

Cultural Council

Agenda

Thursday, September 21, 2023
Louisville Public Library – First Floor Meeting Room
951 Spruce Street
6:30 PM

Members of the public are welcome to attend and give comments remotely; however, the in-person meeting may continue even if technology issues prevent remote participation.

- *You can call in to (719) 359-4580
Webinar ID #847 8880 5269*
- *You can log in via your computer. Please visit the City's website here to link to the meeting: www.louisvilleco.gov/lcc.*

The Council will accommodate public comments during the meeting. Anyone may also email comments to the Board prior to the meeting at ESchmitt@LouisvilleCO.gov.

1. Call to order
2. Roll call
3. Approval of this September 2023 agenda
4. Approval of previous month's minutes
5. Public Comments
6. Informational Item – 2023 Budget Update (Erica)
 - 2023 funds spent or committed
7. City Liaison Report (Erica)
8. Chair Report (JR)
9. Discussion Item – 2024 Art Grants
 - Deadlines, processes, venue dates to reserve
 - Changes to process?

Persons planning to attend the meeting who need sign language interpretation, translation services, assisted listening systems, Braille, taped material, or special transportation, should contact the City Clerk's Office at 303 335-4536 or MeredythM@LouisvilleCO.gov. A forty-eight-hour notice is requested.

Si requiere una copia en español de esta publicación o necesita un intérprete durante la reunión, por favor llame a la Ciudad al 303.335.4536 o 303.335.4574.

10. Discussion Item – 2024 Summer Concerts in the Park Series
 - Plans for 2024
 - i. Los Cheesies – 6/20/2024
 - ii. Groove-n-Motion – 7/11/2024
 - iii. Petty Nicks Experience – contacted, conversation started
 - iv. DocHaze –
 - v. Others/Ideas from the LCC
 - Discussion: goals, quality, strategy in choosing musicians
 - Sound for 2024 – will need bids.
11. Information/Discussion Item – Programming for September-December 2023
 - Committed Programming
 - i. Concerts on The Plaza – 9/5, 9/12, 9/19, 9/26
 - ii. Salome Songbird – September 22
 - iii. Crisosto Apache – September 27
 - iv. Colorado Opera Artists in Residence – October 6
 - v. Silent Film – October 13
 - Proposed Programming
 - i. “Celebrate Trans” – presentation by Sal Skog (\$499) 11/20
 1. <https://www.celebratetrans.com/>
 - Ideas for the rest of 2023
12. Action Item – Vote on “Celebrate Trans” presentation for November 20
13. Discussion Item – 2023 Public Art
 - LCC role
14. Discussion Item – 2023 LCC Holiday Dinner
 - Should we celebrate? Possible dates?
15. Discussion Items for Next Meeting
16. Adjourn

**Cultural Council
Meeting Minutes
Thursday, August 17, 2023
Louisville Public Library – First Floor Meeting Room
951 Spruce Street
6:30 PM**

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- You can call in to (719) 359-4580
Webinar ID #847 8880 5269

- You can log in via your computer. Please visit the City's website here to link to the meeting: www.louisvilleco.gov/lcc.

The Council will accommodate public comments during the meeting. Anyone may also email comments to the Board prior to the meeting at ESchmitt@LouisvilleCO.gov.

1. Call to order: 6:32
2. Roll call- Beth McLennan, Erica Schmitt, JR Ketelsen, Sarah Staunton, Sharon Nemecek, - Member of the public: Cheryl Walker. Rodney Weiss (joined at 6:46)
3. Approval of August 2023 Agenda- Sarah motion, Beth second, no dissent.
4. Approval of May 2023 Minutes- JR move, Sarah second, no dissents.
5. Public Comments- no comments
6. Chair Report (JR) (10 minutes)-
 - Summer concert series review: did well regardless of weather and lack of help.
 - Cultural Caravan: will discuss this later in the agenda. Does not see the best value with working with them. JR suggest that pop up was not worth it as well.
 - Staff numbers: still thinking that we need staff and that the City Council had decided to not appoint new members.
 - Review of the concerts:
 - Water out of order
 - Meeting the sound crew
 - Other responsibilities need more people as well
 - Arts grants: JR does not think that we will be able to accomplish this without more help.
 - Future plans of the LCC and what the City Council is deciding to do - has requested a meeting with Jeff Durban.

