

**Boulder Arts Commission Agenda
November 19, 2014, 6:00 p.m.
Arapahoe Conference Room, Boulder Public Library**

CALL TO ORDER

Approval of Agenda

PUBLIC COMMENT

COMMISSION RESPONSE TO PUBLIC COMMENT

CONSENT AGENDA

Review of October 15, 2014, minutes

MATTERS FROM COMMISSION MEMBERS

FOR DISCUSSION: Annual Letter to Council (Anna)

MATTERS FROM STAFF

FOR DISCUSSION: Manager's Update

FOR DISCUSSION: Update on Community Cultural Plan

FOR DISCUSSION: Temporary Display of *Monarch of the Plains* by Steven LeBlanc

FOR DISCUSSION: Update on Questions from the Oct Meeting regarding Fringe Festival and Sans Souci grants

GRANT PROGRAM ACTION ITEMS

GRANT BUDGET REPORTS

Band of Toughs, FY14 Major Grant, I Miss My MTV

Boulder County Arts Alliance (fiscal sponsor of Tinhouse Experimental Dance Theatre) FY14 Major Grant, Chalk Talk

Boulder-Cuba Sister City Organization, FY14 Major Grant, Colorado-Cuba Arts and Dance Festival

Chris Brown, FY14 R2 Spark Grant, After the Flood: Path of Destruction and Renewal

Colorado Shakespeare Festival, FY14 R1 Arts in Education, Shakespeare & Violence Prevention

Consuelo Hernandez, FY14 R1 Arts in Education Grant, Mexican Folkloric Dance at Columbine Elementary

UPCOMING MEETING (Agenda Building)

6 p.m., Wednesday, December 17, 2014—Arapahoe Conference Room, Boulder Public Library

ADJOURNMENT

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

Name of Board/ Commission Boulder Arts Commission
Date of Meeting Wednesday, October 15, 2014, at the Main Library
Contact Information Preparing Summary Greg Ravenwood, 303-441-4397
Commission Members Present Anna Salim, Ann Moss, Felicia Furman, Richard Turbiak, Linda Haertling Commission Members Absent None
Library & Arts 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 City Staff Present None Public Present Carla Selby, Amanda Berg Wilson, Charlotte LaSasso, Martin Cohen, Jerry Allen, Linda Flynn, Rande Toler, Kirsten Wilson, Steven Weitz, Erin Hirschland, Wendi Baring, Kate Kelsch, Terrell Minton, Larry Kaptein, Deborah Malden
Type of Meeting Regular
Call to Order The meeting was called to order at 6:00 p.m.
Public Participation Carla Selby distributed literature about public art, and encouraged the commissioners and arts department to begin discussions on context, content and quality of public art to be selected for the community.
Review of Minutes Furman motioned to approve the September 17, 2014, meeting minutes; Moss seconded and the minutes were approved with Haertling abstaining as she was absent in September.
Matters from Guests <u>Interim ABC Project Report</u> Steven Weitz provided an interim report on the Boulder Ensemble Theater Company's 2013 Arts & Business Collaborative Grant project, the Star Power Series in collaboration with Fiske Planetarium. The first story produced was to be about Vera Rubin who discovered and conceptualized dark matter. Additional funds had been received from CU in the amount of \$45,500 and the project remained on or under budget through the proof of concept event, which was planned for December 10, 2014. Other planetaria from Los Angeles, the University of Notre Dame and Chapel Hill had expressed interest in a rolling world premiere of the project, which was scheduled to take place when Fiske hosted the international Full-dome Film Festival in August, 2015. <u>Community Cultural Plan</u> Martin Cohen of Cultural Planning Group, reviewed the work done for the Community Cultural Plan in the morning and through the afternoon meeting with over sixty various stakeholders and representatives of local cultural organizations. He noted the next few days of activities to reach out to the community for their vision of the cultural life Boulder should aspire to, including a day of neighborhood meetings, a day of focus group meetings on the municipal campus and a day at the Farmer's Market. Cohen also discussed Mindmixer, the online conversation tool being employed to engage the public about the topic. Linda Flynn provided additional comments on the ways in which the public would be engaged during the Farmer's Market event, the Culture Kitchen.

Grant Program Action Items

Spark Grants Grant proposals from Seicento Baroque Ensemble (Dies Irae, Day of Wrath—Halloween Goes Baroque), and Society for Creative Aging (Love Loss and What I Wore) were reviewed. Salim noted that both grant proposals had fallen below the threshold of scoring for the projects to be funded. There were no motions to reconsider scoring and both grants were left unfunded.

Salim noted that the “out of the box” criteria did not have a question directly related to it and suggested the application could proactively request an answer to that criteria. Turbiak suggested more could be done to articulate the goals and availability of the grant category. The commissioners agreed that the applicants should be touting the originality of the proposed project in all responses to the questions asked. Chasansky noted the upcoming grant tutorial session that was being planned and suggested that could be an opportunity to educate applicants about the category. Moss recommended additional advertising of the grant categories.

Arts in Education Grants Grant proposals from Boulder Museum of Contemporary Art (Art Stop on the Go), Stephanie Fida (World Music Drumming), Boulder Opera (Operamania! Interactive Opera Education), Jack Collom (Writing for Goodness Sake!), EcoArts Connections (Stories for a New Future, Part 3), Frequent Flyers Productions, Inc. (Kids Who Fly – Aerial Dance for Youth at Risk), Heatherwood Parent Teacher Organization (Songs of Boulder Connecting Past and Present), New Horizons Preschool (Turning the Wheel Preschool Program) were reviewed. All met the funding threshold score, except for the proposal by Fida. Turbiak nominated the proposal from Fida for reconsideration of scoring. He made the argument that the musical instruments that would be funded through the proposal should not be considered as equipment which was an excluded item in the grant application. Moss seconded and the commission agreed to consider rescoring of the proposal. Moss conferred with Fowler to rework her scores. The new average score for the proposal brought it above the 3.0 threshold for funding. Turbiak motioned to fund all grants above the threshold and to pull the needed funds from the Spark Grant category. Furman seconded and the motion passed unanimously.

