



A COLLECTIVE  
 **VISION**  
FOR DENVER

# IMAGINE 2020 Speaker Series

Data Snacks: Satisfy Your Hunger for Fresh Insights





# WELCOME!

**Ginger White**  
Deputy Director  
Denver Arts & Venues





## The IMAGINE 2020 Speaker Series is intended to:

- 1** Continue the conversations that began with IMAGINE 2020
- 2** Keep the Cultural Plan at the forefront of our thinking as a community
- 3** Inspire implementation by all of our cultural partners
- 4** Find opportunities for professional development to learn and grow collectively



# **7 COLLECTIVE LEADERSHIP**

**Increasing Art, Culture & Creativity in Daily Life**



# **Bobby LeFebre**

## Denver Commission on Cultural Affairs



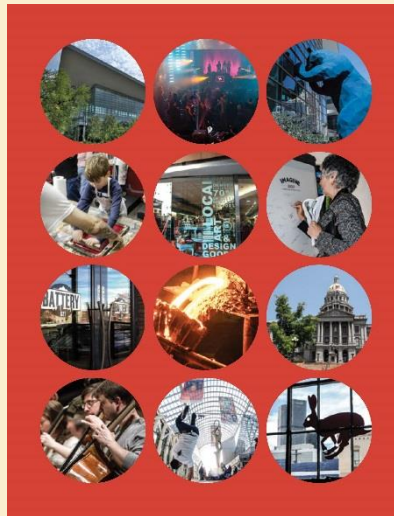
## Share Your Experience With Us!

Post pictures, quotes or thoughts about this workshop using **#IMAGINE2020**



# FIND THE DATA:

[artsandvenues.com/about-imagine2020](https://artsandvenues.com/about-imagine2020)



Public Survey Data 2017





# Kate Darwent

## Corona Insights

# Data Snack Packs

IMAGINE2020 2017 Survey





# Methodology

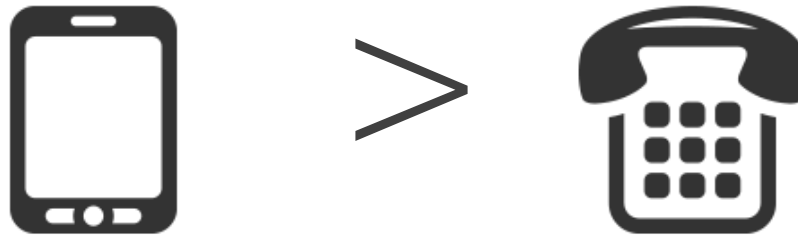
Where these number came from

# Survey Goals

- ➡ Assess opinions, beliefs, and behaviors related to arts, culture and creativity in Denver.
- ➡ Understand experiences of Denver residents.
- ➡ Compare the 2017 data to the 2013 data.

# Survey Methodology

## ➡ Telephone



## ➡ Sample

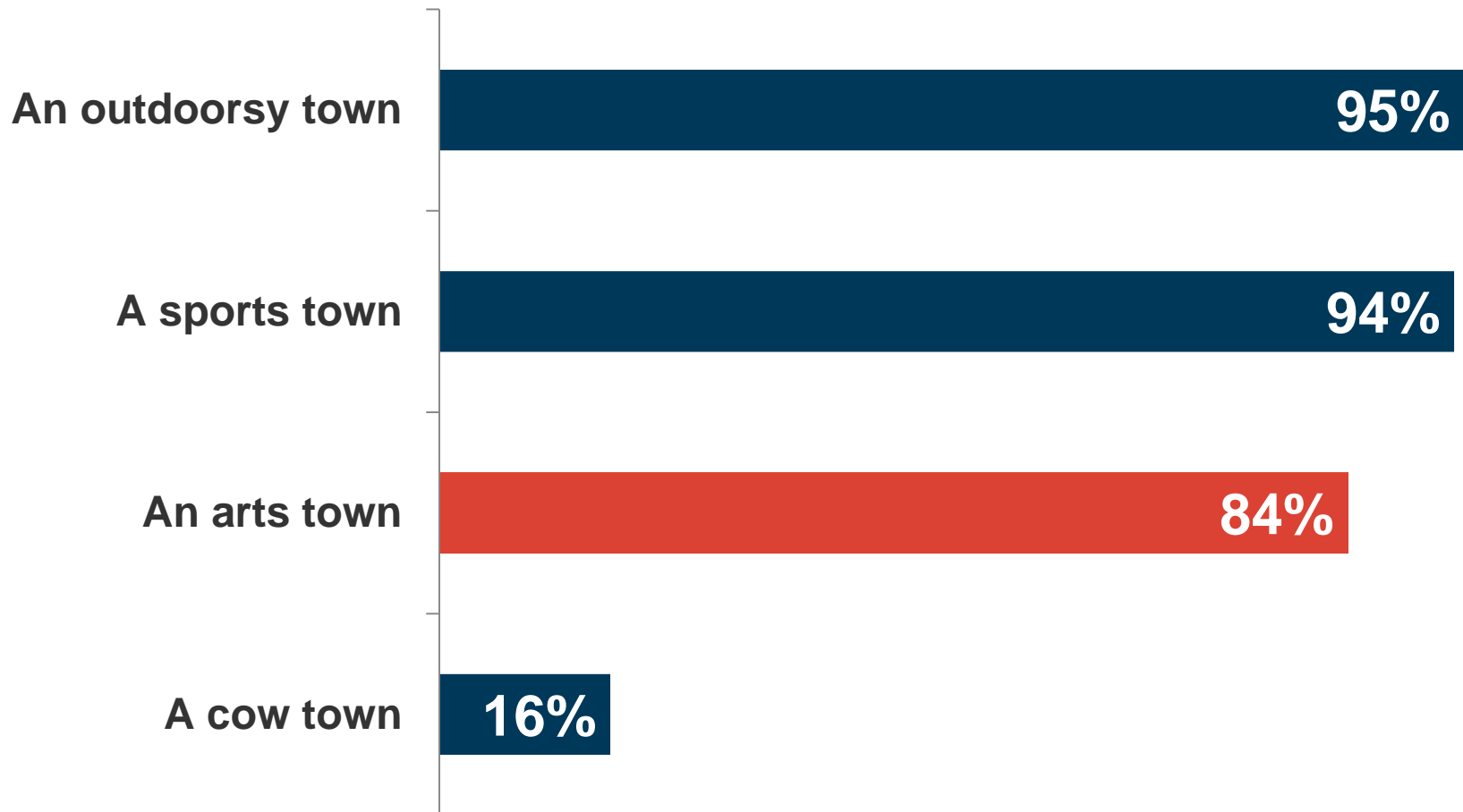
	Completed Surveys	Margin of Error
Total Survey Sample	800	±4.4%
Hispanic/Latinx	200	±8.5%
African American	200	±9.3%
All Other Populations	400	±5.8%



