



## ARPA VENUE REACTIVATION PROGRAM

*Preliminary Close Out*

*March 31, 2023*



A photograph of the Colorado Convention Center building, a modern structure with a large glass facade. In the foreground, a large, blue, low-poly sculpture of a bear is visible. The building's entrance features a sign that reads "COLORADO CONVENTION CENTER" and "14th STREET".

## MISSION

So that all may thrive, Arts & Venues enriches and advances Denver's quality of life and economic vitality through premier public venues, arts, cultural and entertainment opportunities.



## WHAT WAS THIS PROGRAM?

- Goal was to assist non-profit arts and culture organizations which generate revenues by holding ticketed events/programs.
- Secondary goal to drive economic activity to support other businesses such as transportation, retail and restaurants.
- \$1,168,177.68 in benefits through March (includes some March estimates).
- Out spent original \$1M allocation.
- Unused tentative awards will not roll forward.





## Status Update

- Through March 2023:
  - \$1,083,879.41 in benefits for organizations with \$1M or more in 2021 revenues (large organizations).
  - \$ 84,297.93 in benefits for organizations with less than \$1M in 2021 revenues (small organizations).
- Estimated remaining benefits to be expended by May 31:
  - \$ 9,001.93 large organizations
  - \$40,000.00 small organizations
- Estimated Final Totals
  - \$1,092,881.34 large organizations
  - \$ 124,297.93 small organizations

# Lessons Learned



## Goal was to support recovering cultural non-profits

- Minimum award was too low
- Better outreach would be beneficial
- Better clarification on eligible expenditures and reimbursables
- Better clarification on co-promotional events
- Figure out better way to make early notification of award
- Longer timeframe to allow for planning of events/programs
- Better internal communication about application of ARPA credits
- Additional team members to respond to applicant questions.

# REPORTING

**No obligatory Federal Reporting!** As *beneficiaries*, instead of subrecipients, no ARPA reporting is required of your organization.

## Denver Arts & Venues Reporting

- No obligatory reporting by beneficiaries
  - By ticketing through AXS we are able to obtain metrics like attendance and sales.
- Optional Reporting
  - Complete the [online report form](#).
- DAV will be sending a final letter to each awardee with the total amount of benefits received over the life of the program to each organization.





## NEW PROGRAM ROLL OUT – CULTURAL PARTNER ACTIVATION PROGRAM

- Announcement early April.
- Will function similarly to Reactivation program.
- Application will include qualitative criteria
- Eligible time frame through December 31, 2024



# QUESTIONS ?

*Send them to:*

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