- Beth agrees that we are short staffed and agrees that we might have to work in a limited capacity.

7. Staff Report (Erica) (10 minutes)

- Attached, see for reference.
- (Sharon) discussed that public art will be a staff responsibility vs LCC. It will include a jury and we are trying to mimic what other city do with their public art grants. LCC will still be growing the vision of the public art but the call for artists, etc. will now be taken on by the city staff.

8. Discussion Item – Cultural Caravan retrospective; 2024

- See chair report for JR feelings. After the concert in the park, the LCC was not mentioned or thanked at the event. They were also the most expensive band but not the most enjoyable for the public. The sound was not paid for by them which had originally been discussed. If we were to work with them we would need recognition and set clear payment expectations and include it in the contract. Fire Station event was great though.
- Fire station: need more trash cans and need to move the porta-potty to a different location.

9. Discussion Item – 2023 Summer Concerts in the Park Series; 2024

- Lessons learned: tasks are lined up well and that we can multitask. Weather plan could possibly be better. Food trucks were enjoyed and the vendors were very happy. Perhaps we don't have openers. Possibly check in on the weather and if we think that it is going to be bad then we ask the openers to step down and still pay them.
- Sharon will suggest to City Council to consider adding onto the shade structure of the stage for extra cover.
- 2024 sound and bands: Los Cheesies, Groove-n-Motion, others

10. Action Item – Vote on dates for next year's Summer Concerts series

- June 13, 20, 27 & July 11, 18, 2024; rain date
- motion by sarah, second by JR- rand date as the 25th- no dissents.

11. Informational – PA System Update (JR and Erica)

- These items have been ordered by Erica and hopefully will be available by the 5th.

12. Information/Discussion Item – Programming for Sept-Dec 2023

- Committed Programing
 - i. Colorado Opera (\$600)
 - ii. Silent Film (\$499)
 - iii. Crisoto Apache (\$300)
 - iv. Salome Songbird (\$600)
- Proposed Programming
 - i. Concerts on The Plaza (4 shows in September/\$200)

ii. Mayan Flower Ceremony (TBD)

iii. Mark Diamond (Jazz) (\$499)

- Additional programming ideas from LCC/Staff

- Sarah to connect with her brother to see if there are any other bands to visit and mix up the genre.

13. Action Item – Vote for \$600 fee for Colorado Opera

- JR makes motion, Beth seconds, no dissents.

14. Discussion Item – 2023 Public Art Grant

• Review process from 2022- pull what we did well last year and see if we can implement it for this year if we decide to go through with the grants.

- Begin to create call for 2023

• Assign members- this will be tabled until September. (make agenda item for next month)

15. Discussion Item – Art Grants 2024. Yes it's almost time again...

- We all agree it is a good idea to assign 5k each instead of breaking up by each artist.
- Budgets should be required on the application and disqualified if it is not included.
- Erica: suggests that we make the language very clear that the art is going to be held in Louisville.
- JR- suggests that we push the Arts Grants vote out to February so that the new members can settle in a bit before voting.

16. Discussion Items for Next Meeting

- 2023 Public art
- Vote to move the vote for arts grant date to February instead of January.
- Vote in December meeting to be held or not.
- Assign/ confirm staff for upcoming events.