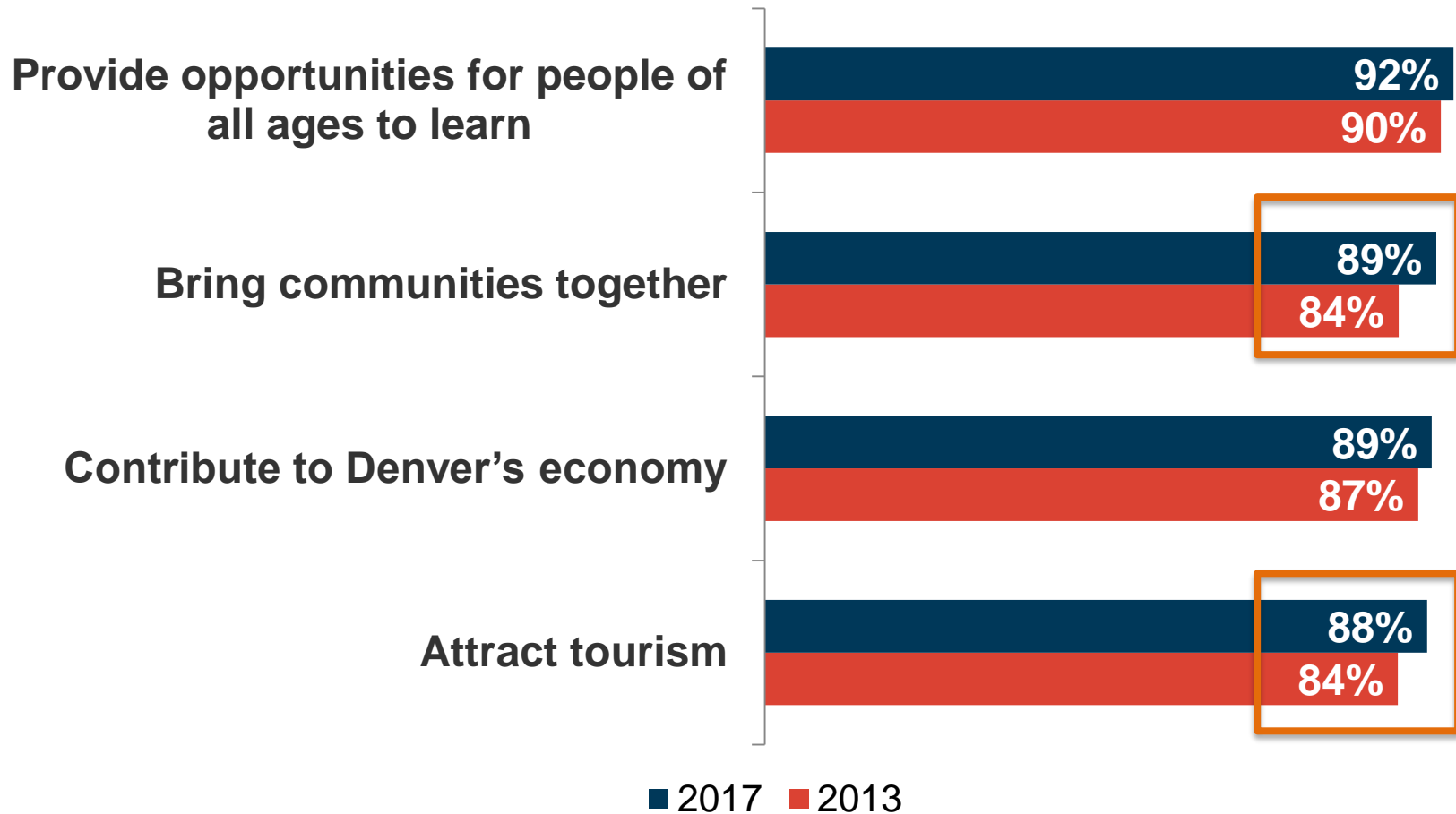


## Snack 1: What makes us tick?

# Is Denver a...?

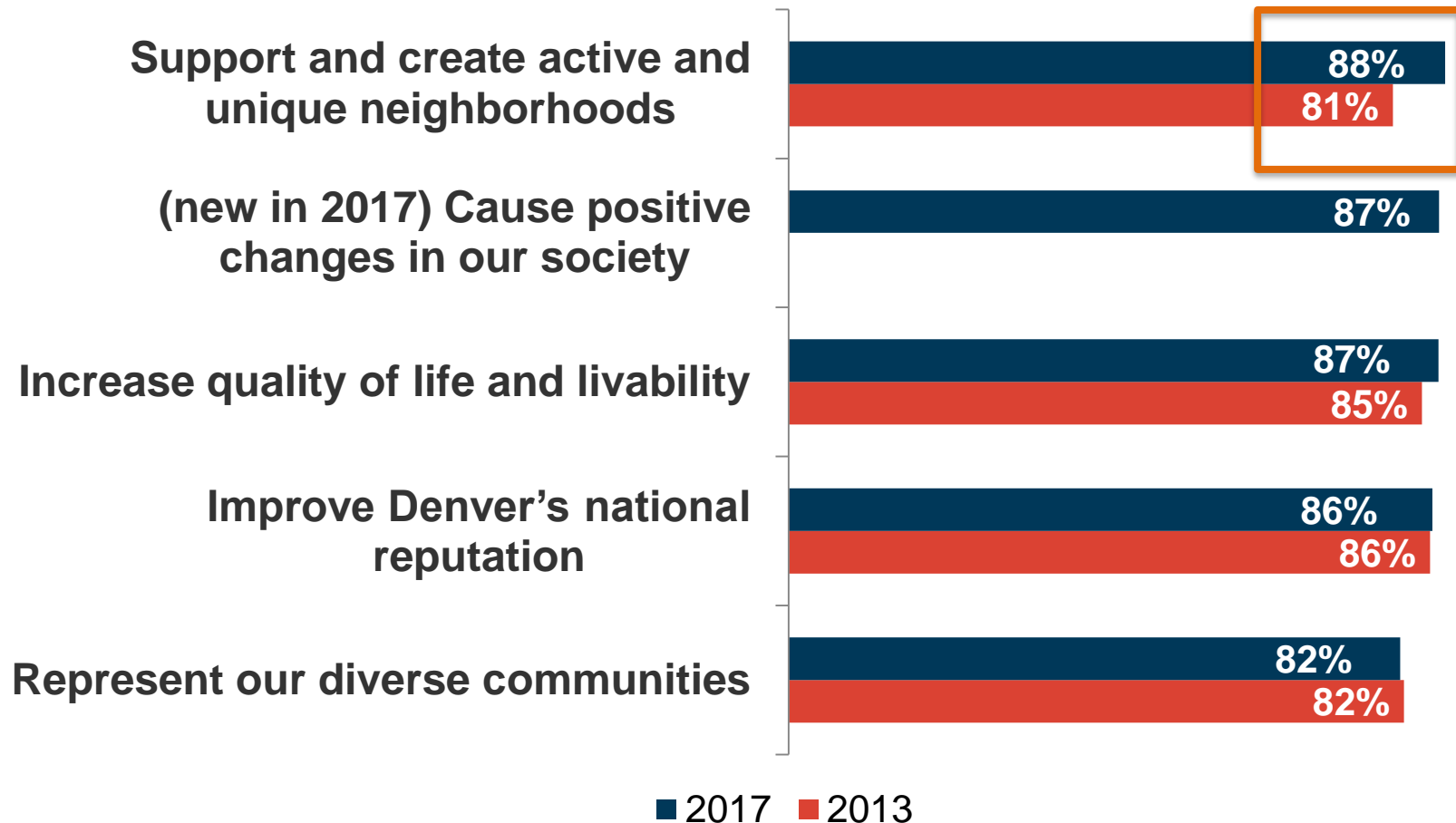


# Arts, Culture and Creativity in Denver...

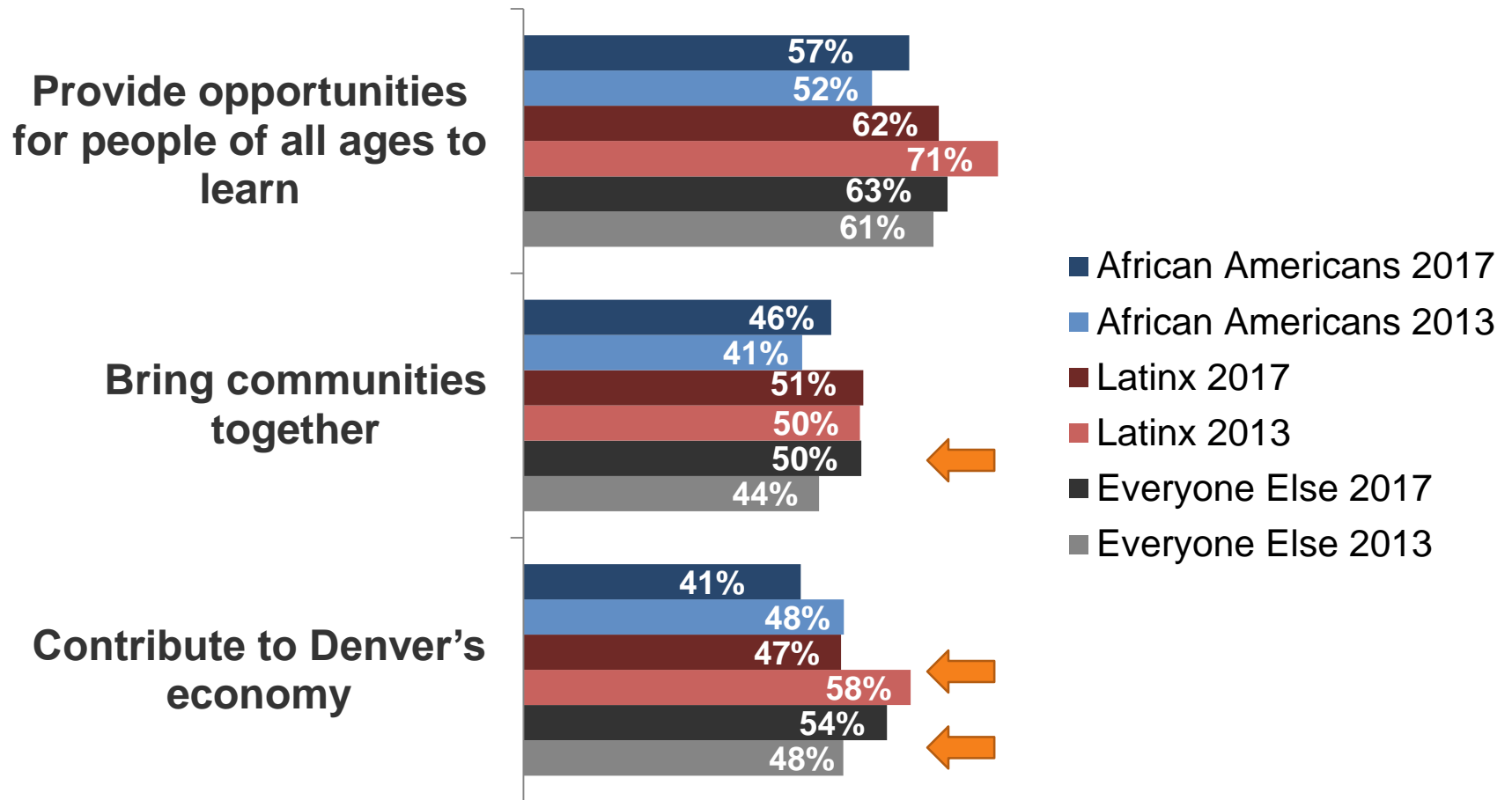




