.

⁸ Members include Deborah Malden and Charlotte LaSasso (both members of the Steering Committee) as well as Kevin Shuck, ED of the Boulder Philharmonic; Laura Blegen, ED of Frequent Flyer Productions, and Shoshana Fanizza, Audience Development Specialist.

Artists/Presenters who performed at the inaugural Boulder Arts Week were also asked to recollect the impacts of the event on their professional lives since then. Twenty artists who had previously been involved in BAW responded to this set of questions. Of these: "50% agreed that BAW expanded their audience and network of artists and organizations; 45% of those previously involved agreed or strongly agreed that their involvement with BAW led to collaborations with other artists; and 60% of BAW veterans agreed or strongly agreed that their participation in the inaugural BAW raised awareness of their work or organization." This data confirms that BAW can have an enduring positive impact on the artists and arts and culture organizations in Boulder.

Venues: The Venue survey was implemented this year to assess the experience of venues including businesses such as retailers, galleries, cafes and co-working spaces that served as nontraditional venues. Sourcing and expanding locations in which artists can perform/show their work and the community can experience art is important to the success of BAW. BAW also aims to help strengthen connections between artists and the local business community.

- 76.4% of Venues strongly agreed or agreed that they are very likely to participate again in 2016. The remaining 23.5% were neutral. No one indicated that they were not interested in doing so.
- 82.4% strongly agreed or agreed that interaction with artists was positive. The remaining 11.8% responded that the question was not applicable.

Audience: A total of 379 audience surveys were conducted, both in person and online. According to The BAW Survey:

- Of the 379 responses, 329 provided information about their resident community. 22.9% of attendees were from outside Boulder County and 6.4% were from outside the state. (In 2014, 25% of program attendees were from outside the county, and 5% were from outside the state). Residents of the city of Boulder recorded 59.1% of the responses, followed by Longmont (5.8%), Denver (5.5%), Louisville (3.9%), and Lafayette (3.7%)."
- The majority of attendees from outside the City of Boulder (65.5%) were visiting specifically for BAW.
- Of the 379 audience surveys, almost half (48.7%) either agreed or strongly agreed that they were attending more arts events than usual because of BAW and respondents overwhelmingly indicated (87.1%) that they were likely or very likely to attend BAW again in 2016.
- Demographics: BAW survey respondents were asked to provide basic demographic information. The results indicate that "BAW survey respondents were a good representation of Boulder's diversity...were slightly older than Boulder' population...and income distribution resembled Boulder's overall income distribution when comparing to Census data."
- A total of 77 attendee respondents provided comments or suggestions for BAW. Of those comments, nearly 40% revolved around promotion and

marketing of the event, 7.8% involved the programming and the website, and 26% simply praised the effort. Fourteen-percent of comments were praise in 2014, showing an increase from year to year.

We believe the results demonstrate strong support from artists, arts organizations, venues and citizens for the continuation of Boulder Arts Week. Further, the data results will help drive future decision making to help build and grow BAW into a signature cultural event that the community as a whole embraces, an event that increasingly attracts citizens and visitors alike.

4. Management & Sustainability:

Project Management: Overall, Good; Improved over 2014

- **Project Manager, Excellent**
- **Steering Committee and Volunteers, Acceptable**

Sustainability: Results ->Acceptable – In Progress / High Priority

Management:

Emily K. Harrison, MFA, PhD, was retained as Project Manager for BAW 2015 following the successful launch of the inaugural BAW. Harrison's engagement provided both continuity and highly professional management of the overall event.

We faced challenges in the following areas:

- **Delayed hiring/recruiting:** Since funding was not secured until late 2014, BAW was unable to commit to hiring Harrison until late December 2014, which delayed outreach and made it difficult for the Project Manager to move forward on several fronts including:
 - Hiring interns
 - Marketing
 - Hiring administrative support
 - Engaging a qualified volunteer coordinator

It is important to note that reliance on annual fundraising greatly affects the overall management (and sustainability) of BAW. It also threatens management continuity as the Project Manager needs assurance that the position will be funded from year to year.

- **Steering Committee/subcommittee structure:** Steering Committee members, most of whom were also involved in the inaugural BAW, provided guidance and some volunteer support and Steering Committee members were assigned to subcommittees. Subcommittees included:
 - Marketing Committee: Chair, Joan McLean Braun
 - Development Committee: Chair, Shannon Crothers
 - Finance Committee: Chair, Marcia Schirmer

- Event Committee: Chair, Beth Smith
- Artist Outreach Committee: Chair, Mary Wohl Haan
- Evaluation Committee: Chair, Deborah Malden
- Volunteer Committee: Volunteer Coordinator, JoLee Wingerson (hired position)
- Sustainability Committee: Chair, David Dadone

Since BAW 2014 was almost exclusively Steering Committee driven until 3 months before its launch, Steering Committee members remained highly engaged throughout its implementation. In 2015, levels of engagement varied, due, in part, to the transition to paid staff and somewhat unrealistic expectations on the part of the Steering Committee regarding the Project Manager's role and bandwidth. In hindsight, better articulation of Steering Committee and subcommittee roles and responsibilities and clearer delineation of Project Manager/staff versus subcommittee roles and responsibilities would have been beneficial. It also would have allowed the Steering Committee members to better support the Project Manager and to leverage their resources. The Sustainability Committee and Project Manager are re-evaluating this model.

- **Volunteer engagement and management:** Strong volunteer engagement (primarily through the Steering Committee membership in the inaugural year) is critical to the success of BAW. Going forward, the addition of a qualified Volunteer Coordinator to the BAW team early in the planning year will be essential. There are numerous successful volunteer-powered events in Boulder (including the Boulder International Film Festival and Conference on World Affairs, recent challenges aside) that can be models for BAW.

It is anticipated that public outreach to artists and others in the community will begin in early Fall 2015. Results from this year's BAW (evaluations, lessons learned, opportunities for improvement) will be made public at an open presentation and attendees will be invited to share additional input about how to improve and grow BAW. The meeting will also be used to start recruiting volunteers. Stronger artist volunteer support will also help artists better understand BAW and deepen their engagement/commitment to its success.

Sustainability:

A Sustainability Committee chaired by David Dadone, Executive Director of BMoCA⁹, was formed in the Fall of 2014 to explore and complete the following goals:

⁹ Other committee members include: Charlotte LaSasso, ED of Boulder County Arts Alliance; Bill Obermeier, ED of The Dairy; Deborah Malden, Arts Liaison & Advisor for the Boulder Chamber

- Develop official Mission Statement and Organizational Goals for Boulder Arts Week
- Re-conceptualize organizational structure, ie: should BAW seek to be housed as an entity within the City of Boulder, should it become a 501(c)3; to what extent can the Steering Committee members and/or other volunteers reliably serve as staff
- Develop vision for the role of Boulder Arts Week in the landscape of the larger community, ie: the City of Boulder, Boulder County, and the State of Colorado
- Explore potential partnerships and collaborations

The work of Sustainability Committee is ongoing and is a top priority.

Financial Sustainability: Based on the success of the Inaugural Boulder Arts Week in 2014, necessary efforts towards financial sustainability were made, and continue to develop. As previously noted, Emily K. Harrison, MFA, PhD, was retained as Project Manager. Marketing and development professional Pauline Herrera Serianni was hired to help create an initial development plan and Shannon Crothers volunteered to support these efforts by actively pursuing relationships with potential partners and sponsors.

The following tasks were successfully completed:

- Conduct BAW assets audit to determine benefits available for sponsors/partners
- Develop strategic list of potential sponsors/partners
- Create general sponsorship/partnership package
- Sponsorships pursued by Shannon Crothers, Philanthropy Cultivator for Boulder Arts Week
 - Goal: \$1750 (cash)
 - Actual: \$500 (cash)
- Individual donations solicited (primarily for Colorado Gives Day 2014)
 - Goal: \$400
 - Actual: \$915
- Secure funding from the City of Boulder
 - Anticipated: \$20,000
 - Actual: \$25,000
- Secure funding from the Boulder Convention and Visitor's Bureau
 - Goal: \$25,000
 - Actual: \$25,000

Overall, the following elements were successful:

- We now have a comprehensive Sponsorship/Partnership package in place that will serve us for years to come

- We secured more funding from the City of Boulder than we initially anticipated, which allowed us to make up for a shortfall of anticipated Sponsorship/Partnership funding (see challenges below)
- We laid the groundwork for future Sponsorship/Partnership funding
- We secured more than double the amount of individual donations than we anticipated, primarily by campaigning for support on Colorado Gives Day through our Fiscal Sponsor, the Boulder County Arts Alliance
- We established new partnerships with several notable local arts organizations, businesses, and media outlets, partnerships that we believe will continue into the future, ensuring the growth and sustainability of the organization including:
 - *Westword*
 - CBS4
 - Hotel Boulderado
 - Dushanbe Teahouse
 - eTown Hall
 - Boulder International Film Festival
 - Boulder International Fringe Festival
 - Charles Schwab
 - Walnut Brewery

Securing Sponsorships/Partnerships for 2015 proved difficult primarily because funding for BAW 2015 as a whole was not secured in time to make pursuing these relationships feasible. Many businesses have their Sponsorship/Partnership relationships set up by July of each year, months before potential sponsors/partners could be assured that Boulder Arts Week 2015 would move forward. During this delay period, a comprehensive Assets Audit was completed (a critical step in developing a sponsorship/fundraising plan, which was also completed) to provide a strong foundation for 2016 fundraising efforts.

For 2016, we will be able to pro-actively pursue Sponsorships/Partnerships, and are already in communication with Whole Foods about the possibility of 5% day for Boulder Arts Week. Likewise, we are in a better position this year to pursue grant funding earlier, as the Project Management position is now year-round (though significantly scaled back to 5-10 hours per week (from June – December).

Summary and Conclusions: BAW 2015 met or exceeded most of the goals established by the organizers for BAW's second year. There were numerous noteworthy highlights during BAW and, as in BAW 2014, many lessons learned. The BAW Steering Committee is actively engaged in identifying a path to sustainability. The evaluations process has been robust and well supported by experts at the Business Research Division at the Leeds School of Business. The Steering Committee and Project Manager are using the data and other qualitative feedback to drive planning efforts. The feasibility of securing

multi-year support from the City of Boulder and the Boulder Convention and Visitors Bureau will be explored in the near term. This would make possible the retention of the Project Manager, ensuring management continuity; earlier engagement of volunteers, artists, venues/businesses; a more appropriate timeframe for the development of sponsor relationships; and the expansion of established and new partnerships and collaborations. BAW has demonstrated proof of concept and is poised to become a premiere annual event that unites the community to experience and celebrate Boulder's extraordinary arts and culture landscape while projecting Boulder's identity as a premiere arts destination.

The Boulder Arts Week Steering Committee and Project Manager are grateful for the critical financial support provided by the Boulder Arts Commission both in our inaugural year and in 2015, without which, BAW could never have been launched. The event has garnered enthusiastic support from this year's participants and attendees alike, and plans are being developed to grow and improve the event so that BAW serves as a signature annual event for years to come.

BOULDER ARTS WEEK 2015					
BUDGET REPORT					
INCOME					
Date	Description	Funder	Budgeted	Actual	Notes
	general support	BAC	\$20,000.00	\$25,000.00	
	general support	BCVB	\$25,000.00	\$25,000.00	
	general support	private donors	\$404.30	\$915.00	
	general support	sponsorships	\$1,750.00	\$500.00	
	general support	Chamber Fundraiser 2014	\$1,790.00	\$1,790.00	
TOTAL			\$48,944.30	\$53,205.00	
EXPENSES					
PERSONNEL					
Project Manager					
Date	Description	Vendor	Budgeted	Actual	Notes
	contract	Emily K. Harrison	\$22,000.00	\$22,000.00	
Admin support					
	stipend	Sarah Grabowski Stith	\$0.00	\$1,500.00	<i>please see notes below...</i>
Volunteer Coordinator/Admin support					
	stipend	JoLee Wingerson	\$600.00	\$1,000.00	
Marketing Consultant					
	stipend	Pauline Herrera Serianni	\$2,460.13	\$2,460.13	
Grant Writing					
	stipend	Kathy Kuscan	\$0.00	\$500.00	
Interns					
	stipend	Amanda Roper	\$1,500.00	\$1,500.00	
	stipend	Ryan Page	\$0.00	\$375.00	
PERSONNEL TOTAL			\$26,560.13	\$29,335.13	
MARKETING/ADVERTISING					
Website					
Date	Description	Vendor	Budgeted	Actual	Notes
10/11/13	web domain	GoDaddy	\$8.17	\$8.17	
1/1/14	Squarespace	web hosting	\$96.00	\$96.00	
TOTAL			\$104.17	\$104.17	
Advertising					
Date	Description	Vendor	Budgeted	Actual	Notes
		Facebook	\$1,000.00	\$1,000.00	<i>on-going campaign to build audience and promote Boulder events</i>
		Westword	\$1,500.00	\$2,250.00	
		CBS4	\$2,500.00	\$2,500.00	
		CPR	\$1,000.00	\$1,000.00	
	PSA creation	Balcony 9	\$0.00	\$200.00	
	PSAmusic license	Balcony 9 (reimb)	\$0.00	\$139.95	
TOTAL			\$6,000.00	\$7,089.95	
Printed Materials					
Date	Description	Vendor	Budgeted	Actual	Notes
	postcards	VistaPrint	\$340.00	\$292.92	
	promo biz cards	VistaPrint	\$70.00	\$188.43	
	posters	MinuteMan Press	\$500.00	\$241.40	<i>production delay</i>
	stickers	U-Printing	\$250.00	\$180.27	
	banners		\$1,770.00	\$0.00	<i>delayed investing due to funding concerns, shift in design support, and concerns around logistics</i>
TOTAL			\$2,930.00	\$903.02	
MARKETING TOTAL			\$9,034.17	\$8,097.14	
EVENTS					
Date	Description	Vendor	Budgeted	Actual	Notes
	Kick-Off Party	BMoCA	\$1,000.00	\$1,000.00	
	Celebration of the Arts	Boulder Chamber	\$1,000.00	\$1,242.00	
	Closing Party	Dairy Center for the Arts	\$1,000.00	\$1,000.00	
	Artists Brunch	eTown	\$0.00	\$250.00	
EVENTS TOTAL			\$3,000.00	\$3,492.00	

PROGRAMMING					
Date	Description	Vendor	Budgeted	Actual	Notes
	curated public art	various	\$3,000.00	\$0.00	Due to concerns among Steering Committee Members about the logistics and implications of this, we opted not to pursue.
	programming support	Boulder Fringe	\$0.00	\$500.00	Fringe programming for Opening Party & Celebration of the Arts
PROGRAMMING TOTAL			\$3,000.00	\$500.00	
GRAPHIC DESIGN SERVICES					
Date	Description	Vendor	Budgeted	Actual	Notes
		Emily K. Harrison	\$0.00	\$0.00	
		Vermilion	\$1,500.00	\$0.00	please see notes below...
GRAPHIC DESIGN SERVICES TOTAL			\$1,500.00	\$0.00	
EVALUATION					
Date	Description	Vendor	Budgeted	Actual	Notes
	survey platform	CU Leeds	\$0.00	\$0.00	provided in-kind
	Gift Cards	Downtown Boulder, Inc.	\$500.00	\$0.00	
	supplies & printing	various	\$100.00	\$144.04	
	data entry		\$300.00	\$0.00	hired Admin Support, which included this duty
	Data Analysis Report	Brian Lewandowski/CU Leeds	\$2,000.00	\$2,000.00	\$2000 in-kind
	T-Shirts for Volunteers	Swan Ink.	\$0.00	\$400.00	
EVALUATION TOTAL			\$2,900.00	\$2,144.04	
MISC					
Date	Description	Vendor	Budgeted	Actual	Notes
		various	\$3,000.00		
		Fiscal Sponsor Fees		\$2,570.75	
		mileage reimbursement		\$35.30	
MISC TOTAL			\$3,000.00	\$2,606.05	
GRAND TOTAL BUDGET			\$48,994.30	\$46,174.36	
BALANCE					\$7,030.64
IN-KIND SUPPORT					
Description	Vendor	Budgeted	Actual	Notes	
PSA	Balcony 9	\$0.00	\$3,160.05	please see attached breakdown of in-kind support	
steering committee	BCAA	\$5,000.00	\$4,125.00		
marketing support	Boulder International Film Festival	\$0.00	\$3,000.00		
steering committee, grant writing	BMoCA	\$10,000.00	\$7,000.00		
steering committee	Boulder Bach Festival	\$2,000.00	\$500.00		
steering committee	Boulder Chamber	\$7,000.00	\$6,950.00		
media sponsor	CBS4	\$0.00	\$12,000.00		
steering committee, events	City of Boulder Office of Arts & Culture	\$0.00	\$400.00		
steering committee, program ads	CU Presents	\$5,000.00	\$4,160.00		
steering committee, development	Shannon Crothers	\$0.00	\$3,000.00		
print advertising	The Daily Camera	\$13,000.00	\$0.00		
steering committee, grant writing	The Dairy Center for the Arts	\$16,000.00	\$3,844.16		
graphic design, printing	Vermilion Design	\$3,000.00	\$0.00		
Survey data analysis report	Brian Lewandowski/CU Leeds	\$2,000.00	\$2,000.00		
steering committee, publicity	Downtown Boulder Inc./Anna Salim	\$2,000.00	\$250.00		
BAW Giveaway donation	Dushanbe Teahouse	\$0.00	\$50.00		
BAW Giveaway donation	Hotel Boulderado	\$0.00	\$359.00		
grant writing	Integrity Arts	\$2,000.00	\$1,000.00		
Kegs for events	Walnut Brewery	\$0.00	\$350.00		
media sponsor	Westword	\$0.00	\$5,057.00		
TOTAL		\$67,000.00	\$57,205.21		
NOTES					
We did not originally budget for Administrative Support, but when Vermilion Design let us know that they wouldn't be able to help us with graphic design this year, we reallocated some of that money for admin support in order to free up time for the Project Manager to do more graphic design.					
Some of our slight positive balance for 2016 will be used to increase the Project Manager's hours during the summer for the purposes of grant writing. We are also currently exploring the possibility of retaining Pauline Herrera Seranni on a short contract extension for the purposes of a BAW 2015 marketing debrief and to begin developing a marketing plan for 2016.					



