

CULTURAL PARTNER ACTIVATION PROGRAM

August 28, 2023



DENVER
ARTS & VENUES



GOOD TIMES, FOR GOOD

Your good time at our venues helps Denver's cultural
community thrive — for good!



DENVER
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What You Need to Know

August 28, 2023



Mission Statement

Denver Arts & Venues enriches Denver's quality of life and economic vitality through the advancement of arts, culture and entertainment opportunities for all.

Purpose Statement

So all may thrive!

EDI Statement

Denver Arts & Venues is deeply committed to an equity, diversity and inclusion (EDI) practice that closes access gaps in arts and culture with urgency and accountability. We believe long term impact requires changing traditional processes, creating new systems, and developing authentic relationships and transformative work. Our work stands at the intersection of arts, culture and community.



WHAT IS THIS PROGRAM? AND ELIGIBLE VS. INELIGIBLE EXPENSES: A REVIEW

Not a traditional Grant Program:

- Awardees do not receive grant money. They are considered “beneficiaries.”
- The money is being used to pay for certain costs that would normally be billed back to the event producer.

Eligible vs. Ineligible Expenses

Eligible	Ineligible
Janitorial	Producers
Security & Ushers	Performers
Stagehands	Fire, Police, Sheriff
Box Office Services	Other Ticketing Expenses
Some third-party services	Facility Rent

Rule of Thumb: DAV must be directly invoiced for a cost to be grant eligible.

REQUIREMENTS: UEI NUMBERS

A new City of Denver requirement is that ARPA recipients and beneficiaries obtain a Unique Entity Identifier (UEI) number from the U.S. System for Award Management (SAM). To obtain a UEI please go to:

<https://sam.gov/content/entity-registration>

A registration checklist and instructions can be obtained at this link.

FAQs

Q: How did you determine the amount of the award?

A: A number of factors were considered including identifiable eligible expenses in the applicant budget, historical costs and location.

Q: I am uncertain I will be able to produce my proposed event based on the awarded amount. Can I propose a different event and apply the Cultural Partner Activation Program funds towards that event?

A: Unfortunately, no. The proposed event could be scaled to the award amount, or you may choose to withdraw and reapply at a future time.

Q: What if I have unused Cultural Partner Activation Program funds remaining after my event? Could I apply them to a future event?

A: If your proposal included multiple events, yes. If not, the remaining funds will be returned to the Cultural Partner Activation Program pool.

Q: I am confused about how rent will work. Could you clarify it?

A: Rent is treated separately from the Cultural Partner Activation Program. It is a direct negotiation between the event producer and the DAV Booking Manager. In addition to the grant, an applicant may also request reduced or waived rent.

Q: Will there be a second opportunity to apply for this program.

A: At this time it is unknown and will depend on whether additional ARPA funds become available.

Q: I had hoped the Cultural Partner Activation Program would cover all my costs. Is there the possibility of supplemental assistance?

A: Unfortunately no. It is likely that the event producer will need to provide a portion of the financing for the event.

WHAT WE NEED FROM YOU

1. Official name of the event.
2. Name of the business/entity named in the booking agreement (must match what is on file with the Colorado Secretary of State with a certificate of good standing)
3. Type of business/entity (LLC, Non-profit 501c(3), Corporation, etc.)
4. Address of business/entity named in booking agreement (must match what is on file with Colorado Secretary of State), as well as a phone number.
5. Expected guest count for event.
6. Are you looking to book the full venue or only specific areas?
7. Name, email address, phone number and title of the person the booking agreement will be issued to.
8. Name, email addresses, phone number and title of any other contacts authorized to make changes to the bookings or reservations.
9. Times of building access for the Load-in/Set-up (set-up start and end time times) for each contracted day.
10. Times of building access for the actual event (event start time and event end time) for each contracted day.
11. Time everyone will be out of the building (tear-down end time) on each contracted day.
12. Short summary of the event/activities on each of the contracted days.
13. Will this event be ticketed? If so, please be aware that we have an exclusive contract with AXS ticketing, and you will need to use their platform for this event.
14. Will you be serving alcohol at this event?
15. Please provide an event rider as soon as possible, with as much production detail as you can provide to facilitate cost estimates.



CONTACTS

Program Administrator: Shanna Shelby, Shanna.Shelby@denvergov.org

Financial Manager: Michael Yu, Michael.Yu@denvergov.org

Marketing and Acknowledgements: Amber Fochi, Amber.Fochi@denvergov.org

Please include on your marketing material, “This event is supported by Denver Arts & Venues through the ARPA Cultural Partner Activation Program”

Submit Questions to:

www.ArtsandVenues.com/CPAP-FAQ-form

CONTACTS

Arts Complex Booking Manager: Jody Grossman, Jody.Grossman@denvergov.org

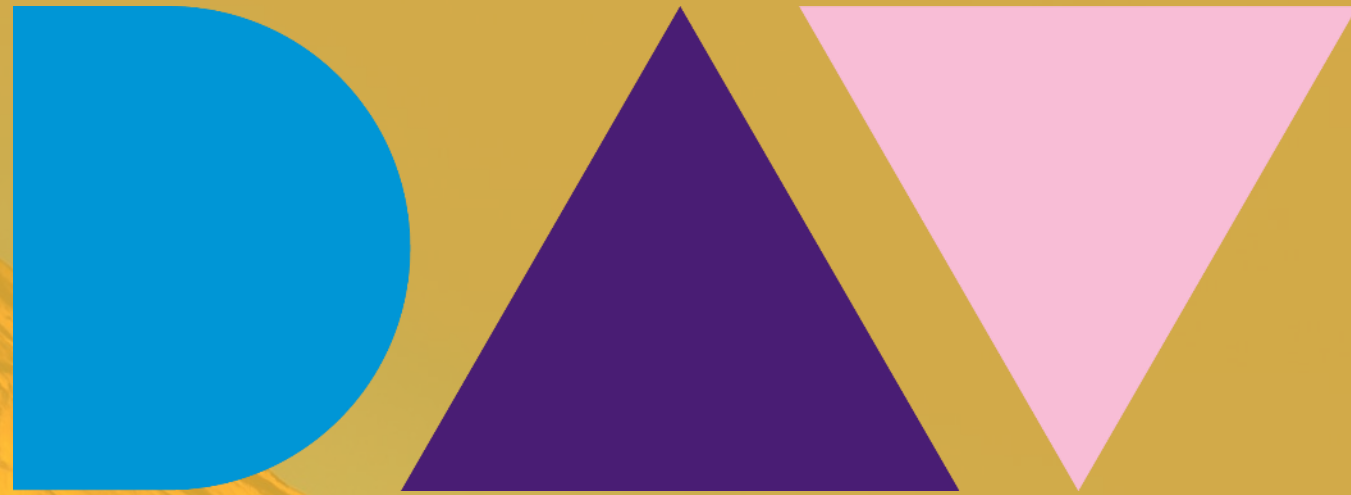
Arts Complex Program Liaison: Peter Dearth, Peter.Dearth@denvergov.org

Red Rocks Amphitheatre/Denver Coliseum Booking Manager: Jeannette Murrietta, Jeannette.Murrietta@denvergov.org

Red Rocks Amphitheatre/Denver Coliseum Program Liaison: Jeannette Murrietta, Jeannette.Murrietta@denvergov.org

McNichols Civic Center Booking Manager: Angelo Powell-Sharp, Angelo.Powell-Sharp@denvergov.org

McNichols Civic Center Program Liaison: Shanna Shelby, Shanna.Shelby@denvergov.org



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Thank you. Questions?