

The Framework

private and not-for-profit agencies to develop regional approaches to solid waste reduction and management.

Policy CS-4.2: The City should continue its efforts to reduce waste generation from its municipal operations and explore methods for additional reduction. The City should consider the purchase of supplies with recycled content when feasible.

Policy CS-4.3: In its own operations, the City should consider the environmental and economic costs, risks, benefits and impact from a life-cycle perspective when making, planning, contracting, purchasing and operating decisions.

Policy CS-4.4: The City should continue to promote public education related to the value, methods and techniques of recycling, resource recovery and waste reduction.

Policy CS-4.5: The City should promote diversion from the landfill of construction and demolition refuse.

Civic Events

PRINCIPLE CS-5: The City should promote citywide community and civic events

Policy CS-5.1: The City should continue to support events such as live music, fairs, parades, ice skating, etc. These events are important to the economic and social welfare of our community.

Policy CS-5.2: The City should promote community activities in other areas of the city, such as McCaslin Urban Center and Highway 42/South Boulder Road Urban Center. Activities in these areas cohesively connects them with the rest of the community.

Arts and Culture

PRINCIPLE CS-6: The City promotes the public and private advancement of the arts and culture to strengthen the quality of life and small town character of Louisville by encouraging the development of a City-wide Arts and Cultural Master Plan aimed at integrating the arts, culture and humanities with urban design, economic

development, education and other community development initiatives.

Policy CS-6.1: The Community-wide Arts and Culture Master Plan should include the following components:

- Economic Vitality and the Arts - Preserve and share the Louisville's unique setting, character, history, arts and culture by identifying partnerships, resources and attractions that respect the needs and desires of Louisville residents.
- Facility Evaluation and Development - Respond to the growing desire for cultural facilities by identifying short and long-term facility needs and priorities, and recommending public and private methods to meet those needs.
- Public Art and Community Design - Create a stimulating visual environment through the public and private artworks programs, and create a greater understanding and appreciation of art and artists through community dialogue, education and involvement.
- History and Heritage - Work with the Louisville Historical Commission to develop a greater understanding of our heritage and assess the City's facilities in which that history is preserved, interpreted, and shared.
- Humanities - Foster the spirit of community in which the richness of human experience is explored and nurtured through ongoing analysis and exchange of ideas about the relation to self, others and the natural world.
- Local Artists - Encourage local support for a creative and economic environment that allows artists to continue to live and work in and for the community, and for themselves.
- Marketing and Communications - Identify marketing and communication systems to promote the arts and culture through public dialogue, media and education.
- Art and Culture Education - Demonstrate commitment to quality arts and culture education and lifelong learning by advocating for inclusion of the arts and culture in our schools and in community settings.

- City Board and Commission Support - Advance the community's understanding of local zoology and botany with the Horticulture and Forestry Advisory Board.
- Financial Resources - Encourage the fiscal soundness of Louisville Cultural Council by evaluating and recommending improvements to its capacity to maintain effective public, private and earned income funding.

Policy CS-6.2: The appropriate City Departments and the Louisville Cultural Council (LCC), as the principal advisory board to the Louisville City Council related to the arts, shall serve as the primary voice for the development of the Arts and Culture Master Plan.

Policy CS-6.3: The appropriate City Departments and the LCC shall provide an inclusive public forum for discussion of issues and ideas affecting the development of a City-wide Arts and Culture Master Plan.

ECONOMIC DEVELOPMENT (ED) AND FISCAL HEALTH (FH)

Economic Development

Given Louisville's central location along the US 36 Corridor, between Broomfield and Boulder, the community is strategically located to capture its share of the region's business growth. The level of investment that actually occurs within the community will correlate to the City's commitment to its Vision and Core Community Values as expressed in this Comprehensive Plan Update, supportive policies, creative financial solutions and removal of barriers. Barriers to the development of the concepts presented within this document fall within five principal categories – organizational, physical, market, regulatory and financial. Strategies for the removal of these barriers will be critical to the ultimate implementation of the Comprehensive Plan.

Encouraging strategic investment in an environment that contains an appropriate mix of land uses and creates a unique sense of place is the central approach for targeting investment in key areas within the City. This premise assumes concentrating resources in the key

commercial, retail, and employment centers in the City that will have a positive economic ripple effect throughout the entire City. In this way, the City of Louisville, as a public partner, can effectively leverage public investment efforts to overcome barriers and achieve desired outcomes. The economic future of the City will depend on how effectively these leveraged efforts are implemented.

It is also important to note the key role residential development plays in attracting new businesses and retaining existing businesses in the community. A diverse housing base is a prominent criterion businesses use to evaluate a community. The ability of a wide range of employees to live and work in close proximity increases business efficiency, provides a higher quality of life for employees, and discourages companies to relocate their business outside of the community. This relationship between residential diversity, availability and business growth should continue to be fostered in future economic development efforts.

PRINCIPLE ED-1. The City should retain and expand existing businesses and create an environment where new businesses can grow.

Policy ED-1.1: The City should work to maintain a business friendly environment, where services to new and existing businesses are delivered in a timely and efficient manner.

Policy ED-1.2: The City should encourage employment centers to provide goods and services which will bring revenue from outside of the community into the community.

Policy ED-1.3: The City should focus on primary job creation that provides job diversity, employment opportunities and increased revenue for Louisville.

Policy ED-1.4: The City should focus on efforts that will encourage existing businesses to expand and develop in Louisville.

Policy ED-1.5: The City should review requests for busi-



A Brief History of the Louisville Cultural Council

SCFD inspired the creation of the Louisville Cultural Council (LCC). In response to the 1988 voter approval of the Science and Cultural Facilities District (SCFD), Louisville's City Council created the new 1989 Louisville Arts and Humanities Council, the forerunner of today's Louisville Cultural Council (LCC). By resolution, its primary purpose was to advance and preserve the disciplines targeted by SCFD: art, music, theater, dance, zoology, botany, and natural history. Its public benefit was to enliven Louisville public life and provide opportunities for Louisville artists. Louisville, long the resourceful coal mining town and perpetually looking to help its hard-working residents, hoped its new five member cultural council would enliven town life and provide employment for its artists.

In 1990 the LCC staged its first SCFD-funded performance and employed Louisville artists in a Labor Day concert featuring the Louisville-based band Wind Machine. The initial concert was such a successful community-building event that it started an annual tradition, first of Wind Machine concerts, which for several years were the most popular LCC events of the year, and later of outdoor summer concerts. Over the years SCFD-funded concerts have played in Memory Square Park, Cottonwood Park, Louisville Middle School, and since its creation in 2006, in Community Park. Concerts in the Park have been and continue to be highly anticipated events as well as an effective means of community outreach and name recognition for the LCC.

In 1990 the new LCC collaborated with the then 10-year-old Louisville Arts Association (LAA) to offer an SCFD-funded Youth Art Show. Designed to inspire young artists and educate them about art shows from the participant side, the event generated so much enthusiasm from students, teachers, parents, and the community that it has become an annual event that still draws hundreds of participants.

One of the founding members of the cultural council was a force of nature named Carolyn Markham. In 1980 she had cut her teeth on the creation of another local arts group, the Louisville Art Association (LAA). In 1990 while leading the newly created LCC she encountered an old problem: a dearth of indoor space for arts programming. Certainly the LCC's outdoor concert met community need, but to offer a diverse year-round program and for the Art Association to stage art shows both of Markham's arts organizations needed an indoor venue suitable for arts programming.

"The Old Brick Schoolhouse" provided the solution. Built in 1894, the two-room schoolhouse had served the Louisville community in a variety of ways over the years. When the LCC was originally created the Senior Center occupied the schoolhouse, but in 1990 they moved to a new space created for them by the city. The two Markham-led arts organizations banded together and approached city council. If the arts organizations provided future arts and cultural programming for Louisville, would the city dedicate it to the arts and keep the building operating into the future? The answer was, "Yes".

The repurposed school became the Louisville Center for the Arts and has served as the home for both the Louisville Cultural Council and the Louisville Art Association (LAA) ever since. The City of Louisville, true to its word, has kept the building in good order. In 1997 a major renovation provided enhanced art gallery space and in 2004 the city added a cupola to restore the building's original design. The building is charming, warm, and historic. As a performance space it provides a bright sound and comfortable ambiance that can seat about 100 people or, interestingly, display about 100 pieces of framed art.

The LCC, also true to its word, stages lively and diverse cultural programs in the Center for the Arts. World Music, Jazz, Chamber Music, Silent Films, discussion forums, and lectures have engaged community participation. The LCC was instrumental in supporting the launch of Coal Creek Players and making sure

that they shared the Center for the Arts. Center Stage Theater later received the same access and both groups are currently resident arts groups at the Center for the Arts, along with the LCC and the LCC.

Collaborating with and advocating for Louisville arts organizations was from the start and continues to be a primary objective. The LAA, Arts Underground, Louisville Arts District, local business, the Library, and the Historical Museum are all programming partners. The LCC has partnered with the Louisville Library since the beginning of Louisville-Superior's "One Book" program, to host a live reading of the "one book" by the performing artists from Stories On Stage. The LCC partners with Louisville Art Galleries and businesses partners for in-kind support and co-promotion of arts related events and arts-friendly businesses. The Louisville Art Association (LAA) is a key partner who traditionally serves as a member on the LCC and invites an LCC member to sit on its board. In 2013 the LCC partnered with the Louisville Museum to co-host a history-oriented lecture, which proved to be one of the best-attended indoor events of the year. On the strength of this event the LCC added a lecture series for 2014. Also in 2013, for the first time in 20 years, the LCC coordinated a series of meetings with the four other SCFD-funded Louisville arts groups and the city to review, strengthen, and clarify the purpose, use, and administration of the Center for the Arts. The result was a city resolution specifying the agreement.

The LCC provides leadership in the area of public sculpture and public art. They served as the focus for the evaluation, siting, and gift of a 2009 sculpture commemorating a fallen community member. In 2010 the LCC sponsored a community decision-making forum that chose a whimsical metal-forged fish for the first installation in its public sculpture garden. Founding, funding, and finishing the city of Louisville's first sculpture garden is a long term project. More recently in 2013, the LCC engaged a consultant to advise both itself and the city on best practices in public art policy development. As a result, the city is in agreement about the need and the basic elements of a public arts policy and has identified 2014 as the year for creating it. City Council committed to setting aside money in a future budget for another sculpture installation to follow the arts policy. The LCC will be involved in both of these next steps.

The LCC always has been and continues to be an all-volunteer board who does a lot with a little. The original complement of five members has grown to ten. The current members are appointed by the Louisville City Council and business is conducted under City of Louisville's Open Government policies. Operating funds come from SCFD, a contribution from the city, in-kind support from local business, passing the hat, and ticket sales. Thousands of Louisville residents participate in LCC programs each year. The individual events do what good arts programming does – engages, stimulates, interests, and connects participants.

2014 may be the LCC's best year yet. In response to advocacy presented by the LCC over several years, the City of Louisville in 2014 created a new position and hired a Public Arts Coordinator. Louisville is in a perfect position to take a leap forward in creating a more dynamic and exciting arts and culture experience. In 2014 the LCC looks forward to streamlining and improving event marketing and outreach, facilitating events programming by non-LCC community members, strengthening and expanding community collaborations, and working with the city on a public arts policy.

(Sources used for this article include city ordinances, minutes of the Louisville Arts and Humanities Council, 1898 – 1893, newspaper articles, the City of Louisville website, the Louisville Arts Association website, and City of Louisville-produced documents including The Louisville Historian and the Jefferson Place Historical Survey report.)



COLORADO

KEY INDUSTRY
**CREATIVE
INDUSTRIES**



INDUSTRY FACTS

2013 TOTAL EXPORTS
\$300
MILLION

- TOP 3 EXPORT MARKETS**
1. Canada
 2. Mexico
 3. Japan

NUMBER OF COMPANIES

9K

AVERAGE ANNUAL EMPLOYMENT

164.5K

Colorado is a global leader in the creative industries, which include six creative sub-groups: design, film and media, heritage, literary and publishing, performing arts, and visual arts and crafts:

- **Design** applies artistic content to commercial products, services and the environment, and includes companies that purchase fabrics, design, cut, sew and assemble garments and other sewn products ranging from footwear to handbags and luggage. Companies that provide design-related services (such as architectural, home interiors, graphic, and advertising-related agencies) are also included.
- **Film and media** companies provide technical and distributive elements of Colorado's entertainment industry, including companies that provide technical production support systems such as sound, lighting, digital art, animation, sets and studios, broadcasting and distribution channels via motion picture, video and music production companies.
- **Heritage** includes Colorado's historical sites, museums and botanical gardens.
- **Literary and publishing** companies print newspapers, books, labels, stationary and other materials, and perform support activities such as data imaging and bookbinding. Companies that wholesale and publish newspapers, magazines, books, directories and mailing lists, and software are also included.
- **Performing arts** includes actors, musicians, promoters, producers and directors and the venues at which they perform. Musical instrument and supply stores are also included.
- **Visual arts and crafts** companies manufacture metal, wood, jewelry, silverware, dolls and stuffed toys, games, musical instruments, wholesale toy and hobby goods, jewelry and precious metals. Photography studios, galleries, photofinishing laboratories, fine arts schools, art dealers, and sewing and needlework stores are also included.

Creative Industries Assets

Colorado is a magnet for creative enterprises and creative workers with support from its existing ecosystem of entrepreneurs, arts and cultural nonprofits, media and entertainment companies, and universities and academic leaders. Colorado ranks sixth in the nation in the percentage of its workforce in creative class occupations, totaling 35.9 percent. These jobs are well-distributed across the state; in fact, Colorado has 18 of the nation's top 25 percent non-metropolitan counties in the concentration of creative occupations. The state is home to 11 Creative Districts, a program created in 2011 to attract artists and creative entrepreneurs to the state and further develop magnets of concentration to attract an innovative workforce. Colorado is also home to some of the largest and preeminent cultural venues in the nation. The Denver Performing Arts Complex is the nation's largest arts complex under one roof. In addition, the state has a vibrant and growing music community. For more than 40 years, the Telluride Bluegrass Festival has been the premier bluegrass festival in the nation. Colorado also has some of the best music venues in the nation, including Red Rocks Amphitheater in Morrison, which was named as Rolling Stone magazine's best amphitheater in the U.S. in 2013.

TOP OCCUPATIONS

BY EMPLOYMENT

1. Musicians and Singers

2. Writers and Authors

3. Graphic Designers

4. Photographers

5. Customer Service Representatives

ANNUAL
PAYROLL
\$9.1
BILLION

DID YOU
KNOW?

Denver is known as the "Creative Capital of the West.. (Create Denver, 2014)

Colorado is home to more than 30 film festivals. (Film in Colorado, 2014)

CO had the 3rd-highest concentration of architects, 2nd-highest of interior designers in the U.S. in 2013. (U.S. Bureau of Labor Statistics, 2014)

Colorado boasts nearly 250 theatre companies. (Colorado Theatre Guild, 2014)

Note: An establishment is defined as a single physical location that produces some form of economic activity. One company can have multiple establishments.

Sources: QCEW Employees, Non-QCEW Employees, Self-Employed, & Extended Proprietors – EMSI 2014.2 Class of Worker; WISERTrade.

Major Employers

- Comcast Corporation
- The Denver Post
- DISH Network
- Starz
- Denver Art Museum
- Fentress Architects
- High Noon Entertainment
- Rocky Mountain PBS

Workforce

Colorado's creative industries includes a large pool of talented, skilled workers. Compared with the age distribution across all industries, the creative industries has a larger share of employees that are between the ages of 35 and 64 years old.

More than 40 percent of creative industries-related occupations in Colorado require a high school diploma or equivalent, while 40.2 percent require a bachelor's degree or higher. More than 50 percent of the creative industries-related occupations require some sort of on-the-job training.

Education and Training

The higher education system in Colorado provides an excellent support system for the creative industries in the state and offers a broad range of technical, scientific and specialized degrees. There are 28 public institutions of higher education in Colorado, consisting of 13 four-year and 15 two-year public institutions offering creative industries-related programs. In addition, there are nearly 40 private and religious accredited institutions and more than 40 private occupational and technical schools offering 320 creative industries-related programs throughout the state.

Key Locational Factors

1. A large concentration of creative workers and entrepreneurial talent

- Colorado had the 5th-highest concentration of artists and 7th-highest concentration of writers and authors, designers and entertainers and performers. (National Endowment for the Arts, Artists in the Workforce 1990-2005, 2008)
- Colorado ranked third for proprietors as a percentage of total employment. (U.S. Bureau of Economic Analysis, 2013)

2. Proximity to creative industries education programs and research centers

- Colorado Film School (CFS)—located on the Lowry Campus of the Community College of Aurora—ranked among the top 25 film schools in the nation in 2013 and was identified by International Cinematographers Guild magazine as one of the superlative film programs in the nation. CFS provides 48 certificate programs and 75 Associate of Applied Science degrees. (The Colorado Film School, 2014)
- The College of Music at the University of Colorado Boulder ranked among the Top 25 Schools and Colleges of Music. The College offers students seven degree programs and access to new paradigms for education, leadership and advocacy in the emerging field of arts entrepreneurship through the Entrepreneurship Center for Music courses, weekly seminars and special events. (U.S. College Rankings, 2014; The University of Colorado Boulder, 2014)

3. High density of collaborative workspaces and coworking communities

- Colorado has the nation's highest concentration of collaborative workspaces and entrepreneurial networking "Meetup" groups. (Colorado Innovation Network, 2013)
- Denver's River North Art District is a magnet for creative talent including large concentrations of architects, art galleries, designers, furniture makers, illustrators, painters, media artists, photographers, sculptors and an array of studio spaces. The area is home to newly constructed creative-office and residential communities such as INDUSTRY and TAXI. (River North Art District, 2014)

Learn more about Colorado's creative industry at
www.advancolorado.com/creative,
www.coloradocreativeindustries.org and
www.coloradofilm.org.



COLORADO

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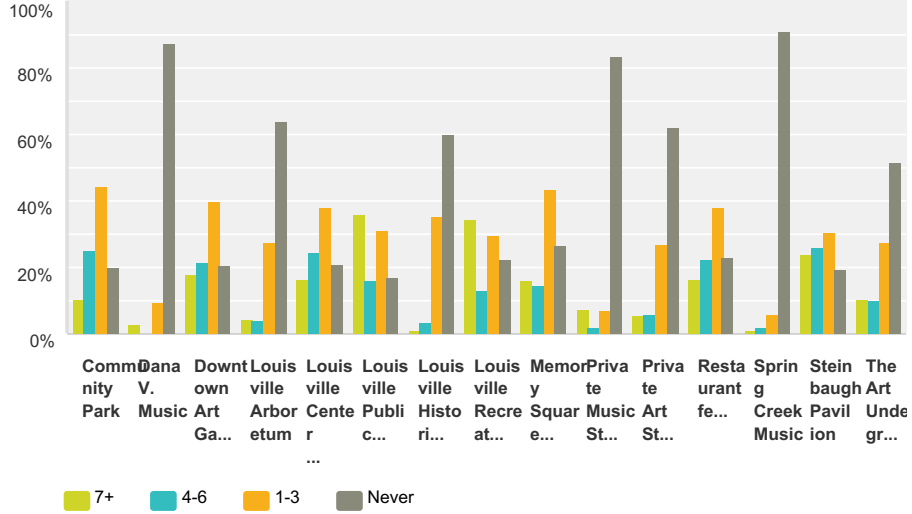


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Rev. 100714

Q1 How often in the past year have you or your family attended events or activities at the following arts, performances and/or cultural venues in Louisville?