BOULDER ARTS WEEK

In-Kind Breakdown: Boulder Arts Week 2015
Submitted as a supplement to the Final Grant Report
June 3, 2015

Balcony 9 Media: \$3,160.05

Creation of PSA = \$3,160.05

Boulder County Arts Alliance (Fiscal Sponsor): \$4,125

- Marty Wright (IT support, calendar): 10 hours @ \$75/hr = \$750
- Crystal Polis (admin support): 25 hours @ \$15/hr = \$375
- Charlotte LaSasso (admin, artist support, steering committee): 75 hours @ \$40/hr = \$3,000

Boulder International Film Festival: \$3,000

- Ads placed in pre-screenings as part of BIFF 2015 valued at \$3,000

BMoCA: \$7,000

- staff time for special events during BAW: \$800
- staff time for steering committee, planning and design of event: \$6,200

Boulder Bach Festival: \$500

- Marcia Schirmer (steering committee): 10 hours @ \$50/hr = \$500

Boulder Chamber: \$6,950*

- BAW Celebration of the Arts Venue + Lighting + Tables/Chairs = \$3,000
- Chamber meeting space for 2 BAW public meetings (\$50/hour at 4 hours) = \$200
- Deborah Malden (steering committee): 75 hours @ \$50/hour = \$3,750

*In-Kind breakdown does not include the following:

- Marketing support through Chamber website, e-blasts, and social media

CBS4: \$12,000+¹

- Run 15 second BAW PSA 3/2-4/4 (PSA ran 41 times)
- Feature BAW in Colorado Calendar

¹ see appendix 1 for detailed report from CBS4

- Feature BAW in CBS4 Sponsored Events
- Promote BAW through CBS4 social media channels

City of Boulder Office of Arts & Culture: \$400

- Event Staff: 6 hours @ \$25/hr = \$150
- Steering Committee work:
 - Mary Wohl Haan: 10 hours @ \$25/hr = \$250

CU Presents: \$4,160

- Collateral:
 - Complimentary 1/2 page ad in spring programs for Artist Series (Natalie Merchant), Takacs Quartet performances, Spring Swing and CU Opera - 10K copies = \$2,000 value
 - logo inclusion in CU Presents 2 weekly ads in *The Daily Camera's Friday Magazine* = \$800 value
- Staff:
 - Joan McLean Braun (E.D.) steering committee work: 20 hours @ \$50/hour = \$1,000
 - Laima Haley (Marketing Director) expertise, attendance at meetings: 4 hours @ \$40/hr = \$160
 - Clay Evans (Communications Director) expertise, reaching out to Camera: 2 hours @ \$40/hr = \$80
 - Mel Plett (Publications Coordinator) graphics work, prepping ads: 4 hours @ 30/hr = \$120

Shannon Crothers: \$3,000

- Steering Committee Hours: 10 hours @ \$20/hr = \$200
- Philanthropy Cultivation Hours: 100 hours @ \$20/hr = \$2,000
- Survey Support: 40 hours @ \$20/hr = \$800

The Dairy Center for the Arts: \$3,844.16

- Steering Committee hours
 - Bill Obermeier: 15 hours @ \$50 /hr = \$750
 - Beth Smith: 15 hours @ \$27.16 /hr = \$407.40
- Grant Writing & Funder Presentations
 - Beth Smith: 8 hours @ \$27.16 /hr = \$217.28
- Programming Coordination
 - Bill Obermeier: 5 hours @ \$50 /hr = \$250
- Event Planning (Closing Party)
 - Bill Obermeier: 5 hours @ \$50 /hr = \$250
 - Beth Smith: 30 hours @ \$27.16 /hr = \$814.80
 - Shannon Neeser: 15 hours @ \$27.16 /hr = \$407.40
- Marketing Support
 - James Gold: 8 hours @ \$27.16 /hr = \$217.28
- Value of tickets donated for *Westword's* Boulder Arts Week Giveaway: \$200 (4 pairs)
- Use of the East Theater for 1 BAW public meetings (\$40/hour at 2 hours) = \$80

Downtown Boulder, Inc.: \$250

- Anna Salim (steering committee): 10 hours @ \$25/hr = \$250

Dushanbe Teahouse: \$50

- Value of dinner for two, included in Westword's Boulder Arts Week Sweepstakes Giveaway Package

Hotel Boulderado: \$359

- Value of King's Suite, included in Westword's Boulder Arts Week Sweepstakes Giveaway Package

Integrity Arts: \$750

- Kathy Kuscan (grant writing support) @ \$750

Brian Lewandowsky/CU Leeds: \$2,000

- Data analysis and Survey Report Preparation: 26.67 hours at \$75/h = \$2,000

Walnut Brewery: \$350

- Kegs donated for Opening Party and Celebration of the Arts = \$350

Westword: \$5,057²

Media Package valued at \$4,807 with additional \$2,500 in value for giveaway package for a total value of \$7,307 and purchased for \$2,250 including:

- ¼ page ad inside the Best of Denver Edition
 - Added Value: upsized to a ½ page with color
- Ad from Best of Denver online for 1 year
- 20,000 online impressions given weekly for 4 weeks
- Listing on the Back Page of the paper for 4 weeks
- Top leaderboard on the Editorial newsletter send to 24,679 people
- Exclusive email blast targeted to Arts + Theater
- Listings on Promotional Database sent to 35,000 people
- Online Reskin targeted to Arts & Culture section
- 4 Posts on Instagram leading up to Boulder Art Week
 - Added Value of 2 posts
- 6 Posts on Twitter leading up to Boulder Art Week
 - Added Value of 4 posts
- Street Team available to pass out any marketing collateral for Boulder Art Week
- ADDITIONAL \$2,500 VALUE for a package worth \$700 to giveaway including:
 - additional ¼-½ page ad
 - 20,000 extra online banners

IN-KIND TOTAL: \$57,205.21

² see appendix 1 for detailed report from Westword



BOULDER ARTS WEEK

APPENDIX 1:
Marketing Supplements



BOULDER ART WEEK PARTNERSHIP AGREEMENT

CAMPAIGN OPTION 1:

- **Print Display Ad**
 - 1/4th Page inside the Best of Denver Issue, March 26th
 - Ad would be placed inside Best of Arts + Entertainment
- **Online Banners**
 - 10,000 Online + Mobile banner impressions weekly
 - Targeted to the Arts & Culture section of westword.com
- **Reskins**
 - (1) Online Reskin on westword.com
 - 24hr high impact campaign – targeted to the the Arts & Culture section
- **Newsletters**
 - (3) Listed event on Promotional Email Blast: 35,000 people
 - Featured event on Promotional Email Blast: 35,000 people
- **Exclusive Email Blast**
 - (1) Exclusive email blast targeted to Arts + Theater: 8,000 people
- **Social Media**
 - 3 posts sent through Westword’s twitter and instagram – 100,000 people
- **Street Team**
 - Westword Street Team to pass out promotional items – up to 150 items in the month

Total Investment: \$2,250

Total Value: \$4,807

ADDED VALUE:

- Ad inside the Best of Denver will be upsized to a ½ page with color
- Ad from Best of Denver online for 1 year
- 20,000 online impressions given weekly for 4 weeks
- Listing on the Back Page of the paper for 4 weeks
- Top leaderboard on the Editorial newsletter send to 24,679 people
- (1) Exclusive email blast targeted to Arts + Theater
- (2) Listings on Promotional Database sent to 35,000 people
- (1) Online Reskin targeted to Arts & Culture section
- 4 Posts on Instagram leading up to Boulder Art Week
- 6 Posts on Twitter leading up to Boulder Art Week
- Street Team available to pass out any marketing collateral for Boulder Art Week
- If you guys can come up with a package worth \$700 to giveaway then we will run an additional ¼-1/2 page ad + 20,000 online banners – Value of \$2,500

WESTWORD WOULD RECEIVE:

- Westword’s Benefits will include:
- Recognition at Sponsorship Level: Baseline – \$2,500
- VIP access to sponsored performance or program
- Use of BAW’s official logo for applications relating to public relations, advertising and sales promotions
- Product display and literature distribution at sponsored performance or program
- Banner display at sponsored performance or program
- Branding on pertinent marketing materials (posters, ads, rack cards, etc)
- Social media placement and alignment (Facebook, Twitter, Instagram)
- Company logo/name and hyperlink on Boulder Arts Week website
- Company logo/name and hyperlink in blog post
- Inclusion in press releases

Boulder Art Week’s Approval

Westword Approval

H. Lowe Heather Lowe

Date

Date

3/4/15

Boulder Arts Week

Campaign Proof of Performance

March 2015

Online Campaign

Monthly page views: 4 million
Average unique visitors: 1 million

Digital Ad Totals:

Impressions: 102,265

Clicks: 675

CTR %: .56

Reskin Ad Totals:

Run Date: 3/26

Impressions: 9,279

Clicks: 61

CTR %: .66



Newsletter Campaign



Promo Newsletters

Promo Content Spot 3/4

Total Subscribers: 35,248

Totals Opens: 5,136

Total Clicks: 899

Promo Content Spot 3/11

Total Subscribers: 35,402

Totals Opens: 4,993

Total Clicks: 816

Promo Content Spot 3/18

Total Subscribers: 35,556

Totals Opens: 4,759

Total Clicks: 770

Promo Content Spot 3/25

Total Subscribers: 35,754

Totals Opens: 4,747

Total Clicks: 737

Newsletter Campaign



[Edit Newsletter](#)

Top Leaderboard 3/26

Total Subscribers: 26,772

Totals Opens: 3,884

Total Clicks: 943

Newsletter Campaign

Exclusive Newsletters

Arts Exclusive 3/20

Total Subscribers: 8,153

Totals Opens: 2,009

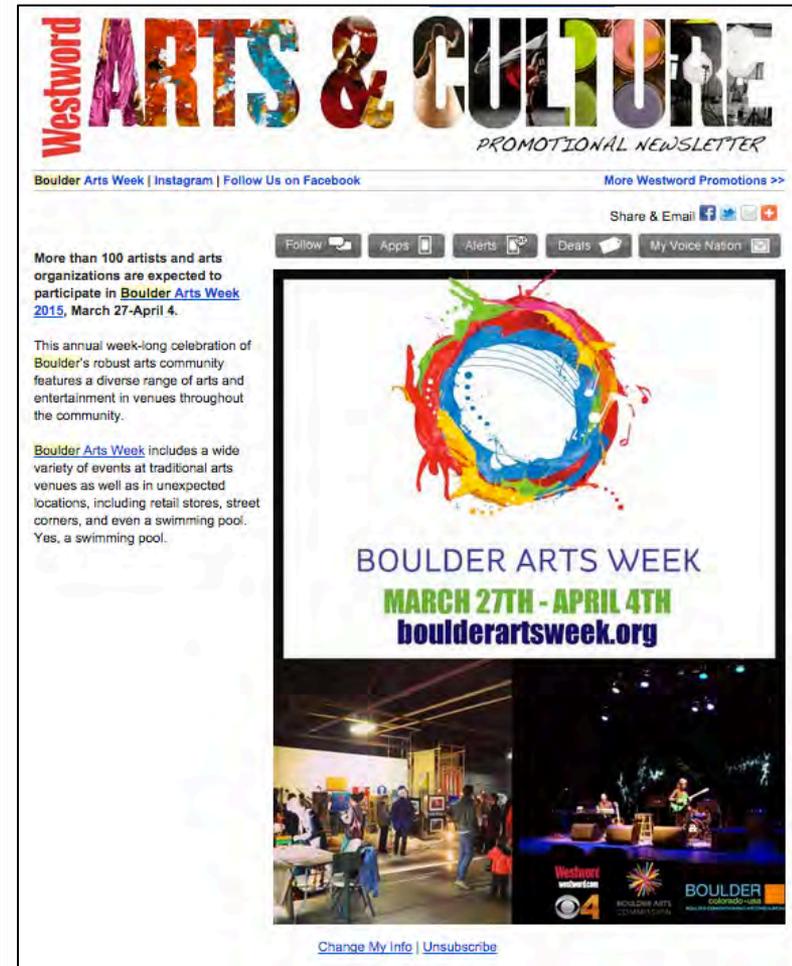
Total Clicks: 163

Arts Exclusive 3/26

Total Subscribers: 8,153

Totals Opens: 2,009

Total Clicks: 158





BOULDER ARTS WEEK

CBS4 + BOULDER ARTS WEEK PARTNERSHIP

Boulder Arts Week (BAW) would like to thank CBS4 for partnering as a Media Sponsor of Boulder Arts Week 2015. Thank you for providing media support to celebrate and elevate Boulder's vibrant arts and cultural offerings. CBS4 will be aligned with Boulder's art scene and community leaders, including Boulder Arts Commission and Boulder Convention & Visitors Bureau. We see this important partnership representing BAW values: individuals, organizations and businesses working together to promote cultural awareness and inclusiveness.

PARTNERSHIP AGREEMENT

Boulder Arts Week will purchase \$2,500 worth of advertising from CBS4. In exchange, CBS4 will provide the following in-kind added value:

- Run BAW PSA 3/2-4/4
- Feature BAW in Colorado Calendar
- Feature BAW in CBS4 Sponsored Events
- Promote BAW through CBS4 social media channels

CBS4's benefits will include:

- Recognition at Sponsorship Level: *Chautauqua* – \$5,000
- Title/presenting sponsor of performance, program or venue
- VIP access to sponsored performance or program
- Use of BAW's official logo for applications relating to public relations, advertising and sales promotions
- Product display and literature distribution at sponsored performance or program
- Banner display at sponsored performance or program
- Branding on pertinent marketing materials (posters, ads, rack cards, etc)
- Social media placement and alignment (Facebook, Twitter, Instagram)
- Company logo/name and hyperlink on Boulder Arts Week website
- Company logo/name and hyperlink in blog post
- Inclusion in press releases

To coordinate media needs, please contact:

Emily K. Harrison, Project Manager, artsweekboulder@gmail.com



CBS4 was delighted to support Boulder Arts Week. As part of our partnership, CBS provided the following benefits to the Boulder County Arts Alliance:

- Produced and ran a :10 Colorado Calendar listing to promote Boulder Arts Week (ran 16 times from 03/10 – 04/03/15).
- Ran a :15 spot as an in-kind PSA (ran 41 times from 03/04 - 04/04/15).
- Included a Boulder Arts Week listing on the Sponsored Events page of www.cbsdenver.com with a direct link back to <http://www.boulderartsweek.org/>.
- Promoted Boulder Arts Week on social media – Twitter and Facebook.
- Promoted Boulder Arts Week in News.
 - Friday, 3/27, 6am – News Mention
 - Saturday, 3/28, 5pm – Package/Coverage
 - Sunday, 3/29 – Live interview with Dr. Emily Harrison

The in-kind contribution is valued at approximately \$12,000++.

Post-Buy Analysis

KCNC-TV

Advertiser:	BOULDER ARTS WEEK	Agency:	DIRECT CLIENT SALES	AE:	Battenfield, Kristin
CPE:	//	Buyer:	,	Phone:	(303) 830-6412
Period:	3/16/15 - 4/5/15	Order Id:	73216	Station:	KCNC-TV
Market:	DV Denver	Product:		Mar-15	
Rating Source:	HHOLDS QH DMA Rating				

Date	Day	Item	Time	Len	Cost	A/G	M	Program	Est Rtg	Ach Rtg	Stream	Comments
03/16/15	Mon	1	06:26:28A	10	\$50.00			NEWS 4 TODAY	0.0	1.6	LS	
03/17/15	Tue	1	06:26:32A	10	\$50.00			NEWS 4 TODAY	0.0	2.2	LS	
03/17/15	Tue	5	05:28:15P	10	\$100.00			NEWS 4 AT 5 PM	0.0	3.1	LS	
03/20/15	Fri	2	08:29:50A	10	\$75.00			CBS THIS MORNING	0.0	2.1	LS	
03/21/15	Sat	3	07:50:32A	10	\$25.00			07:00:00 - 08:00:00	0.0	1.3	LS	
03/23/15	Mon	1	06:26:46A	10	\$50.00			NEWS 4 TODAY	0.0	1.8	LS	
03/24/15	Tue	1	06:26:11A	10	\$50.00			NEWS 4 TODAY	0.0	1.5	LS	
03/24/15	Tue	5	05:29:22P	10	\$100.00			NEWS 4 AT 5 PM	0.0	3.0	LS	
03/27/15	Fri	2	08:29:50A	10	\$75.00			CBS THIS MORNING	0.0	2.5	LS	
03/28/15	Sat	3	07:50:46A	10	\$25.00			07:00:00 - 08:00:00	0.0	1.2	LS	
03/28/15	Sat	4	10:21:50P	10	\$150.00			LATE NEWS M-SU	0.0	4.6	LS	
03/30/15	Mon	1	05:57:00A	10	\$50.00			NEWS 4 TODAY	0.0	1.6	LS	
03/30/15	Mon	6	10:25:10P	10	\$150.00			LATE NEWS M-SU	0.0	5.4	LS	
03/31/15	Tue	1	06:26:16A	10	\$50.00			NEWS 4 TODAY	0.0	2.0	LS	
03/31/15	Tue	5	05:29:09P	10	\$100.00			NEWS 4 AT 5 PM	0.0	3.7	LS	
03/31/15	Tue	6	10:25:17P	10	\$150.00			LATE NEWS M-SU	0.0	4.8	LS	
04/01/15	Wed	6	10:25:33P	10	\$150.00			LATE NEWS M-SU	0.0	4.7	LS	
04/02/15	Thu	6	10:25:39P	10	\$150.00			LATE NEWS M-SU	0.0	5.5	LS	
04/03/15	Fri	2	08:29:50A	10	\$75.00			CBS THIS MORNING	0.0	2.4	LS	
04/03/15	Fri	6	10:24:19P	10	\$150.00			LATE NEWS M-SU	0.0	5.7	LS	
04/04/15	Sat	3	07:50:37A	10	\$25.00			07:00:00 - 08:00:00	0.0	1.9	LS	

	Units	Total Cost	Estimated HHOLDS	Achieved HHOLDS	%
Current Post: 3/16/15 - 4/5/15	21	\$1,800.00	0.0	62.6	0%
Order Total: Regular Spots	21	\$1,800.00	0.0	62.6	0%
ADU/GW Spots	0			0.0	
Order Total thru 4/5/15	21	\$1,800.00	0.0	62.6	0%

