

**PARKS, RECREATION & CULTURE MEMORANDUM
#4-2020**

DATE: February 10, 2020

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 & Senior Center

SUBJECT: CR-41 – Northglenn Arts and Humanities Foundation Per Capita Funding

PURPOSE

Staff is seeking approval of CR-41, which would approve the release of per capita funds to the Northglenn Arts and Humanities Foundation (NAHF) in the amount of \$77,714.00.

BACKGROUND

Through Resolution No. 04-107, Series of 2004, the City of Northglenn has supported the intention to fund the NAHF. In 2018, City Council provided direction through Resolution No. 18-25 to increase the funding formula from \$1.00 per capita to \$2.00 per capita. The State Demographer's Office's most current published estimate of Northglenn's population is 38,857.

Per capita funding supports the NAHF's ability to achieve the goal of providing funding for high quality, affordable theatre, concerts, public art, and other performing arts endeavors. D.L. Parsons Theatre is the largest facility of its kind in Adams County and the NAHF provides the majority of operating funds for programming. Additionally, these funds have been used to help beautify parks and public areas throughout the City. The Art on Parade sculpture acquisition program has gifted 23 permanent works of art to the City. Additional public art has been funded by the NAHF, including the *Veteran's Memorial*, *Webster Lake Promenade Native Grasses*, and thanks in part to the increase in per capita in 2018, Northglenn's first-ever public art mural, among others. The total collection is valued at \$642,942. The NAHF spends \$3,000-\$6,000 per year maintaining the collection.

This year marks Northglenn Arts flagship program Northglenn Youth Theatre's (NYT) 26th anniversary, in addition to Missoula Children's Theatre's 32nd year of residency, and the continued rigorous and popular NYT Academy classes, camps, and workshops, which provides service to thousands of youth. In its eighth year, Northglenn Players continues to present affordable community theatre performed by adults. Celebrating its 32nd year, the Summer Concert Series will include six local bands, with the continued amenities of a beer garden and food trucks. The growing Summer Movie Series comes back for a seventh year, including food trucks at every viewing, and a special Cine en el Parque showing. The ever-popular A Cappella Concert Series and other unique Northglenn Arts Presents engagements with partnering companies such as Black Arts Festival, Cleo Parker Robinson Dance, Su Teatro, ImaginASL, and others help to round out the year.

NAHF was awarded \$186,025 from the Scientific & Cultural Facilities District (SCFD) for 2020, continuing the trend of being a top award recipient in Adams County. \$100,000 of the award is for the design and installation of a commissioned site-specific hanging (suspended atrium) sculpture for the new theatre lobby. Other NAHF revenue sources include donations,

sponsorships, investment income, concession sales, the Colorado Creative Industries *Colorado Creates* grant, and other smaller grants when available. The per capita and SCFD funds, however, make up the greatest portion of monies used in fulfilling the mission. The NAHF believes that partnerships such as the one that exists with the City of Northglenn are a valued community asset. Staff looks forward to the opportunity to provide a diverse theatre and cultural experience for the residents of our community by building upon our past success in the coming year.

STAFF RECOMMENDATION

Staff recommends approval of CR-41. The NAHF Board of Trustees will accept these funds, and utilize them in a manner consistent with the mission "...to maintain and nurture the cultural arts for the benefit of our community." A letter of recommendation from the NAHF Board of Trustees is included as Attachment 1 and the NAHF Strategic Plan is included as Attachment 2.

BUDGET/TIME IMPLICATIONS

Funds in the amount of \$77,714.00 are available in the City Council's 2020 approved operating budget.

STAFF REFERENCE

If Council members have any comments or questions they may contact Amanda Peterson, Director of Parks, Recreation and Culture, at 303.450.8950 or apeterson@northglenn.org.

ATTACHMENTS

1. Letter from the NAHF Board of Trustees
2. NAHF Strategic Plan



February 10, 2020

Mayor Meredith Leighty
CITY OF NORTHGLENN
11701 Community Center Drive
Northglenn, CO 80233

Dear Mayor Leighty:

On behalf of the Northglenn Arts & Humanities Foundation (NAHF), we would like to thank City Council for their past support of the Foundation's efforts to develop and promote the arts and culture within the City of Northglenn. The NAHF respectfully request the release of appropriated per capita funds for fiscal year 2020. The funding assists with our efforts to beautify the community and bring quality arts and cultural events to our citizens. We do this through an active partnership with the City of Northglenn's Cultural Programs division.

Through Resolution 18-25 the City of Northglenn has supported the intention to fund the NAHF based upon a formula of \$2.00 times the number of residents living within the City's boundaries. The NAHF understands that City staff have evaluated several different population estimates (US Census, DRCOG, State Demographer's Office) and determined that the State Demographer's Office is the most accurate, based on methodology. The State Demographer's Office estimates Northglenn's population to be 38,857, bringing the total to \$77,714.

The NAHF believes that partnerships such as ours are a valued community asset. We look forward to building upon our past success in the coming year.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michael Stricker', is written in a cursive style.

Rosie Garner, President
Northglenn Arts & Humanities Foundation
11801 Community Center Drive
Northglenn, CO 80233

Michael Stricker, Director
Northglenn Arts & Humanities Foundation
11801 Community Center Drive
Northglenn, CO 80233
(303) 450-8727

FIVE-YEAR STRATEGIC PLAN

FOSTERING ACCESS TO THE ARTS
BUILDING PARTNERSHIPS FOR SUCCESS
CREATING A DESTINATION

2018 – 2023

STRATEGIC PLAN

MISSION

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 citizens 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.