Answered: 186 Skipped: 3



	7+	4-6	1-3	Never	Total
Community Park	11% 19	25% 45	44% 80	20% 36	180
Dana V. Music	3% 5	0% 0	10% 16	88% 147	168
Downtown Art Galleries	18% 32	22% 38	40% 70	20% 36	176
Louisville Arboretum	5% 8	4% 7	27% 47	64% 110	172
Louisville Center for the Arts	16% 29	24% 43	38% 67	21% 37	176
Louisville Public Library	36% 65	16% 29	31% 56	17% 31	181
Louisville Historical Museum	1% 2	3% 6	36% 62	60% 104	174
Louisville Recreation and Senior Center	35% 61	13% 23	30% 52	23% 40	176
Memory Square Park	16% 28	14% 25	43% 76	26% 46	175
Private Music Studio	8% 13	2% 3	7% 12	83% 140	168
Private Art Studio	5% 9	6% 10	27% 45	62% 104	168
Restaurant featuring live music	17% 29	22% 39	38% 66	23% 40	174
Spring Creek Music	1% 2	2% 3	6% 10	91% 152	167
Steinbaugh Pavilion	24% 42	26% 46	31% 54	19% 34	176

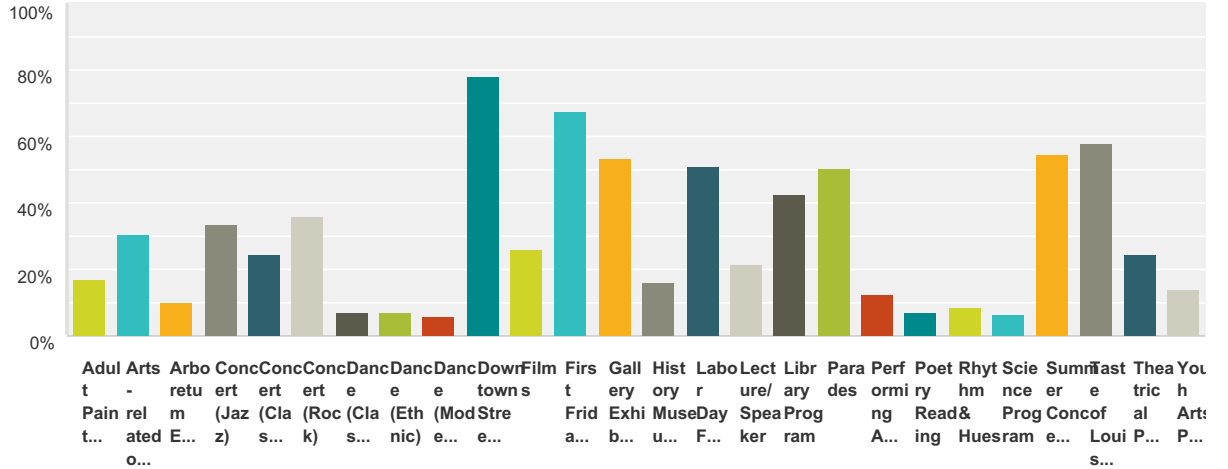
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The Art Underground	11% 19	10% 18	28% 49	52% 92	178
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#	Other (please specify)	Date
1	Louisville Middle School	2/19/2015 10:14 AM
2	I enjoy the art exhibits at the rec center	2/18/2015 7:52 PM
3	House concerts - 4+	2/11/2015 10:20 PM
4	CU College of Music, Macky Auditorium, Arvada Center for Performing Arts	1/20/2015 9:12 AM
5	Street festivals	1/9/2015 2:52 PM
6	Yoga	1/2/2015 10:21 AM
7	Center Stage, Tapestry Theater, Monarch High school theater and music.	12/18/2014 9:31 AM
8	Coal Creek Theater of Louisville 7+ times	12/17/2014 7:40 PM
9	Coal Creek Community Theater	12/17/2014 7:34 PM
10	Art walks	12/13/2014 8:09 AM
11	I have only been here a year, so no I have not seen it all YET!	12/12/2014 9:17 PM
12	Louisville Middle School	12/12/2014 4:04 PM

Q2 In the past year, which arts-related, performances and/or cultural events have you attended in Louisville? (Please select all that apply.)

Answered: 181 Skipped: 8



Answer Choices	Responses
Adult Painting Class/Workshop	17% 31
Arts-related organization meeting	30% 55
Arboretum Event	10% 18
Concert (Jazz)	34% 61
Concert (Classical)	24% 44
Concert (Rock)	36% 65
Dance (Classical/Ballet)	7% 13
Dance (Ethnic)	7% 13
Dance (Modern/Contemporary)	6% 11
Downtown Street Faire	78% 141
Films	26% 47
First Friday Art Walk	67% 122
Gallery Exhibition	54% 97
History Museum Program	16% 29
Labor Day Festival and Parade	51% 92
Lecture/Speaker	22% 39
Library Program	43% 77
Parades	50% 91
Performing Arts Rehearsal	13% 23
Poetry Reading	7% 13
Rhythm & Hues	8% 15

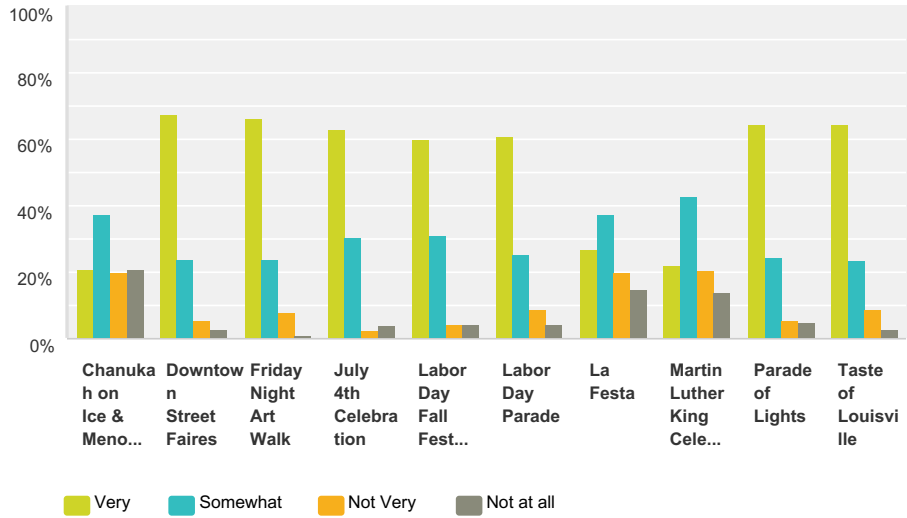
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Science Program	7%	12
Summer Concert Series (Community Park)	55%	99
Taste of Louisville	58%	105
Theatrical Performance	24%	44
Youth Arts Program	14%	25
Total Respondents: 181		

#	Other (please specify)	Date
1	Farmers market open mic, Open mic night at Tilt	8/26/2015 11:01 AM
2	Movie in the park	3/1/2015 4:49 PM
3	Concert - bluegrass	2/11/2015 10:20 PM
4	silent films	2/9/2015 12:26 PM
5	Aren't familiar with events in Louisville	12/19/2014 10:52 AM
6	Thanksgiving Turkey Trot-- fitness and philanthropy culture	12/17/2014 2:42 PM
7	Movie in the park	12/12/2014 8:37 PM

Q3 How important to the quality of life in Louisville are the following cultural special events?

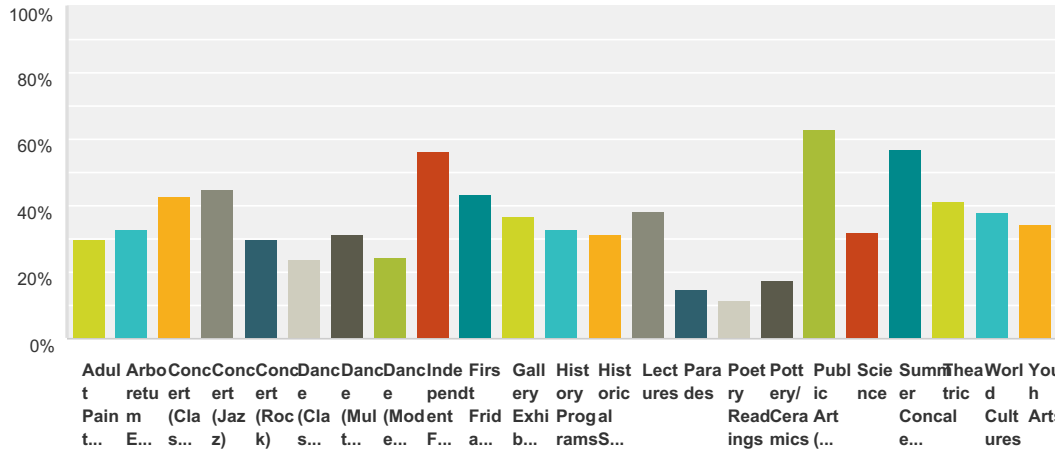
Answered: 178 Skipped: 11



	Very	Somewhat	Not Very	Not at all	Total
Chanukah on Ice & Menorrah Lighting	21% 35	38% 62	20% 33	21% 35	165
Downtown Street Faires	67% 120	24% 43	6% 10	3% 5	178
Friday Night Art Walk	67% 116	24% 42	8% 14	1% 2	174
July 4th Celebration	63% 109	31% 53	2% 4	4% 7	173
Labor Day Fall Festival	60% 103	31% 53	5% 8	5% 8	172
Labor Day Parade	61% 107	26% 45	9% 16	5% 8	176
La Festa	27% 43	38% 60	20% 32	15% 24	159
Martin Luther King Celebration	22% 36	43% 70	20% 33	14% 23	162
Parade of Lights	64% 112	25% 43	6% 10	5% 9	174
Taste of Louisville	65% 113	23% 41	9% 16	3% 5	175

Q4 What types of programming would you like to see more of in Louisville? (Please select all that apply.)

Answered: 172 Skipped: 17



Answer Choices	Responses
Adult Painting Class/Workshop	30% 52
Arboretum Events	33% 57
Concert (Classical/Chamber)	43% 74
Concert (Jazz)	45% 77
Concert (Rock)	30% 52
Dance (Classical/Ballet)	24% 41
Dance (Multi-Cultural)	31% 54
Dance (Modern/Contemporary)	24% 42
Independent Films	56% 97
First Friday Art Walk	44% 75
Gallery Exhibitions	37% 64
History Programs	33% 57
Historical Sites	31% 54
Lectures	38% 66
Parades	15% 26
Poetry Readings	12% 20
Pottery/Ceramics	17% 30
Public Art (Interior/Exterior)	63% 108
Science	32% 55
Summer Concert Series (Community Park)	57% 98
Theatrical	41% 71
World Cultures	38% 65

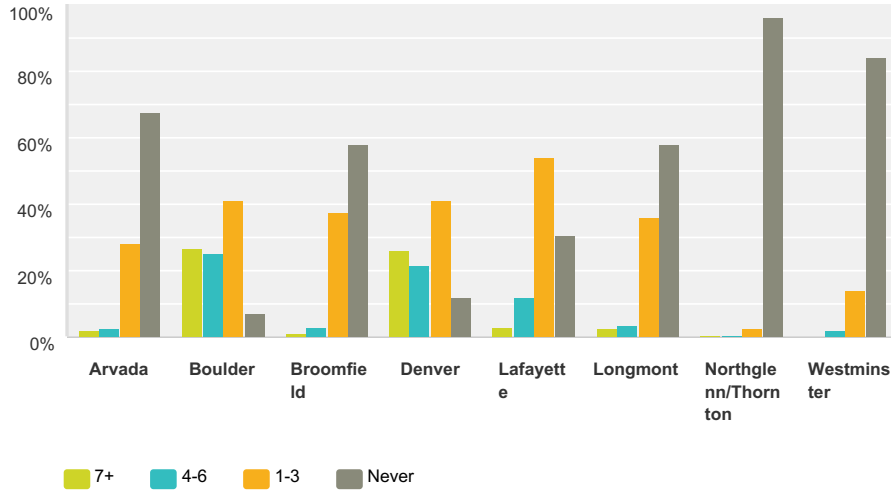
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Youth Arts	34%	59
Total Respondents: 172		

#	Other (please specify)	Date
1	I think we can use more of all arts! I even go to high school productions!	8/25/2015 6:11 PM
2	All are wonderful...it's just a matter of being available to attend!	5/7/2015 12:00 PM
3	Writing workshops, Live theater, Readers theater	2/18/2015 7:52 PM
4	Participatory Dance, Tea Parties, Chalk festival	2/18/2015 4:13 PM
5	Wine & art	2/18/2015 7:49 AM
6	Bluegrass music in an indoor venue like the arts center near Memory Square	2/17/2015 5:03 PM
7	Concert - bluegrass	2/11/2015 10:20 PM
8	more silent films. Rodney is a gift to our town.	2/9/2015 12:26 PM
9	teen arts, mural painting, public interactive arts, community mosaics	1/12/2015 5:30 AM
10	adult and child Music classes	1/9/2015 2:52 PM
11	Aquaponic Farms and Farm to table restaurants	1/9/2015 2:10 PM
12	the street faire is not really about louisvilel anymore but about cramming people who do not live in lousivlle into downtown. let's have our own neighborlyactivities!	1/6/2015 9:20 AM
13	Teen Arts	1/2/2015 11:27 AM
14	better programming, overall. Louisville programs are very "small town" when compared with other cities. We don't go back after attending once because of it.	12/23/2014 9:11 AM
15	sports, such as family-oriented and philanthropic 5Ks and the sonic boom critereon	12/17/2014 2:42 PM
16	Metal art shows and how to make 3d art and how to start a bossiness	12/13/2014 8:09 AM
17	Anything that brings community together	12/13/2014 7:18 AM

Q5 How many times in the past year have you or your family attended arts, entertainment or cultural events in neighboring communities? (Please select all that apply.)

Answered: 182 Skipped: 7



	7+	4-6	1-3	Never	Total
Arvada	2% 3	3% 4	28% 45	68% 108	160
Boulder	27% 48	25% 45	41% 74	7% 13	180
Broomfield	1% 2	3% 5	38% 60	58% 93	160
Denver	26% 46	21% 38	41% 73	12% 21	178
Lafayette	3% 5	12% 20	54% 90	31% 51	166
Longmont	2% 4	4% 6	36% 59	58% 95	164
Northglenn/Thornton	1% 1	1% 1	3% 4	96% 146	152
Westminster	0% 0	2% 3	14% 22	84% 130	155

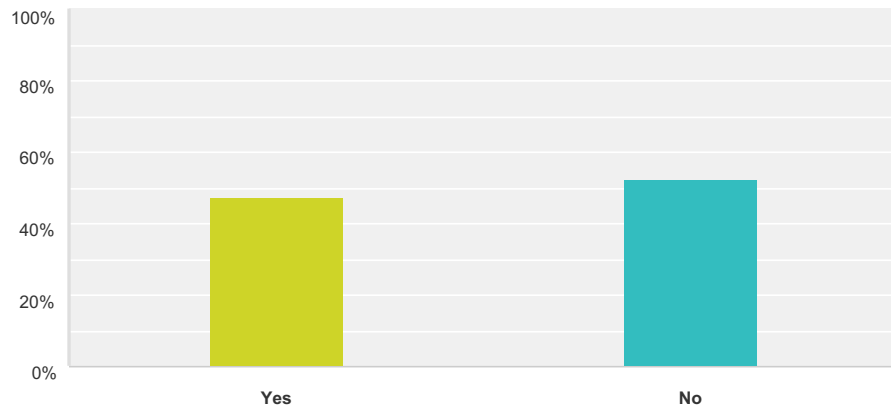
#	Other (please specify)	Date
1	Superior - 3	6/24/2015 10:20 AM
2	Erie	6/18/2015 10:15 PM
3	Greeley - twice - film , art show	5/7/2015 8:31 AM
4	Greeley - twice - film , art show	5/7/2015 8:28 AM
5	Greeley - twice - film , art show	5/7/2015 8:25 AM
6	Greeley - twice - a film and an art show	5/7/2015 8:19 AM
7	Greeley - twice - a film and an art show	5/7/2015 8:17 AM
8	Superior ice rink	2/19/2015 6:07 AM

CAMPlan

9	Loveland, 1	2/18/2015 4:13 PM
10	Concerts at Flat Irons Mall	2/18/2015 7:49 AM
11	Lyons 7+	2/17/2015 5:03 PM
12	Aurora	1/10/2015 5:54 PM
13	Nederland	1/9/2015 3:54 PM
14	Fort Collins, Loveland, Greeley	12/19/2014 10:52 AM
15	Lyons - 7+	12/17/2014 2:46 PM
16	Niwot Band on the Rails	12/13/2014 3:21 PM
17	Niwot Band on the Rails	12/13/2014 3:21 PM
18	Niwot Band on the Rails	12/13/2014 3:21 PM
19	Niwot Band on the Rails	12/13/2014 3:21 PM
20	Fort callins	12/13/2014 8:09 AM
21	Erie	12/12/2014 8:36 PM

Q6 Are there issues that prevent you from attending more arts or cultural events in Louisville?

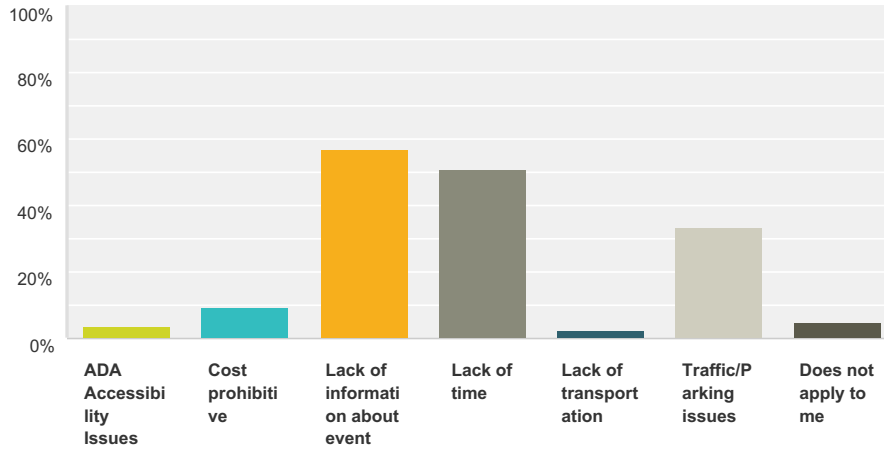
Answered: 165 Skipped: 24



Answer Choices	Responses	
Yes	47%	78
No	53%	87
Total		165

Q7 If you answered Yes above, please let us know why:

Answered: 84 Skipped: 105



Answer Choices	Responses
ADA Accessibility Issues	4% 3
Cost prohibitive	10% 8
Lack of information about event	57% 48
Lack of time	51% 43
Lack of transportation	2% 2
Traffic/Parking issues	33% 28
Does not apply to me	5% 4
Total Respondents: 84	

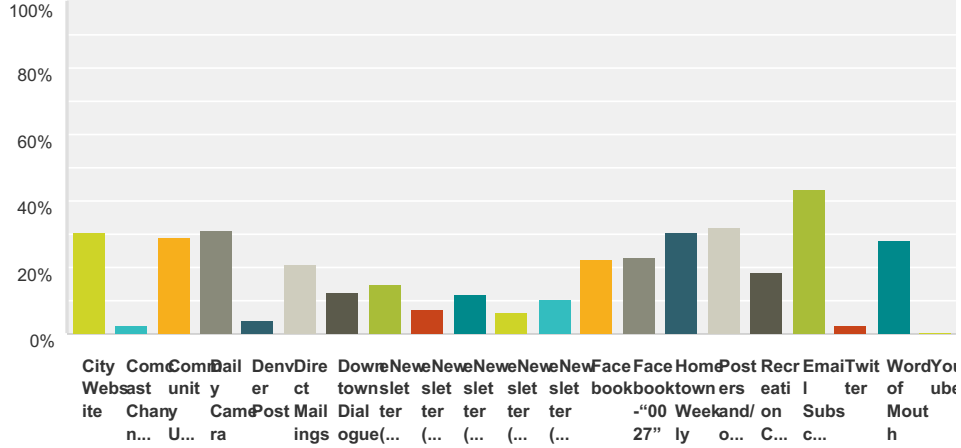
#	Other (please specify)	Date
1	Dog danger and too crowded	9/1/2015 5:49 PM
2	The Street Faire is an awesome idea but it has gotten too big. It is no longer a small town event.	7/16/2015 9:17 AM
3	Arts Center is totally inadequate for theatrical presentations. In fact, it is a joke and an embarrassment to the community.	5/9/2015 8:33 AM
4	Except for Stories on Stage, there aren't events for writers. I would help organize this.	2/18/2015 7:58 PM
5	Fri Night Street Faires are TOO CROWDED	2/18/2015 4:21 PM
6	lack of quality programming	2/17/2015 8:05 PM
7	We have small children so childcare/scheduling an issue	2/11/2015 10:24 PM
8	Quality is lacking. We prefer higher quality events that interest us in Boulder and Denver.	2/1/2015 3:05 PM
9	content	1/18/2015 2:41 PM
10	Planning on Moving to CO soon so I will be able to participate	1/9/2015 2:29 PM
11	Downtown activities too crowded to make them enjoyable	1/2/2015 3:09 PM
12	Loud, drunk people at the downtown street fairs have increased exponentially over the years so we won't be attending any longer. The city staff and police look the other way when stumbling, vomiting drunks wander around, shouting and cursing. Such a shame. Was a great community event when it first began.	12/23/2014 9:19 AM
13	Street Fair is too crowded.	12/15/2014 10:23 AM
14	RTD Lynx route canceled	12/13/2014 12:01 PM

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15	The location has no big trees in summer for Cover	12/13/2014 8:21 AM
16	Too loud!!!	12/12/2014 10:58 PM

Q8 What is the best way for you to receive information about community arts, cultural and special events? (Please select 3 best methods.)