Boulder Arts Week A letter of intent from Boulder County Arts Alliance for the 2015 Boulder Arts Week was reviewed. Chasansky reviewed options for the BAC to consider in moving forward to fund the project: direct sponsorship or funding through the open grant process, with funding from either the 2014 or 2015 budgets. Salim recommended moving toward the sponsorship model, as she believed the project set the bar too high for other competing Open Grants, and that the project should move toward consistent annual funding through the City. Haertling inquired about reporting requirements should the BAC move to fund by direct sponsorship. Turbiak noted that in his estimation the project was not sustainable, and his concern about tracking and quantifying the return on investment in the project. Salim suggested that sponsorship could allow the project to be tracked by the Arts department staff. Turbiak motioned for sponsorship of Boulder Arts Week with surplus funds from the 2014 grant budgets (anticipated to be approximately \$19,000) with Arts department staff assistance for guidance and reporting and funds to be provided in full at the outset. Haertling seconded and the motion passed unanimously.

Open Grants Letters from the two recent Open Grant recipients were discussed. Colorado Film Society (Boulder International Film Festival Call2Action Program 2015) and Motus Theater (One-Action 2016 Creative Community Conversations on Immigration) delivered letters which spoke to their preferences for delivery of funds and their intended project timelines and plans for reporting. The Commission responded with their agreement to Colorado Film Society’s letter, but, while noting Motus Theater’s request for an 80/10/10 funding split, stated their preference to keep at an 80/20 split. Salim requested a second leg of interim written reporting with feedback from BAC.

Grant Budget Reports

Grant budget reports from Brian Jack, (FY14 R2 Spark Grant—International Conversations Through New Music), and David Leserman (FY14 R2 Spark Grant—Sans Souci Festival of Dance Cinema) were reviewed. Turbiak motioned to accept; Moss seconded and the reports were approved. Salim noted the Boulder Fringe Festival’s failing to follow through with providing a venue for Brian Jack’s project, and called into question the previous practice of the BAC accepting vague venue confirmation letters from Boulder Fringe.

Matters from Commission Members

The commissioners provided details on attendance of events funded by the Major Grants which they’d agreed to earlier in the year.

Moss gave an update on her pursuit of rehearsal space and asked to follow up with Chasansky on use of the municipal senior centers as venues for arts rehearsal space.

Matters from Staff

Farnan noted that the BAC could voice that City Council supports the 2A ballot (temporary sales tax supporting community, culture and safety), but that the commissioners could not speak as the Boulder Arts Commission or individually from their position as an Arts Commissioners in voicing opinions about the ballot issue. Chasansky

pointed out that the Commission could voice their support of the amendment to City Council in this public meeting. Haertling motioned that Salim write a letter from the Arts Commission to City Council in support of 2A; Moss seconded and the motion passed unanimously. Chasansky reviewed details of his Manager's Update, including the public art outreach events which took place in September.

2015 Calendar of Business and Grant Applications

Chasansky reviewed the proposed calendar for 2015 with two rounds of consideration for the Open Grant category. Salim noted that LOIS for Open Grants could be delivered any time prior to meeting before consideration of formal proposals, which might allow for more discussion between the BAC and applicants and planning time available to the applicants.

Salim brought up the difficulties involved in getting specific date information from schools detailed in letters provided as venue confirmations for grant applications. She recommended that the requirements for venue letters from schools be flexible enough to allow for a semester or range of dates, or a deadline during the school year by which a program would take place, although a specific date was preferred and should be asked for in the application.

Chasansky suggested a clarification on the term "equipment" in the exclusions list of the grant guidelines. He suggested that allowable equipment should be equated to any item that was critical to execution of a specific project proposal (a performance or other arts/cultural event), and that might be used again. Chasansky compared this understanding to the idea of excluded equipment, which might be a copier for an organization's administrative office.

Adjournment

The meeting was adjourned at 8:17 p.m.

Date, Time, and Location of Next Meeting: The next Boulder Arts Commission meeting will be held at 6 p.m. on Wednesday, December 17, 2014, in the Arapahoe Conference Room of the Main Library's south wing.

APPROVED BY:

ATTESTED:

Board Chair

Staff Secretary

Date

Date

TO: Members of the Boulder Arts Commission
FROM: Matt Chasansky, City of Boulder Office of Arts & Cultural Services
DATE: November 13, 2014
SUBJECT: Boulder Arts Commission Manager's Update

1. Notes on the Agenda:

Attached please find a Temporary Art Agreement for display of *Monarch of the Plains* by Steven LeBlanc. This sculpture is approved for temporary installation on Pearl Street. I will deliver an update to you at our November meeting.

Attached please find the 2013 BAC Letter to Council. We will reference that during our November meeting.

2. 2013 CBCA Economic Activity Study of Metro Denver Culture

Attached please find the brochure of findings from Colorado Business Committee for the Arts (CBCA) latest investigations of culture in the Denver Metro area. These are interesting and valuable stories that may be helpful to you as a leader in the arts community here in Boulder, and will be part of the research set now being assembled for the Community Cultural Plan. I will be happy to answer any questions you have during our meeting.

3. Staff Updates

a. Concerts

Nov 16, 2:00 PM	Midday Music Meditation	Canyon Theater
Nov 18, 12:00 PM	Jazz Nicholson	Canyon Theater
Dec 6, 11:30 AM	Holiday Harp Concert	Canyon Theater

b. Cinema

Nov 17, 6:30 PM	Spotlight on BIFF, Ida	Canyon Theater
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c. Dance

Nov 15, 11:00 AM	Dance is for Every Body	George Reynolds and Meadows Branch Libraries
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d. Public Art

- Title TBD, Temporary Interventions Project—selection phase
- West Pearl Poetry—selection phase
- Junction Place Bridge—design phase
- Baseline Underpass—design phase
- Diagonal Highway Gateway Landscape—construction/installation phase

Monarch of the Plains Description

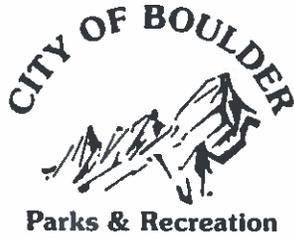
This bronze sculpture was created in 1995 by noted New Mexico artist, Stephen LeBlanc. There were 12 identical pieces cast and the original sales price on each was \$18,000. The last one that changed hands between collectors sold for \$36,000. Dimensions are 90" L x 42" W x 50" H.