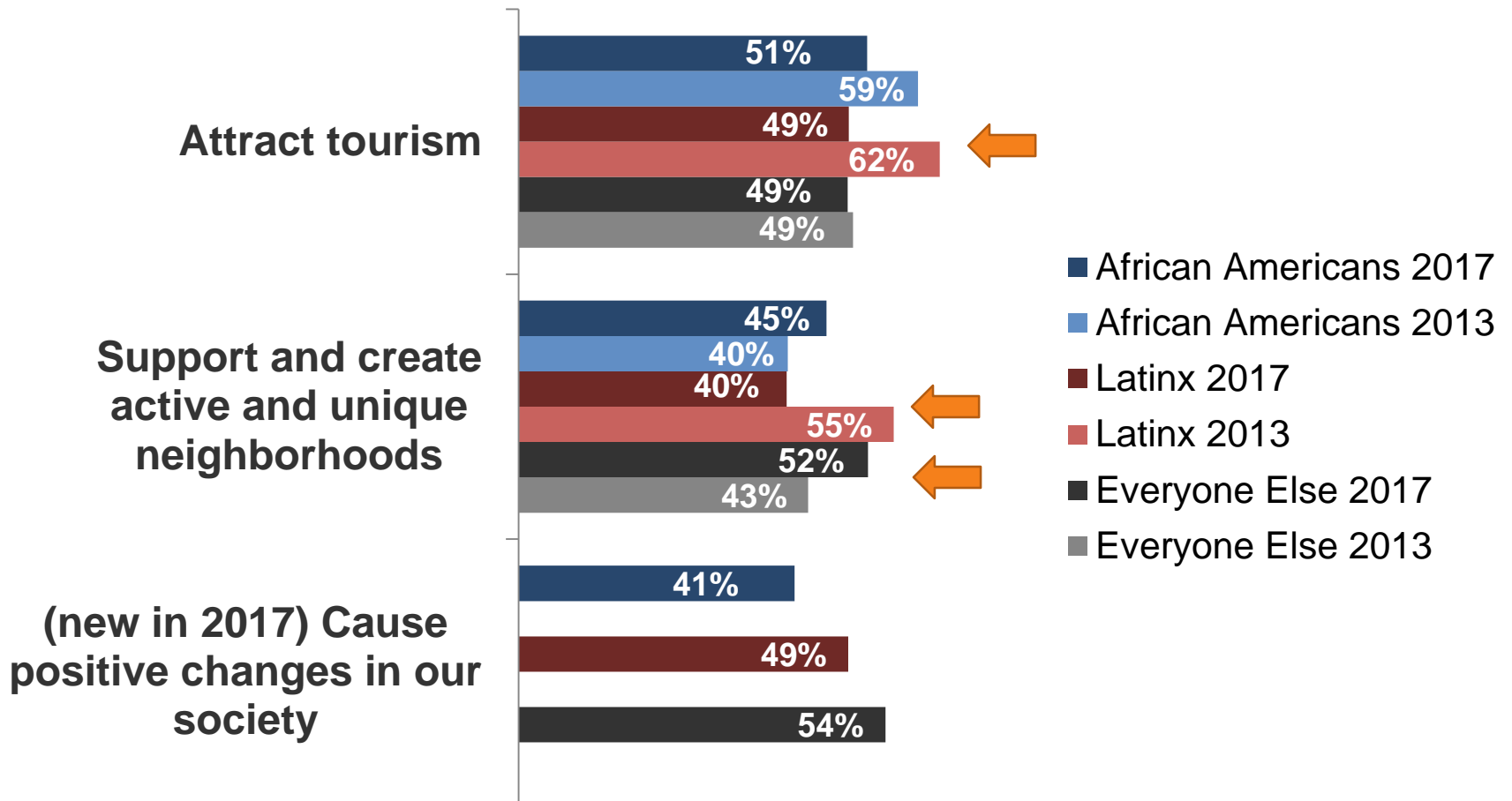
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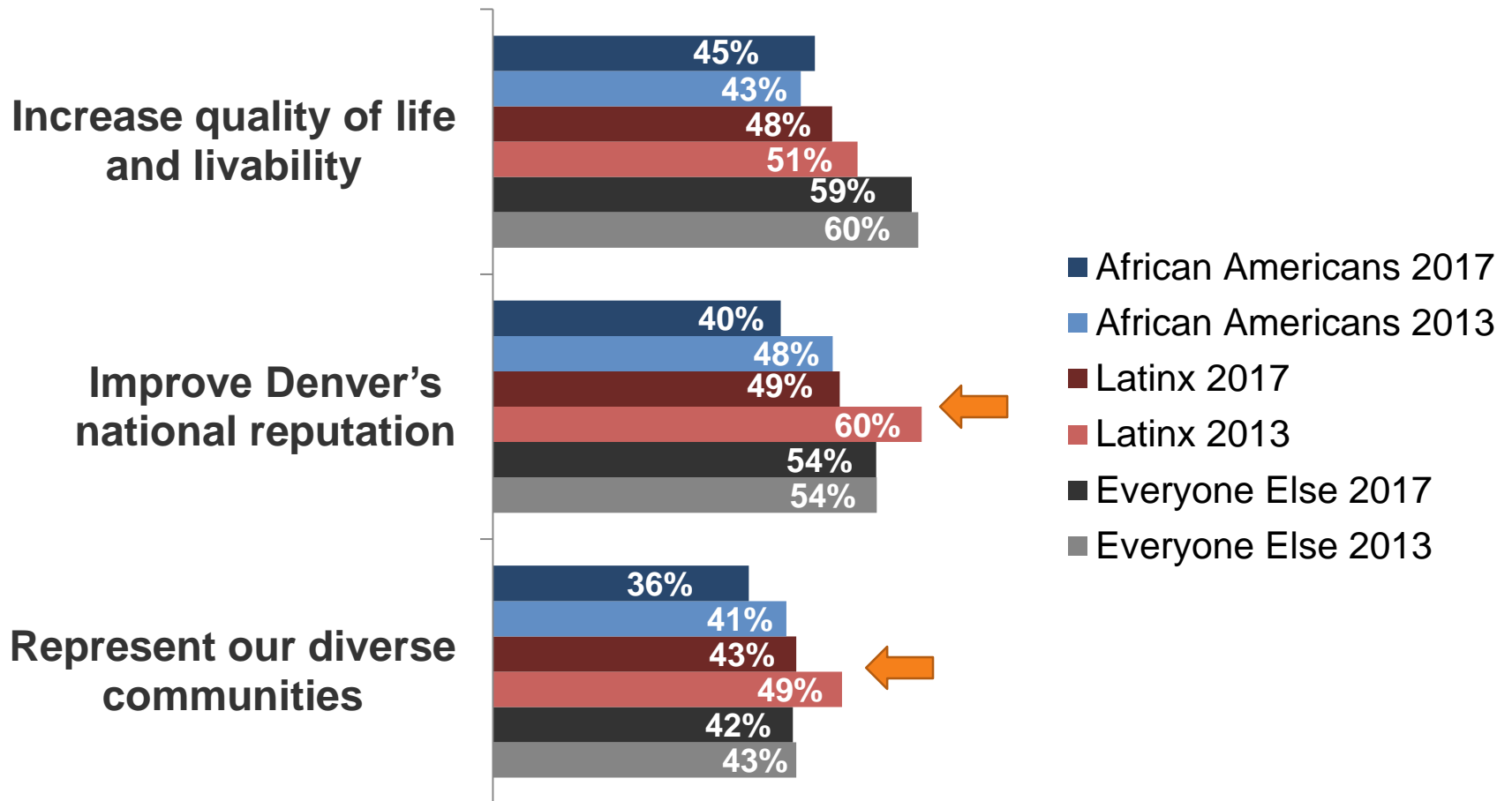
# Percentage Who Strongly Agree that Arts, Culture and Creativity in Denver...



