



Presentation to VISIT DENVER

August 7, 2014



About Arts & Venues



DENVER
ARTS & VENUES

- June 2011
- Operates as a special revenue fund with a net positive cash flow for operations & facility maintenance
- \$31M operation (less CCC operations)
- 70 employees

Theatres &
Arenas

- Management and Operations of city-owned convention & entertainment facilities
- Special Revenue Fund

Denver
Office of
Cultural
Affairs

- Public Art
- Cultural Programs
- Creative Sector Development
- General Fund

About Arts & Venues

Denver Arts & Venues' mission is to enhance Denver's quality of life and economic vitality through premier public venues, arts, and entertainment opportunities.

Arts

Venues

Public Art

Cultural Programs

Create Denver

McNichols Civic Center Building

Red Rocks

Denver Coliseum

Colorado Convention Center

Denver Performing Arts Complex

- Urban Arts Fund
- Tours & Docent Program

- Five Points Jazz Festival
- YOBOD

PS You Are Here

Ellie

Buell

Boettcher

Galleria, Sculpture Park, Garage, etc.

A COLLECTIVE VISION FOR DENVER.

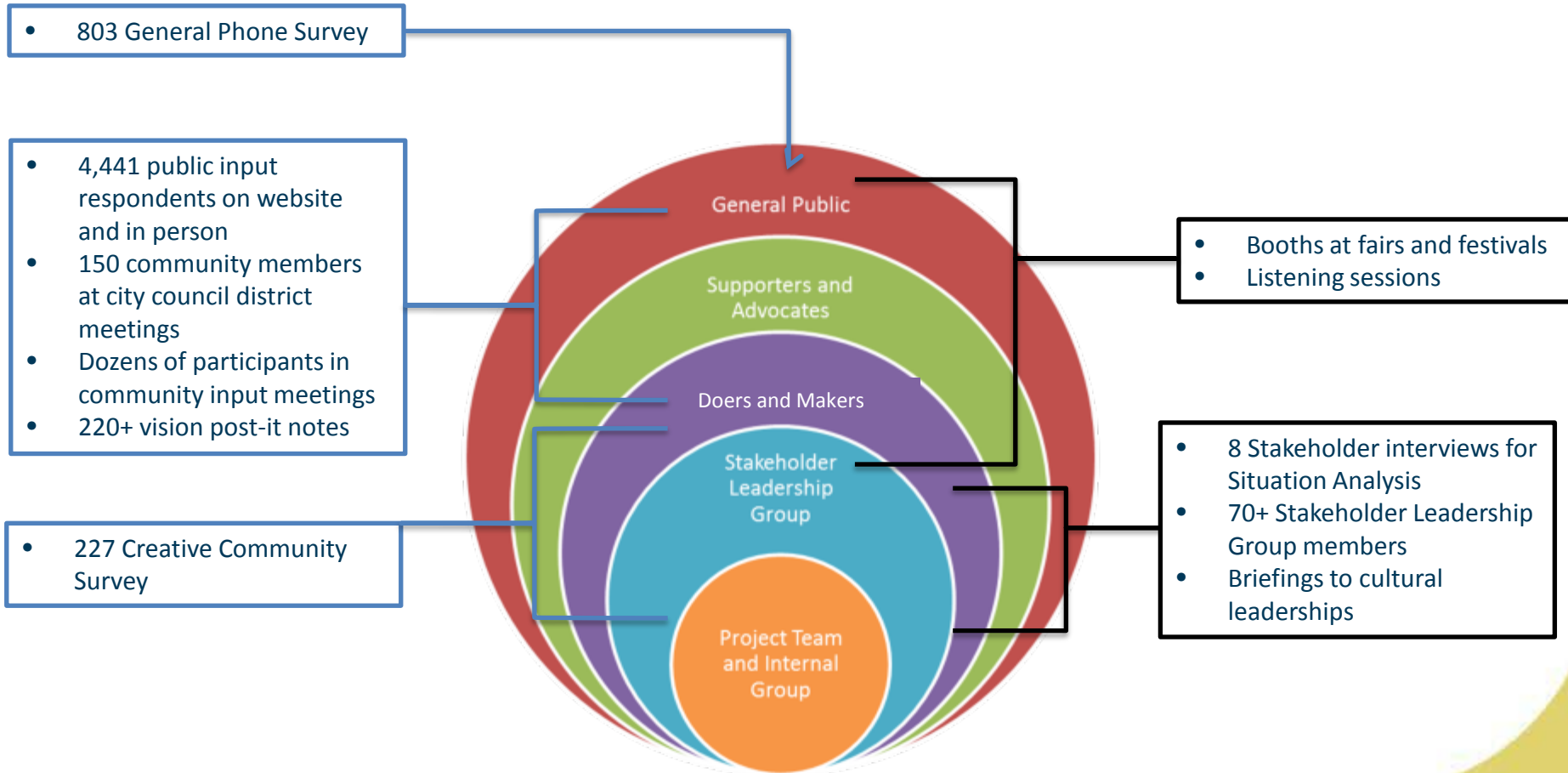
IMAGINE
2020

• DENVER'S CULTURAL PLAN •



A Strategic Vision for Cultural Development

For Denver – By Denver



7 Vision Elements

Integration

- Arts, culture and creativity are **fully integrated into daily life, work and play in Denver.**

Amplification

- Arts, culture and creativity are **amplified in Denver** – and **amplify the city to the world.**

Accessibility

- Arts, culture and creativity are **truly inclusive and accessible for all.**

Lifelong Learning

- Exposure, appreciation and participation in arts, culture and creativity **span our lifetimes.**

Artists Thrive

- Denver's diverse artists and creatives are **locally cultivated and flourishing.**

Economic Vitality

- Denver's **economic vitality is accelerated** by arts, culture and creativity.

Collective Leadership

- **Collective leadership** is committed to high impact results across Denver.

IMAGINE 2020 includes more than 50 goals. 10 have been identified as priorities:



Support DPS arts education strategic plan



Maximize Denver365.com for residents



Increase visibility of local artistic and creative talent



Launch a public/private partnership with a focus on building infrastructure for 21st century cultural development and promotion



Identify, inventory and rank availability of arts, culture and creativity in every neighborhood, noting cultural deserts



Increase availability of affordable and accessible live/work spaces for creative sector workers



Address barriers that limit participation such as affordability, transportation and other factors



Launch an alliance of organizations committed to inclusiveness and engagement in arts & culture



Inventory all arts, culture and creative enterprises for policy and messaging



Offer a Culture Cash give card, with proceeds benefiting IMAGINE 2020 initiatives

IMAGINE 2020

• DENVER'S CULTURAL PLAN •



Progress to Date

Integration

- Introduced PS You Are Here grant program
- Sponsoring Oh Heck Yeah! project

Amplification

- Refresh of Denver365.com by VISIT DENVER

Accessibility

- Sponsor of CrossCultured pilot program
- Expansion of MyDenver Card program

Lifelong Learning

- DPS Arts Education Strategic Plan due Summer 2014

Artists Thrive

- Artspace conducting affordable live/work space feasibility study in RiNo

Economic Vitality

Collective Leadership

- Expanding role of Denver Commission on Cultural Affairs
- Collective Conversations salon series, Fall/Winter 2014-2015



Thank you!

