

# Cultural Affairs Division & McNichols Building

## 2013 Overview

# Cultural Affairs – At a Glance

- Public Art
  - ▣ 1% Projects
  - ▣ Urban Arts Fund
  - ▣ Special Projects - Exhibitions
- Cultural Programs
  - ▣ Five Points Jazz Festival
  - ▣ Youth One Book One Denver
  - ▣ Film Fiesta
  - ▣ Mayor's Awards for Excellence in Arts & Culture
  - ▣ McNichols Cultural Partner programs
- Create Denver
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  - ▣ Research & Advocacy
  - ▣ Promotion & Education
  - ▣ Special Projects - McNichols
- McNichols Civic Center Building
  - ▣ Cultural Partner Program
  - ▣ Operations & Marketing
- SCFD Tier III Administration
- Arts Education Fund



# Public Art – At a Glance

- **1% Public Art Projects**
  - ▣ 2013 – 7 completed projects
  - ▣ More than 40 active or upcoming projects
- **Maintenance**
  - ▣ Collection Value - \$33 million
  - ▣ Nearly 400 artworks
- **Urban Arts Fund**
  - ▣ 2013 – 21 projects completed
- **Exhibitions**
  - ▣ McNichols and Buell Lobbies



# Public Art

## 1% Projects

❑ **2013:** Oversaw the completion of 7 public art projects

- ❑ 14<sup>th</sup> Street Overlay
- ❑ Denver County Jail (2 projects)
- ❑ Berkeley Lake Park
- ❑ Decatur/Federal RTD Station
- ❑ Lowry Fire Station
- ❑ City and County Building





# Public Art

## Maintenance

- ❑ The public art collection is a major cultural asset for the citizens of Denver.
- ❑ The Denver Public Art team is actively maintaining the nearly 400 artworks in the city's collection. This includes general maintenance due to normal wear-and-tear as well as responding to vandalism and other emergencies.



# Public Art

Urban Arts Fund - graffiti prevention and youth development

## 2013:

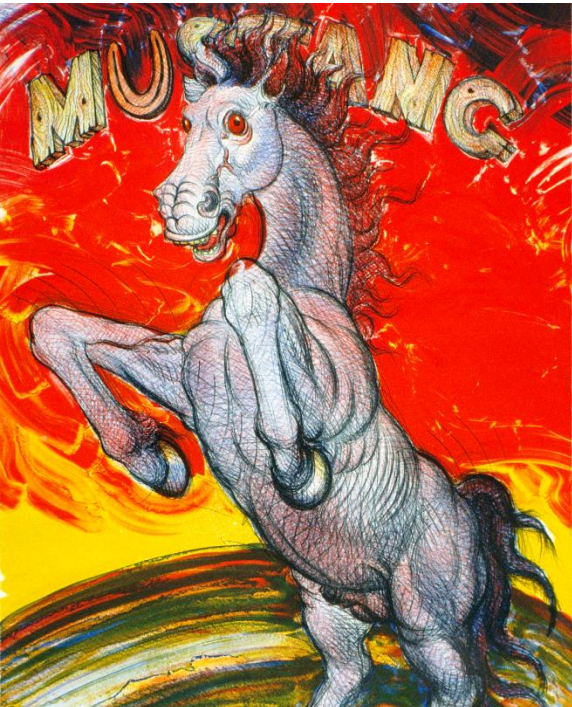
- ❑ 21 Projects completed
- ❑ 210 youth participated
- ❑ 21,000 sq. feet of walls abated from vandalism
- ❑ Produced video featuring projects
- ❑ Hosted the Urban Arts Workshop & UAF Forum