There is an identical sculpture on the public plaza just southwest of Folsom Field on the campus of the University of Colorado (photo below). It is a favorite centerpiece of photos snapped by tourists, CU students and their families.

Stephen Tebo has offered to purchase the available statue and loan it to the City of Boulder under a temporary art agreement.

Included with this application is an engineering sketch for a display base provided pro bono by Tom Soell of JVA Consulting Engineers.





Temporary Art Agreement

**City of Boulder Parks and Recreation
Department**

Name: STEPHEN TEBBO
Address: 3111 28th St
City Boulder State CO Zip: 80301
Phone: 303-447-8326 Email: Mail @ Tebo properties .com

Please provide a description of the temporary art piece along with your requested location for placement (continue on a separate page if needed):

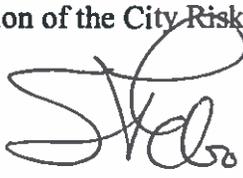
Approved location of the art piece: _____

Installation Date: _____ **Removal Date:** _____

Damage Deposit (\$250-\$500): _____

The city will retain all or part of the damage deposit for costs to repair any damage to City property.

I understand and agree to comply with all applicable requirements, conditions, and procedures as described in this agreement, including requirements which may be stated below. I agree to indemnify and hold harmless the City of Boulder and all City of Boulder officers and employees from any claims or damages that may arise as a result of the display of the art piece and release the City from all liability for injury and damage. At the recommendation of the City Risk Manager, insurance will be required.

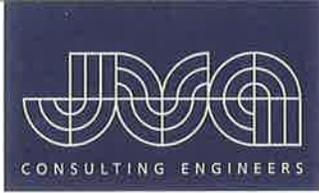


Artist Signature TEBO

11-3-14
Date

City Approval Signature

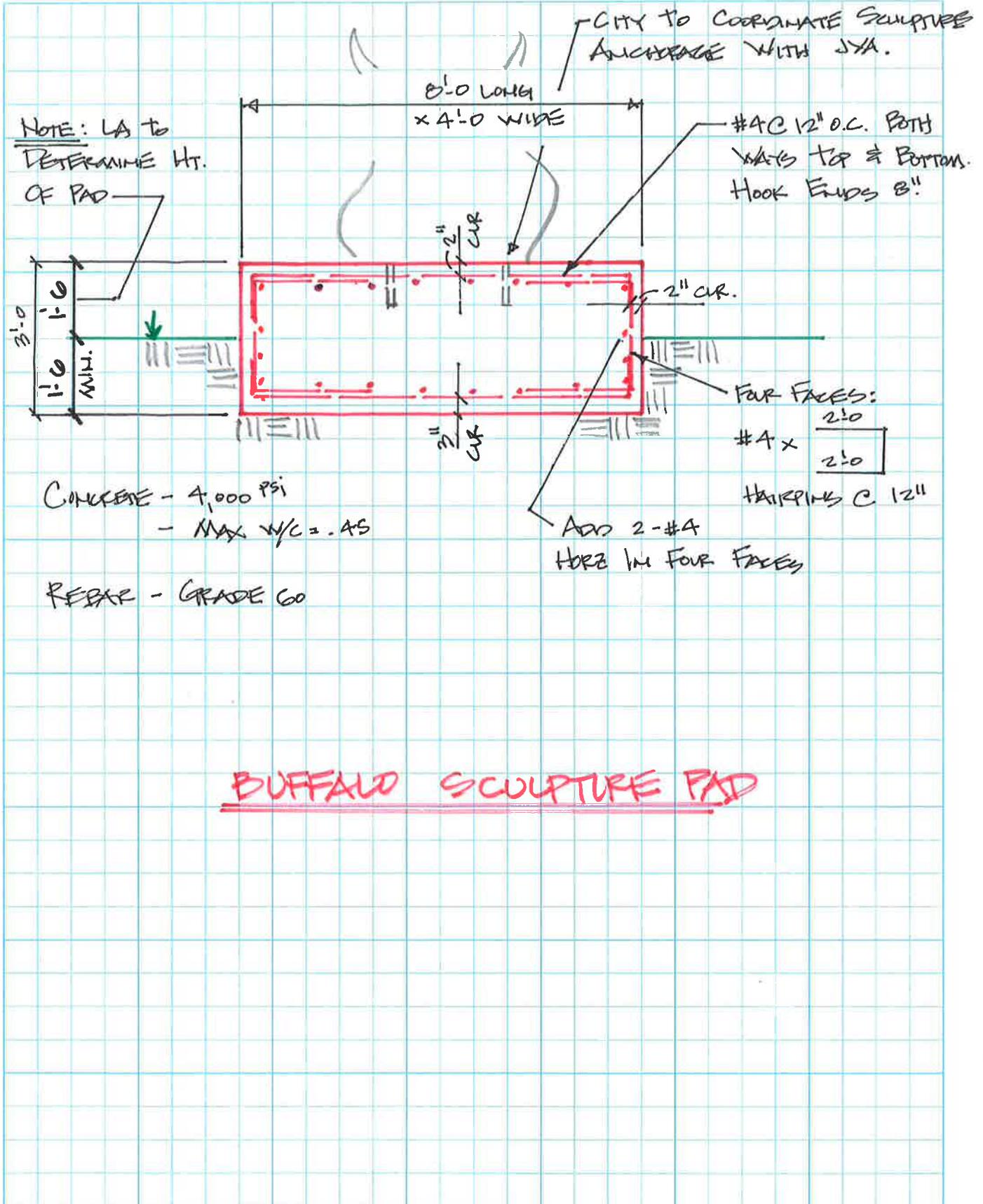
Date



www.jvajva.com

- Boulder, CO Ph 303.444.1951 Fax 303.444.1957
- Fort Collins, CO Ph 970.225.9099 Fax 970.225.6923
- Winter Park, CO Ph 970.722.7677 Fax 970.722.7679

