



YEAR IN REVIEW

2014-2015

MESSAGE FROM THE MAYOR

With much enthusiasm and anticipation in March 2014, we unveiled IMAGINE 2020, Denver's first cultural plan in 25 years. IMAGINE 2020 captures the Denver community's aspirations and provides our city with a renewed sense of direction in arts, culture and creativity.

IMAGINE 2020 is built upon seven vision elements that spur action in arts integration, access, lifelong learning and collective leadership. It's comprehensive. It's visionary. It's bold.

From the beginning we have been committed to ensuring this plan doesn't sit on the shelf. Under the leadership of the Denver Commission on Cultural Affairs, a Blue Ribbon Panel of community leaders and Denver Arts & Venues, the first year of implementing the plan has been strong. From initiating a phenomenally successful Speaker Series to launching a neighborhood arts funding program, we are demonstrating that IMAGINE 2020 is a living plan that invites all of Denver to engage and support in its success.

Over 5,000 people participated in developing a plan that is for Denver, by Denver. It will take all of us – policymakers, cultural leaders, arts patrons, artists and residents – to continue to make arts, culture and creativity a defining characteristic of our great city. IMAGINE 2020 envisions what the future of arts, culture and creativity in Denver should look like. The first year of implementing this plan has had a great impact on our city and we must remain diligent in achieving this together to 2020 and beyond.

We hope you will join us in this exciting work to ensure arts and culture are at the heart of this great city.

Respectfully,

A handwritten signature in black ink, likely belonging to Michael B. Hancock, Mayor of Denver.



A COLLECTIVE VISION FOR DENVER

Denver's community-based cultural plan provides strategic vision for arts, culture and creativity to thrive. Thousands of Denver residents shared heartfelt aspirations to shape the seven vision elements that make up IMAGINE 2020.

1 INTEGRATION

Increasing Art, Culture & Creativity in Daily Life

2 AMPLIFICATION

Amplifying Arts, Culture & Creativity to Residents & the World

3 ACCESSIBILITY

Achieving Access & Inclusivity to Arts, Culture & Creativity

4 LIFELONG LEARNING

Filling Our Lifetimes with Learning

5 LOCAL TALENT

Building Careers & Businesses by Nurturing Local Talent

6 ECONOMIC VITALITY

Fueling Our Economic Engine

7 COLLECTIVE LEADERSHIP

Leading Cultural Development to 2020 and Beyond

FROM OUR COMMUNITY

NEW

IMAGINE 2020

PROGRAMS

Denver Arts & Venues and other community partners have been busy this year implementing and advancing the goals of IMAGINE 2020

P.S. YOU ARE HERE 1

- Creative placemaking and neighborhood revitalization program designed to transform underutilized gathering spaces into valuable neighborhood assets
- \$40,000 awarded to eight community-led groups

CITY COUNCIL ARTS TIME 1

- Launched January 2015, Denver City Council features a local artist or group at the beginning of the council meeting on a monthly basis

DENVER365.COM 2

- VISIT DENVER refreshed Denver365.com as the city's main cultural resource for residents and visitors to view schedules, venues, upcoming events, public art and more in one centralized location
- Denver365.com is consistently one of the most viewed pages on VISITDENVER.COM
- Since the refresh, Denver365 has seen a 9% increase in users and a 23% increase in time spent on the page

CULTURAL PARTNER PROGRAM 3

- Showcase more diverse arts and cultural performances at the McNichols Civic Center Building
- Over 100 partners including Inside the Orchestra: Tiny Tots Series, cmDance: Hot Night Fusion Dance, Civic Center Moves and Warm Cookies of the Revolution



CURIOUS THEATRE COMPANY 4

- One Friday during a Curious Theatre Company production run, Curious Teen Nights provide Denver teens with an opportunity to see the show, engage with the cast after the performance and share a meal with peers and members of the Company
- To date, over 100 teens reached from seven Denver Metro area high schools

ARTSPACE 5

- Artspace, a national nonprofit developer specializing in affordable spaces for artists and creative businesses, completed the Space Matters report and recommendations released Summer 2015
- Focus area: River North Art District (RiNo) a fast growing Denver neighborhood
- Over 200 active participants and 400 survey respondents

ARTS BROOKFIELD 1

- Arts Brookfield presents free world-class cultural experiences at Brookfield properties around the world including 1801 California and Republic Plaza in downtown Denver
- Exemplifying the cultural plan through year-round arts and events programming, Arts Brookfield integrates the arts into daily life by featuring local talent with offerings that are free to the public

