

**PARKS, RECREATION & CULTURE MEMORANDUM  
#7-2021**

**DATE:** March 8, 2021

**TO:** Honorable Mayor Meredith Leighty and City Council Members

**THROUGH:** Heather Geyer, City Manager *hmg*

**FROM:** Amanda J. Peterson, Director of Parks, Recreation & Culture *ajp*  
Michael Stricker, Recreation Supervisor for Cultural Programs and Senior Center

**SUBJECT:** Northglenn Arts & Humanities Foundation Strategic Plan

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**PURPOSE**

To provide City Council with the Northglenn Arts & Humanities Foundation (NAHF) annual update and review of its strategic plan.

**BACKGROUND**

Through Resolution No. 04-107, Series of 2004, the City of Northglenn has supported the intention to fund the NAHF. In cooperation with the NAHF Board of Trustees, staff will provide an overview of this important collaboration and the prior year's offerings, along with important upcoming events and the board's 2021 priorities.

The highlights of this year's report, as outlined in the attached presentation, include:

- Financial summary
- 2020 Program review
  - Producing
  - Presenting
  - Public art
  - Pandemic response
- 2021 Strategic Plan

The mission of the NAHF is to maintain and nurture the cultural arts for the benefit of our community. Its plan is to accomplish this through the development and support of successful collaborations between the arts, businesses, service groups, schools and artists for optimum utilization of artistic resources. NAHF strives to provide access for all residents to the performing and visual arts, to promote an awareness of the arts and to enhance the community image through the development of a cultural climate. In partnership with the City of Northglenn, NAHF sponsors affordable, quality arts programs and performances at the D.L. Parsons Theatre and in City parks and schools.

**NEXT STEPS**

CR-27 – Northglenn Arts & Humanities Foundation Per Capita Funding is on the March 8 agenda for City Council's consideration.

**BUDGET/TIME IMPLICATIONS**

There are no financial or time impacts to the City.

**STAFF RECOMMENDATION**

This item is for informational purposes only.

**STAFF REFERENCE**

If Council members have any questions, please contact Amanda Peterson, Director of Parks, Recreation & Culture, at [apeterson@northglenn.org](mailto:apeterson@northglenn.org) or 303.450.8950.

**ATTACHMENTS**

1. Presentation
2. 2021 NAHF Strategic Plan

# Northglenn Arts & Humanities Foundation

# *STRATEGIC PLAN*

**Michael Stricker**

*Cultural Programs Supervisor*

*303.450.8727*

*mstricker@northglenn.org*

**Council Meeting**

*March 8, 2021*



CITY OF  
**Northglenn**

# ***D.L. PARSONS THEATRE***

**Opened 1975**

**Unique to  
Adams County**

**Community  
Asset**



# ***NEW PARSONS THEATRE***

**State-of-the-Art  
Facility**

**Support Spaces**

**Patron  
Experience**



# ***NORTHGLENN ARTS***

**Producing**

**Presenting**

**Special Events**

**Public Art**

# NAHF

501(c)3

Established  
1990

Funding and  
Advocacy



# ***FINANCIAL STRUCTURE - REVENUE***

## **NAHF**

### **City Per Capita =**

- **Contributed income**
  - **Grants**
  - **Donations**
- **Additional income**
  - **Concessions/merchandise**
  - **Investment income**

## **City**

### **Earned revenue**

- **Ticket sales**
- **Registrations**
- **Rentals**



# ***FINANCIAL STRUCTURE - EXPENDITURES***

## **NAHF**

**Theatre production costs**

**Theatre production contractors**

**Public art programs and  
maintenance**

**Fundraising and administration**

## **Shared Costs**

**Marketing, outdoor productions,  
special events**

## **City**

**Salaried employees**

- **3 FT – Supervisor, Theatre and Tech Coordinators**
- **2 PT – Marketing and Patron Experience Coordinators**