Answered: 168 Skipped: 21



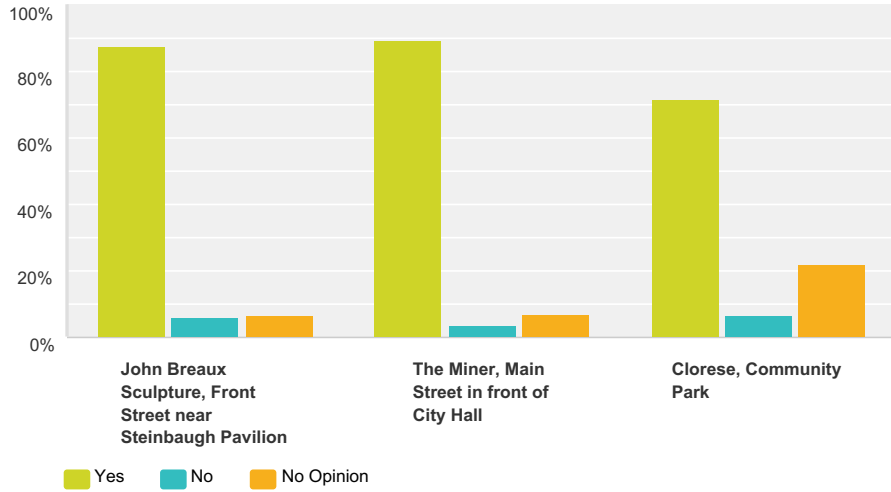
Answer Choices	Responses
City Website	30% 51
Comcast Channel 8	2% 4
Community Update Newsletter	29% 49
Daily Camera	31% 52
Denver Post	4% 7
Direct Mailings	21% 35
Downtown Dialogue	13% 21
eNewsletter (LAA)	15% 25
eNewsletter (LAD)	8% 13
eNewsletter (LCC)	12% 20
eNewsletter (Private Gallery)	7% 11
eNewsletter (TAU)	11% 18
Facebook	23% 38
Facebook-'0027'	23% 39
Hometown Weekly	30% 51
Posters and/or Flyers	32% 54
Recreation Center	18% 31
Email Subscriber List (option on new City website)	43% 73
Twitter	2% 4
Word of Mouth	28% 47
YouTube	1% 1
Total Respondents: 168	

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#	Other (please specify)	Date
1	I can't find an official city Twitter account...?	8/26/2015 11:07 AM
2	In the water bill envelope	6/30/2015 4:33 PM
3	Library Displays	2/18/2015 4:21 PM
4	a newsletter - not sure what laa, lad, or lcc is	1/6/2015 9:25 AM
5	Now that the website has finally been revamped and is an attractive site to visit, we'll probably visit it more often for info. Assuming the info is kept up to date.	12/23/2014 9:19 AM
6	Email	12/17/2014 7:41 PM

Q9 The City presently has three public sculptures and the Louisville Cultural Council is planning to expand the sculptural offerings in the coming years. Do you enjoy the public sculpture presently installed within Louisville?

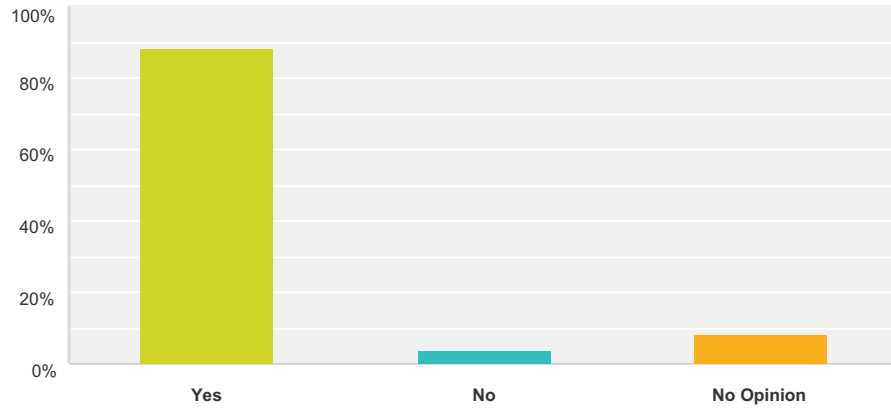
Answered: 171 Skipped: 18



	Yes	No	No Opinion	Total
John Breaux Sculpture, Front Street near Steinbaugh Pavilion	88% 150	6% 10	6% 11	171
The Miner, Main Street in front of City Hall	89% 152	4% 6	7% 12	170
Clorese, Community Park	72% 121	7% 11	22% 37	169

Q10 Would you like to see more artwork installed in the public right-of-way (buildings, streets, part of the infrastructure of bridges, walkways, etc.)

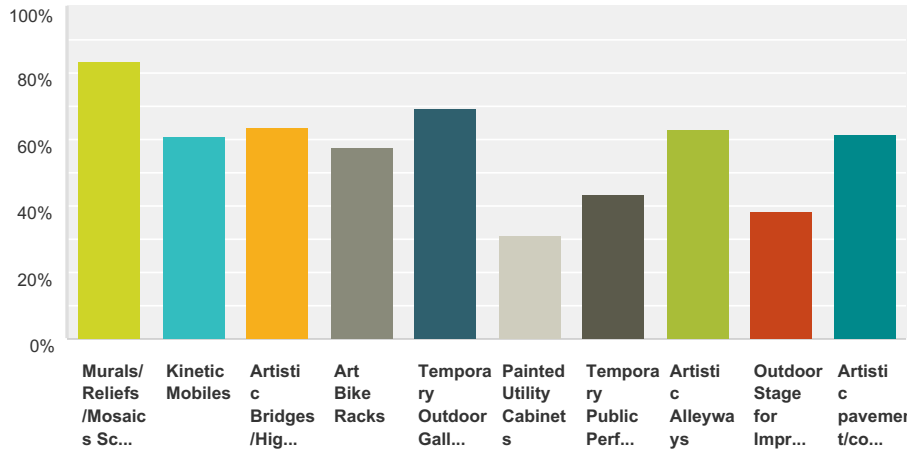
Answered: 169 Skipped: 20



Answer Choices	Responses	
Yes	88%	149
No	4%	6
No Opinion	8%	14
Total		169

Q11 If you answered Yes above, please indicate the type of artwork you would like to see in Louisville's public places? (Please select all that apply.)

Answered: 151 Skipped: 38



Answer Choices	Responses
Murals/Reliefs/Mosaics Sculpture	83% 126
Kinetic Mobiles	61% 92
Artistic Bridges/Highway Enhancements	64% 96
Art Bike Racks	58% 87
Temporary Outdoor Gallery Exhibitions	70% 105
Painted Utility Cabinets	31% 47
Temporary Public Performances	44% 66
Artistic Alleyways	63% 95
Outdoor Stage for Impromptu Performance	38% 58
Artistic pavement/concrete treatments in commercial spaces, building sites	62% 93
Total Respondents: 151	

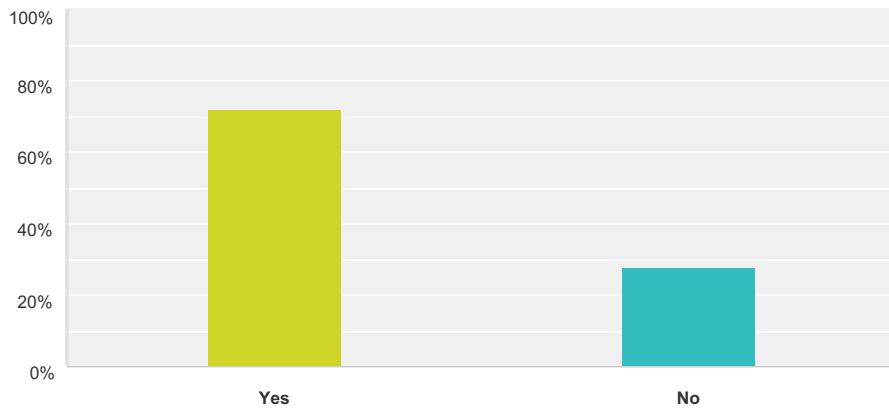
#	Other (please specify)	Date
1	Temporary if any, beauty is in the eye of the beholder	8/8/2015 1:03 AM
2	We love the statues!!!	6/25/2015 9:07 PM
3	Sculpture	5/9/2015 6:06 PM
4	Decorative benches, temporary art sculptures "on loan"	2/18/2015 4:21 PM
5	Art is subjective, Thus far, public art in the city doesnt come close to our tastes.	2/1/2015 3:05 PM
6	When you look down Main St you see too much of one color and cement. Summer it looks better. Benches, sculpture, color, flags on street lights, huge flower baskets on street lights, install more streets lights with poles for flower pots, require business to display real flowers not plastic, small round-a-bout at Pine and Main w garden/sculpture in middle	1/18/2015 11:29 AM
7	sidewalk chalk festival	1/12/2015 5:37 AM
8	Temporary being the key	12/23/2014 9:19 AM
9	Not a fan of lifelike bronze people and animals	12/17/2014 3:32 PM

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10	interesting art, not statues of people	12/13/2014 5:40 PM
11	Sculpture garden	12/13/2014 8:21 AM
12	Caution. Some of these could go so wrong...painted cabinets, Alleyways, concrete treatments.	12/12/2014 4:53 PM
13	more sculpture	12/12/2014 4:09 PM

Q12 Do you or your family members seek arts-related instruction outside of a traditional K-12 school setting?

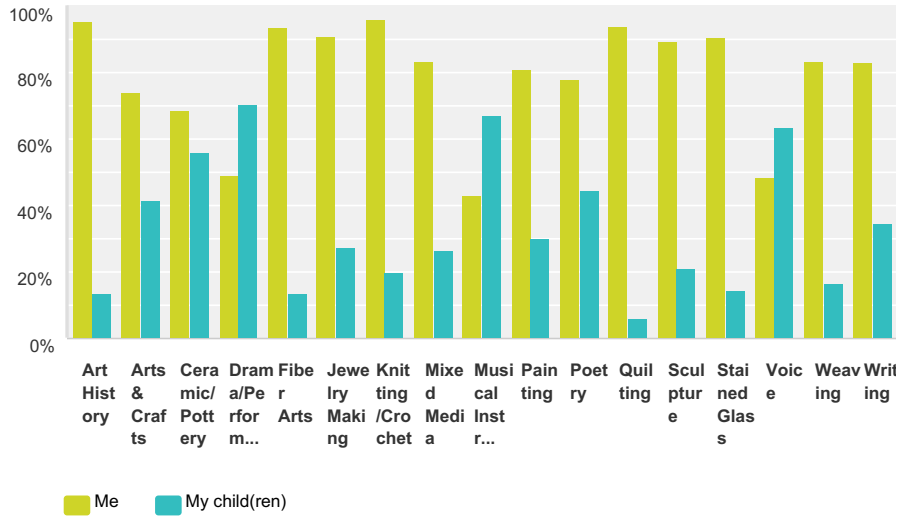
Answered: 164 Skipped: 25



Answer Choices	Responses	
Yes	72%	118
No	28%	46
Total		164

Q13 If you answered Yes above, please indicate the type(s) of instruction:

Answered: 117 Skipped: 72



	Me	My child(ren)	Total Respondents
Art History	95% 21	14% 3	22
Arts & Crafts	74% 48	42% 27	65
Ceramic/Pottery	69% 22	56% 18	32
Drama/Performing Arts	49% 20	71% 29	41
Fiber Arts	93% 14	13% 2	15
Jewelry Making	91% 20	27% 6	22
Knitting/Crochet	96% 24	20% 5	25
Mixed Media	83% 25	27% 8	30
Musical Instrument	43% 25	67% 39	58
Painting	81% 43	30% 16	53
Poetry	78% 7	44% 4	9
Quilting	94% 16	6% 1	17
Sculpture	89% 17	21% 4	19
Stained Glass	90% 19	14% 3	21
Voice	48% 16	64% 21	33

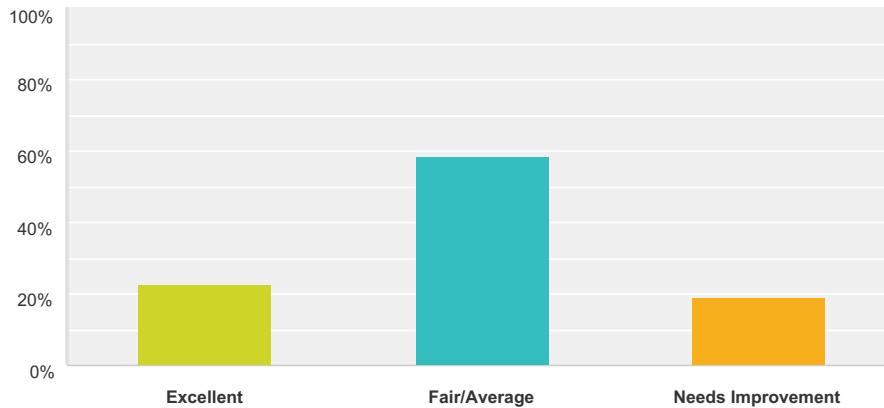
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Weaving	83% 5	17% 1	6
Writing	83% 24	34% 10	29

#	Other (please specify)	Date
1	Dance (kids)	9/19/2015 9:16 PM
2	Math, homework and organization tutoring	8/26/2015 11:07 AM
3	Sewing	6/30/2015 6:05 PM
4	Drawing	5/7/2015 5:50 AM
5	Photography	5/6/2015 5:01 PM
6	dance (tcdc studio)	3/3/2015 9:35 AM
7	Figure skating, dance	2/18/2015 9:37 AM
8	Photography	2/5/2015 8:48 PM
9	Fused glass	1/19/2015 9:52 PM
10	up cycled or repurposed crafts	1/12/2015 5:37 AM
11	Photography	1/9/2015 2:34 PM
12	drawing	1/6/2015 9:25 AM
13	Not in Louisville, which offers none. I go to Boulder for all instruction.	12/23/2014 9:19 AM
14	Metal art	12/13/2014 8:21 AM
15	Cooking classes	12/12/2014 9:23 PM

Q14 What kind of reputation do you think Louisville has for arts offerings?

Answered: 164 Skipped: 25

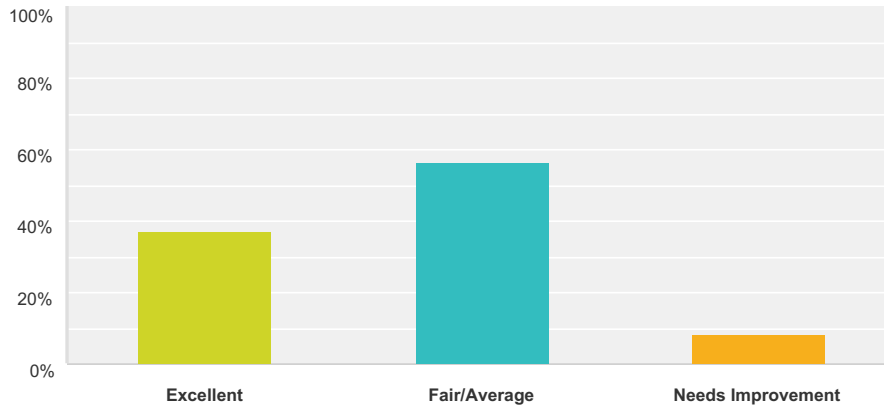


Answer Choices	Responses	
Excellent	23%	37
Fair/Average	59%	96
Needs Improvement	19%	31
Total		164

#	Other (please specify)	Date
1	Average but definitely growing	5/6/2015 3:15 PM
2	Some good galleries, but not enough public art	2/18/2015 4:21 PM
3	Aquaponics self sustain the community, solar, wind, thermal	1/9/2015 2:29 PM
4	No opinion	1/2/2015 11:36 AM
5	Doing a lot, but not edgy	12/17/2014 3:32 PM
6	Lafayette puts Louisville to shame on this level.	12/15/2014 10:23 AM
7	I am pleased that the LAA can use the Cultural Arts Center/	12/12/2014 6:10 PM
8	It is sad that a frame shop has the reputation as the best gallery.	12/12/2014 5:06 PM
9	it's improving but we need to do more to become a real cultural destination.	12/12/2014 4:01 PM

Q15 What kind of reputation do you think Louisville has for cultural programming offerings? (Examples may include holiday/civic special events, lectures, parades, etc.)

Answered: 169 Skipped: 20

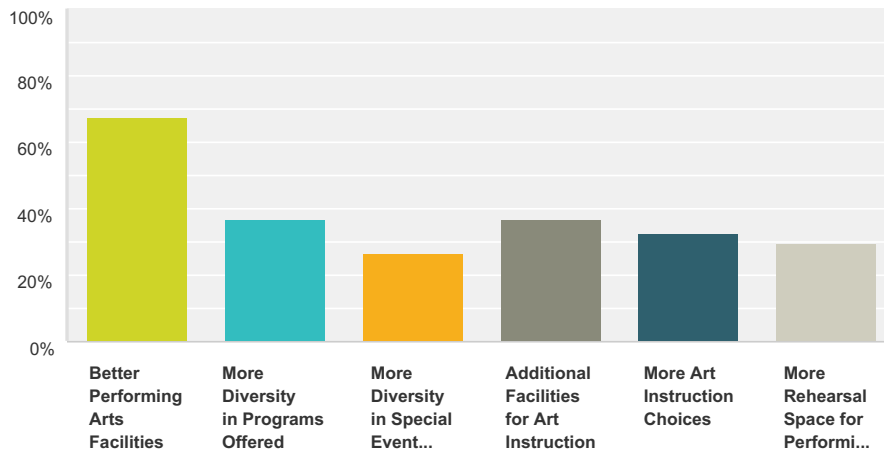


Answer Choices	Responses
Excellent	37% 63
Fair/Average	56% 95
Needs Improvement	8% 14
Total Respondents: 169	

#	Other (please specify)	Date
1	This is a huge part of why we are consistently ranked as a top place to live.	8/26/2015 11:07 AM
2	If you count Street Faire as one of these offerings	8/5/2015 1:06 PM
3	More costume parties! More hula hoop contests!	2/18/2015 4:21 PM
4	less mimicry and more inspiration	1/9/2015 2:29 PM
5	well, i don't really classify parades and street fairs as cultural. i think of music performances, public/private art, lectures, and theater. of whihc louisville has little.	1/6/2015 9:25 AM
6	Kind of same old, same old. Needs improvement in offering varied and multi-cultural programming.	1/5/2015 3:24 PM
7	No opinion	1/2/2015 11:36 AM
8	need more lecture series	12/12/2014 4:09 PM

**Q16 What do you think are Louisville's most important needs for cultural development?
(Please select only those you feel apply.)**

Answered: 135 Skipped: 54



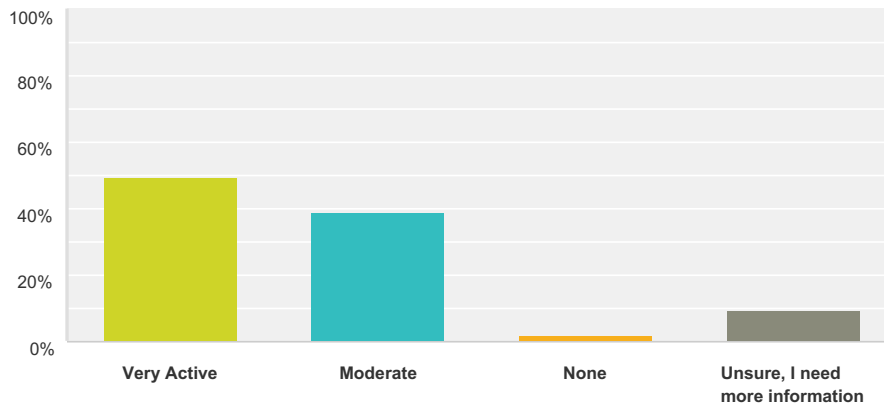
Answer Choices	Responses
Better Performing Arts Facilities	67% 91
More Diversity in Programs Offered	37% 50
More Diversity in Special Event Offerings	27% 36
Additional Facilities for Art Instruction	37% 50
More Art Instruction Choices	33% 44
More Rehearsal Space for Performing Arts	30% 40
Total Respondents: 135	

#	Other (please specify)	Date
1	I have no knowledge regarding performing arts existence in Louisville.	5/8/2015 2:56 PM
2	doing great!	5/7/2015 12:03 PM
3	tara cluck is looking for space--hard for artists to afford good space and it would be nice to keep her and others in town	3/3/2015 9:35 AM
4	Something unique -- every little town has the same kind of low-level offerings. Is there something Louisville can be "one of a kind". That would be very cool!	2/18/2015 7:58 PM
5	Pop-up art venues	2/18/2015 4:21 PM
6	Better communication.	2/18/2015 2:57 PM
7	Would love to see if we can get more local musicians performing in coffee shops and restaurants. Like the Laughing Goat, Oskar Blues, Cannon Mine Coffee	2/17/2015 5:11 PM
8	more studio space available for artists	2/15/2015 5:25 PM
9	I do not know enough to answer adequately	1/19/2015 11:12 PM
10	Parking and outdoor room for summer cultural events	1/2/2015 3:09 PM
11	More arts facility options	12/30/2014 11:35 AM
12	Nothing	12/13/2014 8:21 AM
13	stick to the marketing plan--don't move First Friday Art Walk to Saturday for any reason.	12/12/2014 5:06 PM
14	Artist in Residence Program	12/12/2014 4:53 PM
15	More space will ensure that more diverse events are planned and executed. If you build it they will come?	12/12/2014 4:01 PM

16	awareness of offering	12/12/2014 2:32 PM
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Q17 What role do you think city government should play in the expansion of arts and cultural programming in Louisville?

