

# ***City Council***

## ***Study Session Agenda***

**March 12, 2013**  
**Louisville Public Library, 1<sup>st</sup> Floor Meeting Room**  
**951 Spruce Street**  
**7:00 PM**

- |                  |   |
|------------------|---|
| 7:00 p.m.        | <b>I.</b> Call to Order   |
| 7:00 – 7:30 p.m. | <b>II.</b> Update – Cultural Council  |
| 7:30 – 8:00 p.m. | <b>III.</b> Discussion – Arts Center Usage and Allocation   |
| 8:00 – 8:30 p.m. | <b>IV.</b> Discussion – Utility Rate Study  |
| 8:30 – 8:40 p.m. | <b>V.</b> City Manager’s Report<br>a. Advanced Agenda   |
| 8:40 – 8:45 p.m. | <b>VI.</b> Discussion Items for Study Session on April 9,<br>2013 and Identification of Future Agenda Items |
| 8:45 p.m.        | <b>VII.</b> Adjourn   |

**SUBJECT: UPDATE/DISCUSSION - LOUISVILLE CULTURAL COUNCIL  
ANNUAL UPDATE**

**DATE: MARCH 12, 2013**

**PRESENTED BY: PARKS AND RECREATION DEPARTMENT ON BEHALF OF  
LCC**

**SUMMARY:**

The City of Louisville Cultural Council (LCC) appreciates the opportunity to communicate with the City Council to provide an annual update. A presentation will be given by board members and will include:

1. Introduction of LCC Members
2. History
3. 2012 Accomplishments
4. 2013 Goals
5. Questions/Discussion

**FISCAL IMPACT:**

N/A

**RECOMMENDATION:**

Update/Discussion

**ATTACHMENT(S):**

1. Presentation



louisville cultural council

# City Council Working Session March 12, 2013



# Agenda

- **Introductions**
- **History**
- **2012 Accomplishments**
- **2013 Goals**
- **Questions / Discussion**

# Introduction of LCC Board Members

**Susan Honstein:** President, Chamber Series, Event Support

**Brett Nickerson:** Vice-President, World Music Series, Summer Concert Series

**Denice Spencer:** Treasurer, Grant Writing, SCFD Administration

**Blake Welch:** Secretary, Event Promotions, SCFD Support

**Andy Langford:** Summer Concert Series, Event Support

**Danyelle Taylor:** Children/Youth Events, Event Support

**Emma Shubin:** World Music Series, Event Support

**Jennifer Strand:** LAA Liaison, Event Support

**Mark Oberholzer:** Summer Concert Series, Event Support

**Shary Wohl:** Fundraising/T-Shirts, Children/Youth Events, Event Support

# History: LCC Founding Charter

The advancement and preservation of art, music, theater, dance, zoology, botany and natural history in the City of Louisville.

Resolution #10, Series 1989

# **History: LCC and Louisville Center for the Arts**

In 1990, Louisville entered an agreement with LCC and LAA, dedicating use of the 801 Grant Ave for art/cultural programs, further codified in Ordinance 1109, Series 1993 designating a 20 year agreement which expires June 1, 2013.

# 2012 Accomplishments: Grants / Fundraising

- **SCFD:** LCC Awarded **\$1,500** in 2012 for 2013 budget (LCC is concerned about declining awards: \$3,000 in 2008, \$2,200 in 2009, \$2,000 in 2010, \$1500 in 2011)
- **City of Louisville:** LCC Awarded **\$6,000** for operating expenses (covers Summer Concert Series and Bookkeeper expenses)
- **Cash Donations:** **\$613.89** collected at various events
- **Wet Paint Sale Fundraiser with LAA:** **\$490**
- **Merchandise Sales:** **\$1,380**

# 2012 Accomplishments: 24 Events – 3,000+ Attendees

- **Coffeehouse Concerts (5)** (coffee donated by Vic's)
- **Chamber Events (8)** (coffee donated by Bittersweet)
- **Summer Concerts (4)** in Community Park
- **Silent Movies (2)**
- **Old Town Cinema collaboration**
- **Young Writers' Event** (with Louisville Public Library)
- **Young Artists' Event** (with Louisville Art Association and Louisville Public Library)
- **On the Same Page Book Event** (with Louisville Public Library)
- **Plein Aire Art Event** (with Louisville Art Association)

# 2012 Accomplishments: Collaborations

- **Louisville Art Association (SCFD):** Young Artists' Exhibit, Wet Paint Sale
- **Louisville Public Library:** Young Artists' Exhibit, Young Writers' Event, On the Same Page Event
- **Colorado Wind Ensemble (SCFD):** Sunday Coffeehouse Chamber Series (1 performance)
- **Stories on Stage (SCFD):** On the Same Page staged reading event
- **Old Town Cinema (OTC):** Outdoor Movie Event

# 2012 Accomplishments: Business Sponsors

- **Vic's Coffee** (coffee)
- **Bittersweet Café** (coffee)
- **King Soopers** (gift cards for food)
- **Gary Guerriero, Wheels on Reels** (graphic design services)
- **The Fork** (foods)
- **Nina's Flowers and Gifts** (flowers)
- **Wendy Fickbohm, State Farm Agent** (cash donation)
- **The Huckleberry** (food)
- **Glacier Ice Cream** (ice cream)
- **Waterloo Restaurant:** (food)

# 2013 Goals

- Ensure ongoing dedication of the Louisville Center for the Arts as a designated arts facility when current ordinance sunsets.
- Develop and implement an Arts Center management plan in collaboration with other resident organizations (LAA, CCTL and CSTC).

# 2013 Goals Continued

- Advocate for staffing changes to strengthen coordination and support for the arts in Louisville and ensure continuity for longer term projects.
- Conclude study of Sculpture Garden acquisition plan and pursue recommended funding mechanism(s)/ possibly pursue dedication of funds for public art component of new capital projects, depending on whether Council initiates a bond election.