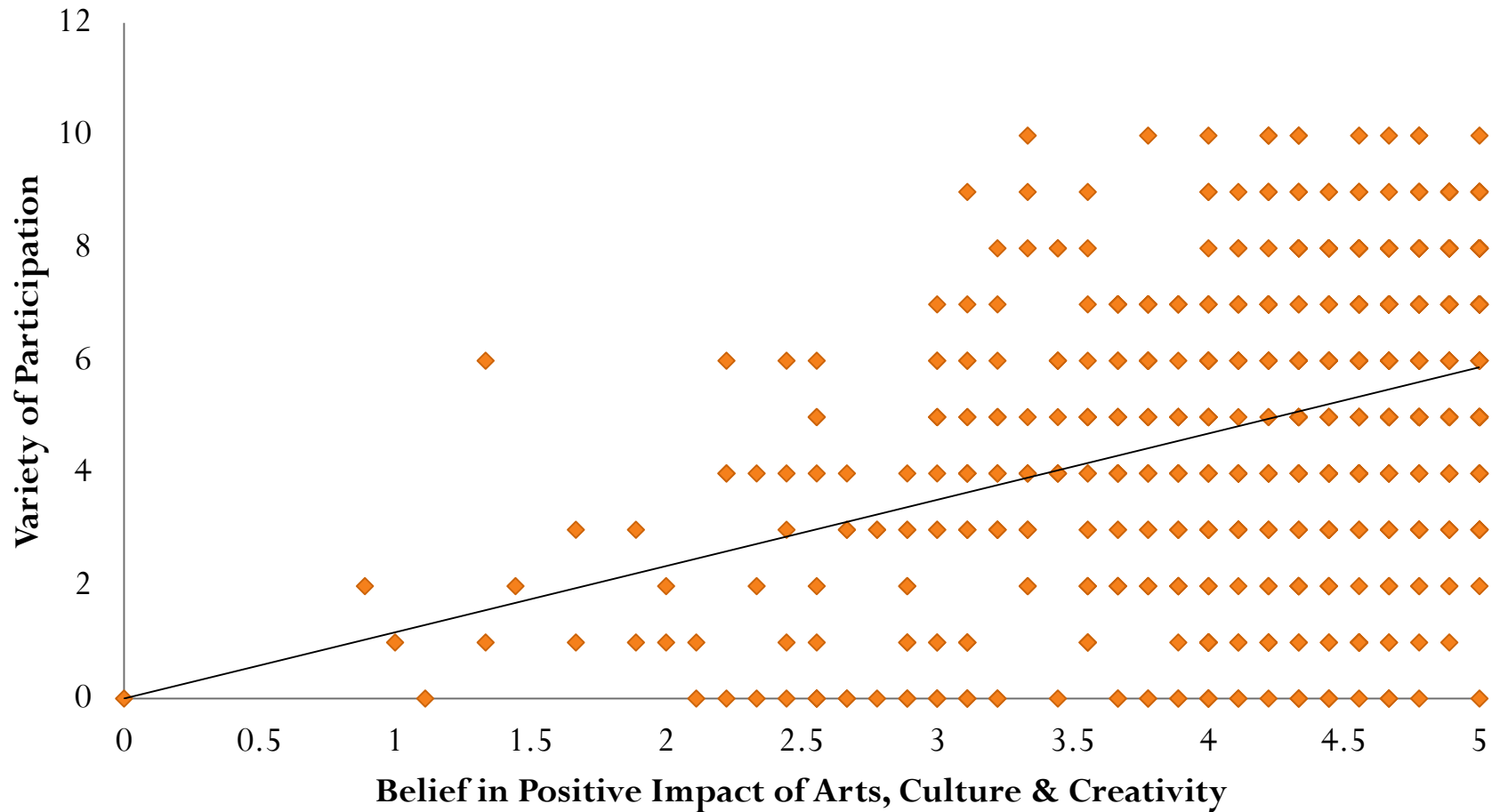
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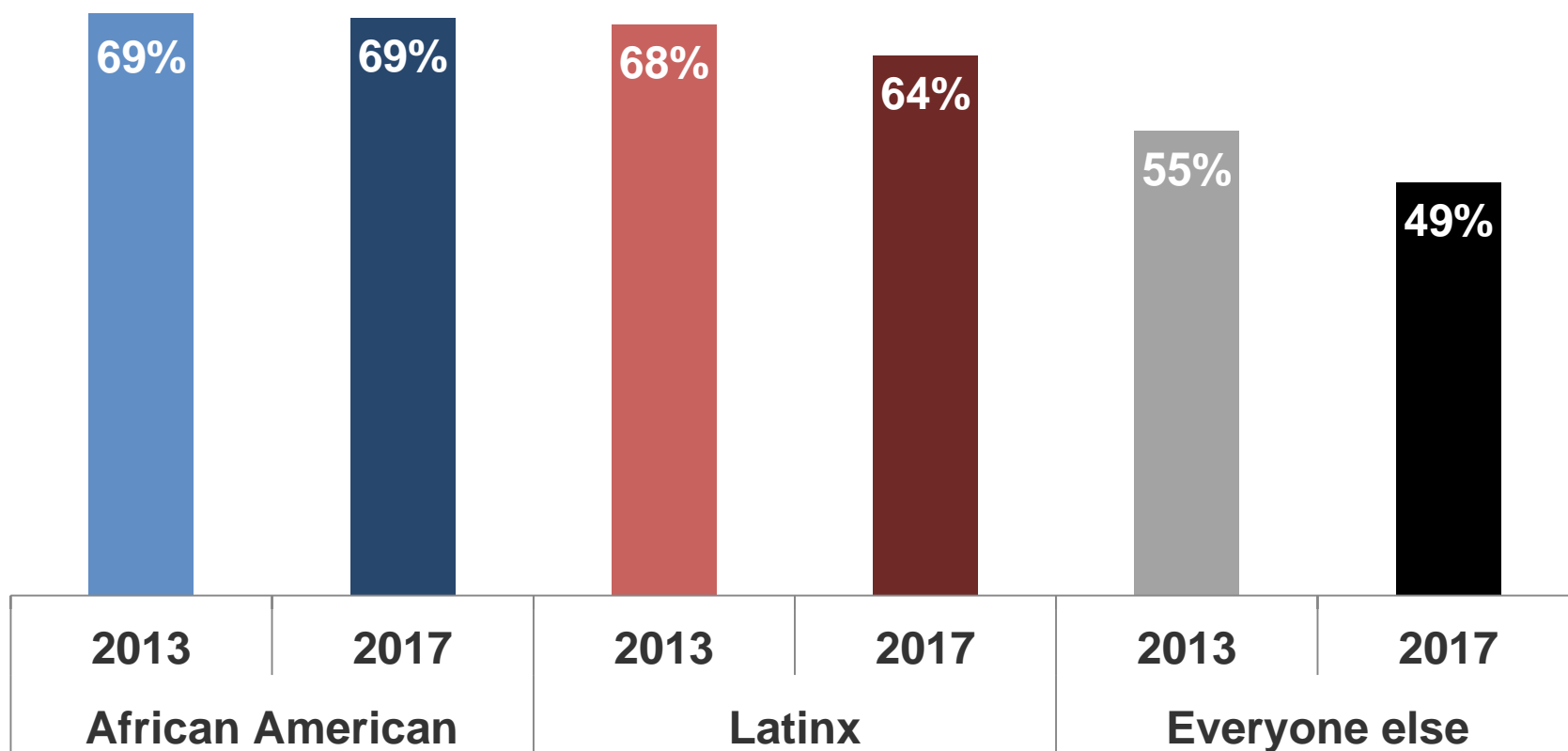