**Facility and equipment maintenance**

**Class instructor contractors**

**Ticketing and registration**

**Custodial**

# 2020



*Pre-pandemic*



*Drive-ins*

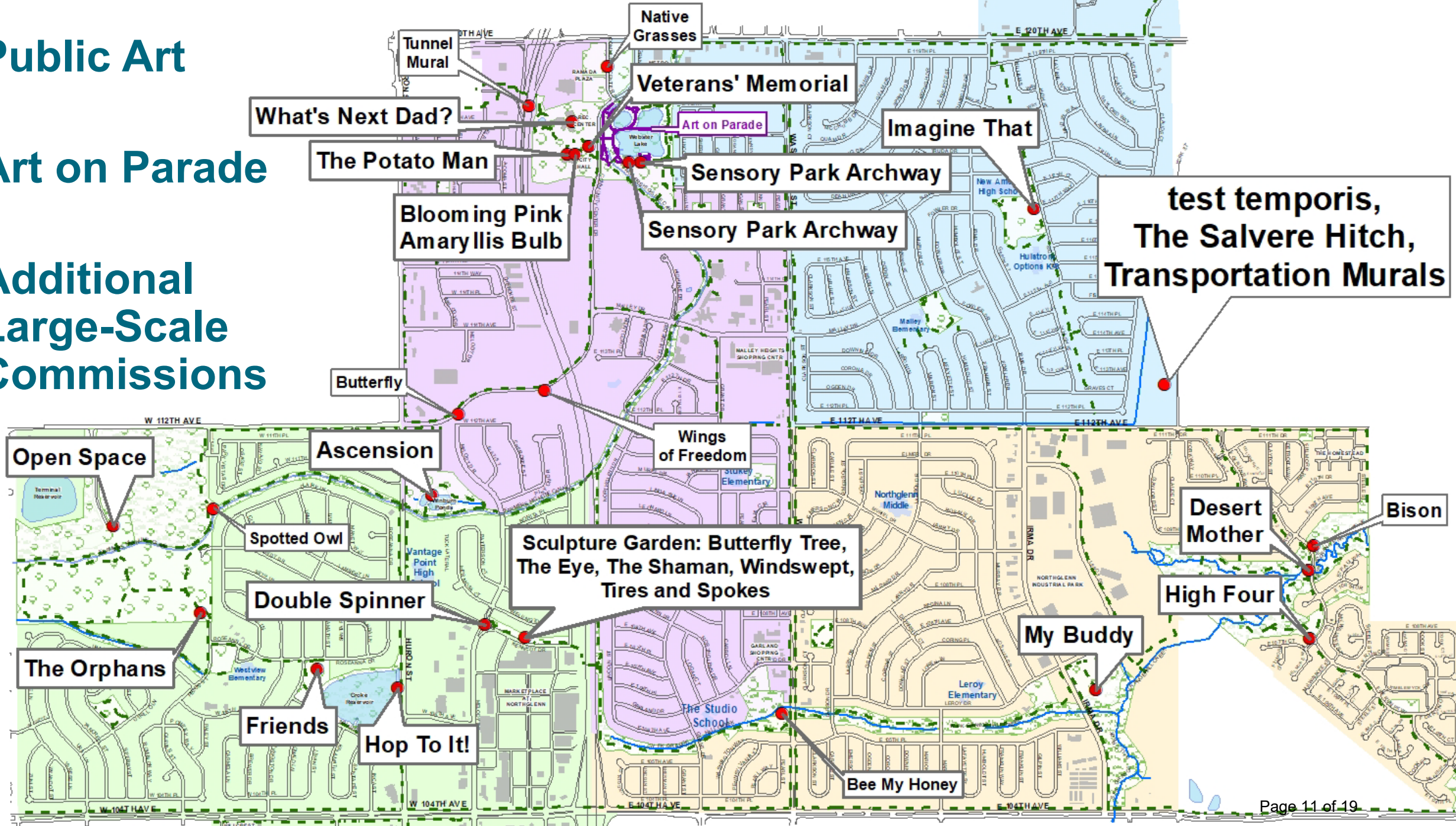


*Northglenn Youth Theatre and Academy*

# Public Art

## Art on Parade

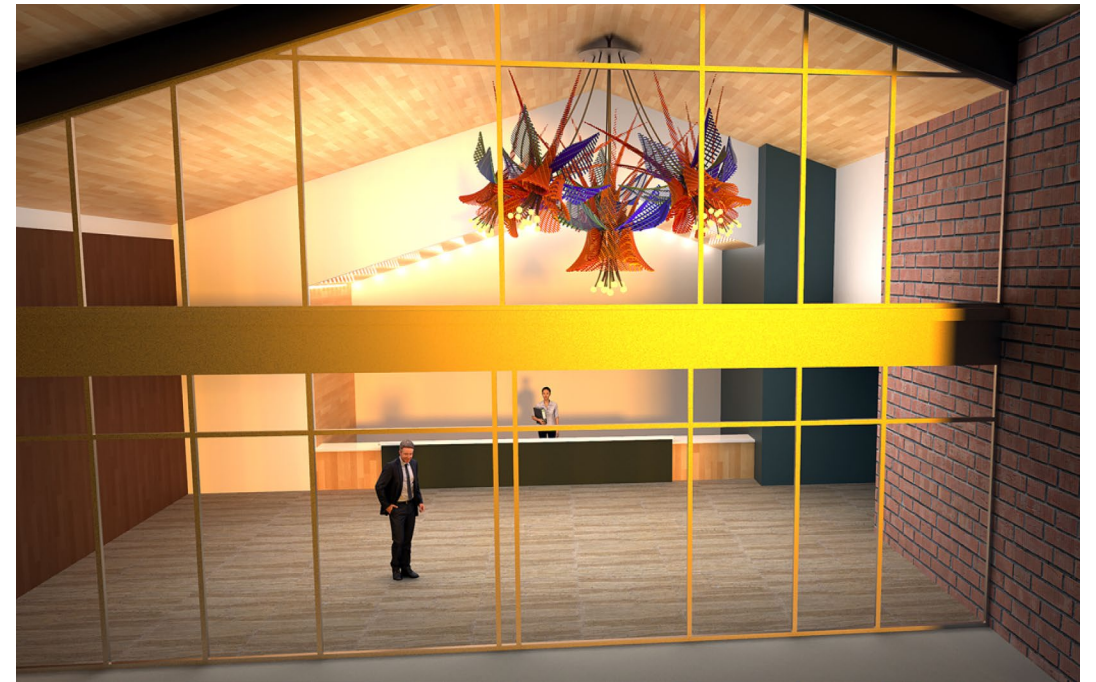
## Additional Large-Scale Commissions



# MAJOR COLLECTION ADDITIONS

## RTD Sculptures and Murals

## Lobby Sculpture



# ***STRATEGIC PLAN 2021 AND BEYOND***



*Producing*



*Presenting*



*Public Art*

# QUESTIONS?



# FIVE-YEAR STRATEGIC PLAN

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NORTHGLENN ARTS & HUMANITIES FOUNDATION  
CATALYST FOR THE NEW THEATRE  
CREATING ACCESS TO THE ARTS

2021 – 2026

# STRATEGIC PLAN

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## MISSION

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The mission of the Northglenn Arts and Humanities Foundation (NAHF) is to maintain and nurture the cultural arts for the benefit of our community. We will accomplish this through the development and support of successful collaborations between the arts, businesses, service groups, schools and artists for optimum utilization of artistic resources.

We strive to provide access for all residents to the performing and visual arts, to promote an awareness of the arts and to enhance our community image through the development of a cultural climate. In partnership with the City of Northglenn, we sponsor affordable, quality arts programs and performances at the D.L. Parsons Theatre and in City parks and schools.

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## HISTORY & VISION

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Only six years into its incorporation, the City of Northglenn made the bold choice to open a performing arts theater. Founded in 1975, the D.L. Parsons Theatre immediately began shaping what was possible with a community supported venue in the north-metro area. The NAHF was formed in 1990 as a fund-raising mechanism to increase cultural arts programming in Northglenn, and in particular at the Parsons Theatre, and has since grown to become one of the most effective non-profit Adams County arts organizations.

Northglenn has committed once again to shaping what is possible with a performing arts venue by the opening of a new, state-of-the-art theatre. 2021 marks the beginning of the next significant chapter in creating access to the arts in the north-metro area.