17. Adjourn - at 7:52, Beth motion, Sarah second, no dissents.

Attachments:

1. Agenda
2. May 2023 draft minutes
3. August 2023 Staff Report
4. Completed Art Grant Evaluation forms
5. Potential programs - bees

Arts and Events Updates – Items Outside of the Cultural Council:

“**Street Faire**” came to an end on August 11. Despite some rainy evenings, the season was a success – especially Dumpstaphunk, Shakedown Street, and The Petty Nicks Experience. It can be a challenge to find the “Goldilocks” bands for an event like Street Faire, with enough bands having name recognition, but not being so large as to cause safety logistics or public nuisance complaints, and we commend Street Faire for their efforts to find bands that are a good fit for the city. On 09/05/23, City Council approved the 2024/2025/2026 Street Faire contract, and on 09/12/23, the Street Faire Committee set the 2024 concert dates.

The **Labor Day** and **Fall Festival** celebrations were a great success this year. The weekend started with a Friday night Senior Dinner, providing free food, live music, and raffle prizes to over 150 local seniors. Over 1,200 individuals marched, walked, danced, or rode in the 87th Annual Labor Day Parade, and over 80 pets participated in the Children’s Pet Parade. The Fall Festival hosted a free petting zoo, live music from an Irish bluegrass band, 31 local vendors (handmade goods, locally made foods, and a few nonprofits – no mass-produced goods or commercial services among the vendors), and eight food trucks.

We still have a smattering of venues rentals during this time of year. In August and the first two weeks of September, Steinbaugh Pavilion hosted a wedding and the Library’s “Afternoon of Cultural Dance.” The Louisville Center for the Arts was mostly unavailable for rentals due to CenterStage Theater Company’s summer camp (through (Aug. 11), Coal Creek Theater rehearsals and performances, and the Louisville Art Association’s annual show.

The Louisville “**Farmers Market**” has a few weeks left of its 15th season, and closes on Saturday, Oct. 14, 2023. The market has booked musicians to perform every Saturday this season. They also work with high school musicians, strategically placing the musicians in sections of the market that receive less foot traffic. The high school musicians play for tips; the main musicians are paid by the market.

The Farmers Market has different local farms and products each week. To help increase the availability of fresh produce for all, they accept EBT (SNAP or “food stamps”), and participate in the “Double Up Food Bucks Colorado” program, which matches whatever someone spends (up to \$20 per visit), helping food benefits go even further. The day after the Farmers Market concludes, the ice rink moves into Steinbaugh Pavilion.

When the 2022-23 ice skating season concluded, the City was informed that the rink operators would not be renewing their contract. Erica spent the spring researching ice rinks and connecting with other cities, hotels, and shopping centers that had outdoor ice rinks. She received quotes from several vendors who would be capable of running the Louisville ice rink, and brought the information to the City’s Economic Vitality Manager, who secured a contract and funding for the 2023-24 season.

The rink’s former name, “WinterSkate” was trademarked by a former operator, and cannot be used. This winter, the brand new ice rink will reopen with a new name that was voted on by Downtown

Business Association Members and City staff: **“The Ice on Front.”** We are excited by the responsiveness and quality the new ice rink operators have already demonstrated, and look forward to a great season.

Art Grants:

Updates on the previous cycle of art grants. Per the 2023 Art Grant Agreement, projects must be completed between March 1, 2023 and July 31, 2024.

- Ambient Experience concluded on June 11, 2023.
- Soul Penny Circus concluded on June 17, 2023.
 - Evaluation form has been requested repeatedly.
 - Check for \$500 (final 25% of grant funds) will be sent upon receipt of evaluation form.
- “Not All Men” songwriting workshops and performance showcase series for women, LGBTQ+, and gender-diverse folks concluded on August 13, 2023.
 - Eval has been requested.
 - Check for \$47.50 (final 25% of grant funds) to be sent upon receipt of evaluation form.
- Motus Theater is confirmed for Saturday, Sept. 30, 2023 at the Arts Center.
- Celebrate EDU – wants at least one week of gallery space, which isn’t possible with the current demands of resident arts groups. Erica is working with the Library to see if Celebrate EDU could exhibit in the Library gallery for one month in 2024. Aiming for early 2024 project completion.