# Relationship between participation and belief in positive impact



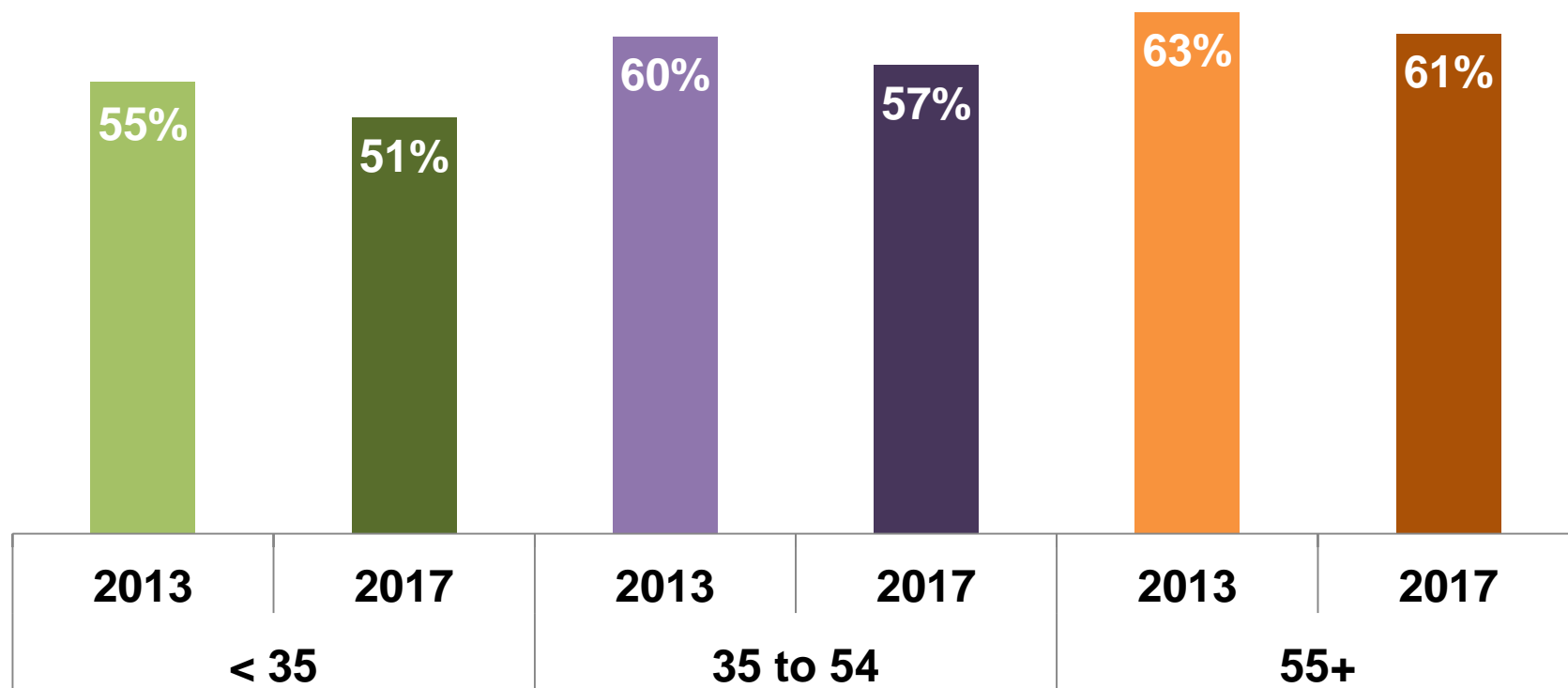
# Desire for Participation

I do NOT participate as much as I would like



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# Desire for Participation





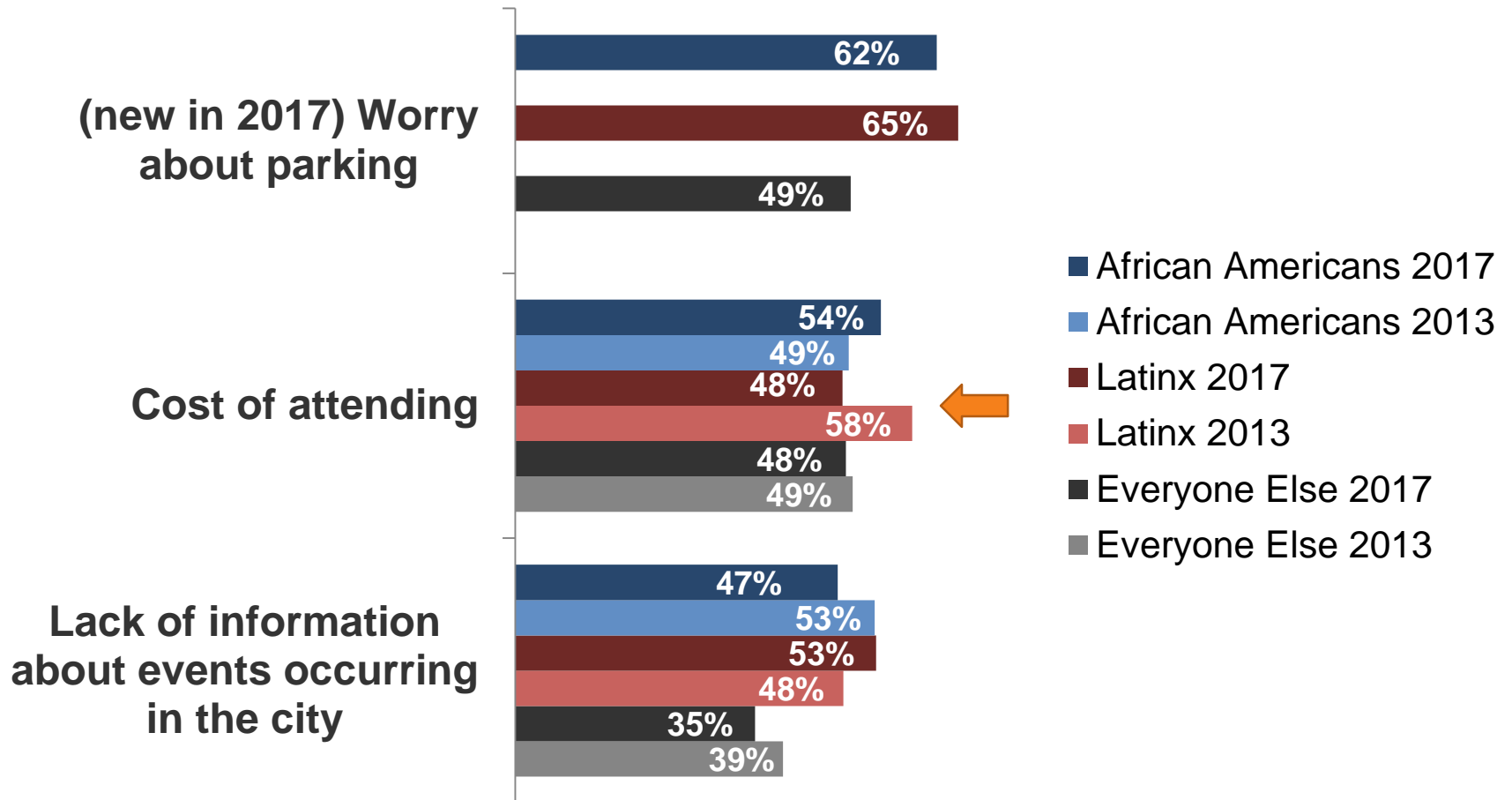


## Snack 2: Too much to do, too little time

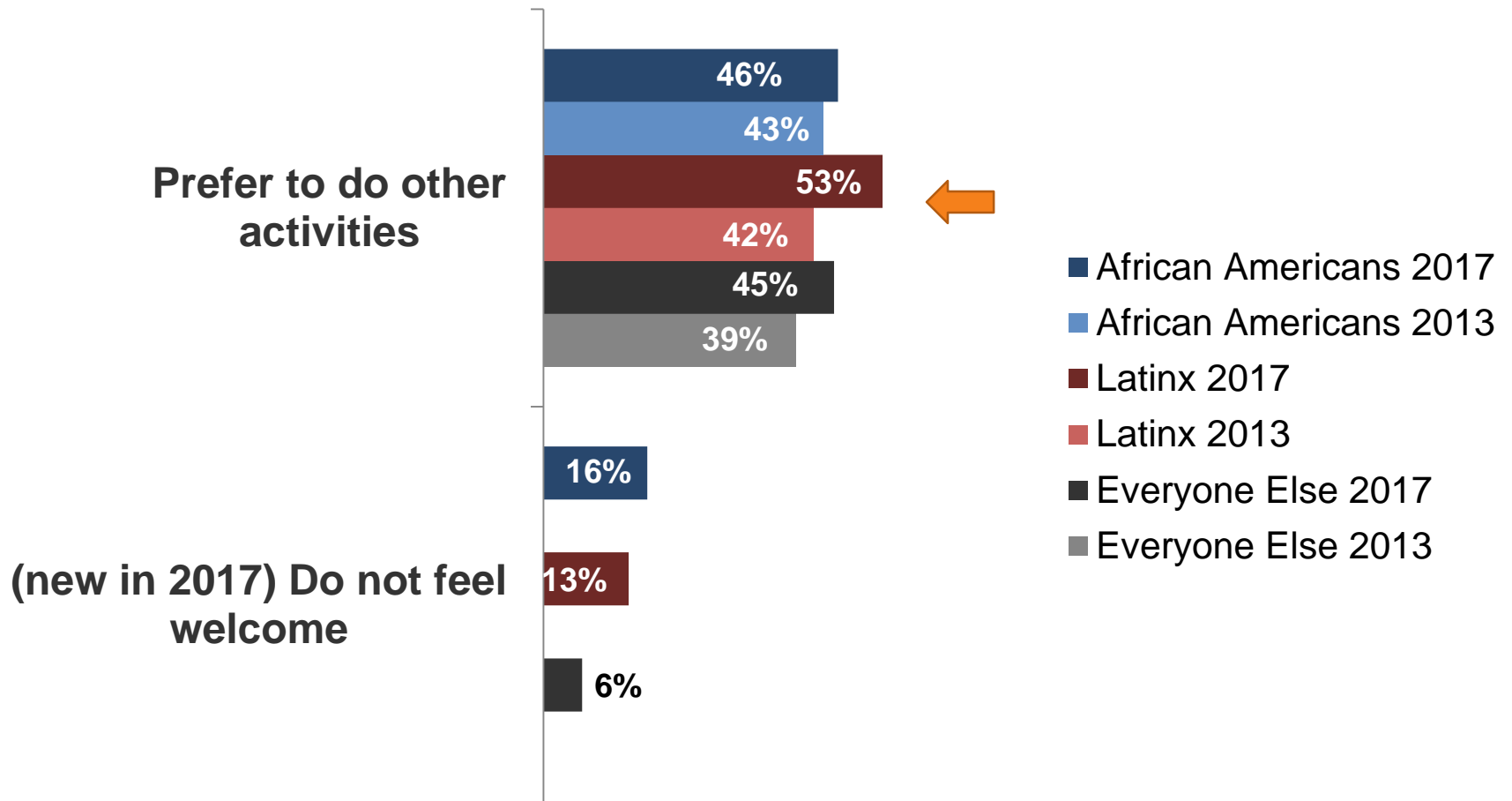
# Barriers to Participation in 2017



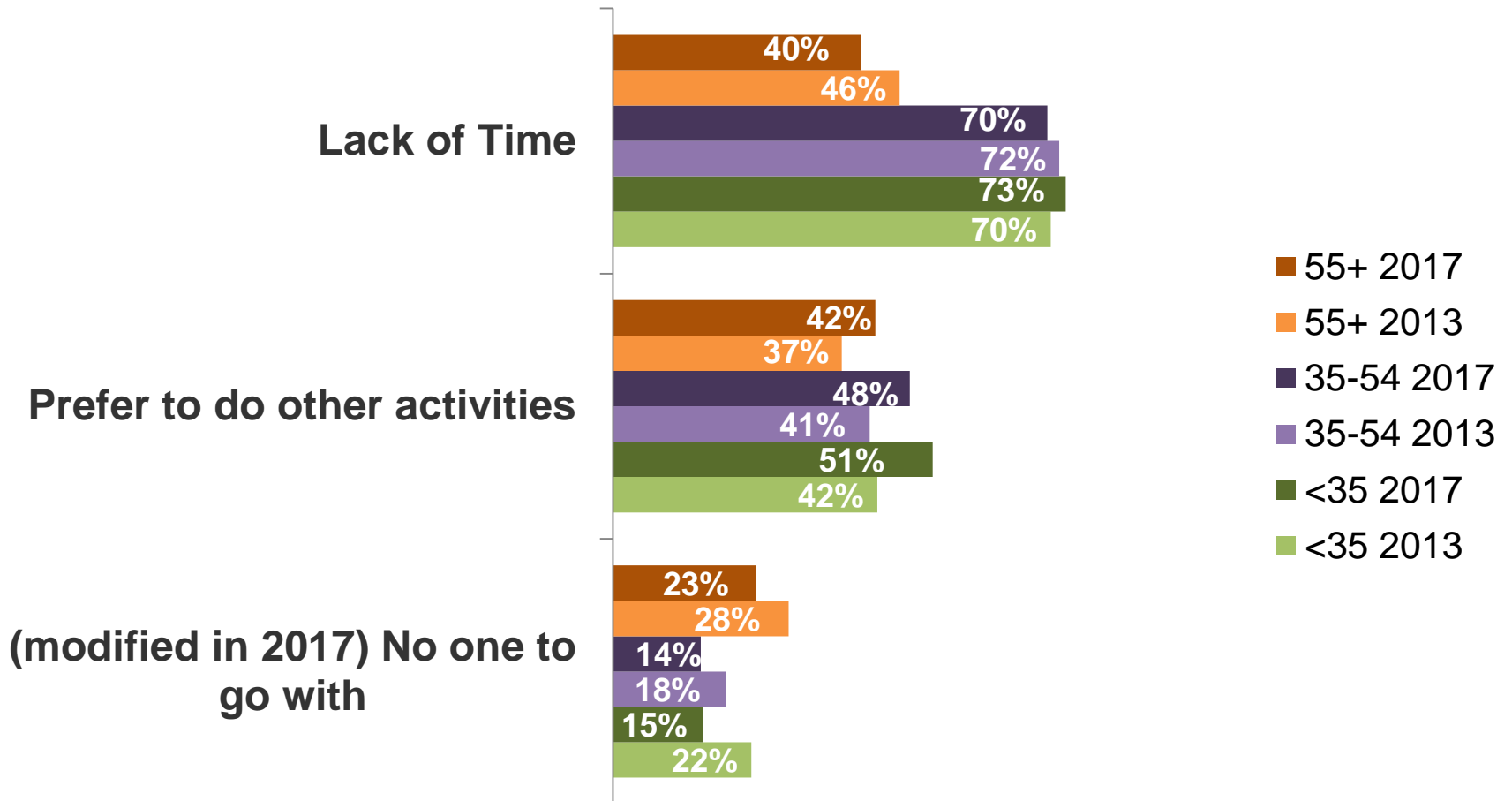
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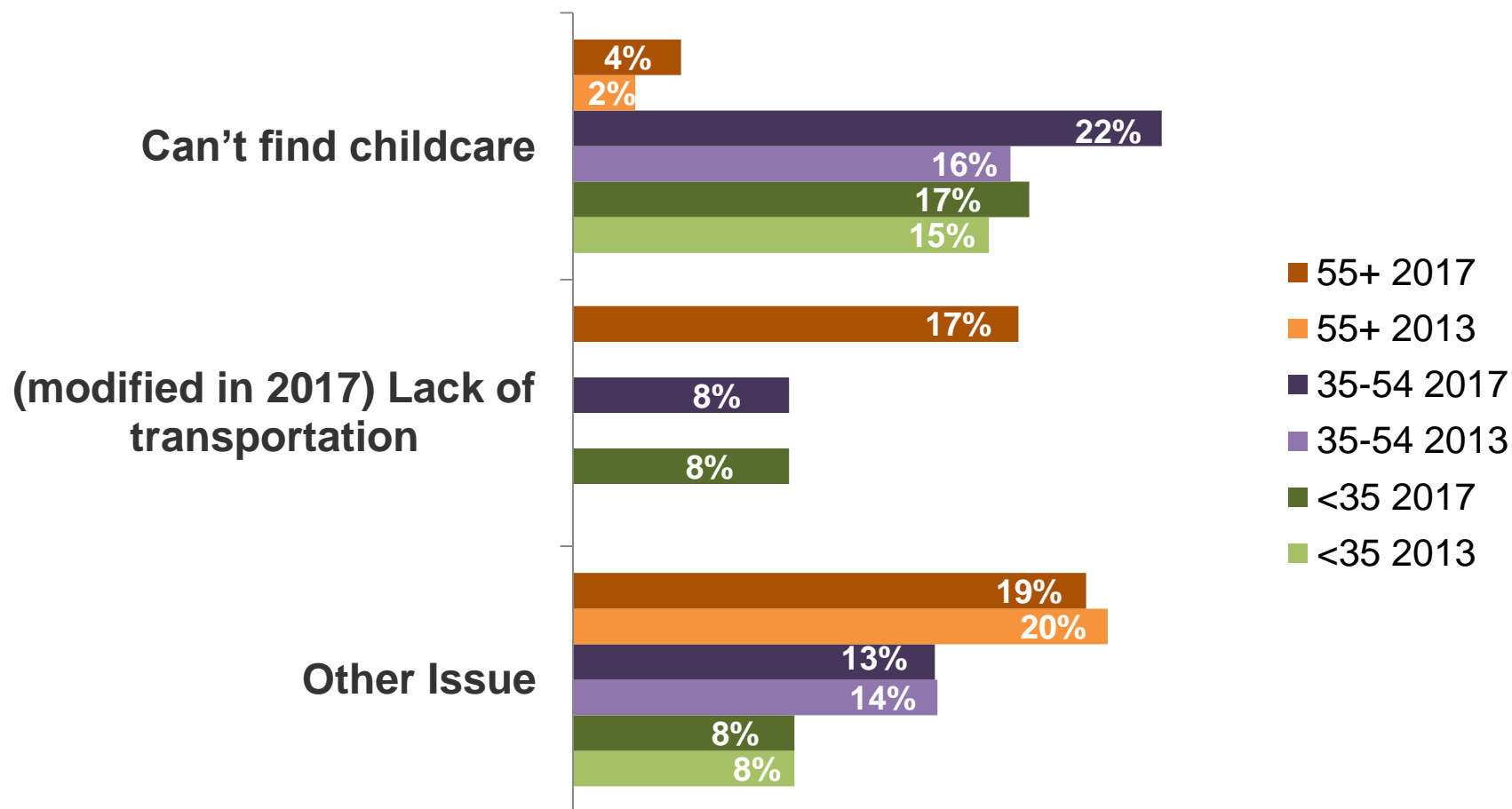
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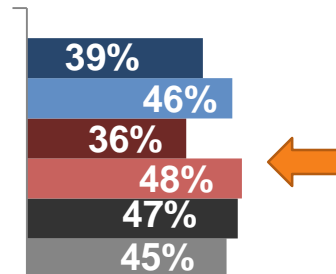


