

**Parks, Recreation and Cultural Services
Memorandum #05-2017**

DATE: February 27, 2017

TO: Honorable Mayor Joyce Downing and City Council Members

FROM: James Hayes, City Manager *JH*
Amanda Peterson, Director of Parks, Recreation & Culture *ap*
Michael Stricker, Recreation Supervisor, Cultural Programs & Senior Center *MS*

SUBJECT: CR-23 - Northglenn Arts and Humanities Per Capita Funding

PURPOSE: Staff is seeking approval of the attached resolution, which would approve the release the per capita funds appropriated for the Northglenn Arts and Humanities Foundation (NAHF) in the amount of \$39,089.

BACKGROUND: Through Resolution 04-107, the City of Northglenn has supported the intention to fund the NAHF based upon a formula of \$1.00 multiplied by number of residents living within the City's boundaries. The State Demographer's Office most current published estimate of Northglenn's population is 39,089.

Per capita funding ensures the NAHF's ability to achieve the goal of providing funding for high quality, affordable theatre, concerts, public art, and other cultural 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 20 permanent works of art to the City. Additional public art has been funded by the NAHF, including the Veteran's Memorial, and the total collection is valued at nearly \$462,000. The NAHF spends \$2,500-\$4,500 per year maintaining the collection.

2017 marks Northglenn Youth Theatre's 23rd anniversary and the Missoula Children's Theatre have returned for the 29th year in a row, providing service to thousands of youth. In its sixth year, Northglenn Players continues to grow, presenting family friendly, affordable community theatre. The 28th annual Summer Concert Series will provide free outdoor music, featuring six popular local bands, with the continued amenities of a beer-garden, food trucks, and a face painter. The still-new Summer Movie Series will see the addition of food trucks, and the A Cappella Concert Series will be brought back after a record-breaking year.

NAHF was awarded \$78,487 by The Scientific & Cultural Facilities District (SCFD) for 2017, continuing the trend of being in the top five awards in the county. Other NAHF revenue sources include donations, sponsorships, investment income, concession sales, and the Colorado Creative Industries *Colorado Creates* grant. 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.

BUDGET/TIME IMPLICATIONS: NAHF per capita funds are budgeted in the City Council budget, within the grants and donation line item. Funds are available in the amount of \$39,089 in the 2017.

NEXT STEPS/CITY COUNCIL OPTIONS: Council options include approval of the proposed Resolution as presented; denial of the proposed Resolution as presented; approval of a modified resolution; or tabling the item if additional information is requested.

RECOMMENDATION: Staff recommends approval of the attached resolution. 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." Also attached to this memorandum is a letter of recommendation from the NAHF Board of Trustees and the recently updated Strategic Plan.

STAFF REFERENCE: Please contact Amanda Peterson at apeterson@northglenn.org or by phone at 303.450.8950 or Michael Stricker at mstricker@northglenn.org or by phone at 303.450.8727.

Attachment A Letter from the NAHF Board of Trustees

Attachment B NAHF Strategic Plan

NORTHGLENN ARTS AND HUMANITIES
FOUNDATION

FIVE-YEAR STRATEGIC PLAN

BUILDING PARTNERSHIPS FOR SUCCESS

2013 - 2018

Updated 2/8/17

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 Northglenn Arts and Humanities Foundation 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 funding for Northglenn Cultural Programs Department programs and advocate for arts and cultural opportunities at the City of Northglenn.

MAJOR GOALS

1. Create a strong partnership between City Council and the community with shared goals for dynamic cultural programs and enhancement of public places.
2. Support the successful collaborations between arts, businesses, service groups, schools, and artists.
3. Continue to build a strong partnership with community organizations, civic groups, neighborhoods, and citizens.
4. Create a strong competitive edge as Northglenn continues its expansion toward becoming a premier arts destination in the North Metro area with statewide recognition.
5. Compliment new City branding by clearly communicating Northglenn Arts brand represents the Cultural Programs division of the City.
6. Maintain commitment of financial contribution by 100% of the Board.
7. Maintain a marketing strategic plan for brand exposure.

We will accomplish these goals by:

1. Continuing to solicit funds for the 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.
2. Manage and grow the recently designated Eleanor M. Wyatt Centennial Park Sculpture Garden.
3. Solicit and purchase unique and compelling public art for the Webster Lake Promenade.
4. Promote NAHF through programs and marketing that increases the awareness and visibility of Northglenn Arts.
5. Promote an awareness of the arts and enhance Northglenn as an inclusive community.
6. Identify, plan, and support fundraising activities and program offerings for the enjoyment of the community. Additionally, utilize the new seating in the D.L. Parsons Theatre as a way to raise funds. The name-a-seat campaign will create an endowment dedicated towards providing youth-in-need with access to Northglenn Cultural Programs.
7. Develop and install artistic elements at future 112th RTD Light Rail station.
8. Represent Northglenn interests and the D.L. Parsons Theatre facility (the largest theatre facility of its kind in Adams County) on the newly-forming Adams County Art and Culture Master Plan Steering Committee.
9. Advocate for cultural facility needs during the Civic Master Plan process to insure that Northglenn remains a leading Adams County arts destination.

ADEQUATE FINANCIAL SUPPORT AND OPERATING BUDGET

Financial support from per capita funding from City Council, sponsorships and donations from community businesses, annual grants from the Scientific and Cultural Facilities District (SCFD), and fundraising activities by NAHF will continue to be the priority for program

viability. All programs and board members will strive to 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. Continue commitment of financial contribution by 100% of the Board.
2. Develop creative and quality programs that compel SCFD to continue to fund ongoing efforts. Continue to request General Operating Support funds in addition to Programs and Visual Arts.
3. Promote sponsorships and product partnerships with local businesses in the North Metro area.
4. Enhance fundraising activities through various concession sales at cultural events within the community.
5. Focus on soliciting additional grants from state and national agencies, including Colorado Creative Industries, Colorado Creates grant.
6. Plan and execute an annual fundraiser specifically targeted to NAHF along with development of new sources of funding mechanisms that consider current community interests.

PROGRAM EVALUATIONS

NAHF is committed to ongoing program evaluation. Qualitative evaluations include written and verbal feedback by participating artists, committee members, staff, and attendees. This information is studied and then placed in the program file for future use and reference. Additionally, the selection process for Art on Parade provides public feedback on 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. Finally, NAHF activities are included in City of Northglenn Parks and Recreation division seasonal and annual reports.



February 27, 2017

Mayor Joyce Downing
CITY OF NORTHGLENN
11701 Community Center Drive
Northglenn, CO 80233

Dear Mayor Downing:

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 2017. 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 CR-23, Memo 05-2017, the City of Northglenn has supported the intention to fund the NAHF based upon a formula of \$1.00 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 39,089.

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 'Rosie Garner', written in a cursive style.

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

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

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

SPONSORED BY: MAYOR DOWNING

COUNCILMAN'S RESOLUTION

RESOLUTION NO.

No. CR-23
Series of 2017

Series of 2017

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 wishes to encourage the Foundation in its mission and has historically appropriated funding for the Foundation based on a formula of \$1.00 times the number of residents living within the City's boundaries; 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.

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 \$1.00 times the number of persons residing within the City's boundaries as estimated by the State Demographer's Office for the year 2017. Said amount is \$39,089.

DATED at Northglenn, Colorado, this ____ day of _____, 2017.

JOYCE DOWNING
Mayor

ATTEST:

APPROVED AS TO FORM:

JOHANNA SMALL, CMC
City Clerk

COREY Y. HOFFMANN
City Attorney