# Public Art

## Special Projects 2013



### Special Projects and Accolades:

- ❑ Received a national award for public art from Americans for the Arts
  - ❑ *Virga: the Sound Performance*, composed by Morton Waller, a sonic response to *Virga* by Patrick Marold
- ❑ Curated two exhibitions for the McNichols Building
  - ❑ *Beyond Blue: Celebrating 25 Years of Public Art in Denver*
  - ❑ *In Camera Abstractions*, in conjunction with Month of Photography
- ❑ Curated three exhibitions in the Buell Theatre lobbies
  - ❑ Rick Dula
  - ❑ The Big Picture
  - ❑ *Beyond Blue: Celebrating 25 Years of Public Art in Denver*
- ❑ Brought four family art/design workshops to McNichols Building
- ❑ Participated in *The Big Picture: Wheat Pasting* on approved locations throughout the city and Buell Theatre exhibition
- ❑ Offered 13 public art tours (5 walking tours, 2 bicycle tours, and 5 special tours including AIA Convention). Total attendance was 183.
- ❑ Brought Candy Chang lecture in partnership with Redline for the temporary installation, *Before I Die . . .* at the McNichols Building
- ❑ Received *Anemotive Tower* by Robert Mangold
  - ❑ Donation from MCA Denver

# Public Art

## Social Media

**2013:**

- ❑ An increased attention has been paid to our social media platforms, Facebook, Twitter and Instagram
- ❑ Denver Public Art events are highlighted as well as real time progress on projects and installations.





# Cultural Programs

## Five Points Jazz Festival

- ❑ Collaboration with nine cultural partners: Five Points Business District, Blair Caldwell Library, Coffee at the Point, Jorson LLC, Denver Urban Spectrum, Wave Audio Visual, Brother Jeff's Cultural Center, Cervantes', and USTA Ten and Under Tennis
- ❑ Inaugural youth activity area including stilt walkers, face painters and clowns
- ❑ Expanded youth vendor area
- ❑ Increased vendor revenue by 15%
- ❑ Attendance at an all time high at 16,000
- ❑ Added Five Points Jazz on Film
- ❑ Promotional concerts held January through May
- ❑ Assisted Better Block Five Points Event

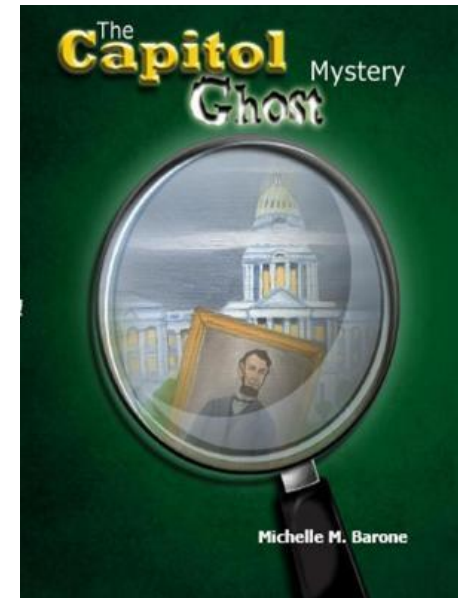


# Cultural Programs

## Youth One Book, One Denver

### Youth program for children ages 9-12

- ❑ Collaborated with eight cultural partners: Denver Quality After School Care, Mayor's Office for Education and Children, Denver Parks and Rec, Boys and Girls Clubs of Metro Denver, One World Learning Centers, Denver Public Library, Denver Museum of Nature & Science, Four Mile Historic Park
- ❑ 2000+ children participated through nearly 50 out of school time programs (40% increase over 2012)
- ❑ Closing celebration for 20 young participants at Cable Land – Jeopardy & ice cream sundaes with Mayor Michael B. Hancock
- ❑ Added field trip stipends for youth organizations
- ❑ Added Lunch and Learn with the author
- ❑ Final project: Tapestry at McNichols



# Cultural Programs

## Film Fiesta

- ❑ Partnership with Su Teatro
- ❑ 2-week performance, culinary experience & film series
- ❑ Moved to McNichols
- ❑ 683 attendees





# Cultural Programs

## Mayor's Awards for Excellence in Arts & Culture

- New Global Arts category
- New People's Choice awards - Over 1,000 votes received in the 2 categories
- 150 Attendees



# Create Denver

## Capacity Building - Business Development Programs

### NxLevel for Creatives

11-session 30 hour business planning course. Participants develop a business plan to test feasibility of their business concept and act as a blueprint for their venture.