Public Art:

“Community Resilience” by artists Rita Vali and Arabella Tattershall (City Hall sculpture)

- Structural engineer provided stamped plans for a structurally sound base. City received these plans on 09/08/23, and has given the artists the go-ahead to begin working on installing a base.
- Artists will be setting up boxes at the Library and Rec. Center to collect community words about “resilience”. Flyer draft for receiving entries received 09/13/23.
- Per contract, artists have received 50% of the total payment, and will receive the remaining \$11,000 upon the City’s acceptance of the sculpture.

“Heart of the Community” by artist Darla Okada (Library Plaza mural)

- The Library hosted a small event on August 27 with freeze pops to celebrate the new Plaza and the upcoming completion of the murals.
- Continued weather delays – expected completion in late September, 2023.
- Per contract, artist has received 50% of the total payment, and will receive the remaining \$5,000 upon the City’s acceptance of the mural.

“South Street Sculpture” by artist Greg Fields (South Street pedestrian underpass)

- Requested carryover of LRC funds
- Sculpture placement is not confirmed. Sharon has weekly calls with the railroad insurance company, and is working on:
 - Railroad protective liability insurance
 - Adjustment of the City’s lease
- Sharon has received information about how much the rail road liability insurance and lease would cost (approx. \$1,200 upfront), but has not received a contract or invoice.
- Sharon has updated the artist about this progress; the sculptor has not started on this piece yet.
- The sculpture still needs to go through public notice, an LCC vote, and City Council approval.

Art Repairs and Maintenance:

The “Melody” sculpture and “Sky Sculpture” were repaired in July, 2023. “Melody” suffered vandalism from someone using a tool like a “Sawzall” to try to cut through her foot. The “Sky Sculpture” needed shims to be installed at its base to reduce rocking motion of the piece.

The cost of repairs did not meet the art insurance deductible threshold, and the City did not submit a claim to our insurer. Erica will be reviewing the list of public art and their insurance values in September as part of the annual review of scheduled items coverage.

The yearly cleaning and wax conditioning of outdoor bronze sculptures was completed in July, 2023.

Louisville Cultural Council Planning – Venue Reservations for 2024:

As a reminder, the resident arts groups (Louisville Art Association, CenterStage Theater Company, Coal Creek Theater Company) meet in early autumn to claim the dates that they will be using the Louisville Center for the Arts in the upcoming calendar year.

The LAA has already submitted the 2024 dates, and the theater companies are expected to submit their dates soon. The Louisville Cultural Council is encouraged to consider reserving dates for the upcoming cycle of **Art Grants** ASAP. Kindly note that grant recipients appreciate being able to use the venue for the entire day, and that Fridays, Saturdays, and Sundays are preferred. Whenever possible, please consider reserving an additional half or full day prior for groups that would like to be able to test the venue technology, rehearse in the space, or begin setting up an art show in advance.

The LCC dates for 2024 “Summer Concerts in the Park” will be submitted to the Parks department as soon as they can accept 2024 dates. The Permitting department will also be made aware of these dates.

Upcoming LCC Events:

Please try to attend these events to meet the artists, engage with the community, and to get inspiration for the types of events, timing, and location that can connect with the audience.

If you can't attend, please consider advocating for arts and cultural events in Louisville by spreading the word about these events! There are many easy, free ways you can help, including sharing “Arts and Events” Facebook events and posting about these events to your Facebook page and community groups (e.g. “Oh Oh” groups, neighborhood groups, school groups, moms’ groups), putting up flyers at coffeeshops, and spreading the word when chatting with neighbors/out on walks/at school pickup/at other arts and events in Boulder County!

Upcoming LCC event calendar:

09/22 – Salome Songbird. Arts Center, 7 PM.

