

## ‘ARTS IN THE PARK’ (AT BOULDER’S CIVIC AREA) SPONSORSHIP CRITERIA

### **Purpose**

During the COVID-19 pandemic, access to the arts has been significantly constrained. As a result, many of Boulder’s performing arts theaters have closed. The loss of this important asset in our community has had rippling impacts on community wellbeing: our artists have lost work, nonprofits have lost revenue, and our community has lost access to the arts which is crucial to how we stay connected and resilient through these difficult times.

The City of Boulder recognizes COVID-19’s significant impact on local arts and culture. In response to the pandemic (and in alignment with Boulder’s Civic Area Master Plan) we have developed [Arts in the Park](#) - a new program providing a vibrant blend of arts and cultural performances to be held at the historic Glenn Huntington Bandshell. The program will provide performing arts groups access to an outside venue to help offset indoor capacity limits in place under the state’s [COVID-19 Dial Dashboard](#) - while helping create safe and welcoming activations within the downtown park.

To clear barriers and encourage continuing performance opportunities, the City of Boulder will provide sponsorships to qualified organizations. Special additions to the Bandshell will be made by the City of Boulder Parks and Recreation Department which will allow for professional, ticketed performing arts events to be held. Parks and Recreation will provide access and waive permit fees for groups that can help address the key goals of the program:

1. To provide a viable outdoor venue for local artists and arts professionals,
2. To provide revenue and engagement opportunities for struggling arts nonprofits,
3. To provide art performances and experiences to the community through the pandemic, and
4. To help attract more visitors to the area and create a welcoming and safe space for all.

Furthermore, The City of Boulder Office of Arts and Culture will provide a limited number of additional stipends to applicants requesting A/V support through the “Arts to the Rescue” program.

### **Criteria**

To be approved, applicants must meet all the following criteria:

- A. Meet the four goals of the project, above.
- B. Have preliminarily reserved and been assigned to a date that the Bandshell is available.
- C. Meet all requirements described in the [Special Event Guide](#) and Special Event Application for use of the Bandshell (based on the event details).

- D. Be in good standing with regards to permits or grants with the Parks and Recreation and Library and Arts Departments.
- E. Be an artist, arts nonprofit, or arts business producing a performing arts event focused on the Boulder community.
- F. Provide accessible programming that is welcoming to all members of the community.

#### **What does the City provide?**

- > Use of the Bandshell including power and basic lighting.
- > Use of temporary restroom facilities and waste receptacles.
- > Use of the existing Connect Boulder Wi-Fi.
- > Facilities for ticketed entry including a perimeter fence, ticket booth, and signage.
- > Facilities for back-of-house operations including storage, loading, dressing, etc.
- > Facilities and location for the addition of a refreshments tent or mobile food truck.
- > Suggested COVID-19 seating chart and loading plans.
- > Marketing and promotional support.
- > If approved, an additional stipend to support the costs of renting AV equipment.

#### **What must the applicant provide?**

- > Must request event date(s) in advance to confirm availability.
- > Must provide a written proposal that addresses the criteria above and all event details. Summary should include performance dates, times, ticket costs, and any activities, vendors, food, and/or alcohol proposed onsite.
- > An event as described in the proposal and meeting all the requirements of the permit will be confirmed and must submit a special event application for review and approval.
- > Depending on the size and scope of the proposed event and number of event dates, a refundable deposit may be required.
- > City acknowledgement on all marketing promotional materials.

#### **Deadline**

Written proposals must be received by March 1, 2021 11:59PM and will be reviewed on a first-come-first-served basis. Announcements will be made by March 6, 2021 but may remain open until all available dates have been filled.

#### **How to Apply**

1. Submit a proposal which describes the event and how the program meets all four of the goals listed above. The proposal must be no more than 500 words.
2. Submit an accessibility plan which describes how the marketing, ticketing, and program will be welcoming and accessible to all members of our community. Please include your proposed ticket price as well as any plans for free or discounted tickets. The plan must be no more than 500 words.
3. Indicate if you will be requesting additional stipend support for A/V (Arts to the Rescue).
4. Indicate if you will be requesting use of indoor space for any event operations.
5. If selected, we will provide a "Sponsorship Agreement" for you to review and sign.
6. If selected, you will complete the "[Special Event Permit Application](#)".

Proposals can be submitted electronically to [GreensteinJ@bouldercolorado.gov](mailto:GreensteinJ@bouldercolorado.gov).

### **Decisions**

The proposals will be reviewed by a team consisting of City staff as well as members of the Boulder Arts Commission. The review will evaluate the proposals against the four goals listed above. Final permit approval is subject to the special event application permit and/or authorization required by other agencies with jurisdiction for any element of the event (e.g., Special Event Liquor Permit, Boulder County Food Permits, Boulder County, State of Colorado, etc.). The proposals will not be evaluated for the content of the event or artistic merit.