# Conclusion / Questions

- Should LCC be restructured to encourage members to serve multiple terms? Or in the alternate, could continuity be improved by appointing new board members before the last quarter of the year so that incoming members could shadow/become familiar with the board prior to the onset of their term in January?

# Conclusion / Questions Continued

- Should LCC pursue independent status as a 501c3 organization or otherwise pursue creation of an independent fundraising entity?
- Is it consistent with LCC mission to help promote events presented by other SCFD entities in Louisville since those organizations are supported in part by SCFD taxes paid by residents? (Other SCFD organizations are Art Underground, Center Stage, Coal Creek Community Theater, and Louisville Art Association)

**SUBJECT: DISCUSSION – ARTS CENTER USAGE AND ALLOCATION**

**DATE: MARCH 12, 2013**

**PRESENTED BY: KATHY MARTIN, PARKS AND RECREATION DEPARTMENT**

**SUMMARY:**

City Council requested information about the Arts Center Usage and the Arts Center allocation policy. Staff has prepared usage statistics, revenues and the allocation policy for City Council to review. We have also provided background information on the Louisville Cultural Council (LCC) and the Louisville Center for the Arts. And last, *but not least*, we have include information provided by LCC and the Louisville Art Association, Coal Creek Theater of Louisville, and Center Stage Theater Company.

**FISCAL IMPACT:**

N/A

**RECOMMENDATION:**

This item is presented to City Council for discussion purposes only.

**ATTACHMENT(S):**

1. 2011-2013 Reservation Information
2. Arts Center Allocation Policy
3. 2011-2013 Revenue Information
4. Resolution #10 Series 1989 Creating the Louisville Arts and Humanities Council
5. 1990 Art Center Usage Agreement
6. Louisville Arts and Humanities Council Report for 1991
7. Ordinance 1993-1109
8. Background Information On Ordinance 1993-1109
9. Information Presented by the Cultural Council
10. Information Presented by the Louisville Art Association, Coal Creek Theater of Louisville, and Center Stage Theater Company

### 2011 Louisville Center for the Arts Usage Analysis

	Reservation Count	Exclusive Use Days	Rehearsal Hours	Performances Hours	Class/Event Hours	Meeting Hours	Exclusive Hours	Private Party Hrs	Load In Strike Hours	Total Hours	Percent of Total
Louisville Art Association	83	36			216	50	596	8		870	36%
Coal Creek Theatre of Louisville	157		376	185				7	107	675	28%
Center Stage	99		446					8		454	19%
City of Louisville	121				213					213	9%
Louisville Cultural Council	26				114	8				122	5%
Public Rentals	17							70		70	3%
<b>Total</b>										<b>2,404</b>	<b>100%</b>

### 2012 Louisville Center for the Arts Usage Analysis

	Reservation Count	Exclusive Use Days	Rehearsal Hours	Performances Hours	Class/Event Hours	Meeting Hours	Exclusive Hours	Private Party Hrs	Load In Strike Hours	Total Hours	Percent of Total
Louisville Art Association	85	38			168	47	683	12		910	40%
Coal Creek Theatre of Louisville	141		317	172				18	86	593	26%
Center Stage	112		461					8		469	21%
Public Rentals	18							105		105	5%
City of Louisville	53				103					103	5%
Louisville Cultural Council	18				88					88	4%
<b>Total</b>										<b>2,268</b>	<b>100%</b>

### 2013 Louisville Center for the Arts Usage Analysis

	Reservation Count	Exclusive Use Days	Rehearsal Hours	Performances Hours	Class/Event Hours	Meeting Hours	Exclusive Hours	Private Party Hrs	Load In Strike Hours	Total Hours	Percent of Total
Louisville Art Association	79	29			186	55	457	29		727	40%
Coal Creek Theatre of Louisville	136		371	70	45			5	85	576	32%
Center Stage	76		265	14						279	15%
Louisville Cultural Council	33				145	14				159	9%
City of Louisville	32				51	6				57	3%
Public Rentals	9						30			30	2%
<b>Total</b>										<b>1,828</b>	<b>100%</b>

## City of Louisville - Louisville Center for the Arts Allocation Policy

1. Louisville Center for the Arts (LCA) requests can be made by the Louisville Cultural Council and the three cosponsored arts organizations (Louisville Art Association, Coal Creek Community Theatre of Louisville and Center Stage Theatre Company) not later than September 30 the prior year.
2. Scheduling by the above organizations is done for one full calendar year.
3. Each organization submits blocks of time requests that will exceed two weeks, which allows all other groups to be aware of possible exclusive use that is a priority for each organization. One example is the Louisville Arts Associations Fine Arts Show.
4. All submitted dates are placed on a working master calendar so that conflicting requests can be identified.
5. Priority on conflicting requests are:
  - A. Is the conflict caused by a main event by a cosponsored group which is requesting a block of time or event which is critical to their group? An example is the Coal Creek Theatre of Louisville 3 week performance time period. What is then determined is if a date is flexible and if so an alternate is offered to the other requesting organization.
  - B. Events that are open to the public have priority over rehearsal time, meetings or social events.
  - C. City of Louisville programs are also placed on the calendar with the above guidelines.
6. A draft is emailed to the Louisville Cultural Council and all three cosponsored organizations to determine what changes can be made to accommodate event requests which have conflicting requests.
7. Conflicts are resolved and if organizations are unable to make modifications which satisfy the majority of the users then a meeting is offered to discuss resolution.
8. Once the Louisville Cultural Council and all three cosponsored organizations establish a completed calendar the facility becomes available for public rentals. The date for open reservations to the public is December 1.
9. At any time in the year organizations can add additional dates and this is done so on an as available basis.