09/26 – Fourth (and final!) Plaza Unplugged. Artist: Valerie Vampola. Library, 12 PM.

09/27 – Crisosto Apache “Talk and Poetry Reading.” Library, 7 PM.

09/30 – Art Grant – Motus Theater “Motus Playback Improv.” Arts Center, 7 PM.

10/06 – Opera Colorado “Arias and Ensembles.” Arts Center, 7 PM.

10/13 – Silent Movie. “What Price, Goofy?” and “Up in Mabel’s Room.” Arts Center, 7 PM.

Upcoming City Events (September-October):

- September 15 through October 15 is Hispanic Heritage Month – The City’s Equity, Diversity, and Inclusion manager has created an activity for every day of the month for the community to learn about and engage with Hispanic heritage. Find the links [here](#).
- September is also Louisville History Month! The Historical Museum has several special programs happening this month – learn more at their [website](#).

Upcoming City cultural calendar includes:

09/16 – Vintage “Base Ball” Game. *Miners Field*.

09/23 – Historic Trees of Downtown Louisville. *Museum + Parks, Rec, Open Space in downtown*

09/30 – Butterfly Pavilion “Beautiful Butterflies.” Library, 10:15 AM

09/30 – Louisville on La Farge. *Museum, down La Farge Ave.*

10/09 – Indigenous People’s Day

10/14 – Marshall Fire Conservation workshops (clean/stabilize/preserve fire damaged items). *Museum*

Marketing:

The “Plaza Unplugged” concert series, Silent Movie (film title hadn’t been determined by deadline date), Opera Colorado “Arias and Ensembles”, Salome Songbird, and Crisosto Apache “Talk and Poetry Reading” were included in the autumn print community newsletter (July 10, 2023 deadline for titles, dates/times, images, descriptions, etc.).

Upcoming marketing deadlines:

- Oct. 9, 2023: Winter (December/January/February) print community newsletter



If you are curious about what other cities are doing, or want even more arts and cultural events in your life, here are some things to check out!

Colorado Symphony Orchestra

Season opened Friday, Sept. 15!

Mural Unveiling at Emerson St.' for Teens and Young Adults – Community Jam

Thursday, Sept. 21, 2023

3:00 PM

Learn more [here](#).

Mural Unveiling – George Reynolds Branch Library

Friday, Sept. 22, 2023

4:30 – 6:30 PM

Join the Boulder Office of Art + Culture and the George Reynolds Branch Library as we unveil a new mural, Guardia de los Sueños, painted by Denver-based artist Marco Antonio Garcia. Garcia is a self-taught artist who is rooted in his Mexican Culture. Garcia will be on-site to talk about his mural. There will be music and professional dancers in front of the library, and FREE Cold Stone ice cream and books!

Opera Colorado Artist in Residence Showcase

Friday, Sept. 22, 2023

7:00 PM

Studio Loft of the Ellie Caulkins Opera House

Learn more [here](#).

The Collective Community Arts Center – Gallery Artist Talk

Sunday, Sept. 24

1:00 PM

Artists in our current exhibit, THREADED, will speak about their work, creative inspiration, and artistic process. Hosted by Tya Anthony, curator and exhibiting artist, joined by other artists in the show. Sign up [here](#).

Boulder Social Streets – Community Art Day

Sunday, Sept. 24

10:00 AM – 4:00 PM

Head down to 13th Street between Canyon and Arapahoe to experience various FREE participatory art activities provided by local community groups.

Activities include:

- Boulder Open Studios Mobile Art Lab will be doing an art activity and artist demonstrations.
- Street Wise Arts will provide an “activism” button making activity and invite participation in a community-created mural project.
- BMoCA will be doing a hands-on art activity in the street.
- Local artist Edica Pacha will be doing her community wheat paste project to gather thoughts on Boulder Social Streets. This project is a part of the Experiments in Public Art program.
- Local artist Jennifer Chaparro will be heading the Chalk4Peace/Boulder in Color community art event with a co-created chalk mural on the Dushanbe Teahouse asphalt pad. This will be a wonderful opportunity to join your neighbors in creating an impactful work of art!