ONLINE CAMPAIGN RESULTS: Boulder Arts Week CBS4

Report job ID
 Date/Time generated
 Publisher network name
 User
 Date range
 PQL query statement

2395045348
 April 10, 2015 5:02:29 PM EDT
 CBS TV DMG - DFP
 dtgrayson@cbs.com
 Mar 16, 2015 - Apr 4, 2015
 where order_id in (260225908)

Line item	Date	Line item ID	Delivery indicator	Ad server in	Ad server cl	Ad server av	Ad server C'	Ad server Cf
271040-1_111058_1_DENVER_LOCAL_KCNC_BOULDER_CTY_ARTS_ALLIANCE_MARCH_2015CBS.DENVER_728x90_Leaderboard	3/16/15	204586468	100.17%	1,578	1	10	0.06%	15.78
271040-1_111058_1_DENVER_LOCAL_KCNC_BOULDER_CTY_ARTS_ALLIANCE_MARCH_2015CBS.DENVER_728x90_Leaderboard	3/17/15	204586468	100.17%	1,187	0	10	0.00%	11.87
271040-1_111058_1_DENVER_LOCAL_KCNC_BOULDER_CTY_ARTS_ALLIANCE_MARCH_2015CBS.DENVER_728x90_Leaderboard	3/18/15	204586468	100.17%	6,525	2	10	0.03%	65.25
271040-1_111058_1_DENVER_LOCAL_KCNC_BOULDER_CTY_ARTS_ALLIANCE_MARCH_2015CBS.DENVER_728x90_Leaderboard	3/19/15	204586468	100.17%	21,097	7	10	0.03%	210.97
271040-1_111058_1_DENVER_LOCAL_KCNC_BOULDER_CTY_ARTS_ALLIANCE_MARCH_2015CBS.DENVER_728x90_Leaderboard	3/20/15	204586468	100.17%	4,672	1	10	0.02%	46.72
271041-1_111058_2_DENVER_LOCAL_KCNC_BOULDER_CTY_ARTS_ALLIANCE_MARCH_2015CBS.DENVER_300x250_MediumRectangle	3/16/15	204586708	100.06%	407	0	10	0.00%	4.07
271041-1_111058_2_DENVER_LOCAL_KCNC_BOULDER_CTY_ARTS_ALLIANCE_MARCH_2015CBS.DENVER_300x250_MediumRectangle	3/17/15	204586708	100.06%	1,304	1	10	0.08%	13.04
271041-1_111058_2_DENVER_LOCAL_KCNC_BOULDER_CTY_ARTS_ALLIANCE_MARCH_2015CBS.DENVER_300x250_MediumRectangle	3/18/15	204586708	100.06%	4,265	2	10	0.05%	42.65
271041-1_111058_2_DENVER_LOCAL_KCNC_BOULDER_CTY_ARTS_ALLIANCE_MARCH_2015CBS.DENVER_300x250_MediumRectangle	3/19/15	204586708	100.06%	8,479	4	10	0.05%	84.79
271041-1_111058_2_DENVER_LOCAL_KCNC_BOULDER_CTY_ARTS_ALLIANCE_MARCH_2015CBS.DENVER_300x250_MediumRectangle	3/20/15	204586708	100.06%	5,861	2	10	0.03%	58.61
271041-1_111058_2_DENVER_LOCAL_KCNC_BOULDER_CTY_ARTS_ALLIANCE_MARCH_2015CBS.DENVER_300x250_MediumRectangle	3/21/15	204586708	100.06%	1,258	0	10	0.00%	12.58
271041-1_111058_2_DENVER_LOCAL_KCNC_BOULDER_CTY_ARTS_ALLIANCE_MARCH_2015CBS.DENVER_300x250_MediumRectangle	3/22/15	204586708	100.06%	916	0	10	0.00%	9.16
271041-1_111058_2_DENVER_LOCAL_KCNC_BOULDER_CTY_ARTS_ALLIANCE_MARCH_2015CBS.DENVER_300x250_MediumRectangle	3/23/15	204586708	100.06%	2,820	2	10	0.07%	28.2
271041-1_111058_2_DENVER_LOCAL_KCNC_BOULDER_CTY_ARTS_ALLIANCE_MARCH_2015CBS.DENVER_300x250_MediumRectangle	3/24/15	204586708	100.06%	3,800	4	10	0.11%	38
271041-1_111058_2_DENVER_LOCAL_KCNC_BOULDER_CTY_ARTS_ALLIANCE_MARCH_2015CBS.DENVER_300x250_MediumRectangle	3/25/15	204586708	100.06%	2,777	1	10	0.04%	27.77
271041-1_111058_2_DENVER_LOCAL_KCNC_BOULDER_CTY_ARTS_ALLIANCE_MARCH_2015CBS.DENVER_300x250_MediumRectangle	3/26/15	204586708	100.06%	1,474	1	10	0.07%	14.74
271041-1_111058_2_DENVER_LOCAL_KCNC_BOULDER_CTY_ARTS_ALLIANCE_MARCH_2015CBS.DENVER_300x250_MediumRectangle	3/27/15	204586708	100.06%	814	0	10	0.00%	8.14
271041-1_111058_2_DENVER_LOCAL_KCNC_BOULDER_CTY_ARTS_ALLIANCE_MARCH_2015CBS.DENVER_300x250_MediumRectangle	3/28/15	204586708	100.06%	847	2	10	0.24%	8.47
Total								
	2		2 -	70,081	30	10	0.04%	700.81

IMPRESSIONS ORDERED:	70,000
IMPRESSIONS DELIVERED:	70,081

Media Coverage for Boulder Arts Week 2015

General Boulder Arts Week Coverage:

The Daily Camera: http://www.dailycamera.com/entertainment/ci_27785498/2015-boulder-arts-week-expands-second-year

The Boulder Weekly: <http://www.boulderweekly.com/article-14188-free-range-art.html>

KGNU

- Morning Broadcast interview, 3/27
- *MetroArts* Feature and interview, 3/27: <http://news.kgnu.org/2015/03/2nd-annual-boulder-arts-week-march-27-april-4/>

Westword: <http://www.westword.com/arts/boulder-arts-week-demonstrates-depth-and-diversity-6603984>

CBS4

- Friday Morning Newscast (Feature), 3/27
- Sunday Morning Newscast (Interview), 3/29
- Several online features and stories including:

<http://denver.cbslocal.com/video/11290173-boulder-arts-week-is-officially-underway/>

http://denver.cbslocal.com/2015/03/27/boulder-arts-week-begins/?utm_source=DailyContInfoNewsletters#038;utm_medium=DailyContInfoNewsletters&utm_campaign=DailyNewsHeadlines

<http://denver.cbslocal.com/2015/03/28/boulder-arts-week-kicks-off-with-insane-colorful-madness/>

<http://denver.cbslocal.com/video/11288973-boulder-arts-week-showcases-various-talents/>

<http://denver.cbslocal.com/2015/03/27/boulder-arts-week-begins/>

https://www.youtube.com/watch?v=n5TOTvF8M_8

Boulder's Channel 8: <https://vimeo.com/123024221>

Colorado Public Radio

- *Morning Edition* mention, 3/27
- *Arts Weekend Roundup*, 3/27: <http://www.cpr.org/news/story/jazz-vocals-rock-musical-and-more-arts-happenings-spice-your-weekend>

Boulder Magazine: <http://getboulder.com/the-shortlist-5-things-to-do-during-boulder-arts-week/>

Crave Magazine: <http://cravemagazinedenver.com/event/boulder-arts-week/>

Elephant Journal: <http://www.elephantjournal.com/2015/03/why-we-need-art/>

Denver Examiner: <http://www.examiner.com/article/boulder-arts-thriving>

Broadway World Denver: <http://www.broadwayworld.com/bwwart/article/Boulder-Arts-Week-is-Back-After-a-Very-Successful-Inaugural-Year-327-44-20150304>

Boulder Source <http://bouldersource.com/2015/03/tonight-boulder-struts-her-art-rich-stuff/>

Numerous local newsletters and blogs, especially real estate blogs

Artist Specific Coverage:

KGNU

- *MetroArts* Feature and interview for Pagosa Springs Center for the Arts' *Misterman*, 3/27: <http://news.kgnu.org/2015/03/misterman-an-irreverent-and-gripping-new-drama-%C2%ADpremieres-at-the-dairy-center-for-the-arts-in-boulder/>

Channel 7 News Denver

- Interview for 3rd Law Dance/Theater and Boulder Bach Festival's *Bach Uncaged*: <https://www.youtube.com/watch?v=SkyzflHo1t0&spreload=10>

Colorado Public Radio

- Interview for 3rd Law Dance/Theater and Boulder Bach Festival's *Bach Uncaged* <http://www.cpr.org/classical/story/js-bach-john-cage-collide-boulder-concert-program>

Westword

- Feature on Michelle Ellsworth's Expert Talk and the Pagosa Springs Center for the Arts' *Misterman*: <http://www.westword.com/arts/playbill-three-new-performances-in-denver-and-boulder-for-march-26-29-6613707>

Rocky Mountain PBS (nationally syndicated television broadcast)

- Arts District w/Carrie Saldo: interview for 3rd Law Dance/Theater and Boulder Bach Festival's *Bach Uncaged*:
<https://www.youtube.com/watch?v=Ln13H50AC3E>

University of Colorado Arts & Sciences Magazine

- Feature on Splintered Light Theatre's Andryn Arithson:
<http://artsandsciences.colorado.edu/magazine/2015/03/theatre-business-alum-does-entrepreneurial-artistry/>

Presenting Denver

- Feature on 3rd Law Dance/Theater and Boulder Bach Festival's *Bach Uncaged*

Scen3

- Preview for 3rd Law Dance/Theater and Boulder Bach Festival's *Bach Uncaged*
<http://www.thescen3.org/cagey-moves-3rd-law-dance/>

AXS

- Interview with the Pagosa Springs Center for the Arts' *Misterman* cast member Craig MacArthur: <http://m.axs.com/boulder-arts-week-brings-pagosa-springs-misterman-to-the-stage-45868>

Broadway World

- Features:
 - Michelle Ellsworth's Expert Talk, presented by square product theatre and BMoCA: <http://www.broadwayworld.com/bwwart/article/sq-product-theatre-BMoCA-to-Welcome-Michelle-Ellsworth-for-Boulder-Arts-Week-2015-20150318>
 - Pagosa Springs Center for the Arts' *Misterman*:
<http://www.broadwayworld.com/denver/article/Olympia-Dukakis-John-Ashton-Voice-Roles-in-MISTERMAN-at-Pagosa-Springs-Center-for-the-Arts-20150316>
- Reviews:
 - Pagosa Springs Center for the Arts' *Misterman*:
<http://www.broadwayworld.com/denver/article/BWW-Reviews-MISTERMAN-at-Boulders-Dairy-Center-20150401>



BOULDER ARTS WEEK

APPENDIX 2:

Boulder Arts Week 2015 Survey of Performers, Visitors, and Venues

BOULDER ARTS WEEK 2015

Survey of Performers, Visitors, and Venues

Research by:

Dr. Richard Wobbekind
Brian Lewandowski
Samuel McMeley

Business Research Division

Leeds School of Business
University of Colorado Boulder

June 2015



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SUMMARY

Boulder Arts Week (BAW) is a community-sponsored initiative to increase awareness and promotion of the arts in Boulder, Colorado. Held for the first time on March 28 – April 6, 2014, the inaugural BAW leveraged existing events and spurred additional arts offerings throughout the city. Among these were organized exhibits, dance and music performances, visual art experiences, lectures, cinema, classes, demonstrations, as well as numerous unticketed public events and shows (e.g., art walk, performances and exhibits on Pearl Street, pop-up retail spaces, warehouses, and co-working spaces). This year's Boulder Arts Week took place from March 27 to April 4, (one day shorter than the inaugural BAW) and sought to build on last year's successes by getting more involvement from venues and artists. In 2015, a total of 164 artists and arts organizations participated (representing 1,250 total artists based on BAW estimates) along with more than 92 venues/businesses. Events and performances were held around the city, including at the Boulder Museum of Contemporary Art, Macky Auditorium at CU-Boulder, the Dairy Center for the Arts, eTown, the Museum of Boulder, the Boulderado Hotel, retail stores, and co-working spaces. BAW staff, steering committee members, and volunteers organized evaluation surveys for artists and for attendees. A total of 40 artists, arts organizations, or presenters (Artists/Presenters) completed an online survey yielding a response rate of 23.5%, and 379 individuals submitted an Attendee survey. A total of 19 venues/businesses completed an online survey yielding a response rate of 20.6%.

BAW staff diligently strived to have a broad representation of attendees, artists, and venues in the survey. The deployment of the Attendee survey varied from the survey deployment in 2014, resulting in a different and broader representation of venues, performances, and populations. The variance in deployment likely resulted in some variance in responses between 2014 and 2015 in some questions, however despite the differences in survey deployment, the 2015 responses from attendees were similar to the 2014 responses.

Almost half (49.8%) of attendees surveyed planned to experience one event during BAW, and 36.1% planned to attend two or three events. Of those who completed the survey, 48.7% indicated that they were attending more art events than usual because of BAW, and 73% believe Boulder to be a hub of the arts.

While a majority of BAW attendees were Boulder County residents, 22.9% of program attendees were from outside the county, and 6.4% were from outside the state. (In 2014, 25% of program attendees were from outside the county, and 5% were from outside the state). It should be noted that this data can be skewed by the location of survey deployment although efforts were made this year to achieve a broader representation than in 2014. Most nonresidents (65.7%) to the City of Boulder indicated their primary reason for visiting Boulder was BAW. When asked to list the other things they planned on doing in Boulder, 39.8% planned to go to a restaurant, 13.4% planned to shop, and 33.2% planned to enjoy the outdoors. Additionally, attendees overwhelmingly (87.1%) indicated that they were likely or very likely to attend BAW again in 2016. Attendees most often cited word of mouth (31.9%), newspapers (20.6%), and social media (14.8%) as their source of learning about BAW. Most artists learned about BAW through word of mouth (42.5%) or by participating the previous year (40%). Social media and email blasts were a source of information for 10% of respondents each.

Most Artists/Presenters surveyed participated in one event (83.8%), 10.8% participated in two events, and just over 5% participated in more than two events. Of the 40 events that artists were asked to estimate

attendance for, the average attendance was 120, and the median attendance was 35. It is possible that the median attendance is significantly lower than the average because artists were able to host BAW events in retail stores that could only accommodate a small number of people. Survey responses from Artists/Presenters represented 5,325 attendees. BAW estimates 19,151 attendees in 2015, taking into account additional attendance data provided via email by venues hosting more than four events and other Artists/Presenters that did not participate in the survey.¹

Most Artists/Presenters felt that a meaningful number of new attendees were in the audience during BAW (52.5%), while 22.5% did not feel there was a significant number of new attendees. A majority of Artists/Presenters (62.5%) indicated that BAW helped generate awareness of Boulder's art scene in the larger community, while only 7.5% did not feel that BAW generated awareness. Overall, 65% respondents indicated their involvement in BAW was a positive experience, and only 5% indicated the experience was not positive; 30% remained neutral. Respondents overwhelmingly (82.5%) indicated they will likely participate again in 2016.

Artists/Presenters who performed at the inaugural Boulder Arts Week were asked additional questions to capture their impression of the impacts of the event on their professional lives since then. Twenty veteran BAW Artists/Presenters participated in this section of the survey. Of these, 50% agreed or strongly agreed that BAW expanded their audience; 45% agreed or strongly agreed that their involvement with BAW led to collaborations with other artists; and 60% percent of BAW veterans agreed or strongly agreed that their participation in the inaugural BAW raised awareness of their work or organization.

Additionally, as a barometer of the positive impacts of BAW on local businesses, 76.4% of venues strongly agreed or agreed that they are very likely to participate again in 2016. The remaining 23.5% were neutral.

When comparing the results of the 2014 BAW surveys to the 2015 ones, it becomes apparent that responses are fairly consistent between the years. In 2014, 25% of program attendees were from outside the county, and 5% were from outside the state, compared to 22.9% and 6.4%, respectively, in 2015. When respondents who came to Boulder for BAW from outside the county were asked what else they would do in 2014, 39.6% planned to dine out, and 11.6% planned to shop; in 2015 39.8% planned to go to a restaurant and 13.4% planned to shop. In 2014, 92.7% of attendees indicated they were likely or very likely to attend BAW next year, in 2015 87.1% responded in the same way.

¹ The Artist/Presenter surveys could only accommodate data for up to four events. The BRD scrubbed the data to avoid duplication.

PROJECT DESCRIPTION

Boulder Arts Week (BAW) is a community-sponsored initiative to increase awareness and promotion of the arts in Boulder, Colorado. Held on March 27 – April 5, 2015 (one day shorter than the inaugural BAW), BAW leveraged existing events and spurred additional arts offerings throughout the city. Among these were organized exhibits, dance and music performances, visual art experiences, lectures, cinema, classes, demonstrations, as well as numerous unticketed public events and shows (e.g., art walk, performances and exhibits on Pearl Street, pop up retail spaces, warehouses, and co-working spaces). Nearly 170 artists and arts organizations participated, along with more than 92 venues/businesses. A total of 359 events and performances were held around the city, including at the Boulder Museum of Contemporary Art, Macky Auditorium at CU-Boulder, The Dairy Center for the Arts, eTown, Museum of Boulder, Boulderado Hotel, retail stores, and co-working spaces. BAW staff, steering committee members, and volunteers organized evaluation surveys for artists and for attendees. A total of 40 artists, arts organizations, or presenters (Artists/Presenters) completed an online survey yielding a response rate of 23.5%, and 379 individuals submitted an Attendee survey.

BAW staff, steering committee members, and volunteers surveyed attendees and Artists/Presenters in order to obtain feedback on BAW and on specific events. The survey was not intended to result in an economic impact assessment of the event. The original economic impact estimates for BAW were developed by the BAW steering committee based on estimated attendance and assumptions regarding audience expenditures and mix of local, out-of-county and out-of-area attendees based on national Americans for the Arts data. However, the survey does offer estimates of attendance and the mix of attendees (local, out-of-county, and out-of-area).

The Business Research Division (BRD) of the Leeds School of Business, University of Colorado Boulder designed the surveys based on BAW committee feedback and their critique of last year's surveys, then provided feedback to BAW staff on the Attendee survey, Artists/Presenters survey, and the Venue survey. This summary of the survey findings was prepared by the BRD.