The following criteria shall be used for the allocation of usage in this priority order:

1. All City of Louisville Parks and Recreation programs
2. Louisville Cultural Council programs
3. Cosponsored organizations to include Louisville Art Association, Coal Creek Theatre of Louisville and Center Stage Theatre
4. Public rentals

Fees associated with facility usage:

1. City of Louisville programs – no fee  
Contractors who program for the Recreation Department pay 30% of fees to the City of Louisville.
2. Louisville Cultural Council – no fee
3. Three cosponsored organizations - \$1,500 per calendar year as a maintenance fee. No fee is charged for hourly usage.
4. Public rentals - \$35/hr residents \$45/hr non resident rental fee.

### Louisville Center for the Arts Revenue History

	<b>2011</b>	<b>2012</b>	<b>2013</b>
Arts Organizations CoSponsored Groups	\$ 3,000.00	\$ 4,500.00	\$ -
City Program Revenue	\$ 4,766.00	\$ 4,336.00	\$ -
Outside Rentals	\$ 2,677.00	\$ 2,912.00	\$ 1,665.00
<b>TOTAL</b>	<b>\$ 10,443.00</b>	<b>\$ 11,748.00</b>	<b>\$ 1,665.00</b>

RESOLUTION #10, SERIES 1989  
LOUISVILLE ARTS AND HUMANITIES COUNCIL

WHEREAS, the people of the State of Colorado have appropriated a cultural sales tax of .1% to benefit non-profit cultural organizations; and

WHEREAS, THE LOUISVILLE CITY COUNCIL believes that the advancement and preservation of art, music, theater, dance, zoology, botany and natural history is important in the City of Louisville; and

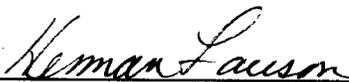
WHEREAS, the County Commissioners of Boulder County have created the Boulder County Citizens Cultural Advisory Council to determine the distribution of the revenue generated by the .1% cultural sales tax; and

WHEREAS, the City of Louisville has many individual artists and performers who may benefit from these funds through a non-profit cultural organization.

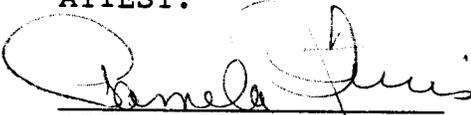
NOW, THEREFORE, BE IT RESOLVED that We, The Louisville City Council, do hereby create the Louisville Arts and Humanities Council, a non-profit organization, for the primary purpose of advancing and preserving art, music, theater, dance, zoology, botany and natural history in the City of Louisville.

BE IT FURTHER RESOLVED, that the Louisville Arts and Humanities Council will consist of five members appointed by the Mayor of the City of Louisville. Residents of the City of Louisville may apply to serve on this Council in writing to the City Clerk, 749 Main, Louisville CO 80027. Each member will be appointed to a three-year term. The Chairman of the Louisville Arts and Humanities Council will serve on the Boulder County Citizens Cultural Advisory Council as Louisville's representative and will advise the Mayor and City Council as to the Board's plan for distribution of cultural sales tax proceeds within Boulder County. The Louisville Arts and Humanities Council shall submit a draft of bylaws, and a draft of guidelines for the distribution of funds within the City of Louisville, to the Louisville City Council for approval no later than July 15, 1989.

PASSED AND ADOPTED THIS 4TH DAY OF APRIL, 1989.

  
MAYOR HERMAN FAUSON

ATTEST:

  
CITY CLERK

## AGREEMENT

This agreement is made and entered into by and between the City of Louisville, Colorado, a Colorado municipal corporation, hereinafter referred to as "the City", and the Louisville Arts and Humanities Council and the Louisville Art Association, hereinafter collectively referred to as the Arts Council/Association.

## WITNESSETH:

Whereas, the Arts Council/Association wish to use the Louisville Community Building, owned by the City and located at 801 Grant Street, Louisville, Colorado, hereinafter referred to as the Community Building, for certain cultural arts programs; and,

Whereas, the City believes that such use of the Community Building will benefit the City by providing cultural arts program opportunities to its citizens.

Now, therefore, it is mutually agreed by and among the parties as follows:

1. Use of Community Building. The Arts Council/Association may use the Community Building on such days and times as may be agreed to between their designees and the City Council's designee. The City, with the approval of the Arts Council/Association or their designees, may permit other uses of the Community Building on the same days and times of use by the Arts Council/Association.

2. No payment due. No payment shall be made by the Arts Council/Association for their use of the Community Building, but such use shall be considered in-kind contributions from the City to the Arts Council/Association.

3. Limits on use of Community Building. The Arts Council/Association agrees to use the Community Building only for cultural arts programs and for no other purpose. The Arts Council/Association shall not store or keep any goods, merchandise, or materials on or about the Community Building which are in any way hazardous, nor will the Arts Council/Association permit any acts of omission or commission to be done on or about the Community Building which will increase the existing rate of fire insurance. The Arts Council/Association will not use or permit the use of the Community Building or any part thereof for any purpose prohibited by law nor in any manner which would constitute a nuisance or be hazardous to persons or property. The Arts Council/Association will comply with and conform to all of the requirements of the governmental authorities having jurisdiction thereof, present or future, relating in any way to the condition, use and occupancy of the Community Building.

4. Supplies and improvements. All City supplies, materials and improvements in the Community Building shall remain the property of the City and shall not be used by the Arts Council/Association unless approved by the City Council's designee. The Arts Council/Association may install or make improvements to the Community Building only upon approval by the City Council's designee, and any such permanent improvements shall become the sole property of the City.

5. Maintenance and repair. The City shall continue to maintain and repair the Community Building, including the provision of custodial services, in the manner and at such times as the City deems appropriate.

6. Right of entry. The City, its officers, agents, and employees, shall have the right to enter the Community Building at any time for any purpose.

7. No assignment. The Arts Council/Association may not assign this agreement nor permit the use of the Community Building or any portion thereof by anyone other than the Arts Council/Association and for its purposes, except as expressly approved by the City Council or its designee.