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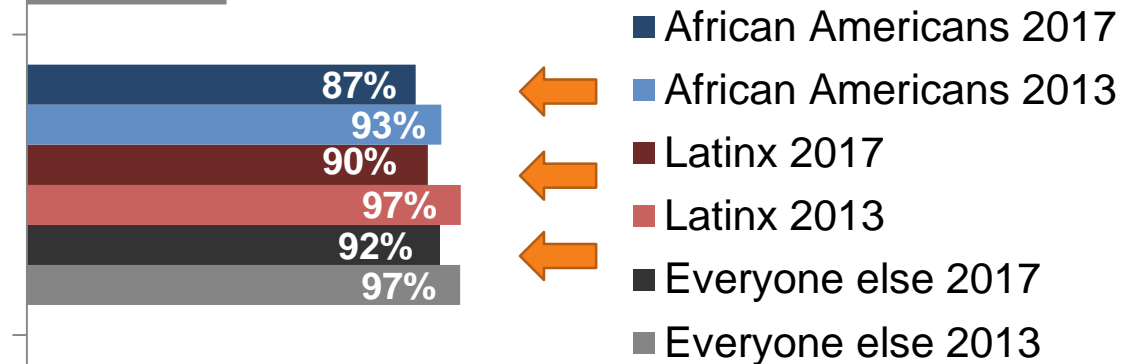


# Experiencing Arts, Culture and Creativity

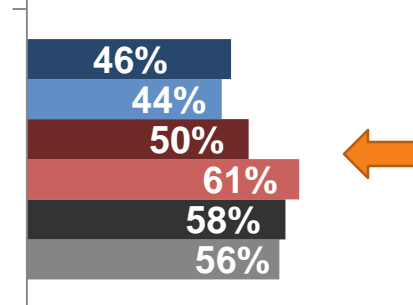
**You experienced something artistic, cultural, or creative today.**



**If you wanted to experience arts, culture, and creativity, it would be easy to find it in the city of Denver.**



**If you wanted to experience arts, culture, and creativity, it would be easy to find it in your neighborhood.**



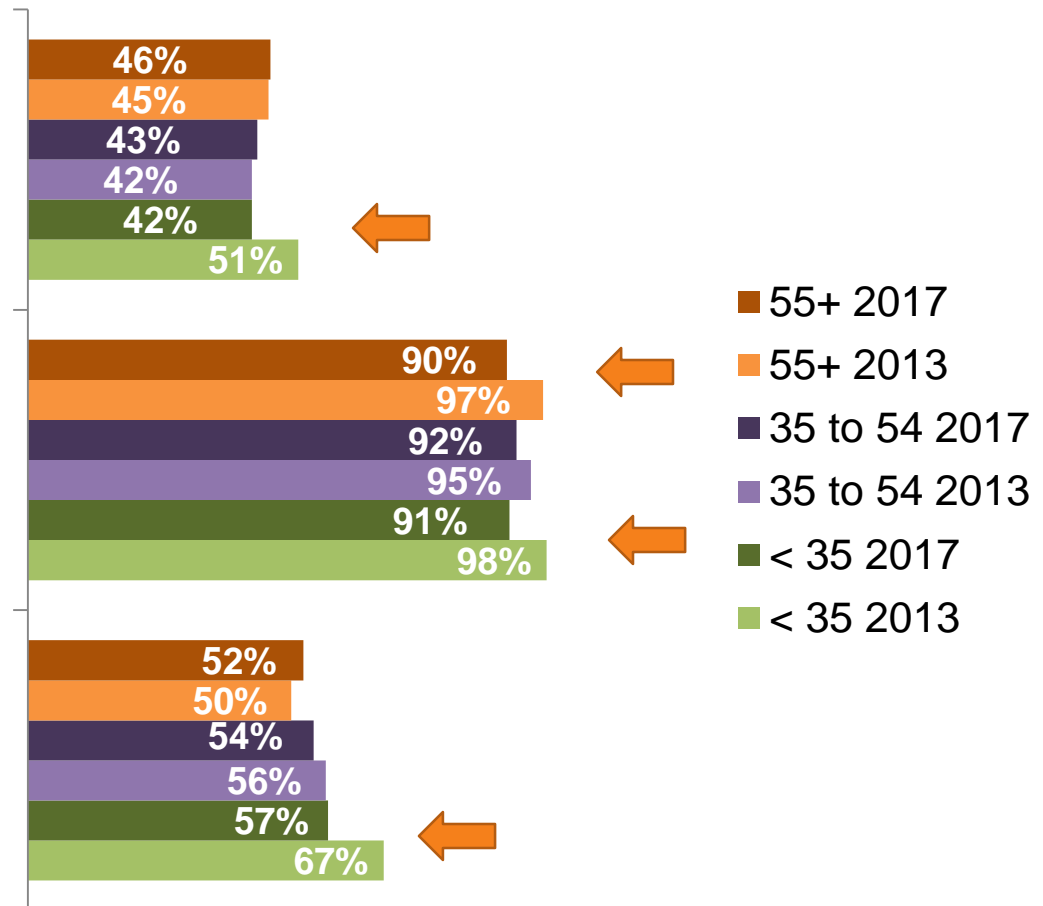
- African Americans 2017
- African Americans 2013
- Latinx 2017
- Latinx 2013
- Everyone else 2017
- Everyone else 2013