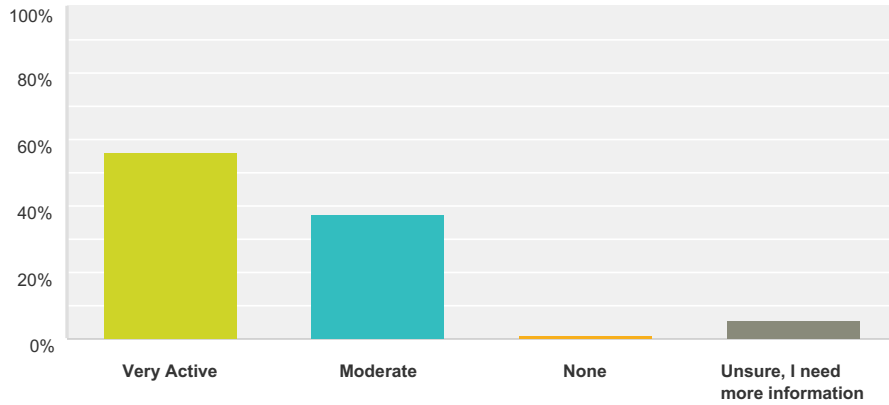
Answered: 169 Skipped: 20



Answer Choices	Responses
Very Active	50% 84
Moderate	39% 66
None	2% 3
Unsure, I need more information	9% 16
Total	169

Q18 What role do you think local businesses should play in the expansion of arts and cultural programming in Louisville?

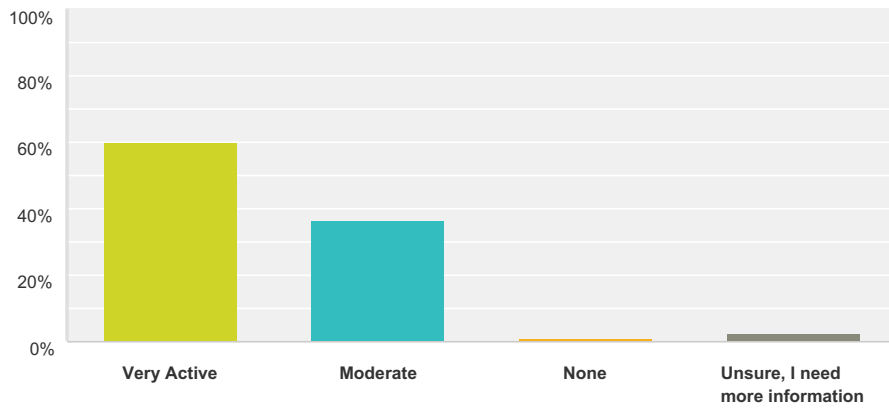
Answered: 170 Skipped: 19



Answer Choices	Responses	
Very Active	56%	95
Moderate	38%	64
None	1%	2
Unsure, I need more information	5%	9
Total		170

Q19 What role do you feel Louisville residents can play in the expansion of arts and cultural programming in Louisville?

Answered: 168 Skipped: 21



Answer Choices	Responses
Very Active	60% 101
Moderate	36% 61
None	1% 2
Unsure, I need more information	2% 4
Total	168

Q20 If you answered No to the above question, why?

Answered: 7 Skipped: 182

#	Responses	Date
1	city government should support local artists but not try to force it. Community events that are profitable for the city are the exception.	8/8/2015 1:03 AM
2	A verbal few will dictate what everyone must look at and pay for with our taxes.	6/18/2015 10:21 PM
3	This survey is getting too long	1/7/2015 8:17 PM
4	Everybody should help bring art to the community.	12/19/2014 10:56 AM
5	tax increases	12/13/2014 5:02 PM
6	The city government should stay out of the privet business if it's going to fail it does if it's going to work it will.	12/13/2014 8:21 AM
7	I see the city in a coordination and support role rather than programming.	12/12/2014 4:53 PM

Q21 If you are unsure, what information would help you decide?

Answered: 9 Skipped: 180

#	Responses	Date
1	Is there demand for this?	8/8/2015 1:03 AM
2	What is currently being done by government, residents in these areas?	6/26/2015 11:25 AM
3	I don't know what kind of interests businesses would have if they played a role in expansion. How would this affect quality of life? (ie the street faire seems to take over downtown and it is a big inconvenience for residents)	3/3/2015 9:35 AM
4	I am not sure how others in the community feel, the results of this survey would be good	2/18/2015 4:46 PM
5	Impact to city budget.	2/11/2015 10:24 PM
6	Examples of potential roles	1/9/2015 4:01 PM
7	*23. I am a n00b to art but interested in Glass blowing and pottery and aquaponics to grow food for free for everyone	1/9/2015 2:29 PM
8	I would hesitate to green light anything for the city council .. not a council that we have much confidence in these days	12/23/2014 9:19 AM
9	Hearing opinions. Don't want to see Louisville try to compete with Arvada Center or Dairy but fill the need for richness and walkability to events.	12/12/2014 4:53 PM

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Q22 Zip Code

Answered: 175 Skipped: 14

#	Responses	Date
1	80027	9/19/2015 9:16 PM
2	80027	9/1/2015 5:49 PM
3	80027	8/26/2015 11:07 AM
4	80027	8/25/2015 6:16 PM
5	80027	8/8/2015 1:03 AM
6	80027	8/5/2015 1:06 PM
7	80027	8/4/2015 3:12 PM
8	80027	7/27/2015 2:55 PM
9	80027	7/22/2015 8:23 AM
10	80026	7/22/2015 6:51 AM
11	80027	7/16/2015 9:17 AM
12	80027	7/15/2015 3:44 PM
13	80027	7/8/2015 2:59 PM
14	80027	6/30/2015 6:05 PM
15	80027	6/30/2015 4:33 PM
16	80027	6/26/2015 11:25 AM
17	80027	6/26/2015 7:45 AM
18	80027	6/25/2015 9:07 PM
19	80027	6/24/2015 10:26 AM
20	80027	6/18/2015 10:21 PM
21	80027	6/2/2015 2:02 PM
22	80027	5/31/2015 3:19 PM
23	80027	5/9/2015 6:06 PM
24	80027	5/9/2015 8:33 AM
25	80026	5/8/2015 2:56 PM
26	80027	5/8/2015 1:29 PM
27	80027	5/7/2015 12:03 PM
28	80027	5/7/2015 11:07 AM
29	80027	5/7/2015 9:58 AM
30	80027	5/7/2015 8:34 AM
31	80027	5/7/2015 5:50 AM
32	80403	5/6/2015 9:28 PM
33	80027	5/6/2015 5:58 PM
34	80027	5/6/2015 5:42 PM
35	80027	5/6/2015 5:01 PM
36	80027	5/6/2015 3:15 PM
37	80027	5/6/2015 3:15 PM
38	80027	5/6/2015 1:07 PM
39	80026	5/4/2015 2:47 PM

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40	80211	5/1/2015 12:26 PM
41	80027	3/20/2015 10:59 PM
42	80601	3/14/2015 9:49 AM
43	80027	3/13/2015 5:53 PM
44	80027	3/3/2015 9:35 AM
45	80027	3/1/2015 4:53 PM
46	80027	2/22/2015 8:47 PM
47	80027-1562	2/19/2015 10:21 AM
48	80027	2/19/2015 6:11 AM
49	80027	2/18/2015 7:58 PM
50	80027	2/18/2015 4:46 PM
51	80027	2/18/2015 4:21 PM
52	80027	2/18/2015 3:20 PM
53	80027	2/18/2015 2:57 PM
54	80027	2/18/2015 9:37 AM
55	80027	2/18/2015 8:41 AM
56	80027	2/17/2015 10:15 PM
57	80027	2/17/2015 9:44 PM
58	80027	2/17/2015 8:31 PM
59	80027	2/17/2015 8:27 PM
60	80027	2/17/2015 8:20 PM
61	80027	2/17/2015 8:05 PM
62	80027	2/17/2015 7:03 PM
63	80027	2/17/2015 6:39 PM
64	80027	2/17/2015 6:28 PM
65	80027	2/17/2015 5:11 PM
66	80027	2/17/2015 5:03 PM
67	80027	2/17/2015 4:55 PM
68	80026	2/16/2015 10:36 AM
69	80027	2/15/2015 5:25 PM
70	80027	2/11/2015 10:24 PM
71	80027	2/9/2015 12:30 PM
72	80027	2/8/2015 1:57 PM
73	80027	2/5/2015 8:48 PM
74	80027	2/1/2015 3:05 PM
75	80027	1/29/2015 10:15 PM
76	80027	1/28/2015 7:10 PM
77	80027	1/23/2015 6:52 PM
78	80027	1/21/2015 5:46 PM
79	80027	1/20/2015 9:16 AM
80	80026	1/19/2015 11:12 PM
81	80027	1/19/2015 9:52 PM
82	80027	1/19/2015 5:30 PM
83	80027	1/18/2015 2:41 PM

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84	80027	1/18/2015 11:29 AM
85	80027	1/15/2015 5:45 PM
86	80027	1/12/2015 5:37 AM
87	80027	1/10/2015 10:25 PM
88	80027	1/10/2015 5:58 PM
89	80026	1/10/2015 1:59 PM
90	80027	1/10/2015 10:33 AM
91	80027	1/9/2015 4:01 PM
92	80023	1/9/2015 3:42 PM
93	80027	1/9/2015 3:04 PM
94	80241	1/9/2015 2:56 PM
95	80027	1/9/2015 2:34 PM
96	55422	1/9/2015 2:29 PM
97	80027	1/7/2015 9:08 PM
98	80303	1/7/2015 8:17 PM
99	80301	1/7/2015 6:14 PM
100	80023	1/7/2015 2:45 PM
101	80027	1/6/2015 9:25 AM
102	80027	1/6/2015 8:14 AM
103	80027 (Louisville, not Superior!)	1/5/2015 3:24 PM
104	80027	1/3/2015 5:37 PM
105	80027	1/2/2015 3:36 PM
106	80027	1/2/2015 3:09 PM
107	80027	1/2/2015 1:55 PM
108	80026	1/2/2015 1:44 PM
109	80027	1/2/2015 11:36 AM
110	80205	1/2/2015 10:26 AM
111	80516	12/30/2014 4:11 PM
112	80027	12/30/2014 11:35 AM
113	80027	12/29/2014 3:26 PM
114	artist, art textile industry	12/28/2014 11:21 PM
115	80027	12/28/2014 9:35 PM
116	80027	12/28/2014 8:31 PM
117	80027	12/28/2014 7:17 PM
118	80303	12/23/2014 9:24 AM
119	80027	12/23/2014 9:19 AM
120	80027	12/22/2014 10:23 AM
121	80026	12/19/2014 7:07 PM
122	80027	12/19/2014 4:42 PM
123	80207	12/19/2014 10:56 AM
124	80027	12/18/2014 2:18 PM
125	80027	12/18/2014 11:58 AM
126	80027	12/18/2014 11:37 AM
127	80027	12/18/2014 9:37 AM

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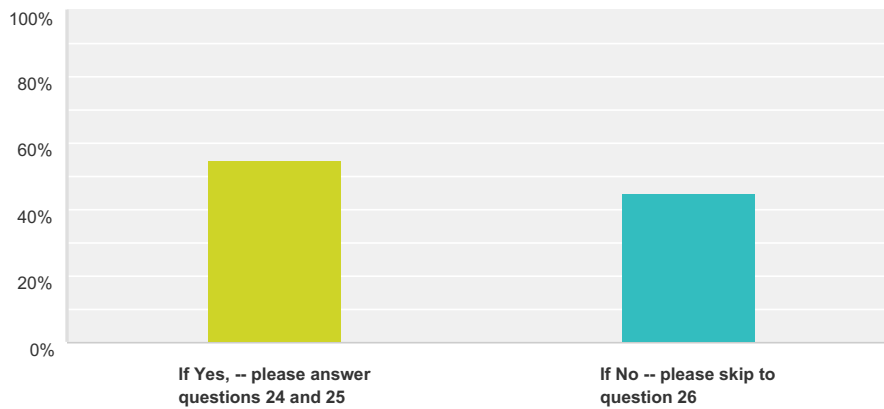
128	80026	12/18/2014 6:41 AM
129	80027	12/17/2014 7:43 PM
130	80026	12/17/2014 7:41 PM
131	80027	12/17/2014 6:07 PM
132	80303	12/17/2014 5:37 PM
133	80305	12/17/2014 3:32 PM
134	80301	12/17/2014 2:51 PM
135	80027	12/17/2014 2:46 PM
136	80026	12/16/2014 12:50 PM
137	80027	12/15/2014 10:23 AM
138	80516	12/14/2014 9:51 PM
139	80027	12/14/2014 9:34 AM
140	80027	12/14/2014 9:10 AM
141	80027	12/14/2014 6:33 AM
142	80027	12/13/2014 10:41 PM
143	80027	12/13/2014 6:04 PM
144	80027	12/13/2014 5:43 PM
145	80027	12/13/2014 5:40 PM
146	80027	12/13/2014 5:02 PM
147	80026	12/13/2014 4:47 PM
148	80027	12/13/2014 12:01 PM
149	80027	12/13/2014 10:42 AM
150	80027	12/13/2014 8:24 AM
151	80027	12/13/2014 8:21 AM
152	80503	12/13/2014 7:55 AM
153	80027	12/13/2014 7:25 AM
154	80516	12/13/2014 1:43 AM
155	80027	12/12/2014 10:58 PM
156	80027	12/12/2014 10:21 PM
157	80027	12/12/2014 9:23 PM
158	80026	12/12/2014 9:00 PM
159	80027	12/12/2014 8:46 PM
160	80516	12/12/2014 8:39 PM
161	80303	12/12/2014 8:39 PM
162	80027	12/12/2014 8:17 PM
163	80026	12/12/2014 6:10 PM
164	80027	12/12/2014 5:52 PM
165	80027	12/12/2014 5:44 PM
166	88027	12/12/2014 5:26 PM
167	80026	12/12/2014 5:08 PM
168	80027	12/12/2014 5:06 PM
169	80027	12/12/2014 4:53 PM
170	80027	12/12/2014 4:30 PM
171	80027	12/12/2014 4:09 PM

CAMPlan

172	80027	12/12/2014 4:01 PM
173	80027	12/12/2014 3:47 PM
174	80027	12/12/2014 2:32 PM
175	80027	12/12/2014 1:57 PM

Q23 Are you an artist (either hobbyist, part-time or full-time) or do you work within a creative industry? Definition of Creative Industry: Arts Council; Government Agency (e.g., Department of Cultural Affairs); Museum; Arts or Science Center; Art Gallery; Art School; Symphony Orchestra; Summer Theater; Opera Company; Theatrical Company; Performing Arts Center Production; Community Theater Production; Ballet Production; Dance Studios, Schools, and Halls; Theater Building, ownership and operation; Creators for Game Systems; Website Design; Graphic Design; Photographers; Videographers; Writers; Art Textile Industry

Answered: 175 Skipped: 14



Answer Choices	Responses
If Yes, -- please answer questions 24 and 25	55% 96
If No -- please skip to question 26	45% 79
Total	175

CAMPlan

Q26 Please add anything else you would like to tell us:

Answered: 30 Skipped: 159

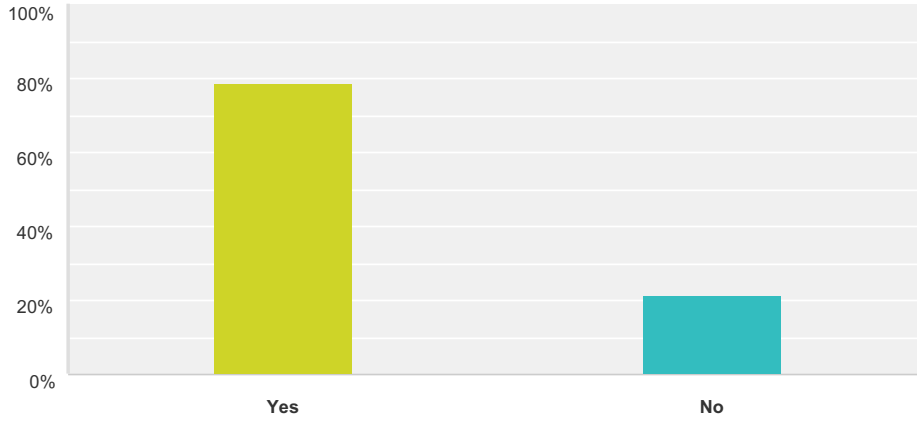
#	Responses	Date
1	Keep Louisville great!	8/26/2015 11:08 AM
2	I would like to see an annual larger scale music event at community park. where people can bring a picnic and hang out while listening to music (blues, jazz) Not loud concert, just good hanging out music. A decent sized theater/performing arts center could be nice, could be used for performing arts, classes, concerts, rental.	8/8/2015 1:08 AM
3	For a community of our size, we do a very good job...to the edge of overspending.	8/5/2015 1:07 PM
4	We love Louisville I am happy to see folks spending time in planning these efforts	6/25/2015 9:08 PM
5	Thank you for all the great work you do.	5/31/2015 3:20 PM
6	I feel that the arts programs to include music, theater, galleries, etc. strengthen the housing market and independent businesses in Louisville, and in-turn provide a stronger tax base for City of Louisville.	5/8/2015 2:56 PM
7	The arts are a crucial piece of what makes Louisville great and attractive to us. Since the Arts bring in more revenue than sports, more money should be devoted to increasing the quality and frequency of public art and performances, throughout the year, not just Street Faire.	5/6/2015 6:00 PM
8	Concerts at the Louisville Arts Center are too expensive and the chairs are uncomfortable. The decor is too plain. It would be nice to have a small auditorium for concerts, with comfortable seats and attractive decor.	5/6/2015 5:03 PM
9	Better publicity about cultural events	3/20/2015 11:02 PM
10	I would like to spend more time improving my art and possibly make it a commercial endeavor, but feel I need more local resources to get there.	2/18/2015 4:48 PM
11	I would like to work towards creating public art in Louisville: specifically, a large community-built mosaic sculpture or wall.	2/18/2015 4:27 PM
12	I live one block from downtown Louisville. The complaints I've heard or read about regarding visitors to Louisville events is greatly exaggerated or downright unfounded. I've been pleased with the excellent conduct by visitors to Louisville.	2/17/2015 8:30 PM
13	Louisville's public art, interesting cultural events. and top notch art instruction are lacking when compared to offerings/experts in Boulder and Devner.	2/1/2015 3:06 PM
14	Arts offerings in Louisville are great. We still need a larger performing space in Boulder County.	1/28/2015 7:12 PM
15	Thanks for your great work!	1/21/2015 5:46 PM
16	work with shop owners to help make their buildings eye appealing such as music store at Pine and Main. Paint, murals, window boxes, moldings. I'd love to see a lot more seating options on the street, color, and a small round-about at Pine and Main if possible	1/18/2015 11:31 AM
17	Thank you for asking!,,	1/10/2015 5:58 PM
18	Would like more cultural arts outside the downtown core	1/9/2015 4:04 PM
19	i would like Lvll. to sponsor financially, a performing group from Hawai'i; ie Hawaiian hula at its best comes from there, not here.	1/7/2015 6:16 PM
20	Nice to have local art/cultural offerings. Would like to see more diverse offering and overall, need better way for city, non-profits, and for profits to get the word out. Comment - Street Faire needs to be refreshed (or call it a regional vs. local event). Thanks for working on a master plan.	1/5/2015 3:27 PM
21	I love Louisville and would like to attend outdoor events downtown but they are just too crowded to enjoy. I would like to see a larger venue for art exhibits and workshops. Finally, LAA is a great organization!	1/2/2015 3:13 PM
22	"Art" is a subjective thing. Although many think Louisville has amazing, current offerings, many do not and we choose to go to Boulder and Denver for truly professional performances, public art displays, etc. What may be considered the most successful "arts and culture" events in Louisville -- the downtown summer street fair/music -- has become so cramped in its current space and the many drunken idiots have ruined it for families and others. We are sick and tired of listening to city council meetings in which Michael Mennaker claims that people who complain about the fair are wrong and because he's dubbed himself king of Louisville, nobody should pay any attention. The fact that the City Council actually listens to him and not to other residents say it all.	12/23/2014 9:23 AM
23	Go Team! Let's work together to build a better art community.	12/19/2014 10:57 AM

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24	It is a travesty that Louisville is the only city in the area without a theater and performing arts complex. Many cities with far less than what Louisville has to offer, have these centers. I would like to see Louisville get this done. It is the least they could do for the fantastic performing arts group that have been a part of the town for many, many years!	12/17/2014 7:45 PM
25	You might consider Cafe (web based listing) for calls for entries, proposals, etc. - Used extensively by other entities and a comprehensive listing which most artists are familiar with.	12/14/2014 9:55 PM
26	Fix the bridge at the south end of town so people can easily access all the things discussed in this survey.	12/14/2014 9:36 AM
27	Thank you for considering our opinions	12/13/2014 7:28 AM
28	Check out Louisville's newest art gallery...The Walnut Gallery! I'm delighted to be selling my paintings at this wonderful gallery.	12/12/2014 5:12 PM
29	Would like to see our community reflect the richness and good taste. Not non-artist driven responses that are all about the children but mature, fine art. A for-profit angle to support the non-profit wing of the community.	12/12/2014 4:58 PM
30	thanks for putting this out to the community. Would like a public announcement of results and next steps	12/12/2014 4:11 PM

Q1 As a profession, volunteer or hobby, do you work within a creative industry (see below)?