8. Default. If the Arts Council/Association violates any provision of this agreement, the City may immediately declare the agreement terminated, reenter the Community Building and remove all persons and all hazardous property or property which constitutes a nuisance or is unlawful from the Community Building, without liability to any person for damages sustained by reason of such removal. Storage of any such property shall be at the cost of the Arts Council/Association. Notice of such termination, reentry and removal shall be promptly provided to the Arts Council/Association and they shall have at least three business days following such notice to remove their remaining property from the Community Building.

9. Renewal/termination. This agreement shall be automatically renewed for additional twelve (12) month terms by the parties unless one party gives notice of non-renewal to the others on or before the thirtieth day prior to the renewal date. This agreement may be terminated by any party at any time upon thirty days prior written notice to the other parties.

10. Notices. All notices under this agreement shall be made in writing, shall be deemed effective upon receipt, and may be personally delivered or mailed certified or registered mail, return receipt requested, as follows:

To City:  
City of Louisville  
City Administrator  
749 Main Street  
Louisville, CO 80027

To Louisville Arts and Humanities Council:  
c/o City of Louisville Community  
Services  
749 Main Street  
Louisville, CO 80027

To Louisville Art Association:  
c/o City of Louisville Community  
Services  
749 Main Street  
Louisville, CO 80027

11. Complete agreement. This agreement embodies the complete agreement among the parties hereto and cannot be modified except by written agreement of the parties executed with the same formality as this agreement.

12. Designee. Until written notice of a change is provided to the other, the designee of the City Council for the purposes of this agreement is the Community Services Director and the designees of the Arts Council/Association are the Presidents of the Boards thereof.

CITY OF LOUISVILLE, COLORADO

By: Herman Fauson  
Herman Fauson, Mayor

Date: 11/6/90

Attest:

By: Donna Cummings  
Donna Cummings, City Clerk

LOUISVILLE ARTS AND HUMANITIES  
COUNCIL

By: Mrs Carolyn M. Markham  
President

Date: 11/7/90

Attest:

By: Jeanne M. Lyman  
Secretary

LOUISVILLE ART ASSOCIATION

By: Mrs Carolyn M. Markham  
President

Date: 11/7/90

Attest:

By: Joan G. Campbell  
Secretary

23/42

# Attachment A

*Reason: Herkim will present an update under "Public Comments"*

## LOUISVILLE ARTS & HUMANITIES COUNCIL REPORT FOR 1991

*ab  
1/3/92*

The Louisville Arts & Humanities Council sponsored a wide variety of projects and arts activities during the past year, many of which were held in the Louisville Center for the Arts.

Feb A piano for the Louisville Center for the Arts was purchased with grant money from the Scientific and Cultural Facilities District (SCFD) - \$1,750, and the Neodata Foundation - \$1,700. The piano was used for lessons by the Louisville Parks & Recreation program, for rehearsals by the Coal Creek Community Theater, and for piano recitals by students of local piano teachers.

Mar The Arts & Humanities Council sponsored a children's concert by local performer, Pamela Ott. The performance was well-received by a full house.

A travelling photographic exhibit on the history of Southwestern textiles was combined with local textile artworks and weaving demonstrations in a week-long exhibit. This exhibit was particularly popular with elementary school students who came for school field trips.

Apr A music performance by Wind Machine was a highlight of the year, playing to a sold-out room.

Jun The Louisville Arts & Humanities Council chose a logo for the group.

Jul A two-session theater class for children was offered through the Parks & Recreation brochure. There was not enough interest for the class to be held.

Aug-Sept The Louisville Arts & Humanities Council provided three music performances for the annual Fall Festival: a bluegrass band, a brass quintet, and a country rock band.

Oct The Louisville Arts & Humanities received non-profit 501(C)3 status from the IRS.

In response to scheduling concerns, an Advisory Committee and a Scheduling Committee, both composed of members of the art groups that use the building, were formed. A written scheduling procedure was proposed and will be adopted, after any necessary revisions, in 1992.

Nov The Louisville Arts & Humanities sponsored a piano recital featuring students of local piano teachers. This provided local students an opportunity to perform and was an opportunity to acquaint local teachers with the building.

A final decision was made regarding the acquisition of artworks for the Louisville Recreation Center. The Art Selection Committee selected a proposal by artist George Peters to create a fiberglass and screen hanging artwork to be installed at the Recreation Center. The artwork will be installed before March 30, 1992. Funding came from the SCFD - \$1,000, the Colorado Council on the Arts & Humanities - \$1,250, and matching funds from the City of Louisville - \$1,250.

A committee of local representatives was formed to oversee the restoration of the building. The first meeting will be in January.

Dec The second annual "Young Artists' Exhibit" was held to coincide with the Parade of Lights festivities. The popular exhibit featured artworks selected from art teachers from all the local schools.

The Louisville Arts & Humanities Council received two grants for 1992 from the SCFD: \$2,500 for operating expenses (to include the cost of programs and exhibits) and \$2,500 to purchase lighting.

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ORDINANCE NO. 1109  
SERIES 1993

AN ORDINANCE DEDICATING THE BUILDING AT 801 GRANT AVENUE,  
LOUISVILLE, COLORADO, AS THE LOUISVILLE CENTER FOR THE  
ARTS BUILDING AND PROVIDING FOR THE USE THEREOF.

10

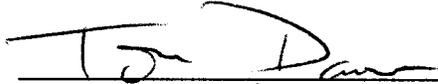
WHEREAS, the City Council believes it is in the best interests  
of the City and its citizens to dedicate the City building at 801  
Grant Avenue, Louisville, as a Center for the Arts for a period of  
at least twenty years and to establish a board to assist in the  
operation of the building and scheduling of arts and cultural  
events.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY  
OF LOUISVILLE, COLORADO:

Section 1. The City building at 801 Grant Avenue,  
Louisville, Colorado, is hereby dedicated for a period of twenty  
years, as the Louisville Center for the Arts, to be used for arts  
and cultural events beneficial to the citizens of Louisville.  
Nothing herein shall limit the authority of a future City Council  
to rededicate the building for such use at the end of the twenty  
year period.

