



Commerce City Cultural Council

Annual Update to City Council

June 18, 2018

Prepared by

Ed Hanson

Objectives

- Provide an update on the 2017 activities, including successes and challenges
- Share Cultural Council's plans for 2018
- Review surrounding cities arts and cultural program highlights
- Explore and discuss future opportunities

Board Members

- President: Ed Hanson
- Vice President: Debra Bullock
- Members:
 - Kristi Douglas
 - Kristen Henning
 - Lucy Molina
 - Melanie Stewart
 - Jacob Wilson
 - Cathleen Teter
 - Heather LaCrue
 - David Soucie
 - Angela Ramirez
 - Joel Georgia
- City Council Reps: Crystal Elliott & Jose Guardiola
- One Vacancy



Volunteer Hours

- 2016 = 730 hours
- 2017 = 709 hours

Commerce City Cultural Council

Tally of Volunteer Hours for 2017

	Meeting	Administrative	Grants/ Fundraising	Events	Committee Planning	Professional Development	Other	Monthly Total
Totals	230	99	58	207	101	0	14	709

Fewer volunteer hours were reported than the previous year, but the volunteers worked together more efficiently, with enthusiasm, took in more donor support, and got more done than the previous year.

The previous board officers and dedicated members of the Cultural Council deserve a lot of credit for this.

For 2018, we have a nearly full board, with four fresh faces, a lot of enthusiasm, and a lot of help from the City of Commerce City, as we transition to the role of an advisory board.

Successes from 2017

- Music in the Park
 - Attendance: 1,764
 - Fundraisers:



- Food Trucks at Southlawn and Pioneer Parks - \$752
- Chipotle - \$ 588
- Total - \$1,340

- Sponsorships:

- Corporate Donations - \$2250

Survey Results

2017 MitP Survey								
Park	Date	Responses	Commerce City Resident	Public Comments	Music Preferences (by votes)	Music Rating	Importance of Cultural Activities	Attendance
Pioneer	7/6/18	53	85%	Favorable 42% Suggestions 21%	Rock n Roll 28 Country 16 Jazz 14 Latin Amer 12 Hip Hop/Rap 12	Good 32% Very Good 68%	Very Important 42%	244
	7/20/18	51	94%	Favorable 27% Suggestions 24%	Rock n Roll 27 Country 17 Jazz 12 Latin Amer 11	Good 36% Very Good 62%	Very Important 88%	210
Southlawn	7/13/18	63	94%	Favorable 27% Suggestions 25%	Rock n Roll 40 Bluegrass 24 Pop 18 Blues 10	Good 38% Very Good 62%	Very Important 93%	551
	7/27/18	38	82%	Favorable 41% Suggestions 53%	Country 30 Rock n Roll 27 Bluergrass 11 Pop 10	Good 16% Very Good 84%	Very Important 92%	594

Successes from 2017 (continued)

- Art Shows
 - Spring art shows with school districts
 - Adams 14: ~ 300
 - Brighton 27J: ~ 400
 - Winter Art Show
 - Partner with city for tree lighting
 - 280 attendees counted



Successes from 2017 (continued)

- Grants
 - QCF: \$4,000
 - SCFD: \$42,196 +
 - Public Art Grant for Turnberry: \$5,600
- Memorial Day Parade and Outreach Events
- Public Art Installations
 - Council members on committees
- Board growth and involvement
 - Board almost full
 - Engagement of members
 - Committee work, very successful
 - Transition to Advisory Board
- City Staff assigned part time to support Cultural Council



Plans for 2018

- Grant submissions for QCF and SCFD
- Spring art shows with school districts
- Tower Road and Fronterra Art Selection Committees begin meeting
- Public Art dedication – Bison Ridge Rec Center
- Memorial day parade involvement
- Community Outreach Events
- Music in the Park – July 5, 12, 19, 26
- Fundraisers



MORE Plans for 2018

- Public Art dedication – Eagle Pointe Rec Center
- Rotating Art Exhibit
- New art project at Pioneer Park?
- Colorado Non-Profit Conference
- Fall/Winter art show
- Sponsorships with local businesses
- Arts & Culture Master Plan