VISION

It is the vision for the NAHF to seek meaningful and lasting partnerships in collaboration with local city government, citizens, and local corporations. The Foundation will strive to provide an arts destination that is widely recognized through unique and visually interesting programming that recognizes the wide variety of cultural influences in the City and the surrounding community.

PURPOSE

Provide program funding for the Northglenn Cultural Programs Department (*Northglenn Arts*) and advocate for arts and cultural opportunities at the City of Northglenn.

- Northglenn Youth Theatre, NYT Academy, Missoula Children’s Theatre, Northglenn Players, Summer Concert Series, Summer Movie Series, A Cappella Concert Series, and Art on Parade sculpture acquisition program.
-

MAJOR GOALS

- Create a strong, competitive edge as Northglenn continues its expansion toward becoming a premier **arts destination** in the North Metro area with statewide recognition.
- Be a leading voice in **advocating** for a new theatre on the potential new civic campus to compliment the 40 year history of the D.L. Parsons Theatre (the largest facility of its kind in Adams County.)
- Drive a strong **partnership** between City Council and the community with shared goals for dynamic cultural programs and enhancement of public places.
- Support the successful **collaborations** between arts, businesses, civic groups, schools, artists, participants, and citizens.
- Complement City **branding** by clearly communicating Northglenn Arts brand.

- Tell the NAHF **story** and maintain **recognition** of funding and its sources.

We will accomplish these goals by:

1. Recognizing and acting on market demand.
2. Embracing innovation in the arts.
 - a. Explore public art programs like artistic elements at the 112th RTD Light Rail station and a public mural program.
3. Advocating for a new 350 seat theatre including support spaces.
 - a. Support spaces to include: *large lobby/gallery area, bar and concessions, rehearsal room, large build shop, loading dock, fly space and rigging, two large dressing rooms, green room, and set, prop, electrics, and costume storage.*
 - b. Advocate for scaled staffing needs to meet demand.
4. Soliciting and purchasing unique and compelling public art for Northglenn.
 - a. Create installation plan for Eleanor M. Wyatt Centennial Park Sculpture Garden to include seating, landscaping, and walkability.
5. Enhancing the inclusivity of Northglenn by promoting an awareness of the arts.
6. Identifying, planning, and supporting fundraising activities and program offerings in accordance to the mission.
7. Advocating Northglenn interests and the D.L. Parsons Theatre facility at the county level, including neighboring cities.

FINANCIAL SUPPORT AND OPERATING BUDGET

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:

1. Continued commitment of financial contributions by 100% of the Board.

2. Develop creative and quality programs that compel Scientific and Cultural Facilities District (SCFD) to continue to fund ongoing efforts. Continue to request General Operating Support funds in addition to Programs and Visual Arts.
3. Solicit additional grants from state and national agencies, including Colorado Creative Industries, Colorado Creates grant, Nathan B. and Florence R. Burt Foundation, and others.
4. Promote sponsorships and product partnerships with local businesses in the North Metro area.
5. Enhance fundraising activities through various concession sales at cultural events within the community.
6. Participate in annual Colorado Gives Day.
7. Maintain and fund contracted grant-writer position.

PROGRAM EVALUATIONS

NAHF is committed to ongoing program evaluation. Qualitative evaluations include written and verbal feedback by participating artists, committee members, instructors, staff, and attendees. This information is studied and then placed in the program file for future use and reference. Additionally, direct public input is sought for various programs like the summer movie and travel film line-ups. The selection process for Art on Parade provides opportunities for direct evaluation by having citizens and park visitors select the artwork they find most appealing and the specific piece they feel is the best fit to remain permanently in Northglenn.

Quantitative evaluations encompass tracking the number of participating artists, citizens, and audience size which helps us determine the overall appeal of the program and how effectively we were able to market the program. In some cases (i.e. auditions and audience surveys), we are able to track very specific information including addresses/cities, school the child attends, and how people heard about the program.

Additionally, NAHF submits a detailed annual report to SCFD. NAHF activities are included in City of Northglenn Parks and Recreation division seasonal and annual reports as well.

UPDATED JANUARY 2018

SPONSORED BY: MAYOR LEIGHTY

COUNCILMAN'S RESOLUTION

RESOLUTION NO.

No. CR-41
Series of 2020

Series of 2020

A RESOLUTION APPROVING FUNDING FOR THE NORTHGLENN ARTS AND HUMANITIES FOUNDATION

WHEREAS, the Northglenn Arts and Humanities Foundation (the "Foundation"), is a Colorado non-profit corporation organized and existing for the purpose of furthering artistic and cultural opportunities in the City of Northglenn; and

WHEREAS, the Foundation performs an important public purpose by encouraging the development of art located within the City and partially funding other cultural opportunities; and

WHEREAS, the City Council, by the adoption of Resolution 04-107, Series of 2004, declared its intent to appropriate funds in future years for the Foundation's important public purpose; and

WHEREAS, the City Council wishes to encourage the Foundation in its mission and has recently appropriated funding for the Foundation based on a formula of \$2.00 times the number of residents living within the City's boundaries.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF NORTHGLENN, COLORADO, THAT:

Section 1. The City Council hereby approves funding for the Northglenn Arts and Humanities Foundation in an amount calculated at approximately \$2.00 times the number of persons residing within the City's boundaries as estimated by the State Demographer's Office for the year 2020. Said amount is \$77,714.00.

DATED at Northglenn, Colorado, this ____ day of _____, 2020.

MEREDITH LEIGHTY
Mayor

ATTEST:

APPROVED AS TO FORM:

JOHANNA SMALL, CMC
City Clerk

COREY Y. HOFFMANN
City Attorney