Section 2. There is hereby created a Center for the Arts  
Governing Board, to be composed of three residents of Louisville  
appointed by the Mayor and approved by the City Council for two  
year terms. The Board shall assist appropriate City administrative  
staff in the operation of the building known as the Louisville  
Center for the Arts, and shall be responsible for scheduling of  
arts and cultural events and uses in the building. Rules of  
procedure for the operation of the Board shall be adopted by the  
Board and approved by the City Council.

INTRODUCED, READ, PASSED ON FIRST READING, AND ORDERED  
PUBLISHED this 1st day of June, 1993.

  
\_\_\_\_\_  
Tom Davidson, Mayor

ATTEST:

  
\_\_\_\_\_  
Majlis Kemper, City Clerk

APPROVED AS TO FORM:

*Dwain K. Suggs*  
Griffiths & Tanoue, P.C.  
City Attorney

PASSED AND ADOPTED ON SECOND AND FINAL READING, this 15th  
day of June, 1993.

*Tom Davidson*  
Tom Davidson, Mayor

ATTEST:

*Marilyn Keiper*  
Marilyn Keiper, City Clerk

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## Summary of Ordinance No. 1109, Series 1993

An Ordinance Designating Building at 801 Grant Avenue, Louisville, Colorado As The Louisville Center for the Arts and Providing for Use thereof.

The minutes of the June 1, and June 15, 1993 reflect Arts and Humanities Council applied for two grants to address ADA requirements at the 801 Grant Building. The granting agency required proof of a long-term, legally binding commitment on the City part for the use of the building for an arts and cultural event center. City Administrator Annette Brand felt an ordinance would provide the necessary documentation. The City Council discussed a 10, 20 and 25 year timeframe and finally settled on 20 years. Ordinance No. 1109, Series 1993 was passed on second reading on June 15, 1993.

Ordinance No. 1109, Series 1993 was recorded as a real estate records transaction on December 9, 1993. The ordinance and the terms of the ordinance will expire on June 15, 2013. Although the ordinance was recorded, it was not codified.

City of Louisville ordinances have been codified ordinances since 1962. The City's current Code Company, (1999 Code) Municipal Code Corporation, confirms they did not receive the ordinance and as the City forwarded all the prior codes to them, it appears Ordinance No. 1109, Series 1993 was never codified in the prior code. The Ordinance can still be forwarded to the Code Company for codification.

The 1977 Code was published through May 19, 1992 and through Ordinance No. 1075. There may have been some glitch between the code companies. The 1977 Code was published by Book Publishing Company, which went out of business.



## **louisville cultural council**

**801 Grant Avenue  
Louisville, CO 80027**

March 1, 2013

Dear Mayor and Members of City Council,

I am writing on behalf of the Louisville Cultural Council so that LCC's views may be considered when you discuss the use of the Louisville Center for the Arts at 801 Grant Avenue during your March 12 study session.

For over 20 years, LCC has been a resident organization at the Louisville Center for the Arts, along with the Louisville Art Association, Coal Creek Theater of Louisville and Center Stage Theater Company. In researching the history of this relationship with the City of Louisville, we have found that this relationship was formally codified, first by an agreement in 1990, and later by a City Ordinance in 1993 (attached documents).

Over these years, exclusive use of the Arts Center has enabled these resident organizations, and Louisville by its association with the Arts Center, to help build our reputation as a creative, vibrant community. The offerings of these four organizations have allowed citizens to enjoy countless art and cultural activities while making friendships and building connections within the community, and have been a source of community pride. Because all of these organizations are run by community volunteers, Louisville has enjoyed a tremendously diverse and cost effective offering of arts and culture, not often seen in a community this size.

In a memorandum from Parks and Recreation Director Joe Stevens to City Manager Malcolm Fleming dated 1/10/13 (attached), an attempt is made to compare these art activities to youth and adult sport programs and to monetize the value of the LCA as a revenue source for the Recreation Department and City's general fund.

First, I would like to point out that the the hard working members of the resident art organizations volunteer their time and energies toward providing amenities to all citizens of Louisville and not for the exclusive interests and enjoyment of their members. As such, the comparison to sport programs falls short. And, according to the Ordinance dedicating the building as an arts facility, any re-dedication of the building as a revenue generating events facility may not be

done unilaterally and should only happen as part of an open community discussion involving the key stakeholders.

Mr. Stevens further implies that these arts groups profit from the use of the LCA by charging commissions on sales and selling tickets for admission to events. In fact, these organizations barely recoup their operating costs through commissions and ticket sales and actually contribute back to the community a value far greater than the modest \$8000 operating costs the City has historically donated as in-kind exchange for those art and cultural activities (see Section 2 of the Agreement dated 11/7/1990).

Now the original twenty year dedication is expiring and we urge you to rededicate the building at 801 Grant Avenue in a successor Ordinance for an additional twenty year period so that the resident art and cultural organizations can continue to thrive and to offer their many benefits to our community.

As to ongoing management of the facility, the current arrangement that places the Recreation Division of Parks and Recreation as the lead in managing the facility is unsuitable. Neither the interests of generating revenue nor the use of the facility as an adjunct recreation facility are consistent with the dedicated use of the building and both have resulted in unnecessary conflict that strains the relationship between the City staff and community volunteers.

In fact, an undated document titled "City of Louisville - Louisville Center for the Arts Allocation Policy." (attached) surfaced as an attachment to the memos Mr. Fleming sent in response to citizen concerns related to the February 12 Council study session. Prior to that memo, none of the stakeholder groups had seen any written policy on use of the Arts Center and more importantly, had never been asked for any input on such a policy. Please note that the written policy lists "All City of Louisville Parks and Recreation programs" as the number one priority for allocation of usage, in direct contravention of both the agreement and the ordinance governing use of the building.