Film Screening: "Silence of Quarantine"

Thursday, Sept. 28

6:00 PM

Local filmmaker Katrina Miller's project *The Silence of Quarantine*, follows two elderly African American women living in Boulder, Colorado, during the Covid-19 Quarantine shutdown. With churches closed, limited visitors, and nowhere to go, these women are in danger of becoming shadows of themselves and losing their lives while nobody knows how to help them. This generation's history, which has roots in the early days of desegregation, is also in danger of being lost and forgotten. With a gospel music soundtrack, *The Silence of Quarantine* captures stories from Colorado's past that bring to light African Americans' strong presence in this town over the last century. Q & A to follow.

Sign up [here](#).

Cultural Organizations Summit: Addressing Intolerance

Wednesday, Oct. 4

4:00 PM

[Out Boulder, 3340 Mitchell Ln, Boulder, CO 80301](#)

In response to local artists experiencing harassment about their art, and the tragedy at the Club Q venue in Colorado Springs, the Boulder Arts Commission recently unanimously approved a statement of principle:

The Boulder Arts Commission is aware that artists in our local community have been bullied and had their artwork defaced. We believe in and work to support the following tenets of a thriving arts environment:

- *Protection of freedom of expression,*
- *Acknowledging a variety of perspectives from the community while still honoring our Statement on Cultural Equity, and*
- *That the fabric of expression that we all weave makes us a stronger and more vibrant community when it includes diversity of expression.*

These tenets form the cornerstones of the City of Boulder's Cultural Plan.

The Boulder Arts Commission stands with our artists from all backgrounds including, but not limited to, the LGBTQ+, immigrant, PIPOC, Indigenous, Latine, disability, unhoused, faith-based, and other communities. If you find yourself, your organization, or your art as the target of harassment, bullying, or threats, these are resources to help you.

At our next summit of cultural nonprofit leadership, we will meet these challenges of intolerance and harassment head on. Our panel, including Z of Bread and Roses Law and artist/survivor Wyatt Kent, will talk about the best ways to protect yourselves and your community against harassment, offer resources should you run into challenges, and help us band together as a community against these forces with the courage necessary for great art to flourish. Special welcome by Andrea Gibson, Colorado's Poet Laureate, and moderated by Boulder Arts Commissioner Maria Cole. Free; light refreshments. RSVP required to rsvp@bouldercolorado.gov.

Colorado Ballet

Season opens Oct. 6!

Street Wise Arts – Mural Walking Tour

Saturday, Oct. 7

11:00 AM

Learn more [here](#).

NEA Big Read Kickoff Party “Postcolonial Love Poem”

Friday, Oct. 6, 2023

5:30 PM

Denver Botanic Gardens, Freyer-Newman Center

Pick up a free copy of “Postcolonial Love Poem” by Natalie Diaz and enjoy live performances and readings, interactive activities, tours of the Sacred Earth garden, and much more for the whole family. It’s free!

Learn more [here](#).

The Children’s Festival of Stories

Saturday, Oct. 7, 2023

10:00 AM

McNichols Civic Center Building

The mission of Denver’s Children’s Festival of Stories is to promote literacy, celebrate children’s books and share the joys of reading. Through this event, we aim to provide literacy experiences for young readers, offering them opportunities to engage with authors, illustrators and stories. The organizers have committed to keeping this a FREE event in order to provide access to all children.

Learn more [here](#).