Answered: 47 Skipped: 2

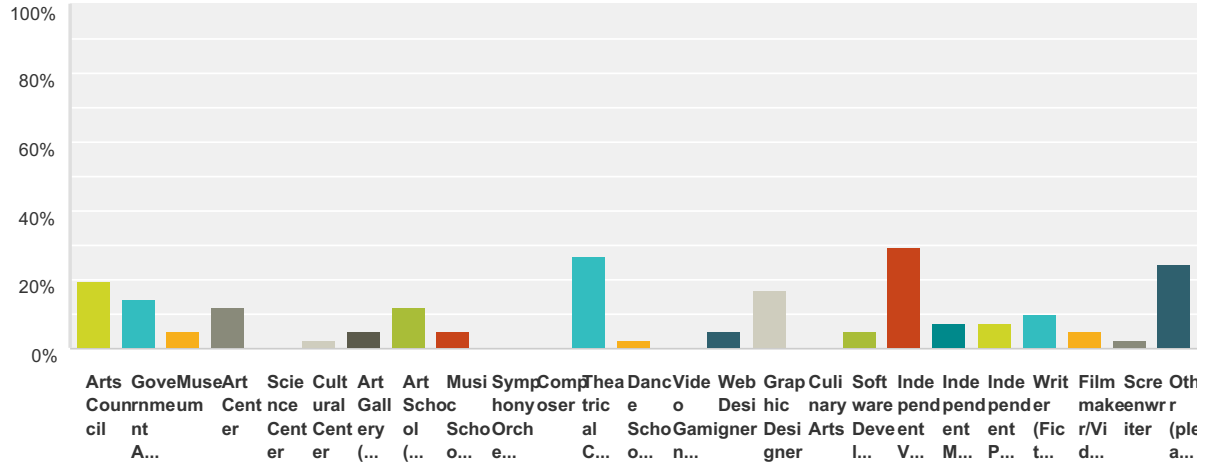


Answer Choices	Responses	
Yes	78.72%	37
No	21.28%	10
Total		47

Artist Survey (Cultural Arts Master Plan)

Q2 If yes, please specify type of creative industry that best describes your situation. (Please check all that apply.)

Answered: 41 Skipped: 8



Answer Choices	Responses
Arts Council	19.51% 8
Government Arts and Cultural Agency	14.63% 6
Museum	4.88% 2
Art Center	12.20% 5
Science Center	0.00% 0
Cultural Center	2.44% 1
Art Gallery (Commercial or Non-Commercial)	4.88% 2
Art School (Commercial or Non-Commercial)	12.20% 5
Music School (Commercial or Non-Commercial)	4.88% 2
Symphony Orchestra	0.00% 0
Composer	0.00% 0
Theatrical Company, Performing Arts Center Production, Community Theater, Summer Theater, Opera Company	26.83% 11
Dance School, Dance Production, Dance Studios/Troupes	2.44% 1
Video Gaming Industry	0.00% 0
Web Designer	4.88% 2
Graphic Designer	17.07% 7
Culinary Arts	0.00% 0
Software Development	4.88% 2
Independent Visual Artist	29.27% 12
Independent Musician	7.32% 3
Independent Performer	7.32% 3

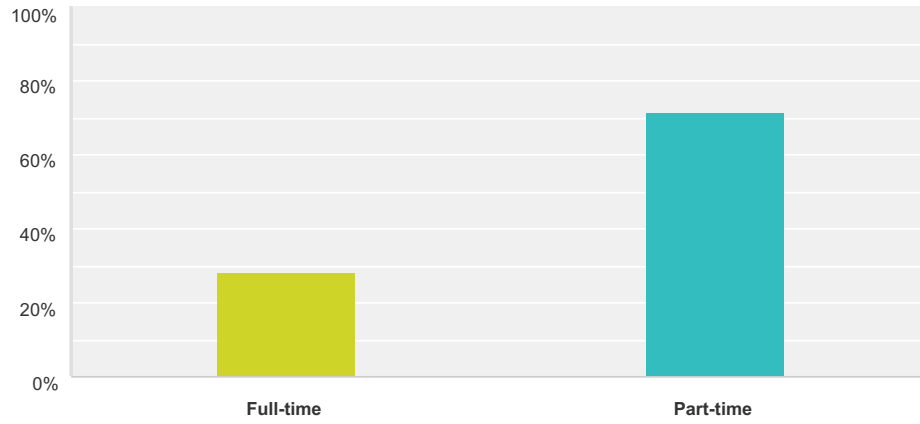
Artist Survey (Cultural Arts Master Plan)

Writer (Fiction or Non-Fiction)	9.76%	4
Filmmaker/Videomaker	4.88%	2
Screenwriter	2.44%	1
Other (please specify)	24.39%	10
Total Respondents: 41		

#	Other (please specify)	Date
1	Artist	8/25/2015 4:39 PM
2	architecture	7/16/2015 1:38 PM
3	Photographer	5/7/2015 8:12 PM
4	education - art teacher	5/7/2015 5:45 AM
5	photographer	5/6/2015 5:04 PM
6	Open Mic Host	5/6/2015 1:00 PM
7	photographer	3/20/2015 11:20 PM
8	Photographer	3/17/2015 3:35 PM
9	Wish I was creative	3/2/2015 10:07 AM
10	Art Association	2/25/2015 3:01 PM

Q3 Please categorize your employment or involvement within your creative industry?

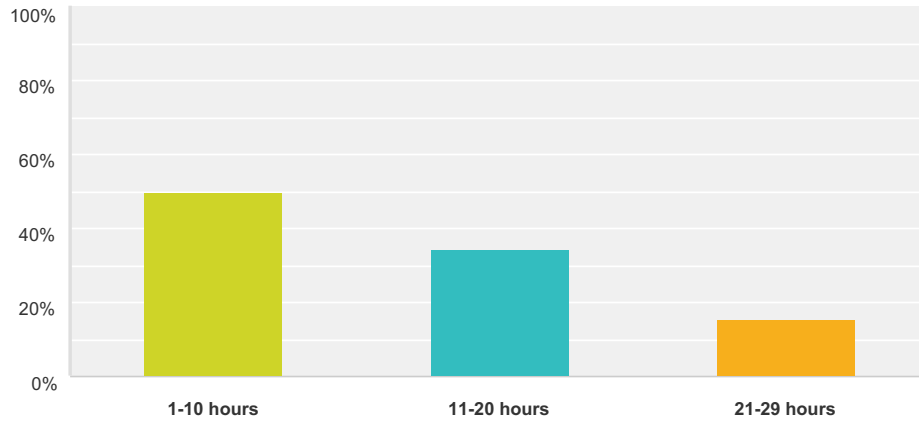
Answered: 35 Skipped: 14



Answer Choices	Responses
Full-time	28.57% 10
Part-time	71.43% 25
Total	35

Q4 If part-time, please specify (approximate) percentage of time spent working within your artistic field per week:

Answered: 26 Skipped: 23



Answer Choices	Responses	
1-10 hours	50.00%	13
11-20 hours	34.62%	9
21-29 hours	15.38%	4
Total		26

Q5 Your estimated annual income generated through sales, performance or other creative enterprise(s): (Please know that this information will not be linked to any one individual or household and will ONLY be used to identify the portion of Louisville resident income associated within the Creative Industries.)

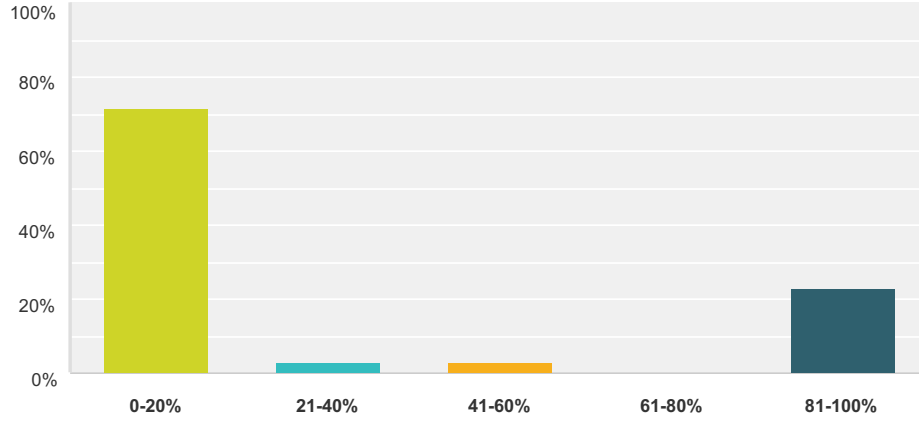
Answered: 34 Skipped: 15



Answer Choices	Responses	
\$0 - 9,075	52.94%	18
\$9,075 - \$36,000	17.65%	6
\$36,000 - \$89,350	23.53%	8
\$89,350 - \$186,350	5.88%	2
\$186,350 - \$405,100	0.00%	0
\$405,100-\$406,750	0.00%	0
\$406,750 - higher	0.00%	0
Total		34

Q6 Estimated percentage of your total income earned through the sale of artwork, performances or other Creative Industry endeavor?

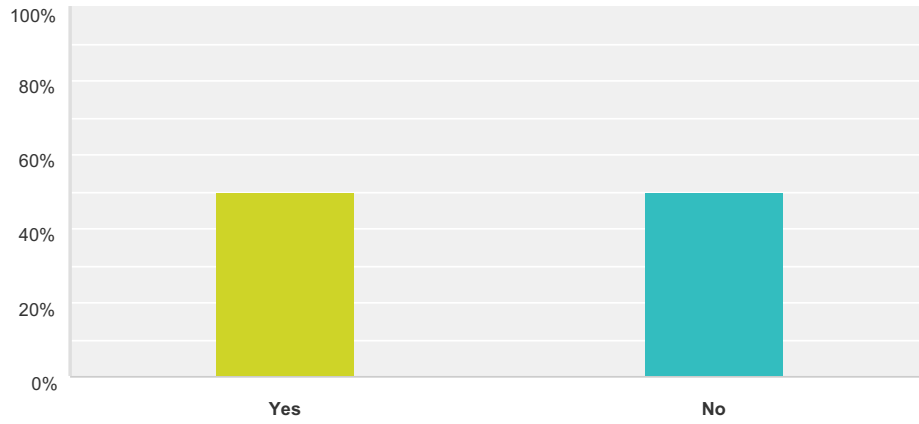
Answered: 35 Skipped: 14



Answer Choices	Responses	
0-20%	71.43%	25
21-40%	2.86%	1
41-60%	2.86%	1
61-80%	0.00%	0
81-100%	22.86%	8
Total		35

Q7 Do you teach/coach others within your creative field?

Answered: 38 Skipped: 11

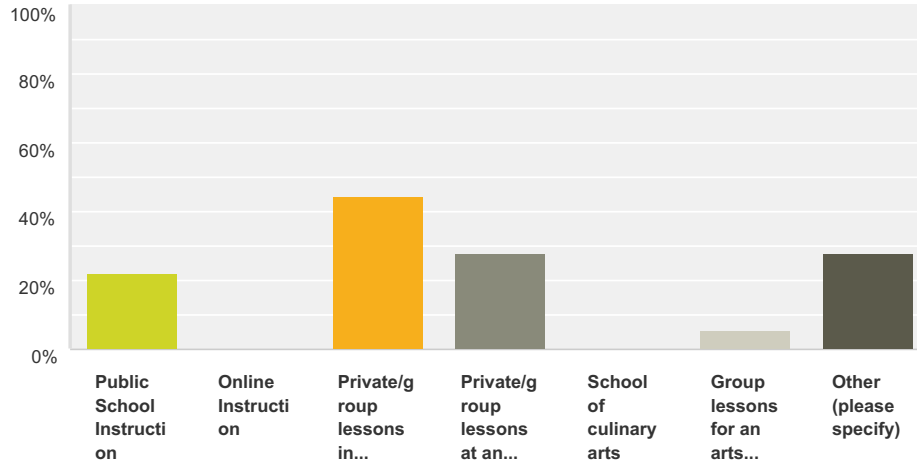


Answer Choices	Responses
Yes	50.00% 19
No	50.00% 19
Total Respondents: 38	

Artist Survey (Cultural Arts Master Plan)

Q8 If yes, please specify type of instruction:

Answered: 18 Skipped: 31



Answer Choices	Responses
Public School Instruction	22.22% 4
Online Instruction	0.00% 0
Private/group lessons in private residence (any discipline)	44.44% 8
Private/group lessons at an arts, music or drama school	27.78% 5
School of culinary arts	0.00% 0
Group lessons for an arts organization	5.56% 1
Other (please specify)	27.78% 5
Total Respondents: 18	

#	Other (please specify)	Date
1	university	7/16/2015 1:41 PM
2	Direct Theatre Occasionally as well as Act	5/6/2015 9:18 PM
3	Informal/free	3/17/2015 4:41 PM
4	volunteer	3/16/2015 7:48 AM
5	Adjuticate for high school theater	3/4/2015 10:30 PM

Artist Survey (Cultural Arts Master Plan)

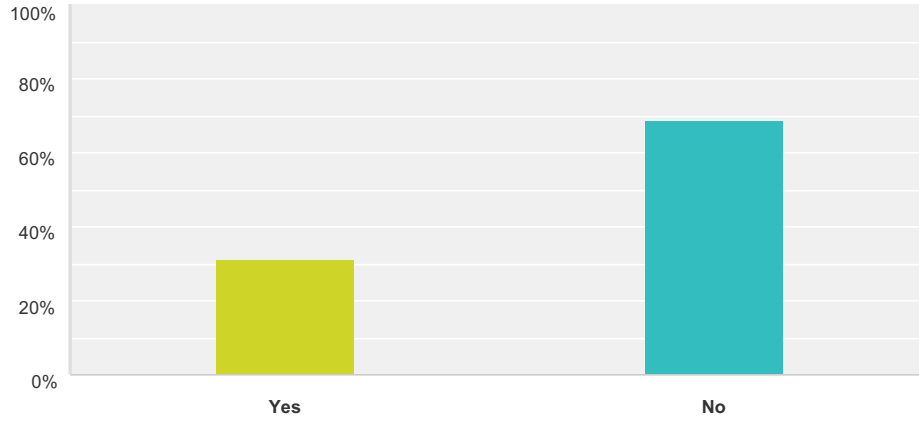
Q9 What are the most valuable resources available to you in Louisville that support your creative industry?

Answered: 22 Skipped: 27

#	Responses	Date
1	Louisville Art Association	8/25/2015 8:13 PM
2	Galleries, suppliers	8/25/2015 4:42 PM
3	audience	7/16/2015 1:41 PM
4	The influence and inspiration brought to by attending concerts, art openings and other fun events	7/4/2015 11:03 AM
5	The Louisville Center for the Arts facility	5/7/2015 1:05 AM
6	Louisville Arts Center	5/6/2015 9:18 PM
7	Louisville Arts Association is the ONLY resource.	5/6/2015 5:06 PM
8	Suzanne Janssen	5/6/2015 1:01 PM
9	Louisville Art Association for networking with other artists, potential students, etc.	4/7/2015 9:48 PM
10	Hobby Lobby	3/18/2015 9:24 AM
11	Photography shows	3/17/2015 3:36 PM
12	Louisville Art Association	3/17/2015 2:25 PM
13	Louisville Art Association Public Art Louisville Library Small business-supported art venues First Friday art walk Displays of local art, sculpture...	3/17/2015 12:54 PM
14	Louisville Art Association, The galleries downtown, Art Underground	3/17/2015 9:58 AM
15	Music, drumming and theater choices that are available to residents. This would include Dana V Music, Art Underground and After Beat Drum School. They are awesone!	3/16/2015 7:48 AM
16	CCCT	3/7/2015 12:12 AM
17	The space and equipment for the CCCT. The volunteers (like me) are great too.	3/5/2015 4:06 PM
18	The Louisville center for the Arts. This is such a benefit to the arts community. Most of us do this on a part-time volunteer basis and the revenue comes from donations or ticket sales so the budget doesn't allow for the kind of rent required for a space in which to perform. Without the Center we would not have a home.	3/4/2015 10:30 PM
19	Coal Creek Community Theatre City of Louisville	3/4/2015 7:40 PM
20	Coal Creek Theater Company	3/4/2015 5:11 PM
21	The Louisville Center for the Arts; other arts organizations; the Cultural Arts Coordinator; Downtown businesses and Chamber of Commerce.	3/3/2015 3:56 PM
22	Center for the Arts	2/25/2015 4:17 PM

Q10 Do you have the necessary resources (suppliers, facilities, marketing, ongoing education and instruction) available to you in Louisville that support your creative industry?

Answered: 29 Skipped: 20



Answer Choices	Responses
Yes	31.03% 9
No	68.97% 20
Total	29

Artist Survey (Cultural Arts Master Plan)

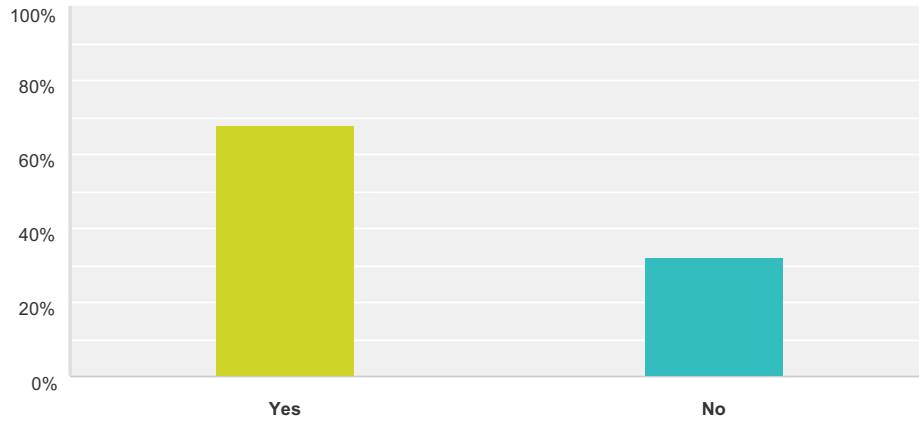
Q11 If no, please specify what is lacking.