METHODOLOGY

Boulder Arts Week staff deployed three surveys: an Artist/Presenter survey, an Attendee survey, and a Venue survey. The Attendee survey and the Intercept survey targeted audiences. The Attendee survey was offered online through Qualtrics and onsite via a paper-based instrument. The Artists/Presenters survey and the Venue survey were web-based. The intercept surveys were distributed at a cross section of venues based on location, type, size/capacity, and program type by BAW volunteers and, in some cases, venue staff. Note that Intercept survey deployment is somewhat at the mercy of volunteer availability and the venues themselves. The Artists/Presenters survey and the Venue survey were distributed by email. Artists/Presenters and Venues that held more than four events were asked to submit attendance data via email, as the survey itself only allowed for reporting for up to four events.

RESULTS

The survey results are segmented into three groups: the Artists/Presenters survey results, the Attendee results, and the Venue results.

Artist/Presenter Survey

Before considering the results of the Artist/Presenter survey, it should be noted that the survey was implemented in a slightly different way than it was in 2014; last year artists were offered an incentive to take the survey (Boulder County Arts Alliance membership), but there was no incentive in 2015. There were 40 responses to the Artists/Presenters survey between April 12, 2015, and April 23, 2015. The offer of an incentive in 2014 may explain the higher response rate of 55% in 2014 versus 23.5% in 2015.

Most artists learned about BAW through word of mouth (42.5%) or participated last year 40.0% (Table 1). Radio and the BAW website informed 12.5% of respondents each, and social media, newspapers, and television were a source of information for 10.0%, 5.0%, and 5.0% of respondents, respectively (Table 1).

TABLE 1: HOW DID YOU FIRST LEARN ABOUT BOULDER ARTS WEEK?*

Information Source	Count	Percent
Word of Mouth	17	42.5%
Participated Last Year	16	40.0%
Radio	5	12.5%
Website	5	12.5%
Social Media	4	10.0%
E-blast/E-newsletter/E-mail	4	10.0%
Newspaper	2	5.0%
Television	2	5.0%
Other ^a	10	25.0%
Total Responses	65	100.0%

^aOther includes Boulder County Arts Alliance, the Dairy, and other responses.

*Artists could indicate more than one response

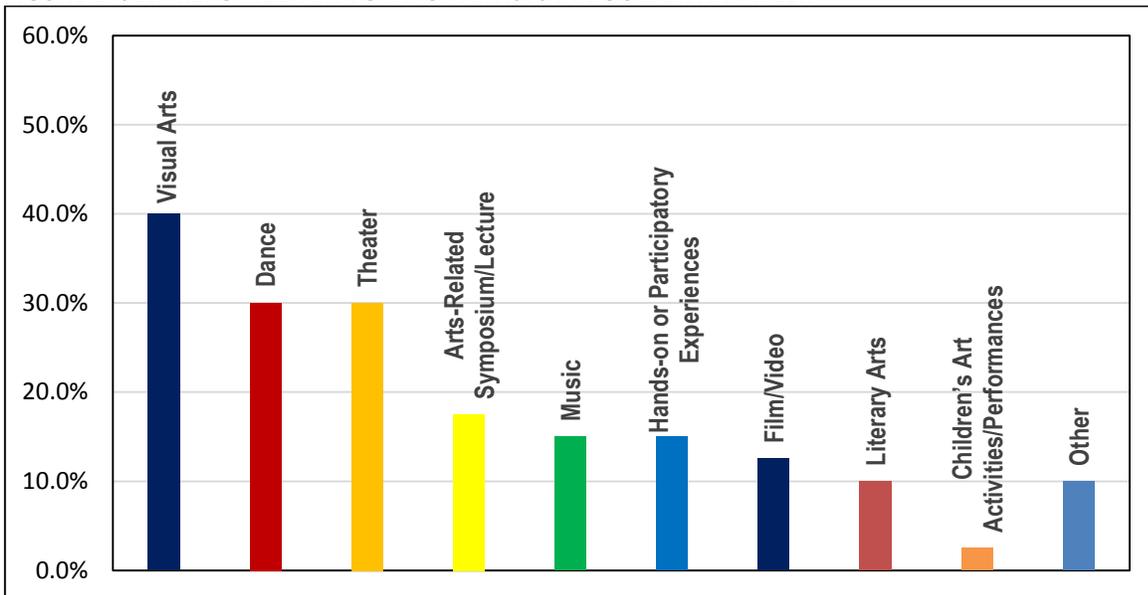
When asked to label their art forms, artists most frequently included visual arts (40.0%), dance (30.0%), and theater (30.0%) (Table 2). Symposium/lecture events accounted for 17.5% of events, and music events and hands-on/participatory events each accounted for 15.0%. Artists performing film/video events, literary art events, other events, or children's art activities/performances together represented 22.5% of survey responses.

TABLE 2: WHAT IS YOUR ART FORM?

Art Form*	Count	Percent
Visual Arts	16	40.0%
Dance	12	30.0%
Theater	12	30.0%
Arts-Related Symposium/Lecture	7	17.5%
Music	6	15.0%
Hands-on or participatory Experiences	6	15.0%
Film/Video	5	12.5%
Literary Arts	4	10.0%
Children’s Art Activities/Performances	1	2.5%
Other	4	10.0%
Total Responses	73	

*Artists could indicate more than one art form.

FIGURE 1: SELF-REPORTED ART FORM OF ARTISTS IN BOULDER ART WEEK



Most Artists/Presenters surveyed participated in one event (83.8%), 10.8% participated in two events, and just over 5% participated in more than two events (Table 3).

TABLE 3: HOW MANY EVENTS DID YOU PARTICIPATE/PERFORM/EXHIBIT IN?

Number of Events	Count	Percent
1	31	83.8%
2	4	10.8%
3	0	0.0%
4	2	5.4%
Total	37	100.0%

Of the 40 events that respondents estimated attendance for, the average attendance was 120, and the median attendance was 35. Seventy-two percent of performances had 100 or fewer attendees. Artists

responding to the survey estimated attendance at their events at 5,124. BAW staff estimated attendance during BAW at 19,151 in 2015 and 14,300 in 2014. BAW staff verified attendance for most of the Artists/Presenters and venues that had four or more events during BAW. The attendance numbers were submitted to BAW directly and shared with the BRD. The BRD then scrubbed the survey data so that BAW’s staff estimates did not reflect double counting.

Of the 40 events that artists were asked to estimate attendance for, the average attendance was 120, and the median attendance was 35. It is possible that the median attendance is significantly lower than the average because artists were able to host BAW events in retail stores and other non-traditional venues that could only accommodate a small number of people.

TABLE 4: WHAT WAS YOUR TOTAL AUDIENCE COUNT (AS BEST YOU KNOW)?

Stat	Attendance
Events Estimated	40
Max	855
Min	2
Average	120
Median	35
StDev	180

Artists/Presenters surveyed promoted BAW primarily through word of mouth (87.5%), email (82.5%), social media (75.0%), and their own websites (75.0%). Eighty percent of respondents indicated promotion via newspapers, radio, television, or other.

TABLE 5: HOW DID YOU PROMOTE YOUR BOULDER ARTS WEEK EVENT? (CHECK ALL THAT APPLY)

Promotion	Count	Percent of Respondents
Word-of-mouth (Friends, family, co-workers, etc.)	35	87.5%
E-blasts/e-newsletter/email	33	82.5%
Social Media (Facebook, Twitter, etc.)	30	75.0%
Your website	30	75.0%
Newspaper (Daily Camera, Colorado Daily, etc.)	17	42.5%
Radio	4	10.0%
Television	4	10.0%
Other ^a	7	17.5%

^aOther includes BAW website, BCAA website, and others.

Most Artists/Presenters felt that a meaningful number of new attendees were in the audience during BAW (53.8%), while 20.5% did not feel there was a significant number of new attendees (Table 6). More than 60% of responding Artists/Presenters agreed or strongly agreed that BAW helped raise awareness of Boulder’s arts scene, while only 7.5% did not believe BAW raised awareness (Table 8). Overall, 65% of respondents agreed or strongly agreed that their experience with Boulder Arts Week was positive, while only 5% indicated the experience was not positive (Table 9). Respondents overwhelmingly agreed or strongly agreed (82.5%) they will likely participate again in 2016 (Table 10).

TABLE 6: MY EVENT(S) DURING BOULDER ARTS WEEK WAS (WERE) ATTENDED BY A MEANINGFUL NUMBER OF NEW ATTENDEES/PARTICIPANTS

Value	Count	Percentage
Strongly Agree	11	28.2%
Agree	10	25.6%
Neutral	10	25.6%
Disagree	5	12.8%
Strongly Disagree	3	7.7%
Total Responses	39	100.0%

TABLE 7: MY PARTICIPATION IN BOULDER ARTS WEEK HELPED GENERATE AWARENESS OF MY EVENT

Value	Count	Percent
Strongly Agree	6	16.7%
Agree	12	33.3%
Neutral	9	25.0%
Disagree	5	13.9%
Strongly Disagree	4	11.1%
Total Responses	36	100.0%

TABLE 8: BOULDER ARTS WEEK HELPED RAISE AWARENESS OF BOULDER'S ARTS SCENE IN THE LARGER COMMUNITY

Value	Count	Percent
Strongly Agree	13	32.5%
Agree	12	30.0%
Neutral	12	30.0%
Disagree	2	5.0%
Strongly Disagree	1	2.5%
Total Responses	40	100.0%

TABLE 9: MY OVERALL EXPERIENCE PARTICIPATING IN BOULDER ARTS WEEK WAS A POSITIVE ONE

Value	Count	Percent
Strongly Agree	12	30.0%
Agree	14	35.0%
Neutral	12	30.0%
Disagree	2	5.0%
Strongly Disagree	0	0.0%
Total Responses	40	100.0%

TABLE 10: I WILL LIKELY PARTICIPATE IN BOULDER ARTS WEEK 2016

Value	Count	Percent
Strongly Agree	21	52.5%
Agree	12	30.0%
Neutral	4	10.0%
Disagree	2	5.0%
Strongly Disagree	1	2.5%
Total Responses	40	100.0%

Artists/Presenters who performed at the inaugural Boulder Arts Week were asked additional questions to capture their impression of the impacts of the event on their professional lives since then. Twenty artists who had previously been involved in BAW participated in this section of the survey. Of these, 50% agreed that BAW expanded their audience 10% disagreed, and the other 40% were neutral (Table). Forty-five percent of those previously involved agreed or strongly agreed that their involvement with BAW led to collaborations with other artists (Table 13). Sixty percent of BAW veterans agreed or strongly agreed that their participation in the inaugural BAW raised awareness of their work or organization (Table 14).

TABLE 11: HOW STRONGLY DO YOU AGREE WITH THE FOLLOWING STATEMENT ABOUT YOUR PARTICIPATION IN THE INAUGURAL BAW: IT HELPED EXPAND AUDIENCE FOR MY WORK OR ORGANIZATION

Value	Count	Percentage
Strongly Agree	6	30.0%
Agree	4	20.0%
Neutral	8	40.0%
Disagree	2	10.0%
Strongly Disagree	0	0.0%
Total Responses	20	100.0%

TABLE 12: HOW STRONGLY DO YOU AGREE WITH THE FOLLOWING STATEMENT ABOUT YOUR PARTICIPATION IN THE INAUGURAL: IT EXPANDED MY NETWORK OF ARTISTS AND/OR ORGANIZATIONS

Value	Count	Percentage
Strongly Agree	4	21.1%
Agree	6	31.6%
Neutral	6	31.6%
Disagree	3	15.8%
Strongly Disagree	0	0.0%
Total Responses	19	100.0%

TABLE 13: HOW STRONGLY DO YOU AGREE WITH THE FOLLOWING STATEMENT ABOUT YOUR PARTICIPATION IN THE INAUGURAL: IT LED TO COLLABORATIONS WITH OTHER ARTISTS AND/OR ORGANIZATIONS

Value	Count	Percentage
Strongly Agree	5	25.0%
Agree	4	20.0%
Neutral	7	35.0%
Disagree	4	20.0%
Strongly Disagree	0	0.0%
Total Responses	20	100.0%

TABLE 14: HOW STRONGLY DO YOU AGREE WITH THE FOLLOWING STATEMENT ABOUT YOUR PARTICIPATION IN THE INAUGURAL: IT HELPED RAISE AWARENESS OF MY WORK OR ORGANIZATION

Value	Count	Percentage
Strongly Agree	7	35.0%
Agree	5	25.0%
Neutral	6	30.0%
Disagree	1	5.0%
Strongly Disagree	1	5.0%
Total Responses	20	100.0%

Attendee Survey

There were 379 submitted audience surveys. These surveys garnered responses from audience members during BAW. Most survey questions were the same for both survey instruments, which allowed responses to be combined. It should be noted that this data can be skewed by the location of survey deployment although efforts were made this year to achieve a broader representation than in 2014.

The vast majority of attendees were Colorado residents (93.6%); 22.9% of attendees were from outside Boulder County, and 6.4% were from outside the state. (In 2014, 25% of program attendees were from outside the county, and 5% were from outside the state). Residents of the city of Boulder recorded 59.1% of the responses, followed by Longmont (5.8%), Denver (5.5%), Louisville (3.9%), and Lafayette (3.7%).

All of the 99 respondents not from the City of Boulder provided their primary reason for visiting Boulder. The majority of these attendees (65.7%) were visiting specifically for BAW (Table 15). Another 24.2% were visiting friends/relatives, or were in town for business or vacation. The activities that respondents planned to do in Boulder were similar in 2014 and 2015. In 2015, among the non-Boulder residents in attendance, 81.4% planned to dine out, and 27.5% planned to shop; in 2014 84.1% planned to dine out, 29.3% planned to shop. For those whose primary reason for coming to Boulder was BAW, 20.9% planned to eat out, and 6.8% planned to shop in 2015 (Table 17). These results are also consistent with 2014—when respondents who came to Boulder for BAW from outside the county were asked what else they would do in 2014 39.6% planned to dine out, and 11.6% planned to shop.

TABLE 15: IF YOU LIVE OUTSIDE THE CITY OF BOULDER, WHAT'S THE PRIMARY REASON YOU CAME TO BOULDER?

Primary Reason	Count	Percent
Boulder Arts Week	65	65.7%
Visit Friends or Relatives	11	11.1%
Business	10	10.1%
College Visit	5	5.1%
Recreation or Vacation	3	3.0%
Conference on World Affairs	1	1.0%
Combined Business/Pleasure	1	1.0%
Other	3	3.0%
Total Responses	99	100.0%

FIGURE 2: PRIMARY REASON FOR VISITING BOULDER

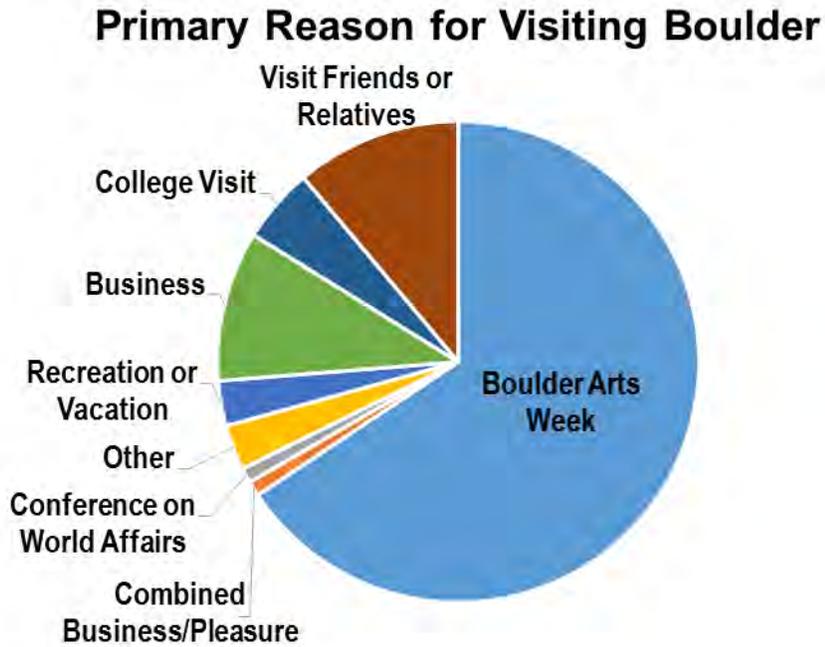


TABLE 16: NON-BOULDER CITY RESIDENTS: WHAT ELSE DO YOU PLAN TO DO WHILE IN BOULDER?

Other Activities	Count	Percentage
Dine Out	83	81.4%
Enjoy the Outdoors	64	62.7%
Shop	28	27.5%
Other	28	27.5%

TABLE 17: NON-BOULDER CITY RESIDENTS: IF BAW WAS YOUR PRIMARY REASON FOR COMING TO BOULDER, WHAT ELSE DO YOU PLAN TO DO TODAY?

Other Activities	Count	Percentage
Dine Out	40	20.9%
Enjoy the Outdoors	21	11.0%
Shop	13	6.8%
Other	6	3.1%

Respondents indicated how they heard about BAW. Combined, individuals most often cited word of mouth (31.9%), newspapers (20.6%), and social media (14.8%) (Table 18). A total of 199 people indicated some other method, including email blasts, hearing from the artist, or attending BAW last year, and 2.1% of respondents indicated they did not hear about BAW (Table 18).

TABLE 18: HOW DID YOU HEAR ABOUT BOULDER ARTS WEEK? (PLEASE CHECK ALL THAT APPLY)

Information	Total	Percent of Total
Word of Mouth	121	31.9%
Newspaper	78	20.6%
Social Media	56	14.8%
Heard from Artist	52	13.7%
E-blast/E-newsletter/E-mail	36	9.5%
Website	28	7.4%
Attended Last Year	24	6.3%
Radio	12	3.2%
Can't Remember	10	2.6%
Television	5	1.3%
I didn't	8	2.1%
Other	32	8.4%

Almost half (49.8%) of attendees surveyed planned to experience one event during BAW, 22.4% planned to attend two events and 13.7% planned to attend three events (Table 20). Of those who completed the survey, 48.7% indicated that they were attending more art events than usual because of BAW, and 73% believe Boulder to be a hub of the arts (Tables 21 & 22).

TABLE 19: HOW MANY ARTS EVENTS WILL YOU ATTEND DURING BOULDER ARTS WEEK?