- ❑ Annual partnership with SBDC
- ❑ Six \$250 scholarships for Denver applicants
- ❑ One-on-one business plan assistance
- ❑ Business tools and resources
- ❑ Network opportunity



# Create Denver

## Capacity Building - Business Development Programs

### Create Denver Revolving Loan Fund

Microloan program offering creative enterprises access to affordable and flexible business capital

- Developed by DOCA in 2007
- Funded by Office of Economic Development (OED)
- Maximum \$30,000 loan, 3% to 5% fixed, 3 to 5 year term
- Support for-profit creative industries
- Lack traditional lending alternative or banking
- Support business development practices



fancy  tiger  
clothing





# Create Denver

## Capacity Building - Business Development Programs

### 8<sup>th</sup> Annual Create Denver Expo - September 21

- ❑ In association with Denver Startup Week
- ❑ 23 partners including SBDC and Blake Communications
- ❑ 255 Attendees
- ❑ Cost \$10
- ❑ 13-workshop day
- ❑ Moved to McNichols Building
- ❑ Keynote from Colleen Keegan (Creative Capital NYC)
- ❑ Change of exhibition hall to expert lead roundtables



# Create Denver

## Capacity Building

### Art & Creative District Support

- Support of Denver's self designated art districts and designated cultural districts through business development and engagement
- Explore models and best practices for art district development
- Denver Gallery Guide project
- District partnership with the Urban Arts Fund
- 2013 Art District Summit January 28<sup>th</sup> at McNichols
  - ▣ 270 attendees from Denver and around Colorado
  - ▣ Workshops around mapping assets (ESRI), AIR
  - ▣ Presentations from NEA and AFTA

2013 DENVER ART DISTRICT  
SUMMIT  
Monday, January 28



# Create Denver

## Capacity Building & Promotion of Creative Sector

### Denver Music Summit - November 22-24

- Day-long workshops and business development programs for musicians
- Live performances, local and national shared stages
- Research & policy discussion with local and national attendees
- Future of Music Coalition presentation on revenue streams





# Create Denver

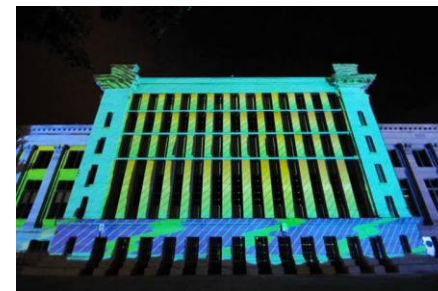
## Promotion & Education about Creative Sector

### City Beautiful 2.0

*A modern interpretation of the built environment*

McNichols as co-working destination through experiments in the use of space and exploration of citizen engagement.

- Murals of the surrounding built environment
- Park activation, 3-D video mapping display – 650 attendees
- 7,164 visitors



# Create Denver

Research & Advocacy

- Creative Vitality Index Study
- Create Denver Rack Card



# WESTAF

# McNichols Civic Center Building

- ❑ Celebrated one year of McNichols as a cultural and events center
- ❑ 39,136 visitors  
2013 estimated projection was 30,350
- ❑ Over 200 events and cultural programs
- ❑ Over 100 cultural partners
- ❑ 13 exhibitions since opening
- ❑ Strong evaluation of Cultural Partner Program and private events including tracking attendance, promotional tactics, social media analytics, surveys





# McNichols Civic Center Building

- *“...one of the hottest venues in town, the towering, neo-classical, centrally located McNichols Building.”*  
—Ricardo Baca, Denver Post
- Westword’s **2013 BEST CIVIC MAKEOVER**  
*“Since its grand opening in October, the newly anointed cultural center has become the place to go for swanky galas as well as gallery shows and meetings. Book it!”*
- *From Cultural Partners:*
  - ▣ *“The Community Coordinating District No. 1 LOVES working with Denver Arts and Venues. The collaborative approach was fantastic.”*
  - ▣ *“The Arts & Venues team was professional, helpful and responsive at all steps along the process.”*