The original plan was for management responsibilities to be shared by a Governing Board appointed by the Mayor (Ordinance 1109, Section 2). We recommend that you reinstate that provision by creating a four person Governing Board appointed by the Mayor, and approved by council which comprises representatives from each of the four resident arts organizations.

Lastly, I would like to raise some concerns relating to public process. The LCC was surprised and disappointed to learn that, although we have been invited to make a general presentation about Cultural Council activities at the March 12 study session, we were asked specifically not to prepare a presentation relating to use of the Arts Center and were told that City staff would be the only presenters. And, despite numerous conversations about access to and use of the Arts Center at our board meetings, neither the original agreement outlining

use parameters nor the aforementioned LCA "Allocation Policy" both of which City staff had in its possession were shared with LCC.

While these points may seem minor, these actions combine to create an impression that we are in a competitive rather than collaborative relationship with our assigned staff liaisons. At the very least, they do not seem consistent with the spirit of the City of Louisville's Public Involvement Policy (attached) which calls for stakeholder access to information and involvement in the decision making process.

In closing, it appears we are at a crossroads in regard to both the use of the Louisville Center for the Arts and, as stated in the LCC presentation made in December 2012, the proper structure needed to ensure that the arts can continue to thrive in Louisville. We understand that Council has many pressing matters to attend to but respectfully hope you are able to give these matters your full consideration and help us move onward into the next twenty years.

Sincerely,

Susan Honstein  
President Louisville Cultural Council

## AGREEMENT

This agreement is made and entered into by and between the City of Louisville, Colorado, a Colorado municipal corporation, hereinafter referred to as "the City", and the Louisville Arts and Humanities Council and the Louisville Art Association, hereinafter collectively referred to as the Arts Council/Association.

### WITNESSETH:

Whereas, the Arts Council/Association wish to use the Louisville Community Building, owned by the City and located at 801 Grant Street, Louisville, Colorado, hereinafter referred to as the Community Building, for certain cultural arts programs; and,

Whereas, the City believes that such use of the Community Building will benefit the City by providing cultural arts program opportunities to its citizens.

Now, therefore, it is mutually agreed by and among the parties as follows:

1. Use of Community Building. The Arts Council/Association may use the Community Building on such days and times as may be agreed to between their designees and the City Council's designee. The City, with the approval of the Arts Council/Association or their designees, may permit other uses of the Community Building on the same days and times of use by the Arts Council/Association.
2. No payment due. No payment shall be made by the Arts Council/Association for their use of the Community Building, but such use shall be considered in-kind contributions from the City to the Arts Council/Association.
3. Limits on use of Community Building. The Arts Council/Association agrees to use the Community Building only for cultural arts programs and for no other purpose. The Arts Council/Association shall not store or keep any goods, merchandise, or materials on or about the Community Building which are in any way hazardous, nor will the Arts Council/Association permit any acts of omission or commission to be done on or about the Community Building which will increase the existing rate of fire insurance. The Arts Council/Association will not use or permit the use of the Community building or any part thereof for any purpose prohibited by law nor in any manner which would constitute a nuisance or be hazardous to persons or property. The Arts Council/Association will comply with and conform to all of the requirements of the governmental authorities having jurisdiction thereof, present or future, relating in any way to the condition, use and occupancy of the Community Building.

4. Supplies and improvements. All City supplies, materials and improvements in the Community Building shall remain the property of the City and shall not be used by the Arts Council/Association unless approved by the City Council's designee. The Arts Council/Association may install or make improvements to the Community Building only upon approval by the City Council's designee, and any such permanent improvements shall become the sole property of the City.

5. Maintenance and repair. The City shall continue to maintain and repair the Community Building, including the provision of custodial services, in the manner and at such times as the City deems appropriate.

6. Right of entry. The City, its officers, agents, and employees, shall have the right to enter the Community Building at any time for any purpose.

7. No assignment. The Arts Council/Association may not assign this agreement nor permit the use of the Community Building or any portion thereof by anyone other than the Arts Council/Association and for its purposes, except as expressly approved by the City Council or its designee.

8. Default. If the Arts Council/Association violates any provision of this agreement, the City may immediately declare the agreement terminated, reenter the Community Building and remove all persons and all hazardous property or property which constitutes a nuisance or is unlawful from the Community Building, without liability to any person for damages sustained by reason of such removal. Storage of any such property shall be at the cost of the Arts Council/Association. Notice of such termination, reentry and removal shall be promptly provided to the Arts Council/Association and they shall have at least three business days following such notice to remove their remaining property from the Community Building.

9. Renewal/termination. This agreement shall be automatically renewed for additional twelve (12) month terms by the parties unless one party gives notice of non-renewal to the others on or before the thirtieth day prior to the renewal date. This agreement may be terminated by any party at any time upon thirty days prior written notice to the other parties.

10. Notices. All notices under this agreement shall be made in writing, shall be deemed effective upon receipt, and may be personally delivered or mailed certified or registered mail, return receipt requested, as follows:

LOUISVILLE ARTS AND HUMANITIES  
COUNCIL

By: Mrs Carolyn M. Markham  
President

Date: 11/7/90

Attest:

By: Jeanne M. Lyman  
Secretary

LOUISVILLE ART ASSOCIATION

By: Mrs Carolyn M. Markham  
President

Date: 11/7/90

Attest:

By: Jean J. Campbell  
Secretary

23/42

ORDINANCE NO. 1109  
SERIES 1993

AN ORDINANCE DEDICATING THE BUILDING AT 801 GRANT AVENUE,  
LOUISVILLE, COLORADO, AS THE LOUISVILLE CENTER FOR THE  
ARTS BUILDING AND PROVIDING FOR THE USE THEREOF.