Number	Attendees	Percentage
1	120	49.8%
2	54	22.4%
3	33	13.7%
4	17	7.1%
5	3	1.2%
6 or more	14	5.8%

TABLE 20: WHAT TYPES OF EVENTS ARE YOU ATTENDING THIS YEAR DURING BOULDER ARTS WEEK?

Value	Total	Percent of Total
Music	212	56.8%
Theater	126	33.8%
Visual Arts	119	31.9%
Dance	108	29.0%
Film/Video	50	13.4%
Literary Arts	33	8.8%
Other	32	8.6%
Arts-Related Symposium/Lecture	22	5.9%
Hands-On or Participatory Experiences	15	4.0%
Children's Arts Activities and Workshops	12	3.2%

TABLE 21: HOW STRONGLY DO YOU AGREE WITH THE FOLLOWING STATEMENT: BOULDER ARTS WEEK INFLUENCED MY DECISION TO ATTEND MORE ARTS EVENTS IN BOULDER THAN I WOULD NORMALLY ATTEND

Value	Count	Percentage
Strongly Agree	85	24.5%
Agree	84	24.2%
Neutral	102	29.4%
Disagree	44	12.7%
Strongly Disagree	32	9.2%

TABLE 22: HOW STRONGLY DO YOU AGREE WITH THE FOLLOWING STATEMENT: THE CITY OF BOULDER IS A HUB FOR THE ARTS

Value	Count	Percentage
Strongly Agree	110	31.6%
Agree	144	41.4%
Neutral	65	18.7%
Disagree	22	6.3%
Strongly Disagree	7	2.0%

Summary of Comments

A total of 77 attendee respondents provided comments on suggestions for BAW (Table 23). Of those comments, nearly 40% revolved around promotion and marketing of the event, 7.8% involved the programming and the website, and 26% simply praised the effort. Fourteen-percent of comments were praise in 2014, showing an increase from year to year. A summary of comments by topic may be found in Appendix 6. A majority of respondents (87.1%) indicated that they were likely or very likely to attend BAW again in 2016 (Table 24).

TABLE 23: DO YOU HAVE SUGGESTIONS OR REQUESTS FOR BOULDER ARTS WEEK?

Comment Topic	Percentage
Promotion/Marketing	39.0%
Praise	26.0%
Other	10.4%
Programming	7.8%
Website	7.8%
Venue	2.6%
Calendar/Program	2.6%
Survey	1.3%
2016 Event	1.3%
Performers	1.3%

TABLE 24: HOW LIKELY ARE YOU TO ATTEND BOULDER ARTS WEEK IN 2016?

Value	Count	Percentage
Very Likely	158	46.3%
Likely	139	40.8%
Unlikely	36	10.6%
Very Unlikely	8	2.3%

Attendee Demographics

Responding attendees most frequently were in the 50–64 or 35–49 age brackets with 30.6% and 24.8% of respondents, respectively (Table 25). An overwhelming majority of attendees (86.4%) were white non-Hispanic (Table 25). Each income bracket seems relatively equally represented (Table 26). A comparison of attendee profiles between this year and 2014 is not possible because attendee demographic information was not collected in 2014. It should be noted that this demographic profile represents the survey takers, which may or may not be indicative of BAW attendees.

According to the Census Bureau, 86.4% of Boulder County’s population describes itself as white non-Hispanic, which indicates that BAW survey respondents were a good representation of Boulder’s diversity. When comparing BAW respondents to Boulder’s population it also becomes apparent that the survey takers were slightly older than Boulder’s population, and that the income distribution resembled Boulder’s overall income distribution when comparing to Census data.

TABLE 25: WHAT IS YOUR AGE?

Value	Count	Percentage
Under 18*	6	1.7%
18–24	38	11.1%
25–34	44	12.8%
35–49	85	24.8%
50–64	105	30.6%
Older than 64	65	19.0%

*The survey is not targeted to youth under the age of 18.

TABLE 26: WHAT IS YOUR RACE/ETHNICITY?

Value	Count	Percentage
White non Hispanic	293	86.4%
Hispanic - all races	16	4.7%
More than one race	13	3.8%
Asian - non Hispanic	12	3.5%
Black - non Hispanic	4	1.2%
American Indian - non Hispanic	1	0.3%

TABLE 27: WHAT IS YOUR YEARLY HOUSEHOLD INCOME?

Value	Count	Percentage
Less than \$25,000	54	18.9%
\$25,000 – \$49,999	48	16.8%
\$50,000 – \$74,999	48	16.8%
\$75,000 – \$99,999	46	16.1%
\$100,000 – \$149,000	36	12.6%
\$150,000 and over	54	18.9%

TABLE 28: BOULDER AGE DEMOGRAPHICS (CENSUS)

Value	Count	Percentage
Under 20	76,550	25.4%
20-24	31,707	10.5%
25-34	39,518	13.1%
35-44	40,891	13.6%
45-64	80,464	26.7%
Older than 64	31,942	10.6%

Source: Census.

TABLE 29: BOULDER ETHNIC DEMOGRAPHICS (CENSUS)

Value	Count	Percentage
White non Hispanic	263,961	86.4%
Hispanic - all races	40,484	4.7%
More than one race	8,611	3.8%
Asian - non Hispanic	12,253	3.5%
Black - non Hispanic	2,598	1.2%
American Indian - non Hispanic	1,331	0.3%

Source: Census.

TABLE 30: BOULDER INCOME DEMOGRAPHICS (CENSUS)

Value	Count	Percentage
Less than \$25,000	22,243	18.5%
\$25,000 – \$49,999	24,692	20.5%
\$50,000 – \$74,999	18,243	15.1%
\$75,000 – \$99,999	15,010	12.5%
\$100,000 – \$149,000	19,636	16.3%
\$150,000 and over	20,697	17.2%

Source: Census.

Venue Survey

Venues were asked to estimate attendance of the events they hosted, and of the 19 responses, the maximum attendance was 500 patrons and the average attendance was 93.3 (Table 31). The most popular type of event to host was visual arts (52.6%), followed by Hands-on experiences (12.9%), then theater, film/video, or other events (9.7% each) (Table 31). The least popular types were children’s art related activities/performances, and arts-related symposiums/lectures. (4.3% each) (Table 32).

TABLE 31: ESTIMATED ATTENDANCE OF EVENTS HOSTED

Stat	Attendance
Events Estimated	23.0
Max	500.0
Min	2.0
Average	93.3
Median	48.0
StDev	115.6

TABLE 32: WHAT ART FORMS WERE PRESENTED AT YOUR VENUE AS PART OF BOULDER ARTS WEEK?

Art Form	Count	Percent
Visual Arts	10	52.6%
Hands-On or Participatory Experiences	4	12.9%
Theater	3	9.7%
Film/ Video	3	9.7%
Music	2	6.5%
Dance	2	6.5%
Literary Arts	2	6.5%
Children’s Art Activities/Performances	1	3.2%
Arts-Related Symposium/Lecture	1	3.2%
Other	3	9.7%

Of the venues surveyed, 76.4% agreed or strongly agreed that they were very likely to participate in Boulder Arts Week again in 2016, and no one indicated that they were not interested in doing so (Table 33). In addition, 82.4% of respondents indicated that their interactions with artists were positive (Table 34). When asked if they thought their interactions with BAW staff were positive, 72.3% responded in the affirmative and only one respondent (5.6%) disagreed (Table 35). Overall, 72.3% of respondent venues said their experience hosting a BAW event was positive (Table 36).

TABLE 33: HOW STRONGLY DO YOU AGREE WITH THE FOLLOWING STATEMENTS: OUR BUSINESS OR VENUE IS VERY LIKELY TO PARTICIPATE IN BOULDER ARTS WEEK 2016

Value	Count	Percentage
Strongly Agree	10	58.8%
Agree	3	17.6%
Neutral	4	23.5%
Disagree	0	0.0%
Strongly Disagree	0	0.0%
Total Responses	17	100.0%

TABLE 34: HOW STRONGLY DO YOU AGREE WITH THE FOLLOWING STATEMENT: THE INTERACTION WITH THE ARTISTS WAS POSITIVE

Value	Count	Percentage
Strongly Agree	12	70.6%
Agree	2	11.8%
Neutral	0	0.0%
Disagree	0	0.0%
Strongly Disagree	0	0.0%
<i>Not Applicable</i>	2	11.8%
Total Responses	16	100.0%

TABLE 35: HOW STRONGLY DO YOU AGREE WITH THE FOLLOWING STATEMENTS: THE INTERACTION WITH BOULDER ARTS WEEK STAFF WAS POSITIVE

Value	Count	Percentage
Strongly Agree	10	55.6%
Agree	3	16.7%
Neutral	3	16.7%
Disagree	1	5.6%
Strongly Disagree	0	0.0%
<i>Not Applicable</i>	1	5.6%
Total Responses	18	100.0%

TABLE 36: HOW STRONGLY DO YOU AGREE WITH THE FOLLOWING STATEMENTS: OVERALL, OUR EXPERIENCE HOSTING A BOULDER ARTS WEEK EVENT WAS POSITIVE

Value	Count	Percentage
Strongly Agree	10	55.6%
Agree	3	16.7%
Neutral	3	16.7%
Disagree	2	11.1%
Strongly Disagree	0	0.0%
<i>Not Applicable</i>	1	5.6%
Total Responses	18	100.0%

Going forward, responding venues indicated that they either wanted to increase the number of events they host (38.5%) or keep the same number of events (61.5%); no one wanted to decrease the number of events they host (Table 37). It should be noted however, that not all venues who responded to the survey responded to this particular question. The top two events that venues indicate they would like to host next year include visual arts (52.6%), and music (47.4%) (Table 38).

TABLE 37: OUR BUSINESS OR VENUE WILL LIKELY INCREASE, KEEP THE SAME, OR DECREASE THE NUMBER OF EVENTS

Value	Count	Percentage
Increase	5	38.5%
Keep the Same	8	61.5%
Decrease	0	0.0%
Total Responses	13	100.0%

TABLE 38: WHAT ART FORMS WOULD YOU BE INTERESTED IN HOSTING NEXT YEAR? (CHECK / ALL THAT APPLY)

Art Form	Count	Percent
Visual Arts	10	52.6%
Music	9	47.4%
Theater	7	36.8%
Hands-On or Participatory Experiences	7	36.8%
Arts-Related Symposium/Lecture	7	36.8%
Dance	6	31.6%
Literary Arts	6	31.6%
Film/ Video	6	31.6%
Children’s Art Activities/Performances	4	21.1%
Other	2	10.5%

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APPENDIX 1: ARTIST/PRESENTER SURVEY



BOULDER ARTS WEEK

Default Question Block

Artist Survey

IF YOU OR YOUR ORGANIZATION PARTICIPATED in Boulder Arts Week 2015, we'd like to know what you thought of the experience by taking part in an important survey. It will help us to improve Boulder Arts Week AND secure funding for future years.

This survey is being administered by the Business Research Division at the University of Colorado Boulder. Please take a few minutes to complete it now.

Please tell us about your events during Boulder Arts Week.

	Event 1	Event 2	Event 3	Event 4
Artist's/Program Name	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Event venue	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Number of Occurances	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Dates	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total Attendance	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

How did you first learn about Boulder Arts Week? (check all that apply)

- Newspaper (Daily Camera, Colorado Daily, etc.)
- Website
- Television
- E-blast/E-newsletter/E-mail
- Radio
- Participated last year
- Social Media (Facebook, Twitter, etc.)
- Other
- Word-of-mouth (friends, family, co-workers, etc.)

How did you promote your Boulder Arts Week events? (check all that apply)

- Newspaper (Daily Camera, Colorado Daily, etc.)
- Word-of-mouth (friends, family, co-workers, etc.)
- Television
- Website
- Radio
- E-blast/E-newsletter/E-mail
- Social Media (Facebook, Twitter, etc.)
- Other

What is your art form? (check all that apply)

Boulder Arts Commission - 64

July 15, 2015 Meeting

- Theater
- Literary arts
- Dance
- Music
- Visual arts
- Film/Video
- Arts-related symposium/Lecture
- Childrens' art activities/performances
- Hands-on or participatory experiences
- Other

How do you rate your event venues for your art form?

	Very Positive	Positive	Neutral	Negative	Very Negative	NA
Name of Venue 1 <input type="text"/>	<input type="radio"/>					
Name of Venue 2 <input type="text"/>	<input type="radio"/>					
Name of Venue 3 <input type="text"/>	<input type="radio"/>					

How strongly do you agree with the following statements?

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Not Applicable
My event(s) during Boulder Arts Week was (were) attended by a meaningful number of NEW attendees/participants.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My participation in Boulder Arts Week helped generate awareness of my event.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boulder Arts Week helped raise awareness of Boulder's art scene in the larger community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, my experience participating in Boulder Arts Week was positive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am likely to participate in Boulder Arts Week 2016.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Did you participate in Boulder Arts Week 2014, which was the inaugural year for this event?

- Yes
- No

How strongly do you agree with the following statements about your participation in the inaugural

Boulder Arts Commission 1/65

July 15, 2015 Meeting

Boulder Arts Week in 2014?

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Not Applicable
It helped raise awareness of my work or organization.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It helped expand audience for my work or organization.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It expanded my network of artists and/or organizations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It lead to collaborations with other artists and/or organizations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please share any additional feedback that you have for Boulder Arts Week organizers.

Please check here if you want your answers to remain confidential.

APPENDIX 2: ATTENDEE SURVEY



BOULDER ARTS WEEK

Default Question Block

Attendee Survey

Please complete this survey to share your experience with Boulder Arts Week and funding organizations.

Is this your first time attending an arts event in Boulder?

- Yes
- No

How did you first hear about Boulder Arts Week? (check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Word-of-mouth (friends, family, co-workers,etc.) | <input type="checkbox"/> Television |
| <input type="checkbox"/> Newspaper (Daily Camera, Colorado Daily, etc.) | <input type="checkbox"/> Attended last year |
| <input type="checkbox"/> Social Media (Facebook, Twitter,etc.) | <input type="checkbox"/> Website |
| <input type="checkbox"/> Directly from artist/presenter | <input type="checkbox"/> I didn't hear about it. |
| <input type="checkbox"/> E-blast/E-newsletter/E-mail | <input type="checkbox"/> I can't remember. |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Other <input type="text"/> |

How many events do you plan to attend during Boulder Arts Week (March 27 - April 4)?

Are you attending more arts events this time of year because of Boulder Arts Week?

- Yes, I am attending more arts events because of Boulder Arts Week.
- No, I am not attending more events.
- I don't know.

Have you seen or are you planning to see a new artist whom you have not seen before during Boulder Arts Week?

- Yes
- No

Have you seen or are you planning to see a new **art form** that you have not seen before during Boulder Arts Week?

- Yes
- No

What types of events are you attending this year during Boulder Arts Week?

- Theater
- Literary arts
- Dance
- Music
- Visual arts
- Film/Video
- Arts-related symposium/lecture
- Childrens' arts activities and workshops
- Hands-on or participatory experiences
- Other (please specify)

How strongly do you agree with the following statement?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Applicable
Boulder Arts Week influenced my decision to attend more arts events in Boulder than I normally attend.	<input type="radio"/>					

How strongly do you agree with the following statement?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Applicable
The city of Boulder is a hub for the arts.	<input type="radio"/>					

What else do you plan to do in Boulder today? (check all that apply)

- Dine out
- Shop
- Enjoy the outdoors
- Other (please specify)

Have you visited this venue/establishment in the past 6 months?

- Yes

No

How likely are you to attend Boulder Arts Week in 2016?



What is your ZIP code (or country, if not from USA)?

If you are not from Boulder, what is the primary reason you came to Boulder today?

What is your age?

- Under 18
- 18 - 24
- 25 - 34
- 35 - 49
- 50 - 64
- Over 64

What is your race or ethnicity?

- White non Hispanic
- Hispanic - all races
- Black - non Hispanic
- Asian - non Hispanic
- American Indian - non Hispanic
- More than one race

What is your yearly household income?

- Less than \$25,000
- \$25,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,000
- \$150,000 and over

Do you have any suggestions for Boulder Arts Week?

For official use

Venue

Performance

Date

Time

Attendance

APPENDIX 3: INTERCEPT SURVEY



1. Is this your first time attending an arts event in Boulder? Yes No

2. How did you hear about Boulder Arts Week? (check all that apply)

<input type="checkbox"/> Word-of-mouth (friends, family, co-workers, etc.)	<input type="checkbox"/> E-blast/E-newsletter/E-mail	<input type="checkbox"/> Television
<input type="checkbox"/> Newspaper (<i>Daily Camera</i> , <i>Colorado Daily</i> , etc.)	<input type="checkbox"/> Radio	<input type="checkbox"/> Attended last year
<input type="checkbox"/> Social Media (Facebook, Twitter, etc.)	<input type="checkbox"/> I didn't hear about it.	<input type="checkbox"/> I can't remember.
<input type="checkbox"/> Directly from Artist/Presenter		<input type="checkbox"/> Website
		<input type="checkbox"/> Other

3. How many events do you plan to attend during Boulder Arts Week (March 27 – April 4)? _____

4. Are you attending **more** arts events this time of year because of Boulder Arts Week?

<input type="checkbox"/> Yes, I am attending more arts events because of Boulder Arts Week.	<input type="checkbox"/> No, I am not attending more events.	<input type="checkbox"/> I don't know.
---	--	--

5. Have you seen or are you planning to see a **new artist** whom you have not seen before during Boulder Arts Week?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

6. Have you seen or are you planning to see a **new art form** that you have not seen before during Boulder Arts Week?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

7. What types of events are you attending this year during Boulder Arts Week?

<input type="checkbox"/> Theatre	<input type="checkbox"/> Music	<input type="checkbox"/> Arts-related symposium/Lecture
<input type="checkbox"/> Literary arts	<input type="checkbox"/> Visual arts	<input type="checkbox"/> Childrens' arts activities and workshops
<input type="checkbox"/> Dance	<input type="checkbox"/> Film/Video	<input type="checkbox"/> Hands-on or participatory experiences
<input type="checkbox"/> Other (please specify) _____		

8. How strongly do you agree with the following statement: *Boulder Arts Week influenced my decision to attend more arts events in Boulder than I normally attend.*

<input type="checkbox"/> Strongly Agree	<input type="checkbox"/> Moderately Agree	<input type="checkbox"/> Neutral	<input type="checkbox"/> Disagree	<input type="checkbox"/> Strongly Disagree
---	---	----------------------------------	-----------------------------------	--

9. How strongly do you agree with the following statement: *The city of Boulder is a hub for the arts.*

<input type="checkbox"/> Strongly Agree	<input type="checkbox"/> Moderately Agree	<input type="checkbox"/> Neutral	<input type="checkbox"/> Disagree	<input type="checkbox"/> Strongly Disagree
---	---	----------------------------------	-----------------------------------	--

10. What else do you plan to do in Boulder today? (check all that apply)

<input type="checkbox"/> Dine out	<input type="checkbox"/> Shop	<input type="checkbox"/> Enjoy the outdoors	<input type="checkbox"/> Other (Specify)
-----------------------------------	-------------------------------	---	--

11. Have you visited this venue/establishment in the past 6 months? Yes No

12. How likely are you to attend Boulder Arts Week events in 2016?

<input type="checkbox"/> Very Likely	<input type="checkbox"/> Likely	<input type="checkbox"/> Unlikely	<input type="checkbox"/> Very Unlikely
--------------------------------------	---------------------------------	-----------------------------------	--

13. What is your ZIP code (or country, if not from USA)? _____

14. If you are not from Boulder, what is the primary reason you came to Boulder today?

15. What is your age? Under 18 18 – 24 25 – 34 35 – 49 50 – 64 Over 64

16. What is your race or ethnicity?

- White – non Hispanic Black – non Hispanic American Indian – non Hispanic
 Hispanic – all races Asian – non Hispanic More than one race

17. What is your yearly household income?

- Less than \$25,000 \$50,000 – \$74,999 \$100,000 – \$149,999
 \$25,000 – \$49,999 \$75,000 – \$99,999 \$150,000 and over

Do you have any suggestions for Boulder Arts Week?