# Experiencing Arts, Culture and Creativity

**You experienced something artistic, cultural, or creative today.**

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**If you wanted to experience arts, culture, and creativity, it would be easy to find it in your neighborhood.**





# Barriers

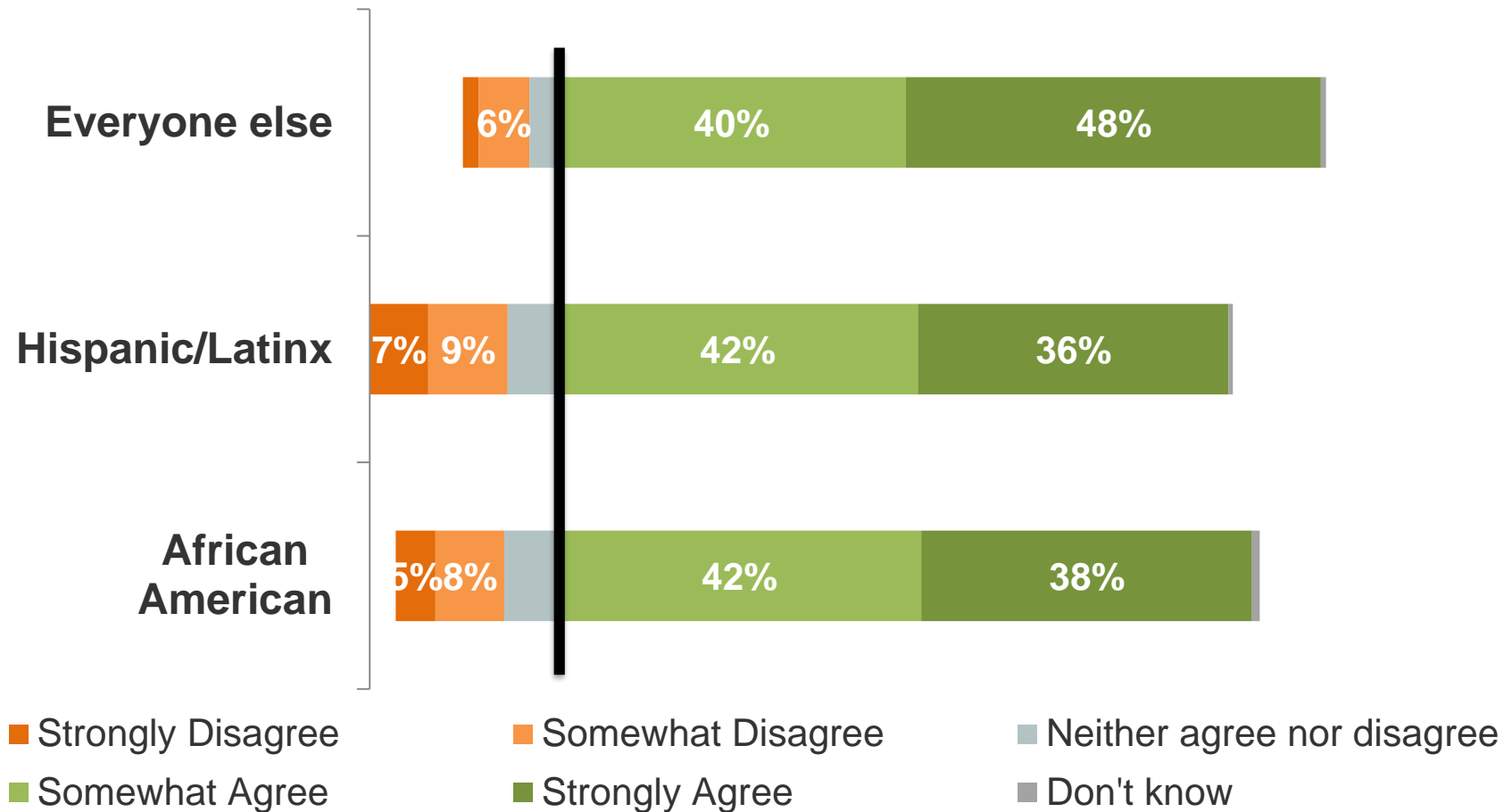




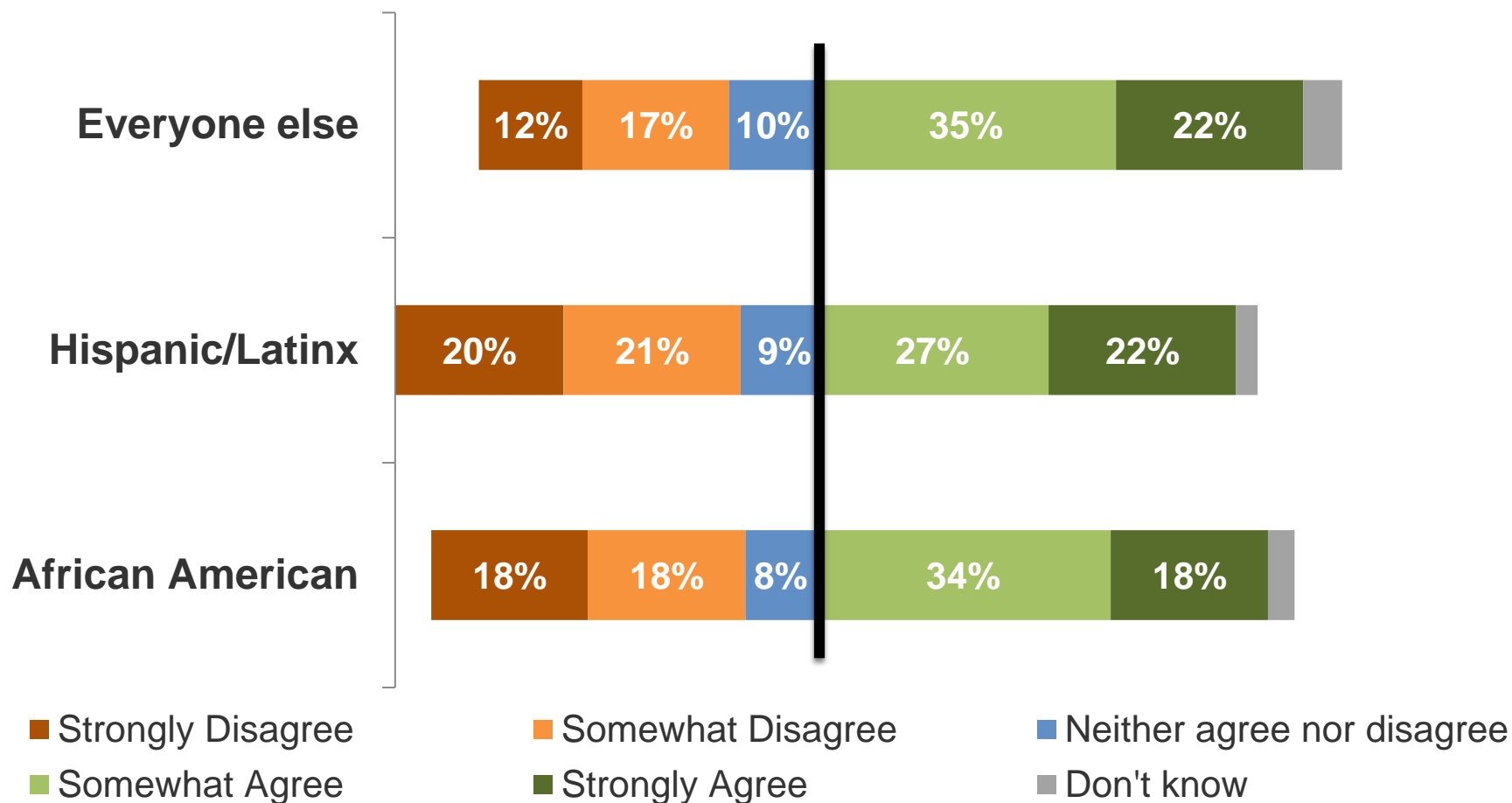
## Snack 3: Mirror, mirror on the wall

Do I see myself in your organization?