WHEREAS, the City Council believes it is in the best interests  
of the City and its citizens to dedicate the City building at 801  
Grant Avenue, Louisville, as a Center for the Arts for a period of  
at least twenty years and to establish a board to assist in the  
operation of the building and scheduling of arts and cultural  
events.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY  
OF LOUISVILLE, COLORADO:

Section 1. The City building at 801 Grant Avenue,  
Louisville, Colorado, is hereby dedicated for a period of twenty  
years, as the Louisville Center for the Arts, to be used for arts  
and cultural events beneficial to the citizens of Louisville.  
Nothing herein shall limit the authority of a future City Council  
to rededicate the building for such use at the end of the twenty  
year period.

Section 2. There is hereby created a Center for the Arts  
Governing Board, to be composed of three residents of Louisville  
appointed by the Mayor and approved by the City Council for two  
year terms. The Board shall assist appropriate City administrative  
staff in the operation of the building known as the Louisville  
Center for the Arts, and shall be responsible for scheduling of  
arts and cultural events and uses in the building. Rules of  
procedure for the operation of the Board shall be adopted by the  
Board and approved by the City Council.

INTRODUCED, READ, PASSED ON FIRST READING, AND ORDERED  
PUBLISHED this 1st day of JUNE, 1993.

  
Tom Davidson, Mayor

ATTEST:

  
Majlis Kemper, City Clerk

APPROVED AS TO FORM:

*Dwight K. Rudebeck*  
Griffiths & Tancos, P.C.  
City Attorney

PASSED AND ADOPTED ON SECOND AND FINAL READING, this 15th  
day of June, 1993.

*Tom Davidson*  
Tom Davidson, Mayor

ATTEST:

*M. J. Kepper*  
M. J. Kepper, City Clerk

062293/1532[dkm]c:\ville\artsbldg.ord



# Memorandum

To: Malcolm Fleming, City Manager

From: Joe Stevens, Director of Parks and Recreation

Date: 1/10/13

Subject: Requested information regarding the Louisville Center for the Arts

Attached is our Louisville Center for the Arts building allocation policy. In addition to that policy the information below might be helpful for City Council to see a big picture of co-sponsored groups within Parks and Recreation.

In comparison, other co-sponsored groups such as Monarch Little League (MLL), Louisville Youth Baseball (LYBA), Louisville Football Association (LFA), and the Dolphins swim team are paying player fees (resident and non-resident), janitorial costs, field preparations costs, light usage as well as room rental fees. In 2012 we collected the following fees from these co-sponsored groups:

2012 Total							
Organization Name	Field Rental Fee	Player Fees	Prep Fees	Light fees	Court Fees	Tournament Fee	Total
LYBA		2435.00	5076.00	2810.00			10,321.00
MLL		21330.00	2,000.00	530.00			23,860.00
MOHI	240.00		100.00				340.00
Peak Tennis					2160.00		2,160.00
TRIPLE						8580.00	8,580.00
BVGSA						6140.00	6,140.00
Broomfield Baseball						4720.00	4,720.00
CVTA					2787.50		2,787.50
LFA		2438.00	500.00	1440.00			4,378.00
MFFL	3337.50						3,337.50
CU Club Baseball	1875.00						1,875.00
LBC	540.00		200.00	270.00			1,010.00
Other Rentals	3905.00		50.00		160.00		4,115.00
							63,075.00
<b>Total</b>	<b>9897.50</b>	<b>18845.00</b>	<b>5225.00</b>	<b>4560.00</b>	<b>5107.50</b>	<b>19440.00</b>	<b>63,075.00</b>

*This indicates Co-Sponsored Group*

Dolphins Swim Team: \$8,240 (also paid \$360 for janitorial expenses as well as providing a port-a-let at Memory Square Park for the summer)

2012 total expenses in the 730-Arts and Humanities budget were \$45,393 not including \$8,000 janitorial expenses for the Arts Center. Revenue generated from rentals of the Arts Center in 2012 is \$5,737, which reflects \$4,500 paid from Center Stage, LAA and CCCT. Thus, the total private rental revenue amounts to \$2,737, or approximately 78 hours in 2012.

The City of Louisville charged each of the art co-sponsored groups \$1,500 in 2012 for using the Arts Center. This fee will be \$1,500 in 2013 for co-sponsored groups. LAA and CCCT use the Arts Center for board meetings as well as holiday parties at no expense. LAA collects commissions on art work sold during shows and CCCT charges admission for theatre performances.

Satisfaction from LAA, CCCT and CenterStage regarding facility requests and actual reservations for 2013 are high based on feedback from presidents of those organizations.

The LCC is currently presenting itself as an organization that wants to be an incubator of the arts within Louisville. The most common way they have been doing this is by giving the Arts Center to outside groups to use for no cost. The LCC is also interested in providing the Steinbaugh Pavilion as well as city parks to interested groups at no expense. Staff is recommending that the Steinbaugh Pavilion and Parks be charged out at standard rates for all interested groups.

Also additional information was included in the December 11<sup>th</sup> work session packet that can be found at:

<http://www.louisvilleco.gov/Portals/0/City%20Council/2012CouncilAgendas/2012studysession/11december2012sspaket.pdf>