On behalf of Boulder Arts Week, THANK YOU SO MUCH for your time today!

FOR OFFICIAL USE	Venue	Performance	Date	Time	Attendance

APPENDIX 4: VENUE SURVEY



BOULDER ARTS WEEK

Default Question Block

Venue/Business Survey

IF YOU OR YOUR ORGANIZATION PARTICIPATED in Boulder Arts Week 2015, we'd like to know what you thought of the experience by taking part in an important survey. It will help us to improve Boulder Arts Week AND secure funding for future years.

Please take a few minutes to complete it now.

Please check here if you want your answers to remain confidential.

What is the name of your venue or business?

What art forms were presented in your venue as part of BAW?

- Music performances
- Dance performances
- Theater performances
- Literary arts
- Visual arts exhibitions
- Childrens' art activities/performances
- Hands-on or participatory experiences
- Film/Video
- Arts-related Symposium/Lecture
- Other

How many times were events presented during BAW? (Note: 2 performances presented 3 times each = 6; 1 visual arts displayed every day for 5 days = 5)

On a scale of 1 to 5, how strongly do you agree with the following statements

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Not Applicable
Our business or venue is very Boulder Arts Commission - 73						

July 15, 2015 Meeting

likely to participate in BAW 2016.

<input type="radio"/>					
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

The interaction with the artists was positive.

<input type="radio"/>					
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

The interaction with BAW staff was positive.

<input type="radio"/>					
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Overall, our experience hosting a BAW event was positive.

<input type="radio"/>					
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

What art forms would you be interested in hosting next year?

- Music performances
- Dance performances
- Theater performances
- Literary arts
- Visual arts exhibitions
- Childrens' art activities/performances
- Hands-on or participatory experiences
- Film/Video
- Arts-related Symposium/Lecture
- Other

Our business or venue will likely increase/keep the same/or decrease the number of events presented during BAW:

	Increase	Same	Decrease
Number of events next year	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please share any additional feedback that you have for BAW organizers.

APPENDIX 5: SURVEY DEPLOYMENT

Event Name	Venue	General Location	Date
Madelife	Dairy Center for the Arts	Central Boulder	Friday, March 27
Opening Reception	BMoCA	Downtown	Friday, March 27
Stupid F##ing Bird	Dairy Center for the Arts	Central Boulder	Friday, March 27
Misterman	Diary Center for the Arts	Central Boulder	Friday, March 27
Bach Uncaged	Dairy Center for the Arts	Central Boulder	Friday, March 27
Square product	BMoCA	Downtown	Saturday, March28
Michelle Ellsworth	BMoCA	Downtown	Saturday, March 28
Stupid F##ing Bird	Dairy Center for the Arts	Central Boulder	Saturday, March 28
3rd Law	Dairy Center for the Arts	Central Boulder	Saturday, March 28
Bach Uncaged	Dairy Center for the Arts	Central Boulder	Saturday, March 28
Movie in the courtyard	Dairy Center for the Arts	Central Boulder	Saturday, March 28
Carpe Diem String Qt	Boulder Public Library	Central Boulder	Sunday, March 29
I/NOT Symposium	Naropa	Central Boulder	Monday, March 30
Open Rehearsal	Frequent Flyers	East Boulder	Monday, March 30
First Friday	Madelife	Central Boulder	Thursday, April 2
Art-O-Rama	Hotel Boulderado	Central Boulder	Thursday, April 2
Celebration of the Arts	Museum of Boulder	The Hill	Thursday, April 2
Natie Merchant	Macky Auditorium	CU	Thursday, April 2
Celebration of the Arts	Museum of Boulder	The Hill	Thursday, April 2
CU Dance & Community			
Engagement	CU Dance Studio 350	CU	Friday, April 3
Opening Reception	Scultura Studios	Gunbarrel	Friday, April 3
Open House	Vilona Gallery	Downtown	Friday, April 3
Open House	Pottery Lab	The Hill	Friday, April 3
eTown Radio Taping	eTown Hall	Downtown	Friday, April 3
Mariachi Ensemble	Grusin Auditorium - CU	CU	Saturday, April 4
African Highlife Ensemble	Grusin Auditorium - CU	CU	Saturday, April 4

APPENDIX 6: RESPONDENT COMMENTS

The BAW survey instrument provided a space for respondents to add comments, suggestions, or requests. A total of 71 individuals offered feedback. To help understand the story behind the actual survey numbers, the comments were read to identify trends in the ideas expressed and then grouped into categories. Eight categories emerged: promotion, programming, praise, website and calendar, venue, 2016 event, other, and performers. Summaries of the comments appear below.

Promotion

More than one-third of the comments were about marketing and promoting BAW. Many offered specific ideas about how to spread the word about the event, including using radio, banners across Pearl and Broadway, and flash mobs. Others indicated a need more marketing across Colorado.

Programming

Respondents made suggestions and comments about changes they would to see in the BAW program. Remarks were wide ranging, from more cultural events intended to celebrate ethnic diversity to more music programming.

Praise

Many comments about the BAW were enthusiastically positive, including “keep up the great work and choices”; “keep on keeping on”; “wonderful presentation”; and “do whatever you can to keep the tradition going.”

Website and Calendar

There were many comments concerning the calendar and schedule of BAW. Most indicated that the schedule was confusing and hard to access, and expressed desire for an easy to find, all-encompassing schedule of events.

Venue

There were very few comments about venue, but one notable comment suggested that BAW work with open studios in the future.

2016 Event

Many of the respondents who offered praise for BAW suggested or even expected it be held again next year. There seemed to be overwhelming support for BAW to take place in 2016.

Other

Comments in the “other” category were wide ranging. One suggested a walking map for the events, and another person suggested syncing up with similar festivals like the Hanuman Festival or RiNo in Denver.

Performers

The only comment concerning performers stated that the artists could be paid more in the future.

APPENDIX 7: LITERATURE REVIEW

South by Southwest – Austin, Texas

The South by Southwest (SXSW) is annual two-week conference, trade show, and festival comprised of 9 days of industry conferences, a 4-day trade show, a 6-night music festival, and a 9-day film festival. It injected approximately \$218.2 million into the Austin economy in 2013. Conference and festival participants totaled nearly 155,000—a new record. The popular free-to-the-public events attracted another 150,000 additional people. SXSW injected more than \$218.2 million into the Austin economy (total direct, \$145.8 million; total indirect, \$37.5 million; total induced, \$34.9 million). Attendance expenditures in 2013 were approximately \$129.9 million.

Folk moot Festival, North Carolina

Folk moot USA, held in the mountains of western North Carolina, celebrates the diverse cultures of the world through music and dance. Held each summer, the festival features performances, a parade, and workshops by approximately 300 performers from around the world. An economic impact study conducted by SYNEVA Economics reveals that Folk moot had a \$9.2 million impact on western North Carolina in 2013. The study included the western North Carolina region but focused on Haywood County, showing that Folk moot's overnight visitors spent \$6.6 million during their visit. Outside day-trippers spent an additional \$89,000 in the county. The economic activity generated from Folk moot USA supports 101 jobs in Haywood as well as \$1 million in additional tax revenues.

International Festival of Arts & Ideas 2013, Connecticut

Held annually in New Haven, Connecticut, the 2013 International Festival of Arts & Ideas consisted of 170 events attracting nearly 140,000 attendees over a 15-day period. Eighty-five percent of these events were free to the public as a result of considerable investment and support from the State of Connecticut, Yale University, the Community Foundation of Greater New Haven, and First Niagara. In an economic impact study conducted by the Quinnipiac University, the festival had an economic impact of \$34 million, with the average visitor spending \$127.88 on food, retail, lodging, and transportation over an average of 3.7 days. A total of 159 staff members were employed (seasonal and full time) to organize and host the festival. Events include jazz, classical, dance, and theater performances.

2013 Sundance Film Festival, Utah

The Sundance Film Festival takes place in Salt Lake City, Utah every year. The University of Utah conducted an economic impact study of the 2013 festival, which attracted an estimated 45,947 people. Of these, nearly 46,000, or 35%, were Utah residents. Of the nonresidents, approximately 36% indicated that this was their first visit to Utah and 83% came to Utah specifically for the festival. Nearly 40% of attendees had a household income above \$100,000. Attendees spent an average of 4.3 days at the festival and attended about six screenings. Attendees spent a total of \$56.7 million; \$52.2 million of this was nonresident spending. Lodging and meals accounted for 71% of the spending.

32nd Annual Peter Anderson Arts and Crafts Festival, Mississippi

The Peter Anderson Arts and Crafts Festival, held in Ocean Springs, Mississippi, spans two days and was started in order to provide economic enhancement to large and small towns and rural communities in Mississippi. In 2010, the festival created \$13.6 million in total output, \$2.5 million in total income, \$4.3

million in value-added, and 102 full- or part-time jobs. Just over 61% of festival goers traveled to Mississippi primarily to attend the event, and nearly 65% had an annual household income of less than \$75,000. About 77% of visitors were residents of the area or within the state.

Maine Performing Arts Festivals 2011 Economic Impact Study

Data were gathered from 15 separate Maine performing arts festivals between July 1 and October 2, 2011. To be included, festivals needed to have a primary offering of music, dance, or film. Nearly 310,000 people attended the 15 festivals, and spent approximately \$45 million. This translated into approximately \$14.3 million of additional sales for Maine businesses through indirect spending. The economic impact of these festival activities was nearly \$71 million in sales. Tax and fee revenue was \$3.9 million for both state and local government. These festivals attracted more than 80,000 visitors from outside of Maine and, in total, support 105 jobs.

Art in the Pass Festival, Mississippi

The Art in the Pass Festival promotes community development by engaging volunteers and encouraging participation from visitors of all walks of life. An economic impact study was conducted by the University of Southern Mississippi. The 2013 event had nearly 7,000 visitors who generated \$370,000 of earnings income for the economy. Local residents who participated in the festival generated \$165,000 in purchases by shopping locally. Festival events included cooking demonstrations, artist networking events, and opportunities to view and purchase original arts and crafts.

Cherry Creek Arts Festival, Colorado

The Cherry Creek Arts Festival (CCAF) is a not-for-profit corporation that give patrons the opportunity to experience a visual artist show at no charge. The CCAF is an annual three-day festival that takes place the weekend of July 4th between 2nd and 3rd Avenue in Denver's Cherry Creek North Business District. In 2012, the festival attendance totaled around 350,000. Annually, patrons purchase approximately \$2.6 million in art and an additional \$1 million at local and regional businesses, generating considerable tax revenue for the City and County of Denver. CCAF gives roughly \$25,000 to its nonprofit partners annually. The CCAF operates on a \$1.4 million budget. Revenues are generated from three areas: artist fees, sponsorships, and on-site retail sales. Expenses include administration of five full-time employees, seasonal hires, and arts festival production.

Arts & Economic Prosperity IV Summary Report

The Arts & Economic Prosperity report outlines the economic impact of nonprofit arts and culture organizations and their audiences. This comprehensive report features findings on 182 study regions representing all 50 states and the District of Columbia. Nationally, the industry generated \$135.2 billion of economic activity. Around 55% of the economic activity was generated from event-related expenditures by the event audiences, with the other 45% came from nonprofit arts and culture organizations. Art and culture organizations employ people locally, make purchases locally, and cultivate a locally rooted community that is self-sustaining. This study demonstrates that America's arts industry is a key component to our nation's economic recovery and future prosperity.

Waterfowl Festival Economic Impact and Visitor Profile Study.

Waterfowl Festival Inc. stages an annual wildlife arts festival for the purpose of raising money to fund conservation projects. The Festival has seen huge growth since its start in 1971, growing from 50 exhibitors, 75 volunteers, 3 exhibits, and 4,000 visitors to 400 exhibitors, 1,500 volunteers, over 30 varied exhibits and events, and approximately 19,000 visitors. Each visitor group, with an average size of 3 persons, spent an average of \$418.36 during their trip. Of that, 53% was spent on festival purchases and 47% was spent on food, lodging and area retail purchases. Over half of the businesses surveyed responded that they rely on tourism for between 40% and 100% of their sales and 30% of the businesses hired additional staff for the Festival.

The Economic Impact of Nonprofit Arts & Culture Organizations in Oklahoma

This study provides new evidence that the nonprofit arts and culture are a significant industry in the State of Oklahoma. This industry generates \$314.8 million in local economic activity. This economic activity supports 10,156 full-time equivalent jobs, generates \$211 million in household income to local residents, and delivers \$29.4 million in local and state government revenue.



BOULDER ARTS WEEK

APPENDIX 3:
Official Boulder Arts Week 2015 Proclamation

BOULDER ARTS WEEK

March 27 – April 4, 2015

WHEREAS, Boulder Arts Week represents the city’s only large-scale, inclusive celebration of our community’s vibrant arts and cultural offerings and will include art walks, First Friday, exhibitions, performances, dance, music, theater, artist demonstrations, symposia and more; and

WHEREAS, Boulder Arts Week is going into its second year after a highly successful launch in 2014: 439 events and performances; nearly 115 artists and arts organizations (representing 750 total artists); and attendance estimates exceeded 14,000 at ticketed and non-ticketed (free to the public) events; and

WHEREAS, the Steering Committee (including The Dairy Center for the Arts, Boulder Museum of Contemporary Art, Boulder Bach Festival, CU Presents, Boulder County Arts Alliance; Downtown Boulder, Inc., and the Boulder Chamber) have pledged their in-kind support for Boulder Arts Week to ensure its success; and critical funding for Boulder Arts Week has been secured from the Boulder Arts Commission and the Boulder Convention and Visitors Bureau; and

WHEREAS, Boulder Arts Week will enhance visibility of the arts within the local community and raise awareness of Boulder’s artistic innovation throughout the region, positioning the city as a premier arts destination. Participating artists and organizations will benefit from this widespread collaboration, enabling each to expand their audiences and engage more members of the community with their mission and programming; and

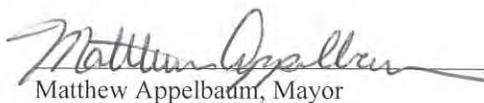
WHEREAS, decades of research demonstrate that high density of artists and arts organizations in cities lead to greater economic resilience, broader prosperity, increased cross-cultural appreciation, more social cohesion, higher civic engagement and academic and life success; and

WHEREAS, arts and culture play a key role in building and sustaining Boulder’s economic vibrancy by stimulating creativity and innovation throughout the community, creating jobs, attracting new businesses, drawing tourism dollars and creating an environment that attracts skilled and educated workers; and

WHEREAS, the arts foster beauty, originality and vitality and benefit and connect all members of the Boulder community;

NOW, THEREFORE, BE IT DECLARED by the City Council of the City of Boulder, Colorado, that March 27–April 4, 2015 is

Boulder Arts Week


Matthew Appelbaum, Mayor



Studio Arts Boulder
P.O. Box 19815
Boulder, CO 80308

6/20/2015

Boulder Arts Commission
culturegrants@boulderlibrary.org

Re: Letter of Intent for Open Grants

Dear Commissioners,

This letter of intent has been prepared by the Board of Directors for Studio Arts Boulder to announce that we would like to submit a formal proposal for the next round of BAC Open Grant opportunities.

Studio Arts Boulder is a 501c3 nonprofit art education organization located in Boulder, Colorado. Our mission is to “cultivate the artist in each of us by inviting creative collaboration in the study, practice, and advancement of the studio arts”. The “studio arts” are those art forms that require equipment, facilities, safety precautions, and instruction which are beyond the means of most individuals. These include, but are not limited to: ceramics, glass arts, metalworking, printmaking, sculpture, fiber arts, and woodworking. We believe that art is a basic human right. Because of this core value, we strive to offer affordable services that are: universal, collaborative, sustainable, and exceptional.

Currently, Studio Arts Boulder offers ceramics through the Studio Arts Pottery Lab, formerly the City of Boulder Pottery Lab, which was founded in 1954. The Lab provides educational programs to a population of diverse ages, abilities, economic means, and perspectives. Lab staff and students also work to advance safe environmental practices in the arts, such as energy efficiency, low-water use, and zero waste.

Studio Arts Boulder was founded in 2009 by staff, students, and friends of the Pottery Lab. For decades the demand for ceramics classes had exceeded the capacity of the Lab at the old firehouse facility located at 1010 Aurora Avenue, which was run by the City of Boulder Parks and Recreation Department. The founders of Studio Arts Boulder sought to create a larger program that could meet the growing demand and provide more advanced instruction in ceramics. It soon became apparent that other studio art forms



needed space and support to flourish in Boulder. The natural connection between these art forms led to the idea of a stimulating campus that would house multiple art forms in one, central location. Thus, Studio Arts Boulder was born and the search for a suitable home began.