**The NAHF vision is to capitalize on 45 years of arts programming and greatly increase Northglenn's profile as an arts destination for the decades to come. We will do this through expanded quality programming, inclusive storytelling, engaging our diverse community, providing excellent patron and participant experiences, and safeguarding access to the arts for all.**

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## PURPOSE

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Provide program funding for the Northglenn Cultural Programs Division (*Northglenn Arts*) and advocate for arts and cultural opportunities at the City of Northglenn. Programs include but are not limited to: youth theatre, arts outreach, educational opportunities, regional collaborations, touring, music, dance, performance, heritage events, and both indoor and outdoor public art.



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## MAJOR GOALS

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- Create a strong, competitive edge as Northglenn continues its expansion toward becoming a premier **arts destination** in the North Metro area with statewide recognition.
- Match new facility with **high-quality** and **diverse** programming.
- Drive a strong **partnership** between City Council and the community with shared goals for dynamic cultural programs and enhancement of public places.
- Be a leading voice in **advocating** for scaled staffing and funding levels at the City to support the new theatre (the largest facility of its kind in Adams County).
- Support the successful **collaborations** between arts, businesses, civic groups, schools, artists, participants, and residents.
- Complement city **goals** for redeveloping the city campus by clearly communicating the Northglenn Arts brand and programs to developers, city staff, and the community.
- Tell the NAHF **story** and maintain **recognition** of funding and its sources.

We will accomplish these goals by:

- Recognizing and acting on **market demand**.
- Embracing **innovation** in the arts.
- Identifying, planning, and supporting **fundraising** activities and program offerings in accordance to the mission.
- Supporting expanded **adult programming** to complement well-established youth offerings.
- Ensuring that our artistic practices nurture and affirm all artists, participants and audiences through programming that is representative of the city's **diversity, inclusivity and social equity values**.
- Creating opportunities for the community and patrons to provide **feedback**.
- Supporting Northglenn arts staff in establishing robust **Northglenn Arts** branding, strategic program marketing, and excellent patron and participant customer service.
- Establishing a **regional draw** through an increase in quality, diversity, and impact.
  - Increase **value proposition** by offering a wider range of performing arts experiences, at a commensurate ticket price.
  - Dissolve Northglenn Players and shift funds to local **Presenting collaborations**.
  - Support greatly expanded city-funded **Presenting** opportunities.
- The solicitation, acquisition, presentation, and preservation of unique and compelling **public art** for Northglenn.

- Utilize the new theatre/recreation center **gallery** walls to develop community-based programs as well support professional artists through the curation of visual art.
- Explore new opportunities for **outdoor public art** like artistic elements at the Karls Farm development, electrical box wrap initiative, public mural program, and other approaches to public art that sets Northglenn apart from other communities.
- Create installation plan for Eleanor M. Wyatt Centennial Park **Sculpture Garden** to include seating, landscaping, and walkability.
- Advocating Northglenn interests and the Parsons Theatre facility at the **county and regional** level.

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## FINANCIAL SUPPORT AND OPERATING BUDGET

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Financial support from per capita funding from City Council, sponsorships, donations, grants, and fundraising activities by NAHF will continue to be the priority for program viability. Board members and programs will promote and nurture the relationships necessary for maintaining the funding that these entities provide. Actions that will assist the Foundation with this goal are:

- Continued commitment of financial contributions by 100% of the Board.
- Develop creative and quality programs that compel Scientific and Cultural Facilities District (SCFD) to continue to fund ongoing efforts.
- Solicit additional grants from private foundations, state and national agencies.
- Promote sponsorships and product partnerships with local businesses.
- Enhance fundraising activities through various arts and cultural events within the community.
- Participate in annual Colorado Gives Day and other similar initiatives.
- Maintain and fund contracted grant-writer position.

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## PROGRAM EVALUATIONS

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NAHF is committed to ongoing program evaluation. Qualitative evaluations include written and verbal feedback by participating artists, committee members, instructors, staff, and attendees. Surveys are widely applied across programs to provide opportunities for direct feedback which leads to a better understanding of participant and patron experiences. Additionally, direct public input is sought for various programs including public art and movie selections, and others.

Quantitative evaluations encompass detailed participant and audience attendance tracking and purchasing behavior. The data provides insight into how effectively a program was selected, marketed, sold, and its overall appeal in the market.

NAHF submits a detailed annual report to SCFD and other funding sources. NAHF activities are also included in the City of Northglenn's Parks and Recreation seasonal and annual reports.

UPDATED JANUARY 2021