Date: 10.16.14 Page: 1 of 1
 By: TSS Chkd By: _____
 Job No: _____
 Project: _____
 Client: CITY OF BOULDER
 Preliminary Final



DATE: December 18, 2013

TO: Members, Boulder City Council
City Manager, Jane Brautigam

FROM: Boulder Arts Commission

SUBJECT: Boulder Arts Commission Priorities that Inform the 2014 City Council Work Plan

Dear Mayor Appelbaum and Members of the Boulder City Council:

The Boulder Arts Commission (BAC) appreciates the opportunity to give input and feedback related to the 2014 City Council Work Plan. The BAC sees the upcoming year as an important one where the City takes a stronger leadership role in defining how best to support our community through the creative and cultural arts.

- The keystone in this effort will be the development of the City's **Community Cultural Plan**. The BAC will actively assist the Arts Division staff through a collaborative process involving our community stakeholders. Our goal is to identify and implement specific strategies through which the creative and cultural arts will engage with the community to further the Council's goals of economic, social and environmental sustainability in Boulder. Boulder has a far broader arts community than many see and understand. We seek ways for the City's diversity in the cultural arts to come alive and be expressed, and raise the awareness of this diversity and bring greater benefit and enjoyment to our full community.
- Within the framework of the Community Cultural Plan, the BAC continues to view the further establishment of a **formal public art program** as one of our top priorities. Public art engages and enriches the community, defines a sense of place, contributes significantly to sustaining a healthy and socially thriving community, and enhances the economy.
- Furthermore, public art in all its forms – from sculpture and fine art to dance and theatre – has the potential to significantly help the **Civic Area** become a vital and healthy place for all. Exceptional arts-related programming that is constant and diverse can invigorate the area as it evolves in the future. Artistic programming has the potential to make the Civic Area a “place for all” so it is not dominated by transient groups but used often by all Boulder citizens and its visitors. The BAC will continue to find ways to continue to engage with the Civic Area planning team to strongly integrate the cultural arts into the Civic Area urban form.
- The BAC is also developing a model to designate specific areas in Boulder as “**creative districts**.” Currently a draft of the related policies and procedures are being vetted through the City's Arts Division. It's been proven through the similar program administered by Colorado Creative Industries that such recognition helps create a sense of place that not only enhances the immediate neighborhood but expands its benefits out into the community, the region, and the state as well. This community-driven effort is being tested for North Boulder, and it wouldn't be unrealistic to apply such a model to the revitalization efforts of University Hill's

The BAC knows that Council's support of the arts is not just for arts' sake, but because the city acknowledges the potential of a creative, entrepreneurial group of individuals always looking for ways to improve its community, to make Boulder a vibrant place to live, work, and visit.

We strongly urge Council members to be available and fully engaged as we develop the means to enrich the Boulder community through the creative cultural arts and help us design and implement the Community Cultural Plan. The BAC acknowledges that newly designed creative cultural arts initiatives may require greater levels of funding. We ask that Council work with us to identify and secure these future sources of funding, either from the City's general fund, or through third-party funders, so that these new initiatives will be effective and successful.

The Boulder Arts Commission thanks the Council for its continued trust in our work and strong support of the creative and cultural arts in Boulder and looks forward to being a strong partner in turning its vision into reality in anyway the BAC can.

Respectfully,

A handwritten signature in black ink, reading "A. Richard Turbiak". The signature is written in a cursive style with a prominent initial "A" and "T".

A. Richard Turbiak
Chair, Boulder Arts Commission

Felicia Furman, Linda Haertling, Ann Moss, Anna Salim
Boulder Arts Commissioners

Economic Activity Study of Metro Denver Culture

LIKE NO PLACE ELSE

Big Picture

Colorado Business Committee for the Arts

(CBCA) has been demonstrating the social and financial impact of the arts on our region for over 20 years. Together, we continue to reach new heights in cultural tourism, job creation, philanthropy, business development and community outreach.

The results of CBCA's 2014 Economic Activity Study of Metro Denver Culture are calculated using 2013 data reported by nearly 300 organizations that received distributions from the Scientific and Cultural Facilities District (SCFD) in the seven metro counties: Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas and Jefferson. The SCFD is considered a national model that supports our diverse, collaborative, vibrant and unique cultural community.

On the facing page are the results from a high altitude. In the following pages, we'll explore the stories behind these impressive figures and what's on the horizon.

2013 Snapshot

ECONOMIC ACTIVITY \$1.85 BILLION



ECONOMIC IMPACT
\$520.8 MILLION



OUTREACH TO STUDENTS
4.25 MILLION



10,205 JOBS



SCFD DISTRIBUTION
\$46.4 MILLION¹



ATTENDANCE
14.2 MILLION



GIVING TO THE ARTS
\$167 MILLION²

¹ In 2013, the SCFD generated and distributed \$47.3M to its grantee organizations. This study includes analysis on 97.8% of these funds reported by grantee organizations as of December 31, 2013. The unaccounted portion of these funds are due to the timing of distributions, differences in grantees' fiscal year-end dates and accounting policies, and SCFD's recovered election costs from 2004.

² Total contributions to the arts include SCFD distributions for the 2013 calendar year.

Economic Activity

reflects the financial ripple effect created by arts, cultural and scientific organizations in the metro area.