Simultaneously, the City of Boulder began looking for a non-governmental organization to steward the Boulder Pottery Lab. Since the founders of Studio Arts Boulder already had a deep relationship with the Lab and ceramics was a vital component of the Studio Arts Mission, overseeing operations of the Pottery Lab was a natural fit for the budding organization. Studio Arts Boulder signed a contract with the City of Boulder and took over management of the Pottery Lab on Jan. 1, 2015. The agreement outlined a 3-year transition period and a public/private partnership. One aspect of the agreement is that the City of Boulder will continue to partially subsidize the Lab through the end of 2017 to provide a smooth transition toward independence. While this subsidy is critical for the Lab's sustainability, Studio Arts Boulder must raise additional funds to ensure both short- and long-term success. The Boulder Arts Commission Open Grant would be instrumental in helping stabilize and expand the ceramics program as well as build organizational capacity for Studio Arts Boulder to effectively manage the addition of administrative, marketing, and fundraising responsibilities that are necessary for an independent nonprofit.

As the organization embarks on its supervision of existing programs, efforts to bring a larger studio arts campus to life are also underway. We are currently seeking approval with the City of Boulder Planning Department and Boulder City Council to secure a lease to the most suitable and desirable site available to us: a roughly 10-12 acre site on the southwestern flank of Valmont Butte. Although the use of Valmont Butte has some complicating factors, all are surmountable if the Council, City staff, and Studio Arts Boulder commit to making this much needed facility a reality. The Studio Arts campus will be an attractive, relatively low-impact/high-value public use, that can honor and accommodate the unique historic qualities of the site. Initial draft concept plans provide space for education, exhibition, collaboration, and research in the studio arts. Plans for the campus include an artist-in-residence program, gallery, café, and sculpture garden. There has been an extremely enthusiastic response to our concept from the large and underserved Boulder arts community and other non-profits who would benefit from its use.

Studio Arts Boulder will become an important cultural and educational contributor to the active and progressive community of the Boulder region and its economic base. The campus will eventually invite participation by regional, national, and even international



artists and students in the studio arts. By providing such things as facilities, equipment, classes, masterful teachers, open discussion, and exhibit space, Studio Arts Boulder will cultivate an atmosphere of collaboration for those creative people who are also often the innovative driving forces of vibrancy in their communities. The successful realization of the Studio Arts campus will supply the extensive demand for high quality education and facilities to artists of all economic means with the type of affordable services that many Front Range communities are trying to develop as a basis for economic sustainability and improvement to the quality of life. Studio Arts Boulder will also provide a valuable public gathering space for education, exhibition and leisure.

The purpose of applying for the BAC Open Grant is to help Studio Arts Boulder develop lasting growth and sustainability plans so that we may reach our ultimate goal of building a beautiful, state-of-the-art arts campus that will invest in long-term and broad-reaching vitality of the community and build a solid foundation for the continued success of the Studio Arts Pottery Lab. The organization is seeking \$18k, of which \$8k will be used to hire a market, financial and feasibility study, \$4k will be used for high-quality marketing material to promote capital fundraising activities, and \$6k will be used for general funds to support the Studio Arts Pottery Lab operations, administrative and other start-up needs.

We look forward to speaking to you in more detail about our organization. Thank you for giving this matter your consideration.

Sincerely,
The Studio Arts Boulder, Board of Directors:

J. Paul Heffron, President
Tania Ertl, Treasurer
Tamara Layman, Secretary
Robert Crifasi
Loretta Cihacek
Rendl Clark
Kari Palazzari
Nancy Utterback, Director of Boulder Pottery Lab

One Action: Arts (+) Immigration Project
Progress Report
July 2015

This is a mid-year progress report for the Open Grant funds received by Motus Theatre on behalf of the One Action Project for the planning phase of the project.

Leadership

Steering Committee

Community and countywide leaders from arts, immigration, and education organizations were selected to form a Steering Committee to guide the project in bi-monthly meetings. A list of members is attached. Representatives from the Steering Committee serve as chairs of the Community Action Committees in Boulder, Lafayette, Longmont, and Louisville. The Boulder members are: Bill Obermeir, Executive Director, Dairy Center for the Arts; Jorge DeSantiago, Executive Director, El Centro Amistad; and Karen Shimamoto, Assist Director, CU Boulder Student Outreach & Retention/Center for Equity Co-Chair. *(See attached for list of complete Countywide Steering Committee)*

Community Action Committees

Each community has defined the Community Action Committees in their communities. These Community Action Committees are responsible for guiding and managing the various ideas and projects that are developed within their community and coordinating with countywide efforts. To date there have been five informational / organizational meetings held in each community with attendance totaling more than 92 participant organizations—with 47 from Boulder alone.

Program Planning

Project Summit

A Project Summit was held on April 18th to launch the program planning activities. This ½ day informational event was held at the Museum of Boulder and attended by over 100 people from arts, immigration and education across the county. The purpose of the event was to educate and expand attendees understanding of the historic and contemporary experiences of immigration and the variety of ways the arts could be used to support and expand this dialogue. A full agenda is attached, but specific areas addressed were:

- Local history of immigration
- Issues and obstacles facing current immigrants

Using the arts to tell stories of experiences of immigration
Celebrating the cultural assets of our immigrant community
Networking with other organizations to create collaborative programming

The Summit served to launch the program development phase by expanding the concept of immigration, highlighting the mid-1800s as the first wave of immigration to the county and the effect it had on the Native People's of this land. The summit also served to illuminate the complexities of the experiences of immigration, providing compelling examples of individual stories and presenting a sampling of best practices in using the arts as a medium to share this material.

The event was very well received, as evidenced by results of the event evaluation and illustrated by the following selection of responses:

"Awesome event! It is a palpable story being told through your efforts to bring our diverse community together. I look forward to seeing more as we continue to build momentum to 2016. Kudos."

David Farnan, Director of Arts and Library, Boulder

"You have restored my faith in Boulder!"

Arturo Aldama, Professor, Ethnic Studies Department, University of Colorado in Boulder

A poem written on the spot during the event by University of Colorado student, Gianni Franceschi (ENVD 2015, GUB Intern 2013) in response to a photography project from Growing Up Boulder presented at the Summit.

Voices projected
heard
Roger that
but what happens when Rodrigo isn't offered that?
instead
found his voice
through the noise
of a camera snap
photographs
that show the mass
life

as what he knows it as
situations
immigration
unheard words rest upon whose ears?
forget selfies and "pics"
these photos scream in silence with the things he's dealt with
unheard words
finally captured in a moment yet he still feels
rejected
connected
by pixels and squares
another medium for them to see some one
that they don't really hear I'm here.

This evaluation form included 7 questions, answered in a scale from 1-5. All response averages were above 4.4 out of 5 and trended to the upper bounds of the scale. Nearly half of all participants heard about the event from a friend, so the community is starting to spread the word around One Action 2016, building community and ensuring community buy-in for future events. Attendance was diverse, with approximately 18% Asian and 11% Hispanic/Latino participants. Nearly one fifth of survey respondents identified as first-generation immigrants. The median age of respondents was 55, which is higher than the median age for Boulder (36), so efforts will be made to reach out to younger members of the community.

Participating Organizations

Response to the project has been very positive. Numerous Boulder-based and countywide organizations, groups and individuals have expressed interest in participating during 2016. Many are well along in their planning, and others are investigating ways they can be involved. A partial list of Boulder-based organizations participating to date is:

Attention Homes
Art Department, Boulder High
School
Barrio e'
Block 1750
BMoCA
Boulder County Arts Alliance

Boulder Fringe Festival
Boulder Public Library
Centro Amistad
CU Art Museum
Dairy Center for the Arts
Eco Arts Connection
Growing Up Boulder

Intercambio de Comunidades
Latino History Project
Local Theater
Motus Theater
Museum of Boulder
Naropa University
Truth Be Told
Office of Arts & Culture, City of
Boulder

KGNU
Playback Theater West
Programa Compañeras
Radio 1190
Romanian Festival
Resonance Women's Chorus
University of Colorado
YWCA of Boulder County

Program plans will be finalized by participating organizations through the fall and advertising for the first quarter of 2016 will begin in December 2015.

Fostering Cultural Competency

Although at the time of submission of this report, the update to the Community Cultural Plan for the City of Boulder remains in draft form, this project fits well within various strategies of the plan. The soul of the project is to use the arts to facilitate civic dialogue on the topic of immigration, which is closely aligned with Strategy Seven (I.7) of the plan. By de-emphasizing immigration as an exclusively contemporary issue and refocusing it as the experience of many in the community—be it recent or decades past—it prioritizes civic dialogue and the ability of culture to contribute to the economy, social offerings, environment and authentic expression of diversity.

As expected, collaborative processes and activities have already begun to take shape during this planning phase. For example: Boulder County Arts Alliance (BCAA) will translate the fall 2015 grant application of their endowment program into Spanish and the Latino Chamber of Boulder County will work with BCAA to conduct a Spanish-language workshop on how to write a grant application. This collaboration—which resulted from leadership from BCAA and the Latino Chamber being at the same table—addresses the challenge presented in Strategy Five (Section I.5.4) of the Community Cultural Plan to build bridges and engage minority communities. It is also an example of the Guiding Principles Best Practices, mentioned in the plan, of actively pursuing the voices necessary to ensure broad and deep perspectives on all issues. Additionally, BCAA is working on enhancing the cultural sensitivity of grant panelists, with a particular emphasis on panelists for the upcoming Neodata round to assure that they take into account the cultural collateral that immigrants bring to the arts community.

Other cities are also working on these issues; the Lafayette Cultural Arts Commission has placed the One Action: Arts (+) Immigration Project as one of its funding priorities and is announcing that it is giving weight to all grants written for this project in the Fall of 2015 and the Spring of 2016. It has also translated its grant application into Spanish. Longmont is in the process of translating its mini-grants application.

Cultural Sensitivity Training

The collaborative aspect of the project has brought educators, arts organizations/artists and immigrant-serving organizations to the same table. The Community Action Committee meetings have revealed the very real divide between immigrants and the receiving community. As immigrants and educators collaborate with arts organizations that do not often interact with immigrants, we have had an opportunity to engage in unplanned cultural sensitivity training. For example, we have discussed how to ensure organizations elevate authentic voices and do not engage in cultural appropriation—be it unwillingly. This project and the participating organizations are working to ensure that immigrants tell their own story, as opposed to having their story told on their behalf and we have discussed the difficulty immigrants have to access stages for performances, walls for showing their visual art, or publishing companies to print their writings. In this project we want to assure that they have this access and that their individual and collective voices are not appropriated by others.

Marketing and Program Dissemination

The project has undergone various names, from Immigration Project to Creative Community Conversations on Experiences of Immigration. Although this is understandable in such a collaborative process, we received strong feedback from the designers that the name was too long to work with. After receiving recommendations from the Community Action Committees, the Steering Committee finalized the name as One Action 2016: Arts (+) Immigration Project.

The Arts (+) Immigration Project website will be active by December 2015. This will serve to advertise upcoming events, document those that have occurred and build awareness and deeper understanding of the experiences of immigration across the County. This will be augmented by printed material created quarterly which will be available at each event and will encourage participants to attend other related upcoming events. Formats under consideration include a passport or punch card, which individuals can use to record their yearlong experiences. Social media will be employed to spread the word and draw attention to all the events. Nini Coleman of PhatPencil has been contracted as designer of these efforts and to create a revised

project logo. In addition, all the participating organizations will advertise their own programming, while acknowledging that they are part of the overall project.

Funding

Funding received to date is sufficient to sustain project commitments through 2015 and for the first four months of 2016. A copy of the current budget is attached.

Major funding for the One Action Project received to date includes:

\$30,000: National Endowment for the Arts

\$25,000: Boulder Arts Commission

\$20,000: Community Foundation of Boulder County (Millennium Trust Grant)

Applications in process or outstanding include:

\$35,000: National Endowment for the Arts

Staffing

Project Coordinator

A part-time project director was hired in January of 2015, Francis Schneeweiss who is an immigrant from Mexico and former Vice-Principal of Boulder High School. She was recruited to be the principal of a new bilingual charter school and left in April.

Fortunately, we were able to hire Manuela Sifuentes to take over the job. Manuela has lived her entire life between Guatemala and Boulder, and is also the part-time Executive Director of the Latino Task Force and a powerful voice within the Boulder county community.

Communications Coordinator

In June we were able to hire Nikki McCord from McCord Consulting Group as a part-time Communications Coordinator. A Texas transplant to Boulder, via Indiana and Michigan, Nikki comes with extensive experience in communications, community outreach and engagement, and social media.

Arts Programming Coordinator

Wendy Baring-Gould continues in this role in a volunteer capacity. Wendy Baring-Gould brings decades of experience in creating constructive conversations facilitated by participation in the arts. She is the former Director of Arts And Community Programs at Boston Center for The Arts where she designed and implemented public engagement activities to attract traditional and nontraditional audiences. She was the Director of Education and Community Outreach for Arts on the Point at UMass.

Attachments

Project Description

Steering Committee members

Summit Agenda



One Action 2016: Arts (+) Immigration Project

Steering Committee Members

Carmen Ramírez, City of Longmont (Co-Chair)
Kirsten Wilson, Motus Theatre (Co-Chair)
José Beteta, Latino Chamber of Commerce
Jorge DeSantiago, Centro Amistad
Marcelo Fernández, Kay Carol & Priscila Art Gallery
Janet Heimer, Boulder County Community Action Programs (*retired*)
Laurel Herndon, Immigrant Legal Center of Boulder County
Suzanne Janssen, City of Louisville Cultural Arts
Wes Jessup, Longmont Museum and Cultural Center
Charlotte LaSasso, Boulder County Arts Alliance
Bill Obermeir, Dairy Center for the Arts
Karen Rayfort, City of Lafayette
Gustavo Reyna, Mayor Pro Tem, City of Lafayette
Karen Shimamoto, University of Colorado

Staff:

Manuela Sifuentes, Project Coordinator
Nikki McCord, Communications Coordinator
Wendy Baring-Gould, Arts Programming Coordinator



Creative Community Conversation: Experiences of Immigration

Overview

This yearlong, arts-based, countywide project invites cultural arts, immigrant and educational organizations to create programs that foster conversations on both historic and contemporary issues of immigration. Participating organizations will draw on their individual expertise to develop exhibitions, performances, presentations, music, films, displays and readings designed to raise the level of community knowledge, awareness and engagement on this important topic. *Creative Community Conversation: Experiences of Immigration* is not a policy focused project. Rather than seek to support a particular immigration policy, it uses the power of art to bring people together to learn from each other about experiences of immigration that have shaped the United States.

Project Goal

To use the arts to catalyze, engage and inform county residents on both the historic and contemporary issues of immigration in order to foster greater understanding and make this a more welcoming and inclusive community. Toward this end, the project will:

- Create cross-discipline arts collaborations on immigration themes
- Use the knowledge of immigrant organizations to inform project content
- Develop a broad range of arts experiences designed to educate and engage the public in conversations on immigration
- Celebrate the cultural capital of all our immigrant communities

Rationale

The United States is deeply rooted in immigration history. In fact, almost the entire population—beyond those who are Native American or were brought here during the slave trade—have an immigrant past. Yet many citizens don't know much about our history, which is really their history, or about current immigration policy. Boulder County is an ideal place to begin this unique American conversation because it has a reputation for engaging openly in dialogue on both national and international issues. For example, the City of Boulder recently received national press for appointing the first undocumented person to a city commission. Still, according to the Trends Report published by The Community Foundation, only 43% of people surveyed said Boulder County is open to immigrants. How much stronger would our county be if the immigrant population, and the cultural assets it brings, were woven deeply into the fabric?

The arts tell the story of human experience and create empathy, engaging participants in conversations they might not otherwise have. Through this project, cultural arts organizations, in collaboration with immigrant and educational groups, will create arts experiences to bridge the disconnection and discomfort

Steering Committee Chair

Carmen Ramirez
Kirsten Wilson

Countywide Liasons

Charlotte LaSasso
Elvira Ramos
Janet Heimer
Jose Beteta
Laurel Herndon
Maria Velasco
Richard Garcia

Lafayette Liasons

Gustavo Reyna
Karen Raforth

Louisville Liason

Suzanne Janssen

Longmont Liasons

Marcelo Fernandez
Wes Jessup

Boulder Liasons

Bill Obermeier
Jorge De Santiago
Karen Shimamoto

For information contact:

Francis Schneeweiss
Project Manager
(303) 990-6125
oneactionmotus@gmail.com

Wendy Baring-Gould
Coordinator of Arts/
Cultural Programs
(720) 536-8299
wbaringgould@comcast.net





that conversations on immigration often raise. These conversations, in turn, will become a catalyst for understanding and foster a more inclusive community.

Participating organizations will build relationships among themselves and with new audiences across the county. A greater appreciation of immigration history by all residents will eliminate some cultural barriers that currently exist, and diverse audiences will come together to share common history and experience.

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Project Organization

A *Countywide Steering Committee* composed of representatives from participating cities will manage the overall organization of the project. This committee will include leaders in sectors of cultural arts, immigrant rights and education.

Community Action Committees composed of representatives of each of the three sectors (arts, immigration and education) and formed within each community, Boulder, Lafayette, Longmont and Louisville, to generate program content and to plan outreach.

Project Staff will support the work of the Countywide Steering Committee and each of the Community Action Committee. Every effort will be made to coordinate project activity to maximize participation by a broad public. Staff will generate project-wide publicity materials, create a web site and seek funds to support participating organizations in their outreach to targeted audiences.

One-Action is a collaborative project led by a diverse group of organizations but managed by the Boulder County Arts Alliance. One-Action creates an arts-centric series of conversations on a topic of importance in our community. These conversations are designed to inspire learning about our history, to discuss present issues, and to take action that will create a more inclusive Boulder County.

The One-Action Project for 2012 focused on Chief Niwot, a leader of the Southern Arapaho people, and his role in attempting to maintain peace as the Anglos moved into what is now Colorado. More than 50 organizations and 18,000 people participated in this project. (See this short trailer for more info on One-Action/2012 <https://www.youtube.com/watch?v=o2bIblfYIJQ>).

The One-Action Creative Community Conversation on Immigration could potentially serve as a model to inspire other communities beyond our own to use the arts as a way into the immigrant conversation – so much a part of the national fabric in this moment.