LCC Chair Report August 17, 2023

1. Summer concert series – Once again, the LCC successfully hosted five concerts at Community Park. Even though the LCC has just 3 members, the council was able to provide a great experience for the citizens of Louisville Colorado. The weather didn't always cooperate; however, I still see the summer concerts in the park series as a success for 2023. We will begin scheduling the concerts for 2024 this fall.
2. The LCC had the opportunity to collaborate with the Cultural Caravan. The collaboration had what I thought were mixed results. The Concert at Fire Station No. 1 was a highlight of the summer LCC events. The concert in the park with Zimbria was successful, but I question what the benefit was for the City. I would not hold the Pop-Up again. We will discuss future collaborations.
3. The LCC continues to be woefully understaffed with just 3 volunteer members on what should be an 8-10 person council. We started the year with 8 members. It has been 5+ months now with a 3 person council. W
 - a. We have been working with just 3 volunteer members for several months now and frankly we needed more help for the Summer Concerts in the Park series. I personally devoted a minimum 5 hours for each of the 4 events I supported. We needed more support from the City. Tasks at the Summer Concerts include greeting sound engineers and ensuring they have what they need. Greet the bands and welcome them to our city and Summer Concerts. Cold water should be provided for the bands and sound people (I personally have purchased and provided bottled water the past 2 summers. The drinking fountains were inoperable at 2 of the events.) Someone needs to present to coordinate where food trucks are located. Beth has done this for the past 2 summers. A level of parking control is needed (block entry lane, mark disabled parking spots and inform people that they cannot park unless they are members of the band or sound team). The LCC easy-up needs to be setup to provide a contact point for lost and found and citizen questions. The city should provide chairs for the support staff.
 - b. Fall event planning has been primarily fallen on the LCC chair for most events. I will delegate more moving forward; however, with just 3 volunteer members this is not a simple task. How will we manage the Public Art Grant process? That process consumed multiple members time in 2022. How will we manage with just 3 volunteers? It is simply too much for the current Council members. We cannot have a viable selection process with just 3 volunteer members.
 - c. What are the City's plans to address the current situation? It is extremely frustrating to have asked for and received an increased budget and then not have the resources to execute a better plan with that budget. What should we expect from the City? One example: I personally asked who should schedule the Concerts on the Plaza, which was a good idea proposed by city staff, and was told that the LCC is responsible. I accept that, however, please remember this council is a woefully understaffed group of volunteers. I sometimes feel like the City has abandoned the LCC.
 - d. We need more support! What is the plan?

City of Louisville Art Program Grant Evaluation

Congratulations on receiving a Louisville Art Grant! We appreciate your efforts in advocating for and supporting greater diversity of the artistic experiences within the Louisville community. Within 60 days of the completion of your event, please provide written answers to the following questions. The LCC appreciates a candid assessment of your event, the impact upon the Louisville community and how you assess your overall community reach.

Name of Organization or Artist: Ambient Experience

Collaborative Partners (if applicable): Christoph Scholtes, Mark Mosher, Malia Martinez, Victor Martinez

Title of Event/Program: Ambient Experience 2023 - An Evening of Ambient Music and Immersive Visuals

Amount of Art Grant Award: \$300

Program Goal(s):

1. Enrich the local Louisville cultural landscape with an offering off the beaten path.
2. Provide a platform for local ambient artists to showcase their work individually and in collaboration with other artists.
3. Establish a center of excellence for ambient music in Boulder County with live performances and future educational events (for example "artist talks").

Our artist statement:

The term "Ambient" music was first coined by English musician Brian Eno, who describes it as "an atmosphere, a tint...designed to induce calm and space to think". Today, Ambient music is a diverse sub-genre of music in general and electronic music specifically. Ambient music creates landscapes of natural and artificial sounds generated and processed with analog and digital equipment. It is the goal of this project to combine live performances of Ambient electronic music with components of visual art to create an immersive Ambient Experience.

Please describe the impact your event had on the community:

Numbers of individuals reached:

The event had 36 attendees for the performances at the Louisville Center for the Arts.

The video of the performances will be uploaded to YouTube once editing is complete and based on previous experience (from 2021) we expect to reach ~1000 more individuals with the video on YouTube. The target release date for the 2023 performance video is October 2023.

