

**PARKS, RECREATION & CULTURE MEMORANDUM
#8-2021**

DATE: March 28, 2022

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 Manager for Arts, Culture & Community

SUBJECT: Northglenn Arts & Humanities Foundation Annual Update

PURPOSE

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

BACKGROUND

Through Resolution 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 2022 priorities.

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

- Financial summary
- 2021 Program review
 - Northglenn Youth Theatre
 - Northglenn Arts Presents
 - Special events
 - Public art
- 2021 Strategic Plan

Mission

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 Parsons Theatre and in City parks and schools.

NEXT STEPS

Subsequent to this presentation, CR-66 – Northglenn Arts & Humanities Foundation Per Capita Funding, will be brought forward 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 303.450.8950 or apeterson@northglenn.org.

ATTACHMENTS

1. Presentation
2. 2021-2026 NAHF Strategic Plan

STRATEGIC PLAN

Michael Stricker

Arts, Culture & Community Manager

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Council Meeting
March 28, 2022



CITY OF
Northglenn

NAHF BOARD OF DIRECTORS

- Rosie Garner – Chair
- Jill Parsons – Vice Chair
- Kit Steffen – Treasurer
- Laura Baukol – Secretary
- Jami Bhatti
- Donna Cole
- Joyce Downing
- Jennifer Nevins
- Lucille Rivera
- Gary Rodriguez
- Tanya Rodriguez



- **501(c)3**
- **Est. 1990**
- **Funding and advocacy**



NORTHGLENN ARTS

Theatre

- Northglenn Youth Theatre
- NYT Jr.
- NYT Academy
- Missoula Children's Theatre
- Northglenn Arts Presents

Special Events

- Summer concerts
- Summer movies
- Travel films
- Teddy Bear Picnic
- Daddy Daughter Sweetheart Ball
- Northglenn High School Poetry Slam

Public Art

- Art on Parade
- Permanent collection
- Large-scale commissions
- Sculpture garden
- Indoor gallery



1975 - 2021



2021 AND BEYOND



2021 IMPACT



22,662
Total Attendance



\$913,000
Public Art Collection



\$113,469
SCFD Award



2021 REVIEW



*Northglenn Youth
Theatre & Academy*



Special Events



*Northglenn Arts
Presents*



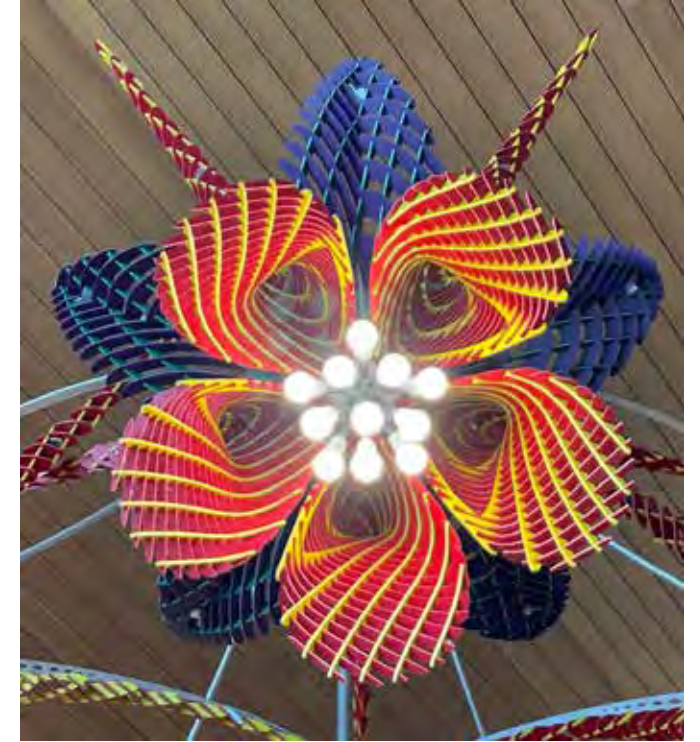
ILLUMINATION



Artist Mark Aeling



*Hanging Atrium
Sculpture*



Donations



FINANCIAL STRUCTURE - REVENUE

NAHF

City Per Capita

- **Contributed income**
 - **Grants**
 - **Donations**
- **Additional income**
 - **Outdoor concessions**
 - **Merchandise**
 - **Investment income**

City

Earned Revenue

- **Ticket sales**
- **Registrations**
- **Theatre concessions**
- **Rentals**



FINANCIAL STRUCTURE - EXPENDITURES

NAHF

- Theatre production costs
- Theatre production contractors
- SCFD collaborations
- Public art programs and maintenance
- Fundraising and administration

Shared Costs

- Marketing
- Training

City

- Salaried employees
- Facility and equipment maintenance
- Ticketing and registration
- Custodial
- Northglenn Arts Presents
- Class instructor contractors



STRATEGIC PLAN 2021 & BEYOND



*Northglenn Youth
Theatre & Academy*



*Northglenn Arts
Presents*



Public Art



QUESTIONS?



FIVE-YEAR STRATEGIC PLAN

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

2021 – 2026

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 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 Parsons Theatre and in City parks and schools.

HISTORY & VISION

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 Parsons 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.

PURPOSE

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.

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.
- 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 Parsons 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 Parsons Theatre/Recreation Center **gallery** walls to develop community-based programs as well as support professional artists through the curation of visual art.
- Explore new opportunities for **outdoor public art** like artistic elements at the Karls Farm development, Public Works 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.

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:

- 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.

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. 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 City of Northglenn Parks and Recreation division seasonal and annual reports to both City Council and the Parks & Rec Advisory Board.

UPDATED JANUARY 2021