As money churns through our community, the ripple effect grows until it reaches something really big, like

\$1.85 BILLION

in Total Economic Activity

Up 5.1% from 2011

Operating Expenditures
\$820 MILLION

November 19, 2014 Meeting

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Capital Expenditures
\$105 MILLION

Direct Economic Activity ***consists of three categories of spending:*** ***Operating Expenditures, Audience Spending*** ***and Capital Expenditures.***

In order to provide quality programs and events, organizations pay operating costs such as buying props for performances, purchasing paintbrushes and getting food for animals. Audience spending is *your* part! Every time you get a drink at intermission,

dine out before a concert, or put gas in your car to attend a gallery opening, you're contributing. Finally, capital expenditures build community arts centers, renovate treasured places and maintain natural and cultural hubs for future generations to enjoy.

Indirect Economic Activity ***includes the “second round” of spending.***

For example, paying a musician a living wage means she can pay her mortgage or buy a new car. Indirect Spending is calculated by applying RIMS Multipliers³ to all three categories of Direct

Economic Activity. This formula enables us to determine the total economic effect of an industry on the entire economy in the seven county metro area.

³ Regional Input-Output Modeling System (RIMS) benchmark series multipliers are provided by the U.S. Bureau of Economic Analysis 2010 Regional Data Edition (most current), with additional input from the Colorado Division of Local Governments.

Audience Spending
\$926 MILLION

Econom Impact

*illustrates the significant
amount of new money*

that enters our regional economy as a result of arts, cultural and scientific offerings. These are dollars that would otherwise not be spent in the seven county metro area. As a portion of the total economic activity, it includes cultural tourism, federal grants, and capital expenditures.

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Total Economic Impact

\$520.8 MILLION

Down 1.2% from 2011

Arts & culture are putting us on the map!

People are streaming to the metro area to engage in the high quality arts, cultural and scientific scene. Blockbuster exhibitions and innovative community events fuel the creative vitality of the entire region.

In 2013, there was a large jump in arts and cultural spending by visitors from outside the seven metro counties. These visitors, including those from outside Colorado, increased their spending by 14% over 2011.

About \$105 million in capital spending was injected into the local economy in 2013. This new money ensures that the theaters, museums and outdoor cultural sites attracting tourists remain fresh and inviting.

Overall, economic impact has remained relatively constant over the past two years. Arts and culture continue to infuse new money into our economy and draw visitors to our area.

Total number of
TOURISTS
from outside of
Colorado participating
in regional arts and
culture was
UP 17%
over 2011.



Total Attendance

14.2 MILLION

Up 4.4% from adjusted 2011 total⁴

Attendance

World-class, entertaining and educational arts experiences

offer citizens, from families to seniors, a variety of ways to engage with their community. Audience spending fuels economic activity, but it also enhances our quality of life.



In 2013, twice as many people participated in the arts for free or a reduced price than those who paid full admission. Over two-thirds of Americans feel that cost is still a barrier to attending a cultural event⁵, so this financial accessibility remains important.

These figures include some major blockbusters, such as Denver Museum of Nature & Science's *MythBusters*:

The Explosive Exhibition and *Mammoths & Mastodons: Titans of the Ice Age*, which highlighted the exceptional Ice Age fossil site unearthed near Snowmass Village, Colo. in 2010. Organizations like Colorado Dragon Boat Festival, Clyfford Still Museum, Fiesta Colorado and Colorado Chautauqua Association saw remarkable increases in attendance, as well.

⁴ There was a data discrepancy in the 2011 study that overstated the attendance, then reported as 14,657,182 attendees. This number has been adjusted accordingly to 13,613,817.

⁵ LaPlaca Cohen "Culture Track 2014"

Outreach to Students

Total Outreach

4.25 MILLION

Down less than 1% from 2011

Arts engagement at a young age is critical to sustaining our arts and cultural landscape.

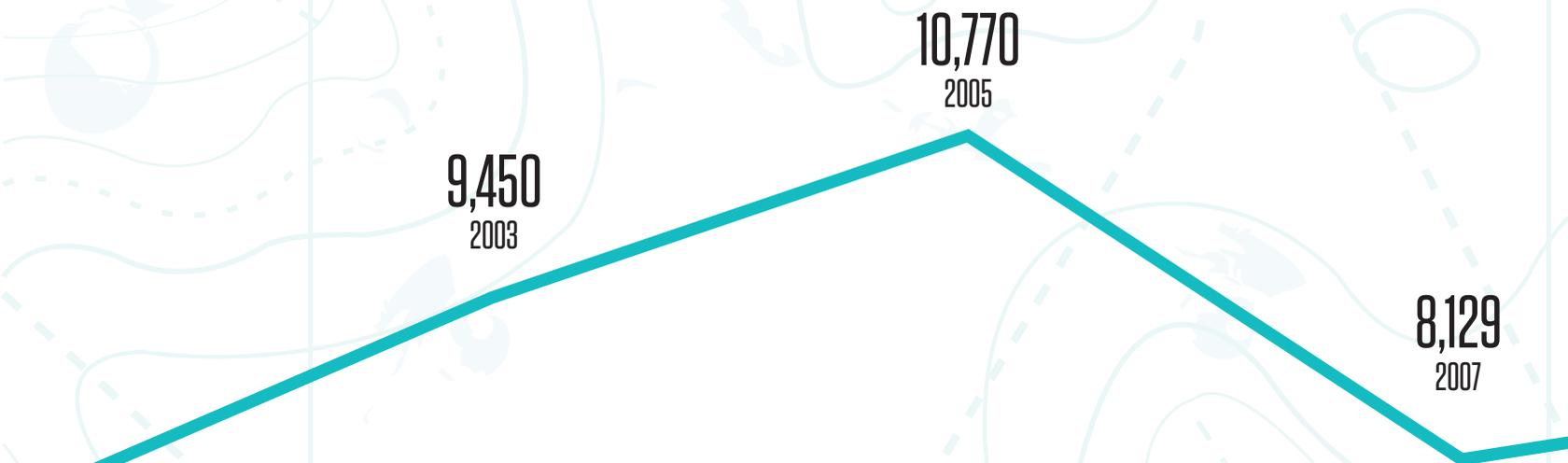
Exposing children to the arts helps to build audiences for the future. Arts, cultural and scientific organizations visit kids in their classrooms and provide educational programs at their own venues. Arts integration has been seen to improve academic achievement and youth development.⁶