How did you attract your target audience?

We primarily used online promotion on social media (Facebook, Instagram) and our website. We posted in local Louisville Facebook groups (incl. Neighborhood-specific groups) and music-specific groups (Louisville and Lafayette area music communities), and the Louisville Cultural Council also posted about the event on their Facebook page. Additionally, the artists posted on their individual social media pages (Facebook, Instagram, etc).

Did the activity generate any unexpected outcomes or impacts?

The event did not generate any unexpected outcomes or impacts.

Was your organization able to achieve your program goals? If yes, how? If not, what improvements can be made for future programs/events?

Overall, we were able to achieve our artistic goals as well as our goal to bring cultural awareness of Ambient electronic music to the local Louisville arts community. After executing the event in 2021 under COVID restrictions, our goal for 2023 was to return to the original project vision and perform with a live audience at the Louisville Center for the Arts. We were able to achieve this goal with an audience of 36 individuals for the 2023 event.

For future events, we would like to increase the marketing exposure to get to our goal of 60 individuals in attendance. Due to technical logistics with lights and sound, the layout of the room, and fire code restrictions of the building, 60 seated audience members is the max capacity feasible for the event.

Outcomes:

How did you measure your progress towards achieving your goals for this activity?

After the event announcement via Facebook, we were tracking online event stats on the Facebook event.

Number of people reached with Facebook event: ~1000
Responses to Facebook event: 86 (43% increase over 2021 event)
Attendees at event: 36 (41% conversion rate from Facebook event)

How do these measures show you made a difference in the local community?

After the event, we received very positive feedback from audience members on the performances and the overall event. Audience members specifically commented on the quality of the production and how well the Louisville Center for the Arts suited the musical programming.

Lessons Learned: Evaluations often reveal opportunities for improving programs/events. Did your organizations gain new insight to your program based upon lessons learned?

Overall, we were happy with how the performances turned out and with the response we have received. Effective marketing and as a result conversion of interested individuals to actual turnout continues to be a challenge.

For future events, we are planning on additional marketing strategies, for example a mailing list and a ticket system, to convert more interested individuals to actual attendees.

Financials:

Total Event Expenses:

\$200 event artwork (logo and promotion material)
\$60 Ambient Experience website hosting on LinkTree
\$48.43 Event logistics (audio cables, tally counter)

Total: \$308.43

Earned Income from the Event:

\$300 arts grant

Total: \$300.00

Overall percentage of grant to expenses:

97.26%

Marketing:

Please describe how you acknowledged this award the City's Art Program Grant. (Please attach samples of letters, press clippings, playbills, brochures, marketing, online posts, etc.)

Acknowledgment of arts grant the description of Facebook event:

<https://www.facebook.com/events/258381379887565>

Acknowledgment of arts grant on event poster and marketing material:

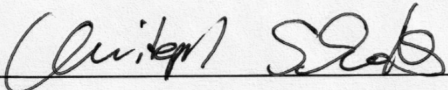


Shared Stories: Was there an instance in which your organization felt it made a difference, or had a significant impact, on an individual or group of participants? If so, please share any anecdotal evidence by describing the situation, sharing a quote or story below. (Please note that the LCC may use this example in marketing the Art Program Grant in electronic media or on future publications or reports.)

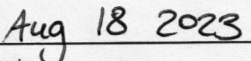
The feedback received from individuals attending the event was overwhelmingly positive. The audience was very appreciative of the City of Louisville providing a venue for a different kind of cultural offering and multiple audience members commented on the Louisville Center for the Arts as a great location for this type of event.

One audience member commented after the event that the performances reminded her of the experimental music scene in New York, which is an outstanding compliment to the artists and the art they presented.

Thank you for submitting the Post Event Evaluation for the 2023 Louisville Arts Grant. By signing below, signee agrees that all information provided is accurate and reflects the nature of your project/event.



Signature



Date