Answered: 17 Skipped: 32

#	Responses	Date
1	Pottery Lab	8/25/2015 8:13 PM
2	Art suppliers	8/25/2015 4:42 PM
3	venues and a decent cultural understanding of the arts (not just a provincial understanding and appreciation).	7/16/2015 1:41 PM
4	We are lacking in the marketing area.	5/7/2015 1:05 AM
5	The Louisville Arts Center is so heavily used that scheduling is difficult. Available dates are limited and inflexible and the demand for the facility does not allow theatre groups to maximize their offerings. Also, we are not able to move in set pieces of construct until the weekend before opening.	5/6/2015 9:18 PM
6	Need more photography classes and clubs specifically for photography.	5/6/2015 5:06 PM
7	I use many sources for supplies, marketing, and ongoing instruction, not all of them in Louisville.	4/7/2015 9:48 PM
8	Vendors in large format & business printing, screen printers, specialty incentive suppliers, embroiderers.	3/17/2015 4:41 PM
9	I would like an active photography group (non-professional)	3/17/2015 3:36 PM
10	No suppliers	3/17/2015 2:25 PM
11	I drive to Denver for art classes, art supplied, clay supplies and art events. I wish Louisville would embrace the local art movement and update the art in public spaces - especially the cement trio towers at McCaslin and Cherry intersection.	3/17/2015 12:54 PM
12	studio space,	3/17/2015 9:58 AM
13	Music store but lafayette music supports that need.	3/16/2015 7:48 AM
14	Regular theatrical performance and rehearsal spaces	3/5/2015 4:59 PM
15	Appropriate theater and rehearsal spaces.	3/4/2015 12:04 PM
16	We lack a venue designed for performing arts that provides ample storage, building space, stage and audience space, room for rehearsal and instruction. We also need more marketing resources.	3/3/2015 3:56 PM
17	More appropriate facilities, more assistance on a City-wide level for Marting	2/25/2015 4:17 PM

Q12 Do you have the necessary business skills needed to build or maintain a successful business within the arts?

Answered: 28 Skipped: 21



Answer Choices	Responses	
Yes	67.86%	19
No	32.14%	9
Total		28

Artist Survey (Cultural Arts Master Plan)

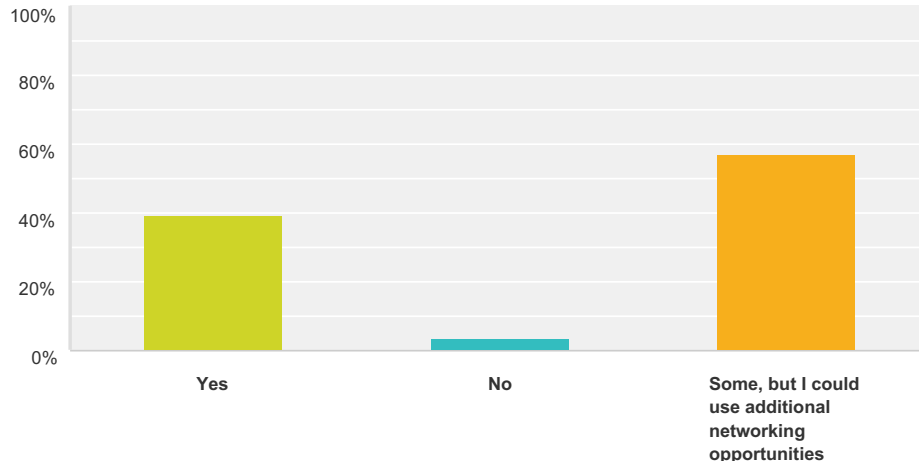
Q13 If no, please describe knowledge/skills needed.

Answered: 7 Skipped: 42

#	Responses	Date
1	This is really a yes and no answer for me. I have the skills to be a Treasurer and to maintain what we have been doing, but need skills and resources in marketing, fundraising and grant writing.	5/7/2015 1:05 AM
2	Everything in the business side.	5/6/2015 5:06 PM
3	I need more knowledge of Photoshop, and better basic computer skills for marketing	4/7/2015 9:48 PM
4	I attend the outside area Chamber meetings, networking meetings and art forums to learn about creative opportunities outside of Louisville.	3/17/2015 12:54 PM
5	Am new at this phase in my life, so am learning as much as I can, mostly online and from LAA members meeting, networking	3/17/2015 9:58 AM
6	I would need more experience on running a business	3/4/2015 7:40 PM
7	We particularly need marketing & development, grant writing, accounting/bookkeeping, and volunteers.	3/3/2015 3:56 PM

Q14 Do you have local networking opportunities with other like-minded, creative individuals?

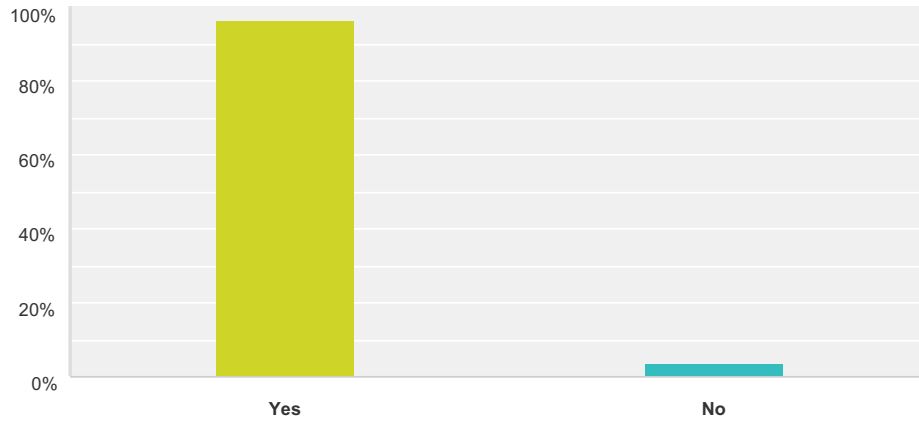
Answered: 28 Skipped: 21



Answer Choices	Responses	
Yes	39.29%	11
No	3.57%	1
Some, but I could use additional networking opportunities	57.14%	16
Total		28

Q15 Are you aware of the existing arts organizations in Louisville?

Answered: 28 Skipped: 21



Answer Choices	Responses	
Yes	96.43%	27
No	3.57%	1
Total		28

Artist Survey (Cultural Arts Master Plan)

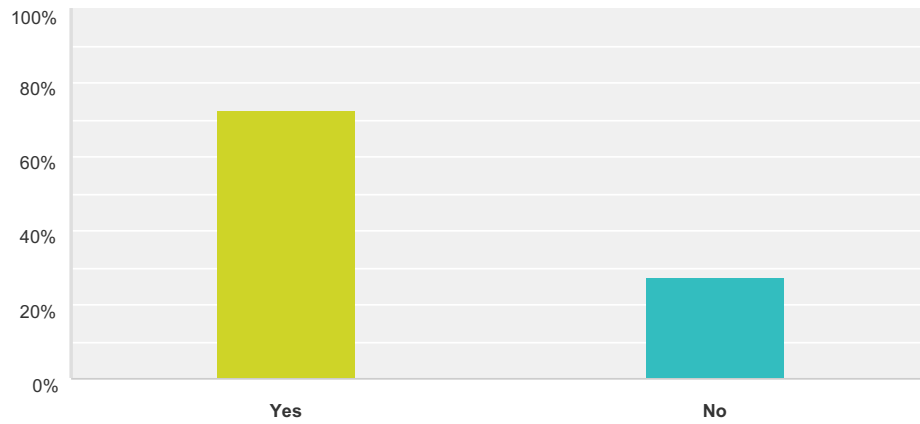
**Q16 If not, what information do you seek?
Please include an email address if you
would like a response.**

Answered: 2 Skipped: 47

#	Responses	Date
1	networking, ability to show my work karenz111@gmail.com	8/25/2015 4:42 PM
2	klaboria@gmail.com	3/5/2015 4:59 PM

Q17 Are you aware of the arts education opportunities that exist in Louisville?

Answered: 29 Skipped: 20



Answer Choices	Responses	
Yes	72.41%	21
No	27.59%	8
Total		29

Artist Survey (Cultural Arts Master Plan)

**Q18 If not, what information do you seek?
Please include an email address in you
would like a response.**

Answered: 8 Skipped: 41

#	Responses	Date
1	classes - clay, concrete scupting	8/25/2015 8:13 PM
2	I'd love to take classes karenz111@gmail.com	8/25/2015 4:42 PM
3	Email/FB	5/8/2015 1:22 PM
4	Photography classes. bmcquie@yahoo.com	5/6/2015 5:06 PM
5	Photography classes that are inexpensive bmcquie@yahoo.com	3/17/2015 3:36 PM
6	But would love to see a more consolidated effort to get the word out!	3/16/2015 7:48 AM
7	klaboria@gmail.com	3/5/2015 4:59 PM
8	Drawing classes	3/5/2015 4:06 PM

Artist Survey (Cultural Arts Master Plan)

Q19 Please add anything else you feel would be important when considering the needs for Louisville's creative industries.

Answered: 9 Skipped: 40

#	Responses	Date
1	any top down initiative is going to produce less than desirable results. create the space, create the opportunities for art, but let the artists (literally) dictate the terms on which things are done. otherwise this is a hopeless venture.	7/16/2015 1:41 PM
2	Louisville's cultural scene is growing. More facilities are needed to maximize that growth and make Louisville a destination city. A more vibrant arts scene would also benefit local restaurants and other businesses and increase sales tax revenues.	5/6/2015 9:18 PM
3	I'd like to see a club devoted only to photography, with speakers, lessons, etc.	5/6/2015 5:06 PM
4	Please update the art in public spaces - especially the cement trio towers at McCaslin and Cherry intersection.	3/17/2015 12:54 PM
5	I feel like I am aware of Local artist opportunities, but am always surprised that those, that I hear about later. Wish there was a website where people offering workshops etc are listed. Also I am always learning about artists that live in the area, but not connected to a gallery here in town or LAA that are amazing people. It would be great to know what wealth of talent we have here in Louisville.	3/17/2015 9:58 AM
6	Louisville has a ton to offer people in terms of the creative arts. We just need to get the word out more!	3/16/2015 7:48 AM
7	A dedicated performance arts space that can be used specifically for the performing arts. A space that can accommodate the needs of traditional theatre, dance and more	3/5/2015 4:59 PM
8	Ideally, Louisville could use a Cultural Arts venue that is owned and operated by the City, containing more than one stage space with good seating and a lobby, ample parking, rehearsal space, building and storage space, gallery space, classrooms, etc. Louisville could also use active support and marketing of the various arts organizations by the City Council/government. On a simpler level, it would be great if the Louisville Arts Center had a marquis or at least a catchy place to announce upcoming events (other than flyers all over the front windows), a parking arrangement nearby, and comfortable seating.	3/3/2015 3:56 PM
9	Delete this survey - staff	2/25/2015 4:17 PM

PROPOSAL
CITY OF LOUISVILLE
COMMUNITY PARK SCULPTURE PLAN
&
ART IN PUBLIC PLACES PROGRAM

PRESENTED BY:
JOHN KINKADE
J.K. DESIGNS, INC.
2683 NORTH TAFT AVENUE
LOVELAND, COLORADO 80538



LOUISVILLE ART IN PUBLIC PLACES PROPOSAL

Introduction

At the request of the City of Louisville Cultural Council, I have reviewed the opportunities for the placement of sculpture in Community Park. This review was expanded by the City of Louisville Parks and Recreation Department to include recommendations for a public art program for the City. Whether the program is for the Community Park or for the entire City, it is in the best interest of the LCC and the City to create a program and policies that will apply to all public art placements in the City.

The City of Louisville Cultural Council has had great success with many projects during the last five years and it appears that this is just the beginning for the City. This is very impressive in that the economy has generally made such progress unattainable in many other communities. These successes most likely may be attributed to many factors which include an excellent city staff, the hard work of many community boards like the Louisville Cultural Council, non-profit organizations and private citizens. The Downtown Business Association and the Louisville Arts District are wonderful additions to a rapidly changing historic downtown.

The conclusions reached in this report are a result of meetings with Susan Honstein, Chairperson of the Louisville Cultural

Council (LCC), the board members of the LCC, Malcolm Fleming, City Manager, Heather A. Balsler, Deputy City Manager, Troy Russ, Director of Planning and Building Safety, Sean McCartney, Principal Planner, Kathy L. Martin, Superintendent of Recreation and Senior Services, Julie Seydel, Facility Operations Manager, Joe Stevens, Parks and Recreation Department Director, Maryan Jaross, former LCC Chairwoman, Judy Goodson, Chairwoman of the Downtown Business Association, Janet Russell, Creative Framing Company and Aaron DeJong, Economic Development Director. Also, reviews were made of the Parking and Pedestrian Action Plan for downtown, the layout for Community Park and the proposed City of Louisville Comprehensive Plan. Finally, a number of tours beginning with Community Park of the city including Steel Park, Highway 42 Development, the historic Downtown and Revitalization District which includes the Louisville Arts District and the McCaslin Boulevard Urban Center. The Louisville Center for the Arts and Community Park were conducted.

Much of what was learned from the interviews indicated that many of the arts related events and entities have had success as a result of a lot of hard work and sacrifice. The reward has been a very grateful community that actively participates in art events. Even with this success all art organizations appear to be experi-



M C C A S L I N E N T R Y



Details

L O U I S V I L L E C O L O R A D O
P U B L I C A R T

encing some growing pains. The timing may be right for there to be a full time City Cultural Administrator to assist in communication, coordination and implementation of the City's public and private cultural events and programming. It may also be the right time to formalize an Art in Public Places Program applicable to Community Park as well as the entire City. It is hoped that this report will cultivate conversation to determine if there is enough community commitment to establish an ongoing Art in Public Places Program.

Community Park

Purpose

The purpose of the Public Sculpture Plan for Community Park is to make the Park a destination to the Louisville citizenry and visitors by enhancing the Park with public artworks that will appeal to all viewers, regardless of age or background. These sculptures will be placed in a manner that will draw the public through the Park from its many different entrances. It is recommended that nine additional sculptures be added to the Park over the next six years using a Three Phase Plan.

History

During the construction of the infrastructure of Community Park, eight (8) concrete sculpture pads were placed around

the elliptical walk way and the formal garden at the east end of the elliptical walk. The goal and vision was to create a sculpture walk in Community Park. The task of creating the sculpture garden and walk was turned over to the LCC by the City Council. A small amount of funding was also made available to do this. One sculpture, "Clorese", by Sherrill Stone has been placed on the south edge of the formal garden in the northeast corner of Community Park. Small in size for a public art piece but at the same time appropriate for the intimate nature of the formal garden design, the sculpture represents the first successful public art placement for the LCC.

An Art on Loan Program was developed by the LCC in 2010 to place five other \$10,000 sculptures on loan in the park. Although this program was not implemented, the planning has been done for such a program and is ready to proceed if the LCC desires. The forms created for such a program are attached. This is not recommended for the many reasons discussed in this report.

Challenges & Opportunities for Sculpture in Community Park

The initial placement of the sculpture in the formal garden is not where the activity in the park takes place. With the exception of the summer music events and private parties at the pavilion, the dog park



B E T W E E N F R I E N D S



DETAILS: 36"H 27"W 12"D (scale would require putting it on a pedestal)
By Jane DeDecker
Bronze Edition of 11
\$16,000

gets most of the attention at the park. A dog sculpture at the dog park would probably be better received. As a result, it is recommended that sculptures be placed in each of these areas in the second phase of the park sculpture plan. Doing so will create a program that more people can buy into and identify with thereby establishing Community Park as the City's sculpture park and walk.

In regard to the Art on Loan Program, with the changing economy, many artists are not maintaining large inventories and therefore reluctant to put their work on loan. Artists have also become more particular as to where they do lend their artwork and are looking for loan programs where there is a great deal of visibility, a history of sales and therefore a good chance to sell the artwork. But, this is not to say that with a national call that artwork in this price range cannot be found for the park.

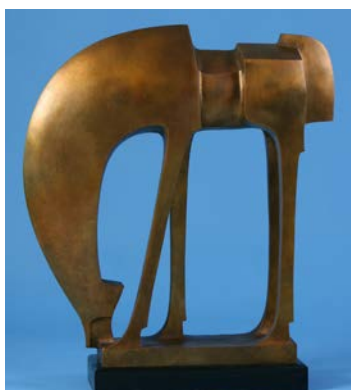
With an Art on Loan Program, the quality and desirability of the artwork may therefore have to be compromised to proceed with this program as it was designed. The previously prepared budget for the loan program anticipates the purchase of a \$10,000 sculpture from the sculpture on loan program each year the program is in effect making the program have an annual expenditure of approximately \$15,000 to annually orchestrate the program. Ten thousand dollar sculptures tend not to be

very large in scale and easily subject to vandalism and theft. This part of the park is remote (although it can be seen from the road which is a positive) and not as frequently visited. The addition of lighting would help deter vandalism.

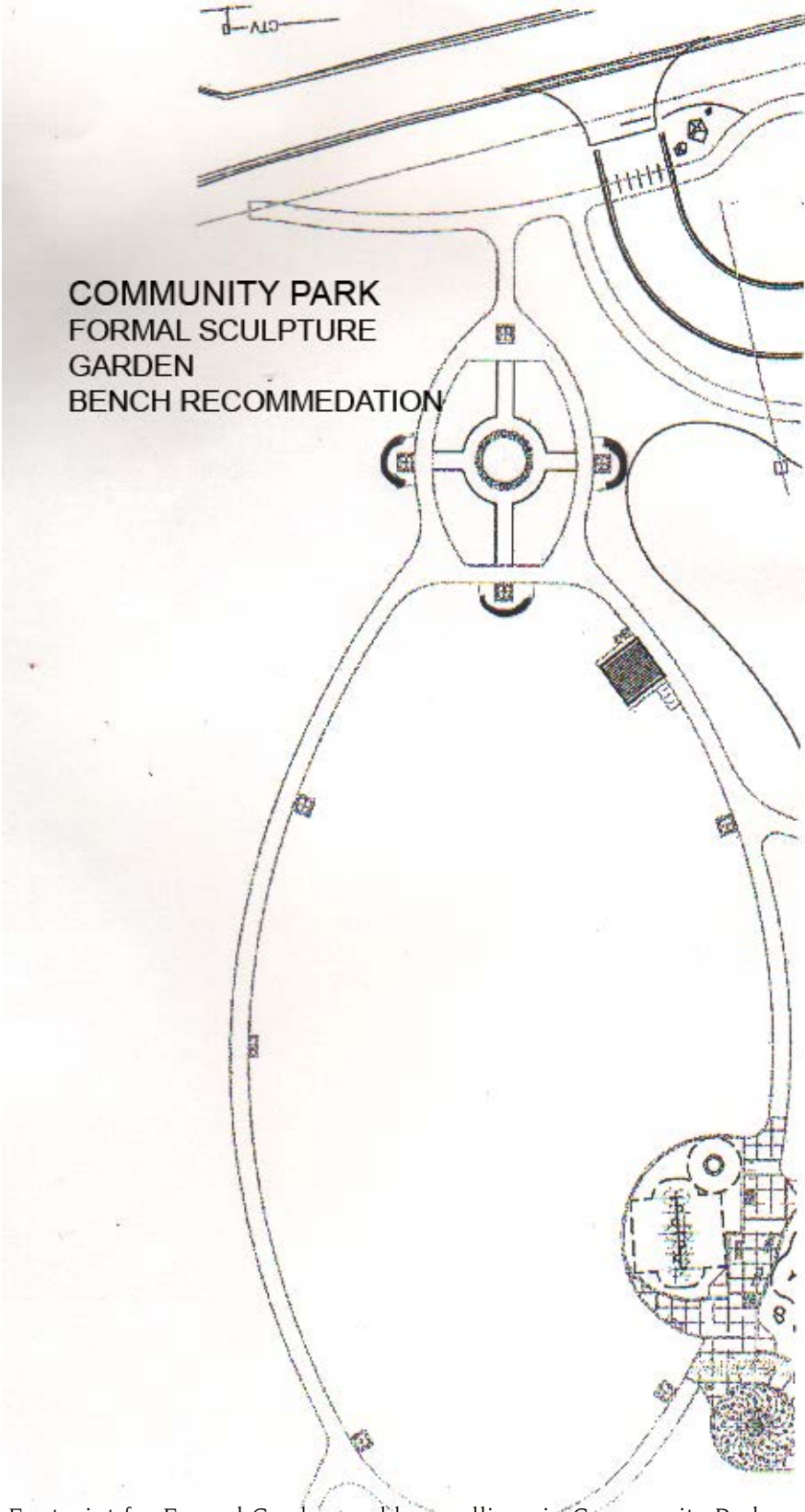
Recommendations - Community Park

From the review of the public art needs for the City, it would not appear that the Community Park Sculpture Walk should be given priority over other public art placements in the City. However, in that one sculpture has been placed, it would be desirable to complete a portion of the plan. It is therefore recommended that at a minimum, the three remaining sculpture sites around the formal garden and in close proximity to the existing sculpture be completed with sculptures intimate (small to medium) in scale and reasonable in price.