Challenges



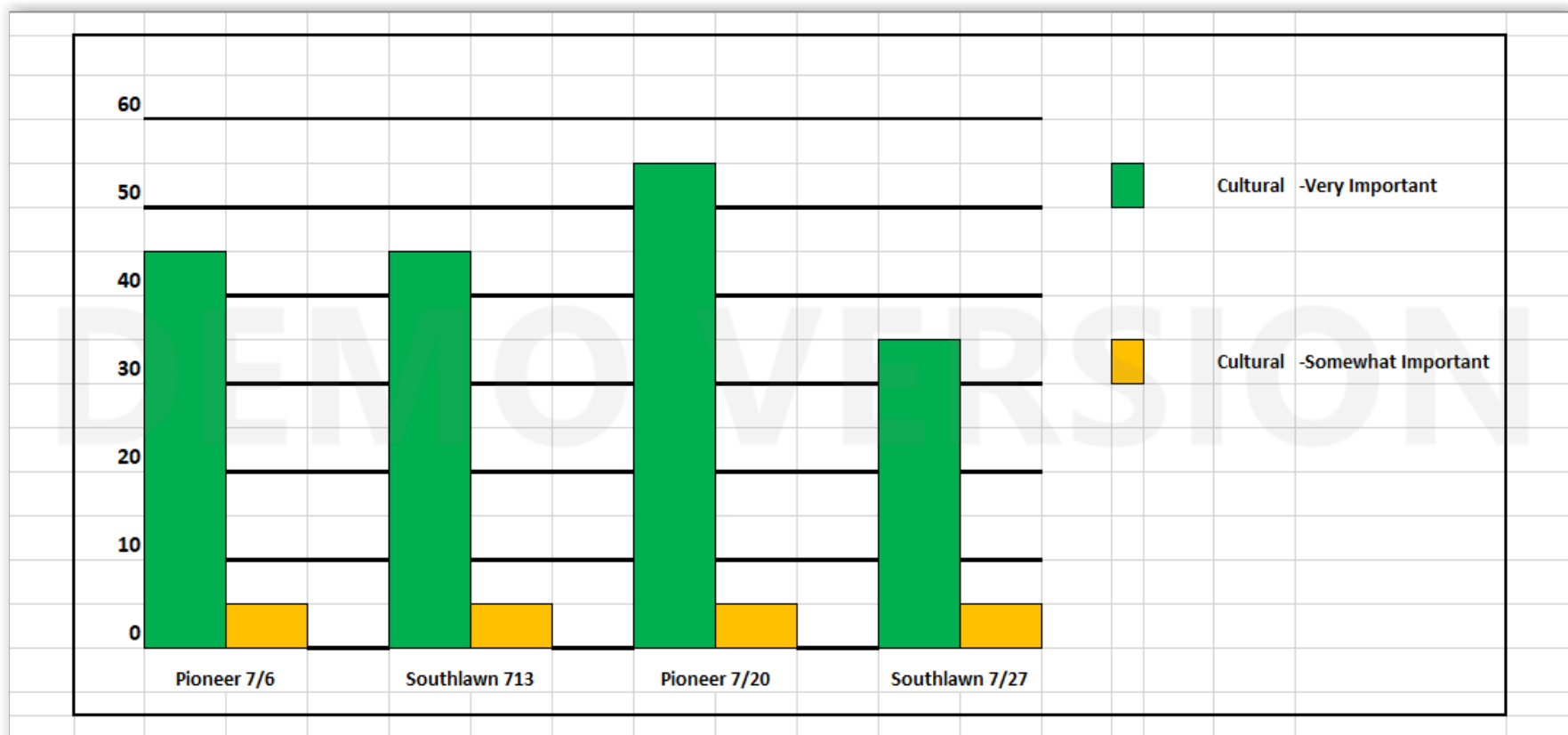
- All volunteer board
 - Time commitment can be overwhelming
- Board turn over: knowledge & experience
- Record Keeping
 - Tax filings
 - Non-Profit Status
 - Documents for grant applications & reports
- Grants, Sponsorships and Fundraising
 - About half of budget comes from these sources

Why Arts and Culture?

Survey Question:

How important is it to have arts, music and cultural offerings in Commerce City?

☐ Very Important ☐ Somewhat Important ☐ Not Important



City Comparisons

- Aurora (3rd largest city in state)
 - Cultural Services Division: 17 FTE (includes all Cultural Services & Library)
 - \$2.9 Million budget
 - Cultural Events Guide
 - Art in Public Places Guide
 - Fox Theatre
 - Four City Appointed Boards (focusing on arts and culture)
- Greenwood Village
 - Cultural Arts Coordinator
 - \$328,239 adopted budget for 2016 (24% increase from 2015)
 - Curtis Arts & Humanities Center
 - Public Art on Loan
- Brighton
 - Cultural Arts Commission
 - \$101,429 adopted budget for 2015
 - Cultural Arts Strategic Plan and Master Plan completed in 2015
- Thornton
 - Arts and Culture Division: 3 positions
 - \$412,828 budget for 2015
 - Thornton Arts, Sciences and Humanities Council
- Broomfield
 - Cultural Affairs Division (staffed): 2.55 FT, 1.5 PT
 - \$365,570 original 2016 budget
 - Auditorium
 - Cultural Master Plan

Note: This data was simply added to the presentation for the sake of discussion and to generate ideas for us to think outside the box about what we have been doing and can be doing in Commerce City.



Potential Future Opportunities

- Transition to more of an Advisory Board – **in process**
- Closer partnerships with local artists/musicians
- Additional Grant Funding opportunities
 - National Endowment for the Arts Grants
 - SCFD: Public Art Matching Funds
 - Others?
- Expanded arts and cultural events
 - Derby Daze
 - Cultural Fest
 - Arts community events
- Ongoing public art installations beyond 2K
- Arts & Cultural Master Plan (in partnership with city)
- How can we better align/collaborate with the city to meet the needs of our citizens?



Questions / Discussion

- We appreciate having you attend the events we sponsor.
- Thank you for the ongoing support!
 - Thank you for appointing us and trusting us to do this work for Commerce City.
 - Thank you to Crystal and José for their leadership and their commitment to see this city thrive!
 - Thank you for supporting us financially each year and allowing us to use space for storage at the Historical and Cultural Center.