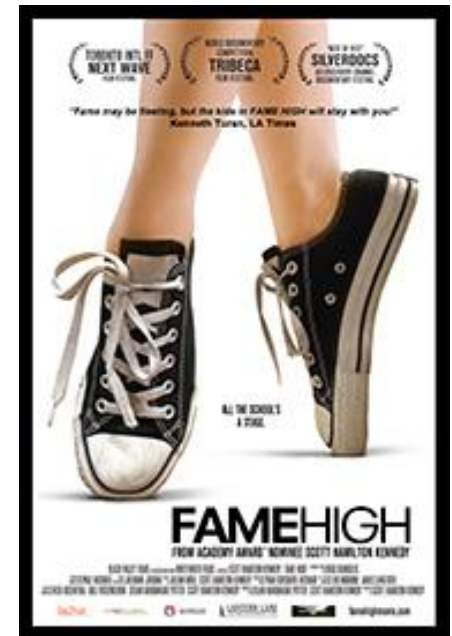
# SCFD Tier III & DCCC Administration

- More than \$6.3 million were distributed to 253 scientific and cultural organizations in seven Denver Metro Counties - Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas and Jefferson counties.
- Denver County Cultural Council conducted 75 interviews for GOS determination
- \$2,160,887.68 of GOS was awarded to 87 Tier III organizations in Denver - largest amount distributed to date - Check ceremony held on October 29
- \$37,050 awarded to support 13 collaborative projects between Tier III organizations
- \$44,915 awarded to 27 Tier III organizations to support capacity building
- Increase of maximum cap for GO funding from \$40,000 to \$75,000



# Arts Education Fund

- Denver Public Schools Cultural Field Trip Fund
  - Children from 20 DPS schools visited and enjoyed performances at the Denver Art Museum, Opera Colorado, Colorado Ballet, DCPA, Mizel Arts & Cultural Event Center, and more.
- Youth Band for Five Points Jazz Festival
- Partnership with Think 360 Arts – Scholarships to 16 DPS teachers to attend Aesthetic Education Institute of Colorado
- Supported two DPS Faculty and one High School Student art exhibitions at the Webb Building
- *Fame High* film and talkback with Academy Award Director Nominee Scott Hamilton Kennedy. Director also offered a documentary film workshop





# A&V Cultural Affairs Strategic Plan

A&V's Cultural Affairs affirmed their strategic purpose and programmatic priorities

- ❑ Comprehensive strategic plan completed
- ❑ Plan is guiding agency in bringing residents, visitors and the creative community of the City and County of Denver diverse, impactful experiences aimed to educate and inspire.
- ❑ Goals include:
  - Advancing Denver's cultural profile regionally and nationally
  - Creating and inspiring cultural experiences across communities
  - Engaging families in arts and culture for continued investment in Denver's cultural future
  - Positioning Denver as the creative capital of the Rocky Mountain West
- ❑ As a result of plan's thorough evaluation, programs were improved and changed. Examples include Five Points Jazz Festival and One Book One Denver



# Cultural Plan for the City

## Community Engagement Highlights

- Statistically valid survey to 800 Denver residents, oversampling for Latino and African American community members
- More than 5,000 participated via Community Input Tools
- Eight Listening Sessions, Nine Strategy Focus Groups, Two Charettes, Three Stakeholder Leadership Group convenings
- Presentations at boards and leadership groups including Art District of Santa Fe, DAM, DMNS, SCFD, MCA Denver, Ballet, Opera, Denver Foundation, Mi Casa and Clyfford Still
- Public Meeting on November 4 at the McNichols Building
- 5,095 Facebook followers and 1,150 Facebook likes
- Imagine 2020 website visits – 65,432 with 81,713 page views