If a direct purchase program is established, it would be suggested that sculptures of greater value than \$10,000 be considered to insure permanency, scale and quality. These should be two foot to four foot tall sculptures placed on pedestals similar to the existing placement to give the sculptures more of a presence. The LCC should anticipate spending between \$15,000 and \$20,000 for each of these sculptures. These costs should include the costs of the pedestal, installation and site refinement.



E L L I P S E F O O T P R I N T



DETAILS: Footprint for Formal Garden and large-ellipse in Community Park.

A positive element to finishing this portion of the Community Park Sculpture Walk is that these four sculptures can be seen from the street and there is parking immediately to the south for visitors. To make this sculpture garden a better experience and draw, the north, west, and south sculpture placements could be enhanced with the placement of an arced bench around each placement. To save dollars, it is recommended that the circular bench presently located at the center of the formal garden be divided into three equal parts with each third being placed behind the south, west and north sculptures at the formal garden. The east sculpture would be free standing without a bench in that it is in the center of the concrete walk. This enhancement would also create a greater mass thereby making the placements much more welcoming in presence and interest.

The benches in the formal garden appear to be seldom used because they are placed in such a way that a person must sit where they cannot easily converse with a friend. In fact, they create a feeling of one being alone unless someone stands in front of the seated person to converse. They would be far more effective if placed around the sculptures where two or more people could sit on the concave side and converse with each other while experiencing the artwork. With the addition of the benches and the close proximity of each

of the placements, a much more interesting experience for the visitor is provided. Each of the sculptures can be viewed from the others and therefore a person is drawn to view each one and circle the formal garden.

To make this site even more cohesive, sticking to a theme such as wildlife or the environment for the sculptures might also be considered.

Recommendations for Funding Sculptures in Community Park

The cost to complete this part of the sculpture walk would be an overall \$45,000 to \$60,000 project. There have been no significant funds designated to complete the formal garden placements. It appears there are five logical sources for funding for the formal sculpture garden.

1. Through city funding with the City Council designating a lump sum in one year or up to \$20,000 each year for three years to complete this specific site. In that these enhancements are for a city park the funding would probably be a part of the Parks Department budget. A call to artists could be made and the project would be completed within a one to three year span.
2. Government grants that the LCC is eligible for each year may also provide an adequate source to complete this proj-



H E R O N & T H E S U N



DETAILS: 7'H
By Darrell Davis
Bronze Edition of 8
\$35,000

ect.

3. A private sponsorship of the formal garden from one source with the garden being named in honor of the donor is another possibility. An example would be to name the garden the XYZ Sculpture Garden.

4. Private fundraising through the 501c(3) of the LCC.

5. The alternative to the above is to extend the art on loan program discussed above to the three remaining pedestals and not make any permanent placements. This would greatly reduce the cost but would seemingly be a lot of effort for a location that is not highly visible.

Sufficient private fundraising by the board members of the LCC seems unrealistic. Observation would indicate at the LCC is much more than a policy making council. Each board member devotes an extraordinary amount of time to maintain the programming already committed to by the LCC.

If private fundraising is the only source of funding a public art program, it would be recommended that additional volunteers be brought into the program as a sub-committee. Consideration should be given to spinning off the 501c(3) presently held by the LCC to be come its own separate entity as the funding support arm of the LCC.

There are many examples of this throughout the state and country in the form library support groups, generally called Friends of the Library. Public Arts organizations have been slow to follow this model. In order to have continuity with the LCC, the retiring chair person of the LCC could automatically go to the 501c(3) board. User groups of the Louisville Center for the Arts could also fill slots on the board.

If a public art program in Louisville-including completion of the sculpture garden at Community Park-is truly a priority project that the LCC is going to take on, then attention must be given to whether the LCC wishes to devote the time or whether the organization of a public art sub-committee should be established. With the present workload of the LCC members, it is recommended that the LCC create this subcommittee with one of the LCC members at the head of it. Art committees of five (5) to seven (7) generally seem to be more efficient and they would supervise the selection of a sculpture and recommend it to the LCC for approval. The LCC would then send their recommendation to the Louisville City Council for final approval. This is a standard approach for many art councils around the country. An alternative to this would be to have the City designate or hire at least a part time person who would carry out the public art program for the LCC including the call for artist submissions, selection process with the LCC making the decision, and final installation.

As to the four (4) remaining concrete footprint sites that are placed around the larger elliptical walk, it is recommended that the placement of sculptures for these sites be put on hold for the time being unless the placement of the first six sculptures has produced the enthusiasm to proceed. Because of the great expanse between each of the sites, in order to draw a person from placement to placement larger sculptures are recommended. The scale of the site, unless these remaining four sculptures are larger, will cause these sculptures to appear to be diminutive in scale. As a result, these sculptures should be at least six (6) to eight (8) feet in height with budgets ranging from \$40,000 to \$60,000. That would make the second phase of Community Park a

S T R E N G T H O F T H E M A K E R



DETAILS: 50"H 42"W 45"D
By Denny Haskew
Bronze Edition of 21
\$34,000

\$160,000 to \$240,000 project. Finally, in the event that the Community Park Sculpture Walk becomes a reality with the total placement of eight or more sculptures, it is recommended that gateways that include artwork be designed to identify the entries to the Sculpture Walk.

These gateways may be designed using plant materials, architectural elements and/or sculptures. It is recommended that each gateway have some continuity in design to the others to give cohesiveness to the sculpture walk.

THREE PHASE SIX YEAR SCULPTURE-WALK ROADMAP FOR COMMUNITY PARK

If the LCC determines that there charge is to fully complete the Public Art Placements in Community Park, the following is a recommended program to do so.

PHASE I – Fiscal Years 2013 – 2014 (Formal Garden)

- LCC adopts all policies and procedures for Public Art prior to putting out a call to artists, both permanent and on-loan LCC obtains approval from the Louisville City Council or the City administration of the three phase plan. The plan includes the selection of a funding mechanism sufficient to carry out the 3-phased plan
- Prepare and send “Call for Artists” for Sites 2-4.
- Select the three sculptures for Sites 2,3, and 4
- Prepare Sites 1,2, and 3 with the installation of benches from center of formal garden and the creation of small plazas at Sites 1, 2, and 3.
- Installation of sculptures
- Light tree in center of formal garden in order to give the garden enough ambient light to deter vandalism.

PHASE II – Fiscal Year 2015 (Dog Park and Band Shell)

- Prepare and send “Call for Artists for Sites 5 and 6
- Select the two sculptures for Sites 5 (dog sculpture) and 6 (music sculpture)
- Prepare Sites 5 and 6 (footings) to receive sculptures.
- Installation of the sculptures

PHASE III – Fiscal Years 2016 – 2019 (Large Ellipse)

- Prepare and send “Call for Artists for Sites 7 – 10 (one a year during the four years of this phase.
- Select the sculpture each year for the proposed site
- Revamp footing to accommodate the selected sculpture
- Installation of the sculpture





DETAILS: 7'H 2'W 3'D
By Kevin Box
Stainless Steel Edition of 24
\$35,000

Public Art Opportunities in the City of Louisville

Although not contracted to do a master plan for the Louisville Cultural Council, so much of the information gained through interviews indicates that addressing the twelve (12) major components of most public art master plans would be helpful as a reminder what the appropriate structure would be for each of the areas reviewed. These components are:

1. Goals and Vision
2. Integration with other planning
3. Creating a Public Art Authority
4. Funding
5. Site Selection
6. Artist Selection
7. Staffing or Contracting Program Administration
8. Documentation of Public Art
9. Maintenance of Public Art
10. Acquisition and Removal of Public Art
11. The Receipt of Public Art Gifts
12. Educational Opportunities

The recently approved City of Louisville Comprehensive Plan recommends the creation of a City-wide Arts and Culture Master Plan aimed at integrating the arts, culture and humanities with urban design, economic development, education and other community development initiatives.

In regard to Arts and Culture, the Comprehensive Plan specifically states that the Community-wide Arts and Culture Master Plan should include the following components:

- Economic Vitality and the Arts – Preserve and share the Louisville’s unique setting, character, history, arts and sculpture by identifying partnerships resources and attractions that respect the needs and desires of Louisville residents.
- Facility Evaluation and Development – Respond to the growing desire for cultural facilities by identifying short and long-term facility needs and priorities, and recommending public and private methods to meet those needs.
- Public Art and Community Design – Create a stimulating visual environment through the public and private artworks programs, and create a greater understanding and appreciation of art and artists through community dialogue, education and involvement.
- History and Heritage – Work with the Louisville Historical Commission to develop a greater understanding of our heritage and assess the City’s facilities in which that history is preserved, interpreted, and shared.
- Humanities – Foster the spirit of community in which the richness of human experience is explored and nurtured through ongoing analysis and exchange of ideas about the relations to



J O U R N E Y T O M A R K E T



DETAILS: Life-Size
By Dee Clements
Bronze Edition of 11
Price upon Request

self, others and the natural world.

- Local Artists – Encourage local support for a creative and economic environment that allows artists to continue to live and work in and for the community, and for themselves.
- Marketing and Communications – identify marketing and communication systems to promote the arts and culture through public dialogue, media and education.
- Art and Culture Education – Demonstrate commitment to quality arts and culture education and lifelong learning by advocating for inclusion of the arts and culture in our schools and in community settings.
- City Board and Commission Support – Advance the community’s understanding of local zoology and botany with the Horticulture and Forestry Advisory Board.
- Financial Resources – Encourage the focal soundness of Louisville Cultural Council by evaluating and recommending improvements to its capacity to maintain effective public, private and earned income funding.

Policy CS-6.2: The appropriate City Departments and the Louisville Cultural Council (LCC), as the principal advisory board to the Louisville City Council related to the arts, shall serve as the primary voice for the development of the Arts and Culture Master Plan.

Policy CS-6.3: The appropriate City

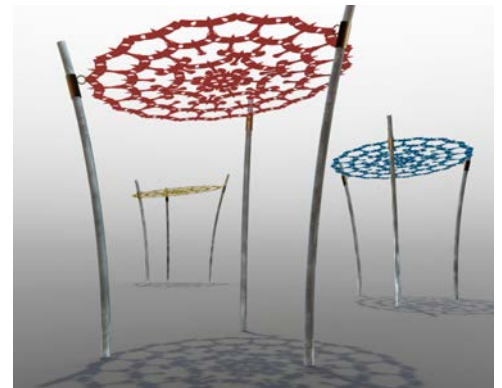
Departments and the LCC shall provide an inclusive public forum for discussion of issues and ideas affecting the development of a City-wide Arts and Culture Master Plan.

The Louisville Comprehensive Plan specifically mentions public art twice in relationship to districts in the City;

1. Downtown and the Highway 42 Revitalization District where Policy #11 states “Support public art initiatives which add to the character of Downtown, the Revitalization District and the City.”
2. McCaslin Boulevard (south of Cherry) where Policy #12 states “Support public art and amenities that add to the character of the McCaslin Boulevard Urban Center and the City.”

Downtown

The Parking and Pedestrian Action Plan provides the most opportunities for the placement of Public Art in Louisville. Public Art placements in this area would have more visibility than any other sites in the City. In that public art is supported by the Comprehensive Plan in the Historic District, there is an opportunity to integrate new Public Art with other city planning. The proposed plazas and walkways of the Action Plan all provide excellent opportunities for public art placement. Immediate attention should be given by the City Council to determine



S T O R Y T E L L E R



DETAILS: 72"H
By Carol Gold
Bronze Edition of 6
\$55,000

whether this is an important enough priority to justify its funding. If so, a percentage of each project in the Action Plan should be set aside for Public Art.

There is an estimated \$2,210,000 in spending for this Action Plan in the next 5 years. One percent set aside would only create a fund of approximately \$22,100. Although a start, this is not a substantial enough fund for an effective public art program in the Historic District. It may be that a program encompassing all public and private capital projects coupled with a public/private matching fund of \$50,000 to \$100,000 a year should be given consideration to create a public art fund that is effective.

At this point in time, the input received from interviews indicates that the South Street Underpass carries perhaps the most preference for the placement of Public Art. This project carries the majority of funds to be spent in the Action Plan for the next 5 years (\$1,500,000). For public art to be effectively incorporated into the South Street Underpass, a decision as to its inclusion and funding needs to be made quickly if the artwork is to be effectively designed into the project and not just as an after thought.

There are a number of underpasses planned in the City. Each one should be considered as an opportunity for the placement of public art.

Public art isn't limited to sculpture. Murals with historic reference would be ideal for downtown. Starting with a commissioned art piece that is also a dog drinking fountain would be fun. Another obvious site for the placement of public art is Memory Square Park and the

grounds around the Louisville Art Center. This would continue to establish the Art Center's brand and enhance the experience for visitors to the Art Center for all of the art events scheduled at the Center. This site would also be an opportunity for involvement with the Louisville Historical Commission.

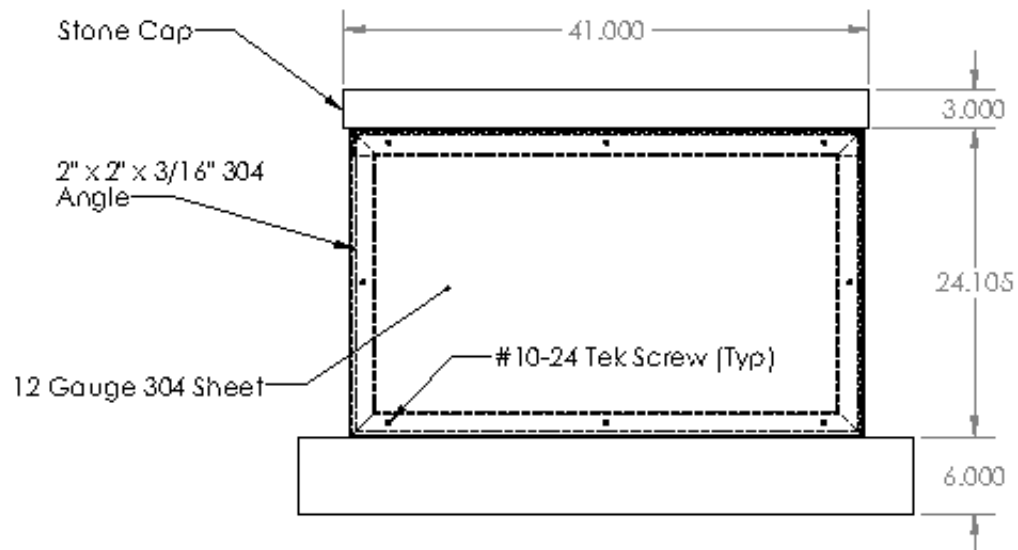
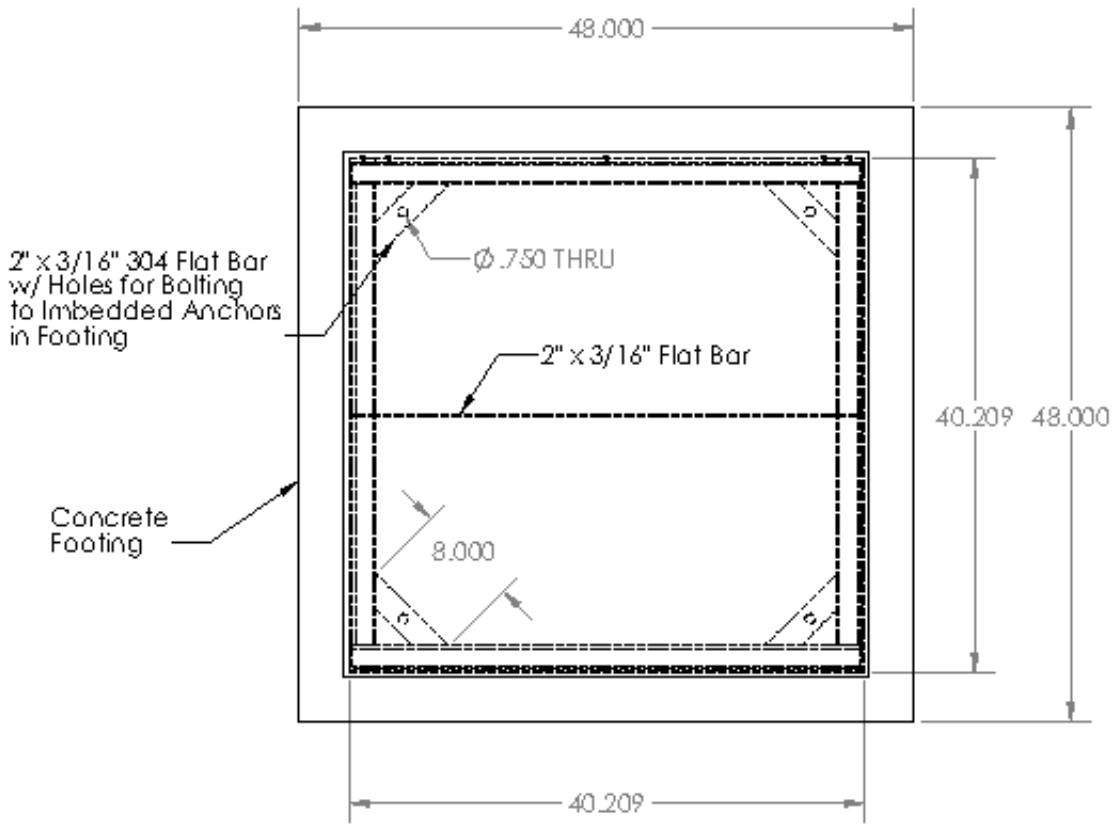
McCaslin Boulevard Urban Center

The anticipated transformation of the McCaslin Boulevard Urban Center will provide new opportunities for the placement of public art. The comprehensive plan anticipates the introduction of public gathering spaces on both sides of McCaslin Boulevard. These spaces would be ideal sites for public art. Public art can also be a factor in gateway features and way finding. The anticipation of the future transformation of this area reinforces the need to establish appropriate funding sources for Public Art placement prior to the development occurring.

Pedestal Design

A pedestal design that would work well in Louisville for any of the art in public place sites is one of stainless steel and buff sandstone. This will work well for both permanent and art on loan placements. The recommended pedestals would be fabricated from stainless steel with brushed finishes or they can be powder-coated any preferred color. They would be capped with a 2" thick slab of Dakota sandstone. While the pedestals will be constructed in a manner similar to the attached rendering, dimensions may vary depending on the location and artwork.

STAINLESS STEEL AND STONE PEDESTALS



Recommended Pedestal Design for all Public Art Placements

Conclusion

Although there is a general interest in having an Art in Public Places Program, my research initially indicated that there wasn't a champion for such a program on the City Council or even in the LCC with the possible exception of the LCC's Chairperson. This conclusion turned out to be wrong. Initially, the most encouragement and enthusiasm was received from the City Staff. In fact, every City Staff person interviewed desired the establishment of such a program and showed more interest than the non-staff people interviewed. However, during the course of the review of this proposal more interest has been generated at all levels of the City management and boards. The inclusion of the Community-wide Arts and Culture Master Plan in the newly adopted Comprehensive Plan also generated interest. LCC Board Members were not included in the interviews until the end of the review and their support for a public art program at that time became very evident, Board Member, Blake Welch, has indicated that he is willing to champion the establishment of a Louisville Public Art Program. With this encouragement, it appears that if LCC takes the lead with the support of the City Council the establishment of a public art program is attainable.