Children had an average of
8.5 EXPERIENCES
with arts, cultural and
scientific groups in 2013.⁷

⁶ The Right Brain Initiative "2014 Progress Report"

⁷ Colorado Department of Education, Denver Metro Area
2013 Pupil Membership: 499,383



Jobs & Payroll

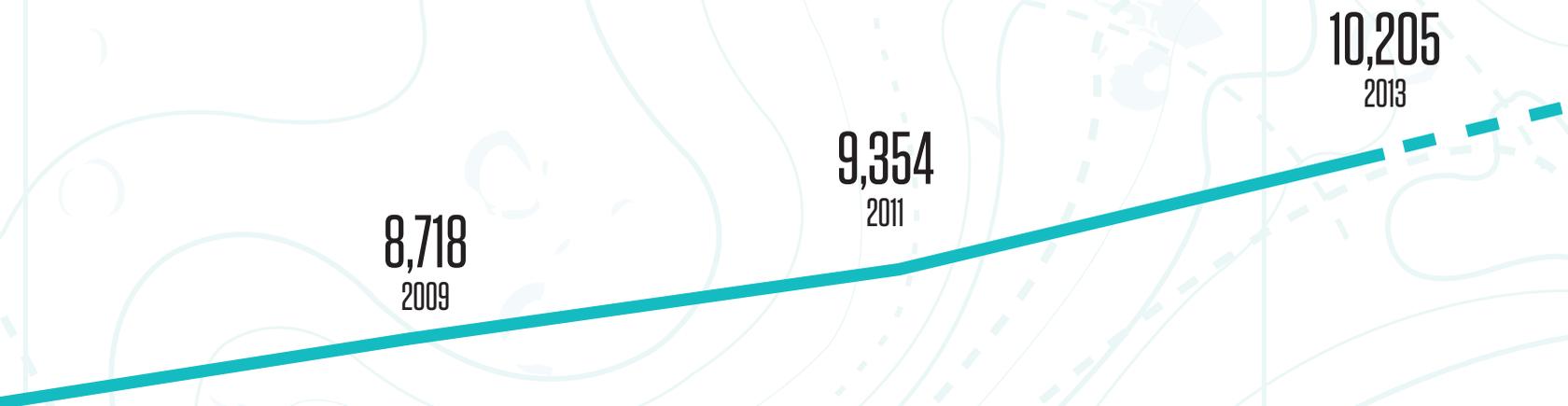
Total Payroll & Personnel Expenses
\$150.7 MILLION

Up 4% from 2011

Total Employment

10,205 JOBS

Up 9.1% from 2011



Arts, cultural and scientific organizations are significant employers and job creators.

Healthy organizations can hire more and pay employees a living wage. These jobs directly contribute to the total economic activity for the region.

The number of cultural workers grew over 9% since 2011 with increases in full-time, part-time and contract positions. In 2013, Colorado ranked among the top 10 states for employment growth.⁸

There has been a national decline in artists in the workforce and employees in arts and cultural occupations since the recession.⁹ Yet, metro Denver has seen a promising and steady increase in nonprofit arts employment over the same period of time.

⁸ Metro Denver Economic Development Corporation "2014 Metro Denver Economic Forecast"

⁹ Americans for the Arts "2013 National Arts Index"

Total employment
in 2013 almost
**REACHED THE
PRE-RECESSION
RECORD.**

TOTAL VOLUNTEERS
44,438
Down 11.9% from 2011

Volunteers

embody the community's dedication to arts and culture in the region.

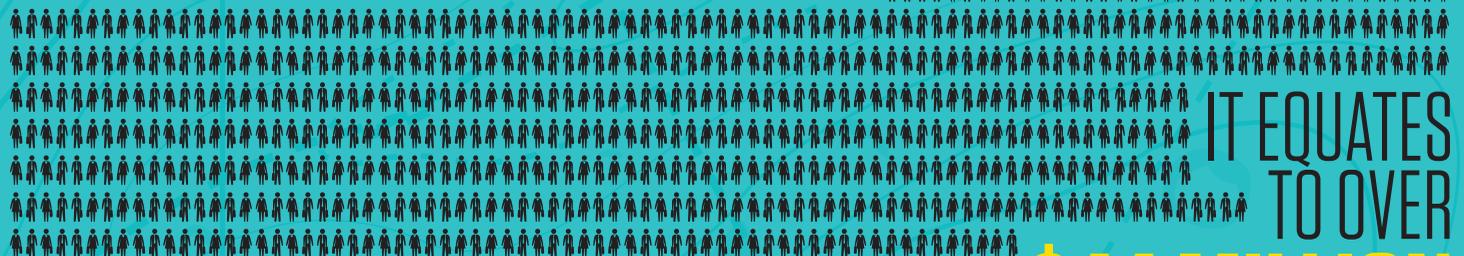
Tens of thousands of people ushered patrons to their seats, worked booths at festivals, guided tours, provided pro bono professional services and led workshops for school groups. Volunteers keep operational costs down while offering meaningful opportunities for people to participate in the arts.

Total Volunteer Hours

1.77 MILLION HOURS

Down 7% from 2011

How big is 1.77 million volunteer hours?



IT IS THE EQUIVALENT OF
851 FULL-TIME EMPLOYEES.