SPEAKER SERIES

SPEAKER SERIES & INTERACTIVE WORKSHOPS

- Series created to inspire implementation and offer a forum for advancing the plan
- Six Speaker Series and Interactive Workshops
- Over 1400 attendees reached



DPS Youth Mariachi performance, Something to Say (Speaker Series)

August 2014: For the Love of Denver ¹

*Peter Kageyama,
author of "For the Love of Cities"*

October 2014: Creative Placemaking ¹

Jamie Bennet, ArtPlace America

October 2014: Something to Say: ⁴

**Best Practices in Afterschool Arts
Programs-and-How to
Attract and Retain Tweens**

Denise Montgomery, Culture Thrive

November 2014: Culture Track '14 ³

*Arthur Cohen, LaPlaca Cohen
Leslie Koch, Trust for Governors Island
Jennifer Wintzer, Shakespeare
Festival St. Louis*

December 2014: ⁴

Design Thinking:

**A Tool to Ignite Creativity
in Lifelong Learning**

Jason Wisdom, Design Gym

April 2015: The Art of ¹

Community Building

*Tom Borrup, author of "The Creative
Community Builders' Handbook"*

*Brian Payne, Central Indiana
Community Foundation*

DENVER COMMISSION ON CULTURAL AFFAIRS: TRUSTEES OF THE PLAN

Appointed by the Mayor, the Denver Commission on Cultural Affairs is an advisory board to Denver Arts & Venues' cultural programs that oversees the activities and policies of the city's public art collection and serves as stewards and trustees of Denver's cultural plan.

THE PLAN IN ACTION

After the launch of the plan, the Commission revised its bylaws and structure to focus on implementation:

- New committees formed for community engagement, advocacy, accountability and reporting
- Conceptualized new funding opportunities and events

MEMBERS

Co-Chair Nancy Walsh

*Denver Museum of
Nature and Science*

Co-Chair Rick Tallman

Renova Capital Partners

Anthony Aragon

*Mayor's Office Boards
& Commissions (Ex-officio)*

Rachel Basye

*Art Students League
of Denver*

Denis Berckefeldt

Denver City Auditor's Office

Stephanie Blake, Ph.D., APR

Blake Communications

Jayne Buck

VISIT DENVER

Kyle Chism

Brinkman Partners

Andes Cladera

Emerald City Opera

Josh Comfort

*Real Estate
Development Services*

Frank Daidone

*City and County
of Denver (Ex-officio)*

Ann Daley

Captiva Resources

Jennifer Evans

Community Volunteer

Rick Griffith

MATTER

Leslie Herod

LNH Solutions

Honorable Claudia Jordan

Denver County Court (ret)

Sarah Kurz

LiveWell Colorado

Mary Louise Lee

*First Lady of Denver
(Ex-officio)*

Evi Bachrach Makovsky

*NAI Shames Makovsky
Realty*

Michael Mowry

Mowry Studio

Yolanda Ortega

Performing Artist

Chandler Romeo

Artist

Maruca Salazar

Museo de las Americas

R. Tony Smith

Cherry Creek Arts Festival

Margie Soo Hoo Lee

Soo Hoo Design Associates

Bobbi Walker

Walker Fine Art

Dustin Whistler

*Forté Commercial
Real Estate*

WHAT'S NEXT FOR

WITH YOUR HELP, WE ANTICIPATE GREAT
STRIDES IN THIS NEXT YEAR OF IMPLEMENTING
DENVER'S CULTURAL PLAN



Jesse Quintana,
Texas-style fiddle performance
(City Council Arts Time)



Birdseed Collective,
The GES Bus Bench
Beautification Project
(P.S.Y.A.H.)

NEW IMAGINE 2020 FUND RECIPIENTS ANNOUNCED

- \$50,000 in funding for programs inspired by the seven vision elements
- Over 60 applications received and 15 funded programs

MORE ACTIVATION ON THE HORIZON

- New logo, resource tools and promotional outlets to help our community more effectively implement IMAGINE 2020
- New Mayor's Award dedicated to IMAGINE 2020

VISIT IMAGINEDENVER2020.ORG

This is a collective effort. Please get involved and help us continue to make arts, culture and creativity a defining characteristic of our great city.

- Share your stories: Tell us about new and upcoming programs
- Schedule an ambassador to come and give a presentation about IMAGINE 2020
- Join the quarterly newsletter for events and programming
- *Let us know how we can help!*

IMAGINEDENVER2020.ORG

#IMAGINE2020



DENVER
ARTS & VENUES