A number of policy recommendations for a public art program are submitted with this report together with the forms and agreements that the LCC has previously used or created. It is recommended at the LCC review these policies with the Parks and Recreation Department to determine their compatibility with the City's rules, regulations and procedures. This review will give the LCC a good understanding of what is required to establish an Art in Public Places Program. If after the review,

the LCC determines it would like to proceed with an Art in Public Places Program and can find people to support such a program then adoption of the recommended policies would perhaps give the City Council the confidence to go forward. Therefore, once the LCC Art in Public Places Policies have been adopted by the LCC, the next step would be to have a working meeting with the Louisville City Council to determine if there is a commitment to establish a funded Art in Public Places Program.

In the event that a funded public art program is established, it is recommended that a city staff position with duties limited to the LCC be created. Most staff positions of this nature require at least 20 hours per week to maintain the cultural programming of a city. Perhaps this position starts out at half time or an adjustment is made in the Parks and Recreation Department to accommodate this. My experience has been when a city meets this threshold that the best place in the City organizational structure is under the tutelage of the City Manager's office or under the Planning and Community Development Department. In most instances this would be a part of the Assistant City Managers duties and if the Assistant City Manager doesn't have the time availability to do the work, then a staff person reports to the Assistant City Manager. Many cultural programs involve multiple City departments such as Parks, Planning, and Public Works. The City Manager's office is the most efficient location to handle multi department projects when it comes to communication and implementation of cultural programming. In regard to public art, the Planning Department is perhaps the best place to initiate public art projects as capital improvement programs are being conceived. The Department of Planning and

Public Safety is probably not the best fit for programming. City Parks and Recreation Departments are strong in programming and maintenance. Many of the placements of public art in the United States have sites in city parks and right of ways. This appears to be what will be the case in Louisville. Public Works Departments often participate in the creation of sites as well as the building of footings and pedestals, thereby saving money so that the art placements may be of greater consequence.

Creating an office at the Art Center would also add to the brand of the Art Center. If it is not feasible in the City Manager's structure then certainly the Parks and Recreation Department is the next most desirable department to have this position placed. Some communities also house the position in their Public Works Department, however, since the LCC programming goes far beyond an Art in Public Places program, this doesn't appear to be a fit.

Management Summary

I was asked by the LCC to review the Community Park sculpture placement program and by the Parks and Recreation Department to do an overview of the City of Louisville Public Art Program. The policies proposed would apply to both programs in that Community Park is a part of Louisville's Public Art Program. A summary of the immediate steps to be taken by LCC to proceed with a public art program are as follows:

- Throughout the development of a public art program for Community Park and the City of Louisville use the twelve (12) major components of most public art master plans as a checklist to make certain all aspects of a policy, plan, or project have been addressed.
- Review (amend if necessary) and adopt the public art policies attached to this proposal.
- Review the THREE PHASE SIX YEAR COMMUNITY PARK SCULPTURE-WALK ROADMAP provided in this review and determine how the LCC wishes to proceed if at all with the placement of sculpture in the Park. This should include a time table.
- Determine what method or methods of fundraising is desired for the placement of sculpture in Community Park
- If sculpture placement funding relies upon City dollars, make a request for City funding to the City Council for a budget allocation and/or for a future on-going funding source.
- Form a subcommittee to the LCC to manage the placement of public art.
- Once funding is in place, proceed with a call to artists or select an artist for placement in the Park.
- Set up a work session meeting with the Louisville City Council to discuss the creation of an in house Community-wide Arts and Culture Master Plan as well as the LCC's commitment to a public art program for the City of Louisville.

LOUISVILLE ART IN PUBLIC PLACES PROPOSAL

Index to Policies and Forms

Proposed LCC Public Art Policies

Acquisition Policy
Deaccessioning Policy
Donation Policy
Patina Questionnaire (for artists adding work to permanent collection)
Public Art Maintenance Policy
Public Art Right of Way Policy

Existing Forms for Art Acquisition and Art on Loan Program

Fundraising Letter
Thank you letter to donors
Timeline for Art on Loan Program
Budget for Art on Loan Program
Call for Art on Loan Program
Artwork Application for Art on Loan Program
Notification of Selected Art on Loan Program Participants
Art on Loan Contract

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Boulder, CO (Fiscal Year 2010)

Direct Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Industry Expenditures
Total Industry Expenditures	\$8,624,902		\$11,572,023		\$20,196,925

Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

Total Economic Impact of Expenditures (Direct & Indirect Impacts Combined)	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	231		293		524
Household Income Paid to Residents	\$6,588,000		\$6,166,000		\$12,754,000
Revenue Generated to <u>Local</u> Government	\$272,000		\$387,000		\$659,000
Revenue Generated to <u>State</u> Government	\$239,000		\$442,000		\$681,000

Event-Related Spending by Arts and Culture Audiences Totaled \$11.6 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident* Attendees	+	Non-Resident* Attendees	=	All Cultural Audiences
Total Attendance to Arts and Culture Events	378,663		131,665		510,328
Percentage of Total Attendance	74.2%		25.8%		100%
Average Event-Related Spending Per Person	\$15.56		\$43.14		\$22.68
Total Event-Related Expenditures	\$5,891,995		\$5,680,028		\$11,572,023

Nonprofit Arts and Culture Event Attendees Spend an Average of \$22.68 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Cultural Audiences
Meals and Refreshments	\$10.02	\$18.09	\$12.10
Souvenirs and Gifts	\$2.22	\$3.55	\$2.56
Ground Transportation	\$0.81	\$7.68	\$2.59
Overnight Lodging (one night only)	\$0.16	\$8.36	\$2.28
Other/Miscellaneous	\$2.35	\$5.46	\$3.15
Average Event-Related Spending Per Person	\$15.56	\$43.14	\$22.68

* For the purpose of this study, residents are attendees who live within Boulder County; non-residents live outside that area.

Source: *Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Boulder*. For more information about this study or about other cultural initiatives in the City of Boulder, visit the Boulder Arts Commission's web site at www.ArtsResource.org.

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About This Study

The *Arts & Economic Prosperity IV* study was conducted by Americans for the Arts to document the economic impact of the nonprofit arts and culture industry in 182 communities and regions (139 cities and counties, 31 multi-city or multi-county regions, and ten states, and two individual arts districts)—representing all 50 U.S. states and the District of Columbia. The diverse communities range in population (1,600 to more than 3 million) and type (rural to urban). The project economists, from the Georgia Institute of Technology, customized input-output analysis models for each participating study region to provide specific and reliable economic impact data about their nonprofit arts and culture industry—specifically (1) full-time equivalent jobs, (2) household income, and (3) local and (4) state government revenue.

Surveys of Nonprofit Arts and Culture ORGANIZATIONS

Each of the 182 study regions attempted to identify its comprehensive universe of nonprofit arts and culture organizations using the Urban Institute's National Taxonomy of Exempt Entity (NTEE) coding system, a definitive classification system for nonprofit organizations recognized as tax exempt by the Internal Revenue Code. In addition, the study partners were encouraged to include other types of eligible organizations if they play a substantial role in the cultural life of the community or if their primary purpose is to promote participation in, appreciation for, and understanding of the visual, performing, folk, and media arts. These include government-owned or government-operated cultural facilities and institutions, municipal arts agencies and councils, private community arts organizations, unincorporated arts groups, living collections (such as zoos, aquariums, and botanical gardens), university presenters, and arts programs that are embedded under the umbrella of a non-arts organization or facility (such as a community center or church). In short, if it displays the characteristics of a nonprofit arts and culture organization, it is included. *For-profit businesses (e.g., Broadway and motion picture theaters) and individual artists were excluded from this study.*

Nationally, detailed information was collected from 9,721 eligible organizations about their fiscal year 2010 expenditures in more than 40 expenditure categories (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as about their event attendance. Response rates for the 182 communities averaged 43.2 percent and ranged from 5.3 percent to 100 percent. It is important to note that each study region's results are based solely on the actual survey data collected. No estimates have been made to account for non-respondents. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

In the City of Boulder, 22 of the approximately 141 total eligible nonprofit arts and culture organizations identified by the Boulder Arts Commission participated in this study—an overall participation rate of 16 percent. The organizations that participated are listed below:

Blue Moon Dance; Boulder Arts Commission; Boulder Arts Resource; Boulder Asian Pacific Alliance; Boulder Bach Festival; Boulder Ballet; Boulder Ensemble Theatre Company; Boulder Friends of Jazz; Boulder Museum, Contemporary Art; Boulder Public Library Cinema Program; Boulder Public Library Concert Series; Calico and Boots; Colorado Chautauqua Assoc; Colorado Shakespeare Festival; Dairy Center for the Arts; Dance Bridge; Early Music Colorado; Handweavers Guild of Boulder; Helander Dance Theater; Hora Romanaesca; Parlando School for the Arts; and Sound Circle Eurhythmy.

Surveys of Nonprofit Arts and Culture AUDIENCES

Audience-intercept surveying, a common and accepted research method, was conducted in all 182 of the study regions to measure event-related spending by nonprofit arts and culture audiences. Patrons were asked to complete a short survey while attending an event. Nationally, a total of 151,802 valid and usable attendees completed the survey for an average of 834 surveys per study region. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging. Data were collected throughout 2011 (to guard against seasonal spikes or drop-offs in attendance) as well as at a broad range of both paid and free events (a night at the opera will typically yield more spending than a weekend children's theater production or a free community music festival, for example). The survey respondents provided information about the entire party with whom they were attending the event. With an overall average travel party size of 2.69 people, these data actually represent the spending patterns of more than 408,000 attendees, significantly increasing the reliability of the data.

In the City of Boulder, a total of 596 valid and usable audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, and exhibitions during 2011.

Studying Economic Impact Using Input-Output Analysis

To derive the most reliable economic impact data, input-output analysis is used to measure the impact of expenditures by nonprofit arts and culture organizations and their audiences. This is a highly regarded type of economic analysis that has been the basis for two Nobel Prizes. The models are systems of mathematical equations that combine statistical methods and economic theory in an area of study called econometrics. They trace how many times a dollar is re-spent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for this study because it can be customized specifically to each study region. To complete the analysis for the City of Boulder, project economists customized an input-output model based on the local dollar flow between 533 finely detailed industries within the economy of Boulder County. This was accomplished by using detailed data on employment, incomes, and government revenues provided by the U.S. Department of Commerce (County Business Patterns, the Regional Economic Information System, and the Survey of State and Local Finance), local tax data (sales taxes, property taxes, and miscellaneous local option taxes), as well as the survey data from the responding nonprofit arts and culture organizations and their audiences.

Cultural Arts Master Plan Action Items

City of Louisville Comprehensive	Master Plan 2013	Priority	Timeline	Action Items	Facilities	Public Art	Special	Events	Programs	Support	Art	Education	Audience	Economy	Partners
Policy CS-6.3			Completed	Conduct public forums to facilitate public discussion on issues relating to the development of a Cultural Arts Master Plan.	X	X	X	X	X	X	X	X	X	X	Staff, LCC, Chamber of Commerce, Arts Organizations, CAMP Steering Committee, Community
Policy CS-6.1: Economic Vitality and the Arts; Local Artists; Board and Commission Support; Art and Culture Education	1	Ongoing		Expand partnerships and collaborations to help leverage financial resources including: City departments, City boards and commissions, artists, arts organizations, businesses, Boulder Valley School District.	X	X	X	X	X	X	X	X	X	X	Staff, Business, Chamber of Commerce, DBA, BVSD
Policy CS-6.1: Humanities; Local Artists	2	Ongoing		Support the Louisville Art Grant Program administered by the LCC to ensure programming diversity, sustainability and provide a means for the City to respond to short-term arts/cultural projects.				X	X	X			X		Staff, LCC, City Council
Policy CS-6.1: Humanities; Marketing & Communication	3	Ongoing		Conduct audience surveys to obtain feedback on programming needs & desires and determine strengths/weakness in current marketing efforts to guide future marketing decisions.			X	X		X	X				Art Orgs, LCC
Policy CS-6.1: Economic Vitality and the Arts	4	Ongoing		Continue to support large annual events including Street Faire, July 4 th , Touch-a-Truck and the Labor Day Parade and Fall Festival.				X					X		Staff, City Council, Community
Policy CS-6.1: Economic Vitality and the Arts	5	Ongoing		Evaluate City-sponsored events and make necessary adjustments as needed based upon event goals, operations and community and community impact.			X				X	X			Staff
Policy CS-6.1: Economic Vitality and the Arts	6	Ongoing		Identify appropriate operational support levels for non-City sponsored large-scale community events.											Staff, City Council, Community
Policy CS-6.2	7	Ongoing		Implement a Cultural Arts Master Plan to serve as a guiding principle for arts and culture decisions made for the community.	X	X	X	X	X	X	X	X	X	X	Staff, LCC, Chamber of Commerce, Arts Organizations, CAMP Steering Committee, Community
Policy CS-6.1: Facility Evaluation and Development; Economic Vitality and the Arts; Financial Resources	8	Short Term		Participate in an Americans for the Arts Economic Impact Study in order to gather detailed community statistics about the impact of creative industries on the region.	X				X				X		Staff, LCC, Arts Orgs, Business, Chamber of Commerce
Policy CS-6.1: Facility Evaluation and Development	9	Short Term		Conduct a facility feasibility study for performing arts venue(s) to identify and recommend appropriate space to support the needs of creatives and arts and cultural organizations.	X			X	X	X			X		Staff, Creatives, Art Orgs, Community
Policy CS-6.1: Public Art and Community Design	10	Short Term		Designate a City Board/commission to oversee the public art program.		X		X				X	X		Staff, LCC, City Council, Creatives, Community, Business
Policy CS-6.1: Public Art and Community Design	11	Short Term		Using the City's Comprehensive Master Plan and the Louisville Downtown Framework Plan as a guide, allow and encourage public art placements, "art happenings" and other creative and cultural activities.	X	X	X	X	X	X	X	X	X		Staff, LCC, City Council
Policy CS-6.1: Public Art and Community Design	12	Short Term		Research best practices for Public Art policies (acquisition, display, deaccession, maintenance, preservation, right of way, etc.).		X									Staff, LCC, City Council, Community
Policy CS-6.1: Public Art and Community Design	13	Short Term		Identify opportunity for increased diversity in theme, medium and appeal of new public art pieces and acquire or commission public artwork that expresses community character.		X									Staff, LCC
Policy CS-6.1: Boards & Commission Support; Local Artists; Financial Resources	14	Short Term		Facilitate quarterly networking meetings to encourage collaborations and information sharing amongst artists, arts-oriented businesses and arts organizations.	X	X	X	X	X	X	X	X	X		Art Orgs, Staff, Creatives, Community
Policy CS-6.1: Local Artists	15	Short Term		Facilitate the creation of a community calendar of arts and special event activities, accessible to individual artists and arts organizations.	X	X	X	X	X	X	X	X	X		Art Orgs, Staff, LCC, Creatives
Policy CS-6.1: Marketing & Communication	16	Short Term		Create an online public resource guide listing local artists, arts-oriented businesses and cultural resources.	X	X	X	X	X	X	X	X	X		Art Orgs, Staff, Creatives, Business, Chamber of Commerce, LCC
Policy CS-6.1: Humanities; Marketing & Communication	17	Short Term		Identify and mitigate barriers to accessibility and inclusivity of all residents to arts and cultural programs by developing cultural programs and classes for all audiences and giving special focus to underserved populations who otherwise would not have access to these opportunities.				X		X					ArtsOrgs, Creatives, Staff, LCC
Policy CS-6.1: Art and Culture Education	18	Short Term		Recognize and support arts education programs within the BVSD School district.				X		X					Staff, Arts Orgs, Creatives, BVSD
Policy CS-6.1: Local Artists	19	Short Term		Identify, create and promote opportunity for artist professional development on topics including audience development (email marketing, direct marketing, social media), fundraising (individual, corporate and grantwriting), volunteer management and business development (business planning, incorporation, 501c3 status).					X				X		Staff, ArtsOrgs, Chamber, Regional Arts Collaborators, Neighboring Communities
Policy CS-6.1: Local Artists; Financial Resources	20	Short Term		Utilize participation to form strong regional partnerships, expand programming options, and participate in arts advocacy.				X	X			X			Creatives, Art Orgs, Staff, BVSD, Chamber of Commerce
Policy CS-6.1: Local Artists; Financial Resources	21	Short Term		Create opportunities to retain and increase the concentration of successful and sustainable arts and cultural organizations and individual artists in Louisville by assisting artists and arts organizations with professional development.	X				X				X		Staff, Business, City Council, Creatives, Arts Orgs

Cultural Arts Master Plan Action Items

Policy CS-6.1: Financial Resources	23	Short Term	Develop collaborative programming with neighboring cities and throughout the County to greater leverage financial resources.	X			X	X		X		Arts Org, Creatives, Staff, LCC	
Policy CS-6.1: Public Art and Community Design; Local Artists	24	Short Term	Create a system for increased access to the Louisville Center for the Arts for community arts organizations	X				X				Staff, Community, Arts Orgs	
Policy CS-6.1: Facility Evaluation and Development	25	Short Term	Evaluate City-owned and private facilities to determine possible partnership for use of existing inventory within the community.	X							X	Staff, Business, Community	
Policy CS-6.1: Facility Evaluation and Development; Economic Vitality of the Arts; Local Artists; Financial Resources	26	Intermediate	Create zoning policies that support arts, culture and special events and adjust previous policies as needed.	X							X	Staff, City Council	
Policy CS-6.1: Facility Evaluation and Development; Economic Vitality of the Arts; Local Artists; Financial Resources	27	Intermediate	Look for opportunities to activate vacant and underutilized space with arts and cultural activities.	X			X	X	X		X	Staff, Arts Orgs, Business, Creatives, Community	
Policy CS-6.1: Facility Evaluation and Development; Economic Vitality of the Arts; Local Artists; Financial Resources	28	Intermediate	Pending favorable results for a facility feasibility study, conduct a statistically valid survey for community support and research finance options.	X							X	Staff	
Policy CS-6.1: Facility Evaluation and Development; Art and Culture Education; Public Art and Community Design	29	Intermediate	Support programming in non-traditional venues such as community centers, parks, and other public spaces.	X						X		Staff, Arts Orgs, Creatives, Community	
Policy CS-6.1: Economic Vitality of the Arts; Financial Resources	30	Intermediate	Apply for SCFD eligibility for the Cultural Arts Department for 2019 Grant Cycle.			X	X				X	Staff	
Policy CS-6.1: Financial Resources	31	Intermediate	Research and propose a dedicated funding stream to support public art.		X						X	X	Staff, LCC
Policy CS-6.1: Art and Culture Education; Financial Resources	32	Intermediate	Develop and support collaborative advertising efforts among community arts organizations to reach all segments of the population and consolidate resources.				X	X	X	X	X	Staff, Arts Orgs, DBA	
Policy CS-6.1: Art and Culture Education	33	Intermediate	Research feasibility of a collaborative artist-in-resident program with public education and arts instruction as primary goals.					X		X		Staff, Arts Orgs, BVSD, Creatives	
Policy CS-6.1: Economic Vitality of the Arts; Local Artists; Financial Resources	34	Intermediate	Explore the benefit of creating a designated cultural district by considering the the potential for new grants, especially through Colorado Creative Industries.							X	X	Staff, City Council	
Policy CS-6.1: Economic Vitality of the Arts; Local Artists; Financial Resources	35	Long-Term	Research funding strategies for arts and cultural activities including seed money, grants, donations and sponsorships.	X			X	X			X	Staff, Arts Orgs, Creatives	
Policy CS-6.1: Facility Evaluation and Development; Economic Vitality of the Arts; Local Artists; Financial Resources	36	Long-Term	Develop policies and ordinances that enable the creation of affordable artist live/work and studio spaces.	X			X	X			X	Staff, Business, Creatives	
Policy CS-6.1: Facility Evaluation and Development; Economic Vitality of the Arts; Local Artists; Financial Resources	37	Long-Term	Establish locations for small-scale arts uses, such as creative businesses, artists' studios, small performing and exhibition spaces, and other cultural uses.	X			X	X	X	X	X	Staff, Business, Community	
Policy CS-6.1: Art and Culture Education	38	Long-Term	Support investment in activities that ensure the long-term success of arts education including 1) Arts facilities at schools and in the community 2)Ongoing collaborations between schools and arts groups 3)Teacher trainings and resources.	X			X	X	X	X	X	Staff, Boards and Commissions, Arts Orgs, BVSD, Creatives	