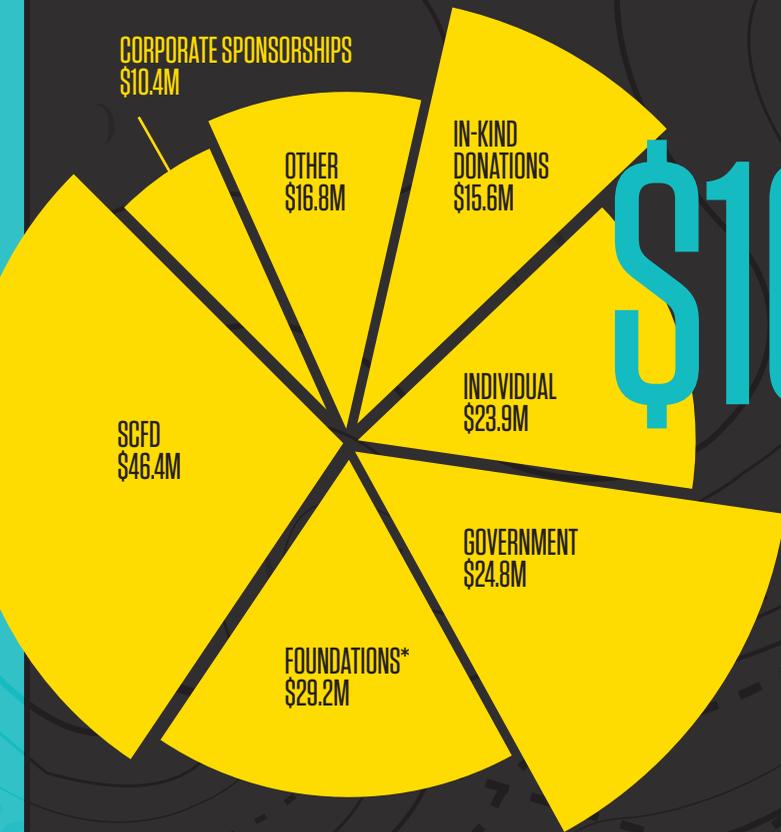
IT EQUATES TO OVER
\$44 MILLION
IN DONATED TIME.¹⁰

¹⁰ Independent Sector 2013 value of a volunteer hour in Colorado: \$25.10

Total Contributions

\$167 MILLION

Consistent with 2011



Giving to the Arts

Philanthropic giving to the arts is a key piece of our cultural economy.

While the citizen-support generated by the SCFD is significant, businesses, foundations, government agencies and individuals all play a vital part in ensuring stability and growth.

Corporate sponsorships increased 8.37% over 2011. Local companies invest in the arts because it enhances quality of life for their employees, fosters a vibrant and diverse community, educates our children and stimulates substantial economic activity for the metro area.

The face of philanthropy is shifting. Nonprofits will continue to adjust as online and mobile giving go mainstream, foundations reexamine their strategic priorities and corporate social responsibility becomes the norm.

Total giving to the arts rose 7.8% between 2012 and 2013 nationwide, which makes it one of the fastest growing areas for philanthropy.¹¹

¹¹ Giving USA 2014 Report

*Includes Private, Corporate, and Community Foundations

SCFD

Past & Present

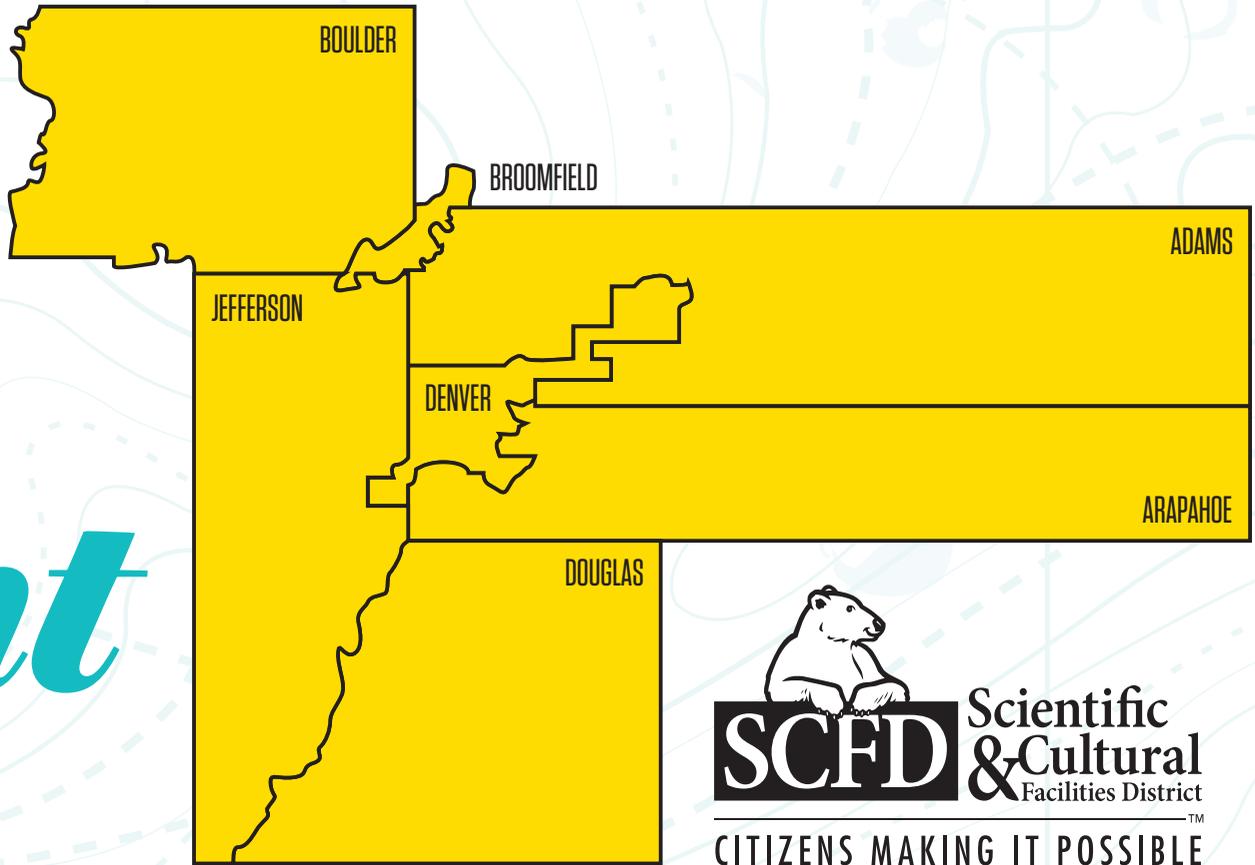
The Scientific and Cultural Facilities District (SCFD), is a special tax district created by voters in 1988.