To get involved: Contact One-Action at oneactionmotus@gmail.com





Creative Community Conversation: Experiences of Immigration

Summit - April 18, 2015
Agenda



Thank you to Falafel King and Boulder County Community Services for providing lunch



- 1:00 - 1:45 **Registration, Lunch and Welcome**
Welcome: Nancy Geyer – Boulder History Museum
Performance: *Diona*, Romanian Folk Choir
Project Goals and Project History: Carmen Ramirez – City of Longmont
- 1:45 - 2:30 **Historical Overview of immigration into Boulder County**
Ray Ramirez – Native American Rights Fund
Erik Mason – Longmont Museum
Marjorie McKintosh or Linda Arroyo Holmstrom – Latino History Project
Janet Heimer – Former Director of Boulder County Community Projects
Erika Stutzman – The Community Foundation, Boulder County
- 2:30 - 2:50 **Immigration: Myths and Facts**
Dr. Arturo Aldama – Ethnic Studies at the University of Colorado, Boulder
- 2:50 - 3:50 **Experiences of Immigration**
Performance: Victor Galvan
Panel: Victor Galvan, Rita Liu, Micklina Kenyi: Moderator: Carmen Ramirez
- 3:50 – 4:00 **Refreshment Break**
- 4:00 - 4: 30 **Stories Told Through the Arts**
Alonso Muñoz : Protest Panels
Students : Manual High School / KGNU Poetry Project
Juan Stewart: Digital Stories of Boulder High School Students
Tori Derr: Photo Voice Project, Growing up Boulder
- 4:30 - 4:40 **Ideas from the Audience**
- 4:40 - 4:50 **Next steps**
- 4:50 - 5:00 **Participatory Finale with Nii Armah Sowah**



TO: Members of the Boulder Arts Commission
FROM: Matt Chasansky, City of Boulder Office of Arts & Cultural Services
DATE: July 10, 2015
SUBJECT: Boulder Arts Commission Manager's Update

1. Notes on the Agenda for July 15, 2015:

The request made in the June meeting to invite Bill Obermeier to come speak about the construction project at The Dairy needs to be postponed due to an unavoidable scheduling conflict.

Attached please find an update to the draft grants worksheets that were discussed at the last meeting. You will recall that Richard had provided these blank worksheets to give a framework to the discussion about the grants elements of the Community Cultural Plan. At the request of the BAC, I have filled these in with the best information regarding the directions outlined in the Plan as well as in response to the conversation at the June meeting. Please keep in mind that this is a draft meant only to facilitate discussion at the BAC meeting. It is not meant to be a final document.

As will be discussed in the meeting, the next event in the conversation series about the initiative to explore regional collective leadership for culture and the creative sector has been scheduled. For this program the City of Boulder will be partnering with the City of Denver and the Bonfils Stanton Foundation to host an interview with regional alliances for industries outside of the cultural sector. This will be a chance to hear about lessons learned from successful programs in our own area. Please hold your calendars!

September 29, 2015
4:00 PM
Canyon Theater

Draft 2016 Grants – At a Glance

GRANT TYPE	CATEGORY	AWARD/AMT	BUDGET	CYCLE	FRAMING
OPERATIONAL GRANTS	Large Orgs	4@\$50K 4@\$20K	\$280,000	Triennial	Highly Rigorous
	Small / Mid Orgs	5@\$10K	\$50,000	Triennial	Highly Rigorous
PROJECT GRANTS	Community Projects	5@\$10K	\$50,000	Annual	Moderately Rigorous
	Arts Education	4@\$3K	\$12,000	Biannual	Moderately Rigorous
STRATEGIC FUNDS	Innovation Fund	~20 @ ~\$1,700	\$34,000	Biannual	Moderately Rigorous
	Rental Assistance	~8 @ ~\$1K + 16 Mackey	\$8,000 + Mackey	Monthly	Highly Flexible
SCHOLARSHIPS	Professional Development	~10 @ ~\$1K	\$10,000	Monthly	Highly Flexible
	Cultural Field Trips	~12 @ ~\$6K	\$6,000	Biannual	Highly Flexible

Total # of Awards = ~72

Budget = \$450,000.00

General Standards

- Robust measures will be established for all grants to a) track impacts and b) to build evaluation data over time which will contribute to the implementation of the Community Cultural Plan.
- A system of evaluation for jury of the applications will include consideration of the following elements, found in different ways throughout the Community Cultural Plan strategies and guiding principles: accessibility, diversity of all kinds, organizational sustainability and resiliency, liveability, and projecting Boulder's cultural identity.

Standards for Operational Grants

- Operational grants strengthen the non-profit arts infrastructure within Boulder and deepen the working relationship between the city/BAC and the core grantees.
- Operational grants will maintain the autonomy of grantees, allowing them to allocate the dollars to their most pressing needs.
- Operational grants will be predictable over time, helping organizations maintain continuity of services to their communities.
- Because the funds are flexible, grantees can use the awards in more opportunistic or entrepreneurial ways than would be possible for project-restricted funds.
- Operational grants come with stringent accountability and management requirements that incentivise and perpetuate good practices among arts organizations.
- Because the grantee – not the grant maker – ultimately defines the activities for which the funds are used, this funding mechanism can reduce mission drift among grantees and can help curtail the proliferation of programs designed solely to appeal to funders.

Adapted from the National Assembly of State Arts Agencies' Guidelines for General Operating Support Grants.

Operational Grants: Large Organizations

CCP Strategy: 1. Support for Cultural Organizations

Program Area: A. Cultural Grants

Strategy Goal: Have a substantial and positive impact on the ability of Boulder's cultural organizations to advance their operational capacity, promote organizational resiliency, and encourage innovation for the benefit of the community.

Community Priority: Support the resiliency of cultural organizations to enhance their ability to benefit the community.

Budget: \$280,000

Awards: 4 @ \$50,000 + 4 @ \$20,000

Cycle: Triennially - **Deadline(s):** November Prior to Year 1 - **BAC Review:** December Prior to Year 1

Jury Criteria:

- How will this grant increase the capacity of your organization to meet goals in your strategic plan or master plan?
- How will this award fit into the portfolio of revenue for your organization over the next three years?
- In what way will this grant increase your organization's sustainability and resiliency? What innovations, growth, or new community benefits will be made possible by this award?
- How will your organization plan to transition functions, programs, or services after the award expires?

Who May Apply? Invited Organizations (see below).

Operational Details:

- All cultural organizations that meet the requirements of the Ordinance, can clearly demonstrate a track record of robust offerings in Boulder, and have a budget of \$280,000 or more will be included in a roster of large organizations, and are invited to apply.
- The approval would be valid for three year terms.
- Reporting twice a year, the organizations will be responsible for providing the BAC with necessary information to track progress on their stated goals.
- Due to the rules of the City budget, the commitment is made for only one year at a time. At the end of each year, the BAC will certify that the grant continues into the next year.
- At each November meeting, when the next year's city budget is identified, staff will build recommendations on allocations for the following year. This may include budget increases, or a request for the BAC to review the applications for new awards. At that time, the BAC may choose to review specific grants that may have defaulted on the terms of their award in order to advise staff to take action.
- During each transitional year (2018, 2021, 2024) a new roster will be established and a new cycle initiated.

Operational Grants: Small and Mid-sized Organizations

CCP Strategy: 1 Support for Cultural Organizations

Program Area: A. Cultural Grants

Strategy Goal: Have a substantial and positive impact on the ability of Boulder's large-sized cultural organizations to advance their operational capacity, promote organizational resiliency, and encourage innovation for the benefit of the community.

Community Priority: Support the resiliency of cultural organizations to enhance their ability to benefit the community.

Budget: \$50,000

Awards: 5 @ \$10,000

Cycle: Triennially - **Deadline(s):** November Prior to Year 1 - **BAC Review:** December Prior to Year 1

Who May Apply? Non-profit businesses, applicants to non-profit status, affiliations, and for profit-businesses.

Jury Criteria:

- How will this grant increase the capacity of your organization to meet a strategic goal or take the next step in the operational plans?
- How will this award fit into the portfolio of revenue for your organization over the next three years?
- In what way will this grant increase your organization's sustainability and resiliency? What innovations, growth, or new community benefits will be made possible by this award?
- How will your organization plan to transition functions, programs, or services after the award expires?

Operational Details:

- Any organization not included in the roster of large organizations and which meet the requirements of the Ordinance may apply. This may include non-profits, applicants to non-profit status, affiliations without official financial status, or businesses that can demonstrate a clear priority of community benefit through cultural offerings. This flexibility must be balanced by an understanding of the ability for this organization to deliver on promises in the application.
- The approval would be valid for three year terms.
- Reporting twice a year, the organizations will be responsible for providing the BAC with necessary information to track progress on their stated goals.
- Due to the rules of the City budget, the commitment is made for only one year at a time. At the end of each year, the BAC will certify that the grant continues into the next year.
- At each November meeting, when the next year's city budget is identified, staff will build recommendations on allocations for the following year. This may include budget increases, or a request for the BAC to review the applications for new awards. At that time, the BAC may choose to review specific grants that may have defaulted on the terms of their award in order to advise staff to take action.

Project Grants: Community Projects

CCP Strategy: 5. Strengthen Culture in our Neighborhoods and Communities

Program Area: B. Grants for Projects in the Community

Strategy Goal: Every resident of Boulder finds ways to creatively impact their neighborhoods and social communities, and has easy access to impactful cultural experiences in the places that are most emotionally important to their everyday lives.

Community Priority: Focus on the expression of culture and creativity in the public realm through public art, the urban landscape, culture in the neighborhoods, and serendipitous encounters with the arts.

Budget: \$50,000

Awards: 5 @ \$10,000

Cycle: Annually - **Deadline(s):** November - **BAC Review:** December

Who May Apply? Anyone

Jury Criteria:

- In what way does this project fill a gap in the variety of cultural offerings in Boulder's neighborhoods and social communities? What is exciting, new, and remarkable about this project to the people in these groups?
- Describe the aspects of access that you will provide in this project: its affordability, availability, accessibility, accommodation, and acceptability to diverse groups?

Operational Details:

- Awards are considered a maximum, with smaller amounts accepted.
- The operation of this grant will mimic the current Major Grant, with key changes to reflect the strategy goal and community priority.

Project Grants: Arts in Education

CCP Strategy: 8. Engage our Youth

Program Area: B. Arts in Education Grants

Strategy Goal: At the end of this nine-year plan, the young people who are now studying the creative pursuits will find Boulder the perfect place to grow into cultural leaders.

Community Priority: Build a city that is a supportive environment for artists and creative professionals, while fostering innovative thinking and leadership among them.

Budget: \$12,000

Awards: 4 @ \$3,000 each

Cycle: Biannually - **Deadline(s):** tbd - **BAC Review:** tbd

Who May Apply? Educators / School Administrators

Jury Criteria:

- In what way will the outcomes of this program introduce students to, or develop skills in, the future of the creative industries?
- How is the curriculum of this program related to, and supported by, other programs across the disciplines offered at your school?

Operational Details:

- This grant will be offered twice a year at a time that is most convenient for incorporating into the teacher's standard planning times for each semester.
- Given that the goal of the grant is to encourage an identified need for education in job skills, this grant will need to be accompanied by an evaluation of the gaps in the job market that can be expected over time. Careful research and analysis is necessary. In addition, further consultation with education leaders in Boulder on the best ways to mobilize this grant to the best use of the educators is necessary.
- It may be necessary to phase this grant in after 2018.

Strategic Funds: Innovation Fund

CCP Strategy: 1 Support for Cultural Organizations

Program Area: A. Cultural Grants

Strategy Goal: Have a substantial and positive impact on the ability of Boulder's large-sized cultural organizations to advance their operational capacity, promote organizational resiliency, and encourage innovation for the benefit of the community.

Community Priority: Support the resiliency of cultural organizations to enhance their ability to benefit the community.

Budget: \$34,000

Awards: ~20 Grants of Various Amounts

Cycle: Biannually - **Deadline(s):** January and June - **BAC Review:** February and July

Jury Criteria:

- How will the award allow your organization to experiment in a new concept, new audience, or untried practice?
- What is the theory you wish to prove with this experiment? What steps and measures are involved in understanding the results? What challenges are faced in accomplishing this experiment? What will be done to mitigate these risks?
- What are the potential returns of success in this experiment? How do you intend to measure and evaluate to determine success?
- If the experiment is a success, what funding and other capacities will be required to implement the new concept or practice? What are your plans to acquire those capacities?

Operational Details:

- As a "fund", there is not specific dollar amount or set number of grants. Rather, this is considered a pool of funding to mobilize to the best projects.
- This fund provides "risk capital", a supplement to an organization's budget to give them the freedom to experiment with something that they are planning, but do not have the capacity to accomplish.
- That said, the BAC should aim for no more than 20 funded applications. This may be most easily accomplished if there are 10 awards granted at each deadline. Applications that are not accepted may then be forwarded to the next deadline.
- Because this is a fund, awarding fewer than 20 applications, or leaving funds unspent is acceptable.
- This fund is intended to provide risk capital for experimenting in new concepts. As such, the measures of success will be largely based on the execution of the steps in the process and a clearly articulated evaluation. Traditional metrics like audience numbers, income, etc. are likely to be inadequate. An experiment that yields a negative result is not considered failure.

Strategic Funds: Rental Assistance

CCP Strategy: 3. Create and Enhance Spaces and Facilities

Program Area: B. Rental Assistance Fund

Strategy Goal: Improve the resiliency of visual and performing arts organizations, and the experience of their audiences, which are currently challenged by gaps in venues. Mitigate the barriers to innovation and sustainability that are encountered due to affordability of space.

(This fund also has implications for Strategy 6: Foster the Environment for Individual Artists and Creative Professionals.)

Community Priority: Amplify the vibrancy of Boulder's cultural destinations: the museums, performance venues, events, districts, studios, maker spaces, and other facilities. Work to fill in the gaps and address issues of access and affordability.

Budget: \$8,000 + Mackey Auditorium Commitments

Awards: ~3 Awards of Various Amounts + ~16 Awards for Free Rent at Mackey

Cycle: Monthly - **Deadline(s):** Monthly - **BAC Review:** Staff Review

Operational Details:

- More investigation is required to determine the best way to implement this fund. Implementation of this program may be delayed until 2017 to properly refine the operations.

Scholarships: Professional Development

CCP Strategy: 6. Fostering the Environment for Individual Artists and Creative Professionals

Program Area: A. Artist and Creative Professional Support and Recognition

Strategy Goal: Boulder will increasingly attract artists and creative professionals for all it has to offer, not only in beautiful surroundings and quality of life, but also in the ability to thrive in the creative sector.

Community Priority: Build a city that is a supportive environment for artists and creative professionals, while fostering innovative thinking and leadership among them.

(This fund also has implications for Strategies 4: Enhance the Vitality of the Creative Economy and 7: Advance Civic Dialog, Awareness, and Participation.)

Budget: \$10,000

Awards: 20 @ \$500

Cycle: Monthly - **Deadline(s):** Monthly - **BAC Review:** Staff Review

Jury Criteria:

- Does this individual have the opportunity to leverage the experience for improving their leadership as a professional in the creative sector?
- Does the position this person holds in the community compliment the other individuals receiving these scholarships? Are the individuals receiving these scholarships broadly representative of diverse backgrounds, professions, and levels of experience?

Operational Details:

- The program should be actively advertised to both maximize the applications that are received and to message this program in a menu of reasons why Boulder has a good environment for artists.
- Though the awards should not necessarily proscribe which conferences should be attended, there should be an effort to identify those that are most valuable and solicit applications for those conferences. In this way, a robust contingent of Boulder residents can be represented at the most critical national and state gatherings.

Scholarships: Cultural Field Trips

CCP Strategy: 8. Engage our Youth

Program Area: B. Arts in Education Grants

Strategy Goal: At the end of this nine-year plan, the young people who are now studying the creative pursuits will find Boulder the perfect place to grow into cultural leaders.

Community Priority: Build a city that is a supportive environment for artists and creative professionals, while fostering innovative thinking and leadership among them.

Budget: \$6,000

Awards: ~12 @ ~\$6,000 each

Cycle: Biannually - **Deadline(s):** tbd - **BAC Review:** Staff Review

Jury Criteria:

- How does this field trip support your classroom activity in the interests of inspiring young people to pursue life-long participation in culture?

Operational Details:

- This grant will be offered twice a year at a time that is most convenient for incorporating into the teacher's standard planning times for each semester.
- The goal of this grant is to mitigate barriers when educators are planning and executing field trips. (As opposed to a subjective review of the quality of the offering. We'll leave that up to the expertise of the teacher.) As such, the review and reporting will be streamlined to make sure the process of applying is not an additional barrier.

Grant Guidelines/Process

General Application Requirements

Residency: [TBDD]

Current Text: Applicants must be either individuals residing in, or organizations/businesses headquartered in, Boulder. Note: Addresses with a postal zip code beginning with 803 will be considered as residing in Boulder. Post office boxes are not accepted.

Proposal: Remove the residency requirement. In place of the requirement, add a scoring criteria where it is applicable which allows commissioners to add points to an application's score if it is based in Boulder. This will give a measure of preference to our own organizations without eliminating the possibility of an organization that is registered outside the city limits receiving funds to provide programs to Boulder residents and visitors.

Non-profit Verification: When required as part of grant eligibility, applicants must provide formal IRS documentation of their 501(c)3 status or formal IRS documentation indicating a pending application. Click [here](#) to see samples of these types of documents. An alternate course, if not a 501(c)3, is to apply through a Boulder-based fiscal sponsor. See details on this process [here](#).

Proposal: In some cases as indicated above, expand the eligible organizations to better reflect contemporary cultural ecosystem.

Civil Rights Act Compliance: All applicants must comply with Title VII of the U.S. Civil Rights Act of 1964 and Section 504 of the Federal Rehabilitation Act of 1973 to the end that no person in the United States shall, on the grounds of race, color, national origin, physical or mental handicap, sex or religion, be excluded.

Proposal: Be sure to fully update text re Federal and Colorado requirements.

Time Frame: [TBDD]

Current Text: Major and Spark Grant projects must be completed by December 31 of the year of award. Arts in Education Grant projects are allowed to carry over to the subsequent year.

Proposal: All grants operate on a yearly basis, with this exception for grants related to education to continue. Additionally, the operational grant, though officially only guaranteed for a single fiscal year, would include a three year certification on approval which is renewed by the BAC each year.