# People Like You Participate in Arts, Culture & Creativity in Denver

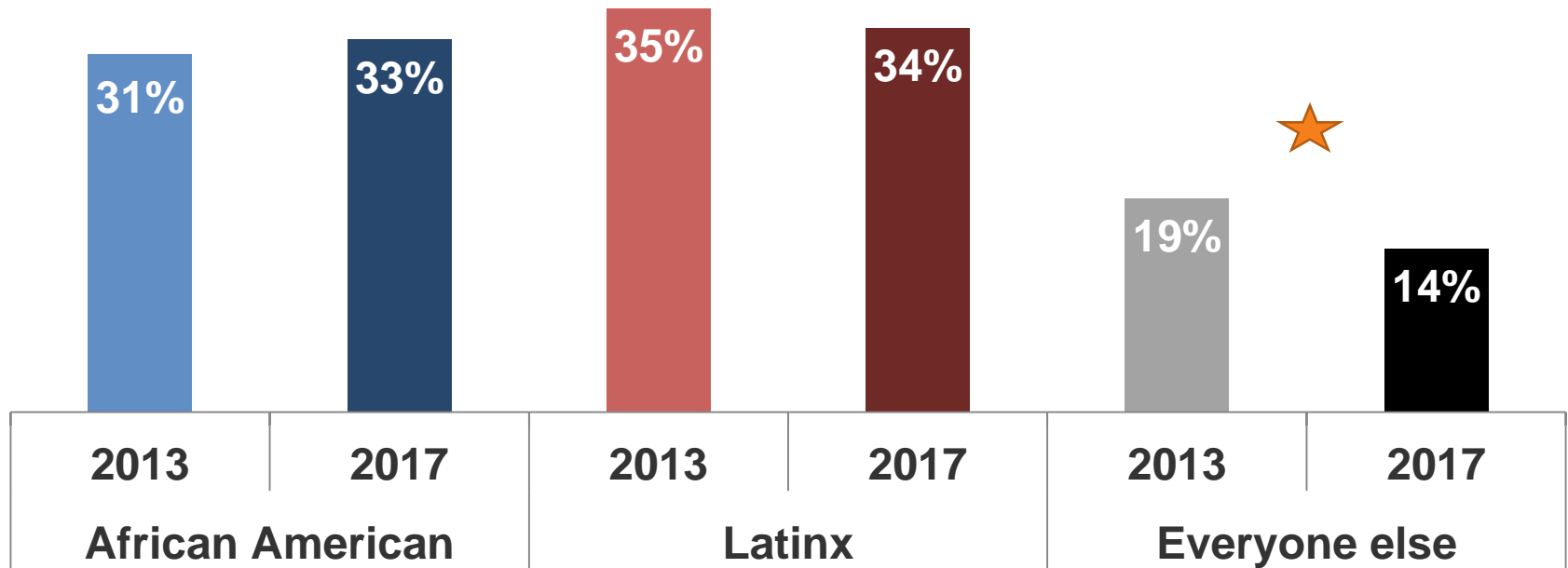


# People Like You Work in Arts, Culture & Creativity in Denver



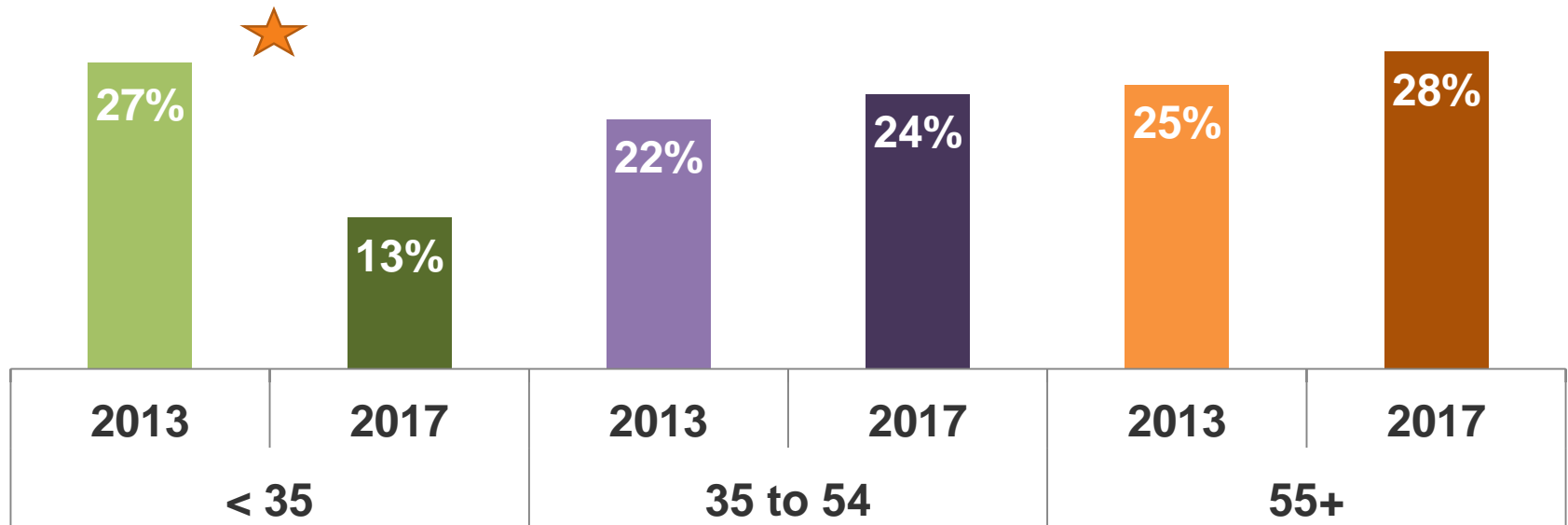
# Feeling Informed Enough to Enjoy Arts, Culture and Creativity

**You feel like you don't have enough background information to enjoy or understand arts and cultural events.**



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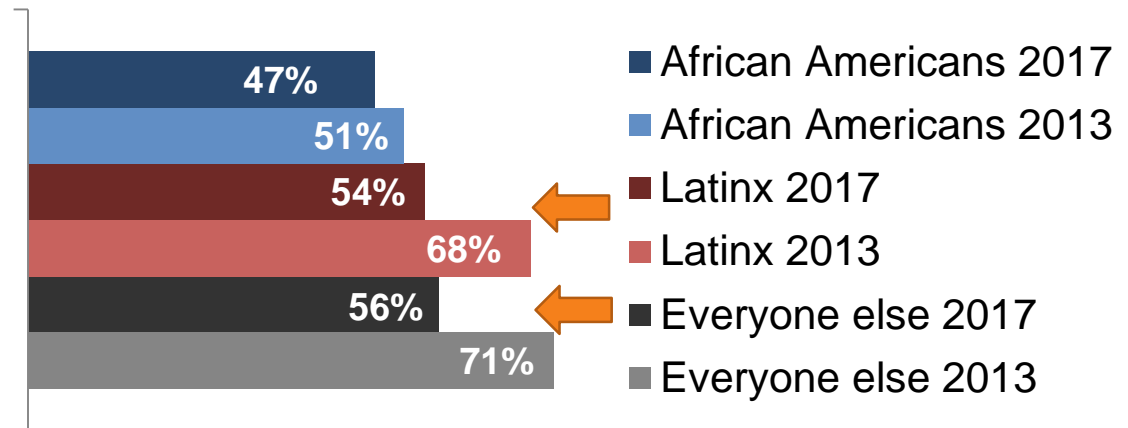
**You feel like you don't have enough background information to enjoy or understand arts and cultural events.**



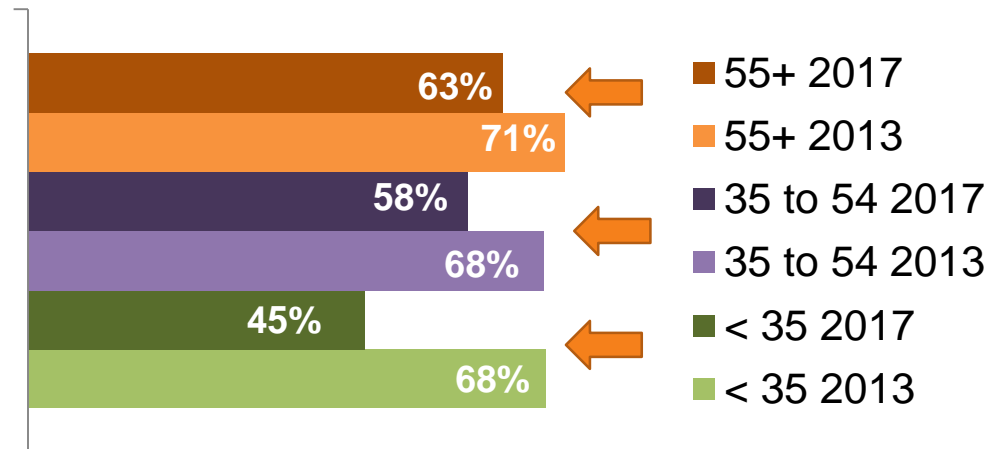


# Rated the following as Good or Excellent

The amount of culturally diverse programs in Denver



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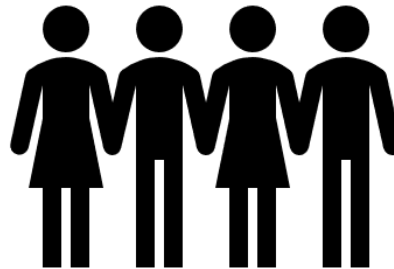


# Representation

Does the  
environment  
feel welcoming  
for me?

Do I feel  
knowledgeable  
enough to enjoy  
the activity?

Is the event or  
activity relevant  
to my interests?







# Questions?



## Bite Into the Data: Group Discussions

# First Discussion

## ➡ Goals

- > Discover what is meaningful about this data as a group
- > Learn about people's experiences that relate to the data

## ➡ Ground Rules

- > Please give everyone a chance to share
- > Please keep in mind that people can have different experiences

# First Discussion

- ➡ What surprised you about the data? What resonates with your experience?
- ➡ What supports the data? What doesn't?

# Second Discussion

## ➡ Goals

- > Use the data findings to inform next steps
- > Come up with ideas for engaging with a broader array of residents

## ➡ Ground Rules

- > Please give everyone a chance to share
- > Please keep an open mind

# Second Discussion

- ➡ What are two tangible ideas to engage the Latinx and African American communities, Millennials, and Boomers as participants, volunteers, staff members, or board members?



## Highlights





# **Rachel Bayse**

## **Denver Commission on Cultural Affairs**





**THANK YOU!**