Voters approved extensions of the aggregated¹² 1¢ on \$10 cultural tax in 1994 and 2004. This citizen support promotes greater public access to a wide variety of scientific & cultural programs while fueling regional economic activity.

SINCE 1989,
\$804 MILLION
HAS BEEN DISTRIBUTED TO
MORE THAN 300
UNIQUE SCIENTIFIC AND
CULTURAL ORGANIZATIONS.

¹² The 1¢ consists of three tax levies, each of which relates to a specific group of organizations.

ent



Over the past 25 years, SCFD has grown significantly, in tax revenue (tripled) and in total number of recipient organizations (doubled).

***In 2013 alone,
SCFD funds supported:***

- 40 VISUAL ARTS ORGANIZATIONS
- 28 SCIENCE (BOTANY, ZOOLOGY, NATURAL HISTORY) ORGANIZATIONS
- 35 CULTURAL HISTORY ORGANIZATIONS
- 17 DANCE ORGANIZATIONS
- 98 MUSIC ORGANIZATIONS
- 32 THEATRE ORGANIZATIONS
- 29 MULTI-DISCIPLINARY ORGANIZATIONS

The District encompasses seven metropolitan counties and covers more than 4,500 square miles, within which half the population of the state resides. The SCFD's array of cultural assets—along with Colorado's natural beauty, recreation opportunities, transportation, and sports amenities—is central to the region's superior quality of life and its thriving economy.

On the

BY 2028
\$3.82 BILLION
 IN ECONOMIC ACTIVITY
 4.95% Average Annual Change



BY 2028
\$989 MILLION
 IN ECONOMIC IMPACT
 4.4% Average Annual Change



BY 2028
29.3 MILLION
 IN ATTENDANCE
 4.94% Average Annual Change



BY 2028
16,582 JOBS
 3.1% Average Annual Change

Forecasting

The SCFD has been supporting regional and community-based organizations for 25 years. What can we predict for the future?

CBCA reviewed the historical data and calculated trend forecasts for key economic indicators. These forecasts were derived by averaging the annual percentage change from 2001 to 2013. The annual percentage was then applied to the preceding year to forecast the subsequent 5, 10 and 15 years. This data is provided for general purposes only, but illustrates a promising upward trajectory.

Horizon

Changes in the Metro Denver Area

The metro Denver region will not look the same in the future.

Currently, SCFD serves the 2.9 million metro residents, which is over half of Colorado's population. By 2028, the metro area is projected to be 3.6 million.¹³

In 2013, nearly 20% of the metro area was over 60 years old. By 2035, this cohort will jump to be one in four residents.¹⁴ At the same time, Denver has been consistently ranked as a top metro area for

millennials, especially for affordability and career opportunities.

Between 2013 and 2028, Colorado's Hispanic population will grow from one-fifth to over a quarter of the population. Asian Americans will grow from 3% to 5% and African Americans are projected to stay steady at 4% statewide.¹⁵

Changes in Arts Engagement

More than two-thirds of adults nationally accessed art via electronic media, including TV, radio, mobile devices, the Internet, and DVDs in 2012.¹⁶

Local institutions are adapting and reaching out in new ways. The Denver March Powwow was streamed live and Lighthouse Writers Workshop provides online writing courses.

Audiences are connecting through social networks and mobile devices. For example, Denver Philharmonic Orchestra tweets photos and facts during concerts and encourages patrons to view paperless programs on their tablets.

Cultural entities are reaching people beyond their facilities and collaborating with diverse partners. Dancers appear at hospitals and hotel lobbies. Numerous chorales perform the National Anthem at sports arenas. Orchestras play at senior living centers and on guided hiking trails.

¹³ Colorado Department of Local Affairs

¹⁴ Denver Regional Council of Governments (DRCOG) Metro Vision 2011–2035

¹⁵ Colorado Department of Local Affairs

¹⁶ National Endowment for the Arts "2012 Survey of Public Participation in the Arts"

About

Colorado Business Committee for the Arts

The Colorado Business Committee for the Arts (CBCA) has been advancing Colorado's creative economy by connecting businesses and the arts since 1985.

CBCA is a membership-based 501c3 nonprofit organization consisting of leading companies and individuals that have a philanthropic commitment to the arts. CBCA's over 120 members recognize the link between cultural vitality and business success. CBCA is an affiliate of Americans for the Arts and formerly of the National Business Committee for the Arts founded by David Rockefeller in 1967.

In addition to economic research and advocacy, CBCA programs include Leadership Arts board service training, annual Business for the Arts Awards, and numerous member events designed to raise awareness and encourage participation in arts and culture. Learn more about CBCA membership and programs at www.cbca.org.

Economic Activity Study of Metro Denver Culture

With the assistance of key partners, CBCA has been producing the biennial Economic Activity of Metro Denver Culture for two decades.

The study reflects self-reported information that was collected in the 2013 calendar year from 100% of the nonprofits receiving SCFD funds that year.

The request for data is integrated into the SCFD grant process. The raw numbers are compiled by SCFD and analyzed by DualDraw and Ernst & Young. The data analysis model, originally designed by Deloitte Consulting, is based on the questionnaire and modified over time for consistency and accuracy.

Year after year, the information in this economic study is used locally and nationally by business

executives, elected officials, artists, civic leaders, members of the media, nonprofit directors, and many others to demonstrate the role of arts and culture as a driver for economic and community development.

CBCA would be happy to come to your office, board meeting or community gathering to present the results of the 2014 Economic Activity Study of Metro Denver Culture and discuss the important connections between the arts and business. To schedule a presentation, contact main@cbca.org or call 303-282-5135.

Your Notes:

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