# City of Louisville

## Parks & Recreation Department

### City of Louisville - Louisville Center for the Arts Allocation Policy

1. Louisville Center for the Arts (LCA) requests can be made by the Louisville Cultural Council and the three cosponsored arts organizations (Louisville Art Association, Coal Creek Community Theatre of Louisville and Center Stage Theatre Company) not later than September 30 the prior year.
2. Scheduling by the above organizations is done for one full calendar year.
3. Each organization submits blocks of time requests that will exceed two weeks, which allows all other groups to be aware of possible exclusive use that is a priority for each organization. One example is the Louisville Arts Associations Fine Arts Show.
4. All submitted dates are placed on a working master calendar so that conflicting requests can be identified.
5. Priority on conflicting requests are:
  - A. Is the conflict caused by a main event by a cosponsored group which is requesting a block of time or event which is critical to their group. An example is the Coal Creek Theatre of Louisville 3 week performance time period. What is then determined is if a date is flexible and if so an alternate is offered to the other requesting organization.
  - B. Events that are open to the public have priority over rehearsal time, meetings or social events.
  - C. City of Louisville programs are also placed on the calendar with the above guidelines.
6. A draft is emailed to the Louisville Cultural Council and all three cosponsored organizations to determine what changes can be made to accommodate event requests which have conflicting requests.
7. Conflicts are resolved and if organizations are unable to make modifications which satisfy the majority of the users then a meeting is offered to discuss resolution.
8. Once the Louisville Cultural Council and all three cosponsored organizations establish a completed calendar the facility becomes available for public rentals. The date for open reservations to the public is December 1.
9. At any time in the year organizations can add additional dates and is done so on an as available basis.

The following criteria shall be used for the allocation of usage in this priority order:

1. All City of Louisville Parks and Recreation programs
2. Louisville Cultural Council programs
3. Cosponsored organizations to include Louisville Art Association, Coal Creek Theatre of Louisville and Center Stage Theatre.
4. Public rentals

900 W. VIA APPIA · LOUISVILLE, CO 80027 · (303) 666-7400 · FAX (303) 335-4959

[www.louisvillerecreation.com](http://www.louisvillerecreation.com)

PARKS RECREATION SENIOR SERVICES OPEN SPACE FORESTRY TRAILS GOLF



# City of Louisville

## Parks & Recreation Department

### Fees associated with facility usage:

1. City of Louisville programs – no fee  
Contractors who program for the Recreation Department pay 30% of fees to the City of Louisville.
2. Louisville Cultural Council – no fee
3. Three cosponsored organizations - \$1,500 per calendar year as a maintenance fee. No fee is charged for hourly usage.
4. Public rentals - \$35/hr residents \$45/hr non resident rental fee.

900 W. VIA APPIA - LOUISVILLE, CO 80027 • (303) 666-7400 • FAX (303) 335-4959  
[www.louisvillerecreation.com](http://www.louisvillerecreation.com)

PARKS RECREATION SENIOR SERVICES OPEN SPACE FORESTRY TRAILS GOLF

## **City of Louisville Public Involvement Policy**

Public participation is an essential element of the City's representative form of government. To promote effective public participation City officials, advisory board members, staff and participants should all observe the following guiding principles, roles and responsibilities:

### **Guiding principles for public involvement**

- **Inclusive not Exclusive** - Everyone's participation is welcome. Anyone with a known interest in the issue will be identified, invited and encouraged to be involved early in the process.
- **Voluntary Participation** - The process will seek the support of those participants willing to invest the time necessary to make it work.
- **Purpose Driven** - The process will be clearly linked to when and how decisions are made. These linkages will be communicated to participants.
- **Time, Financial and Legal Constraints** - The process will operate within an appropriate time frame and budget and observe existing legal and regulatory requirements.
- **Communication** - The process and its progress will be communicated to participants and the community at-large using appropriate methods and technologies.
- **Adaptability** - The process will be adaptable so that the level of public involvement is reflective of the magnitude of the issue and the needs of the participants.
- **Access to Information** - The process will provide participants with timely access to all relevant information in an understandable and user-friendly way. Education and training requirements will be considered.
- **Access to Decision Making** - The process will give participants the opportunity to influence decision making.
- **Respect for Diverse Interests** - The process will foster respect for the diverse values, interests and knowledge of those involved.
- **Accountability** - The process will reflect that participants are accountable to both their constituents and to the success of the process.
- **Evaluation** - The success and results of the process will be measured and evaluated.

## **Roles and Responsibilities**

### **Council**

City Council is ultimately responsible to all the citizens of Louisville and must weigh each of its decisions accordingly. Councilors are responsible to their local constituents under the ward system; however they must carefully consider the concerns expressed by all parties. Council must ultimately meet the needs of the entire community—including current and future generations—and act in the best interests of the City as a whole.

During its review and decision-making process, Council has an obligation to recognize the efforts and activities that have preceded its deliberations. Council should have regard for the public involvement processes that have been completed in support or opposition of projects.

### **City Staff and Advisory Boards**

The City should be designed and run to meet the needs and priorities of its citizens. Staff and advisory boards must ensure that the Guiding Principles direct their work. In addition to the responsibilities established by the Guiding Principles, staff and advisory boards are responsible for:

- ensuring that decisions and recommendations reflect the needs and desires of the community as a whole;
- pursuing public involvement with a positive spirit because it helps clarify those needs and desires and also adds value to projects;
- in all public involvement activities fostering long-term relationships based on respect and trust;
- encouraging positive working partnerships;
- ensuring that no participant or group is marginalized or ignored;
- drawing out the silent majority, the voiceless and the disempowered; and
- being familiar with a variety of public involvement techniques and the strengths and weaknesses of various approaches.

### **All Participants (Proponents, Opponents, Public, Council, Advisory Boards and Staff)**

The public is also accountable for the public involvement process and for the results it produces. All parties (including Council, advisory boards, staff, proponents, opponents and the public) are responsible for:

- working within the process in a cooperative and civil manner;
- focusing on real issues and not on furthering personal agendas;
- balancing personal concerns with the needs of the community as a whole;
- having realistic expectations;
- participating openly, honestly and constructively, offering ideas, suggestions and alternatives;
- listening carefully and actively consider everyone's perspectives;
- identifying their concerns and issues early in the process;
- providing their names and contact information if they want direct feedback;
- remembering that no single voice is more important than all others, and that there are diverse opinions to be considered;
- making every effort to work within the project schedule and if this is not possible, discussing this with the proponent without delay;
- recognizing that process schedules may be constrained by external factors such as limited funding, broader project schedules or legislative requirements;
- accepting some responsibility for keeping themselves aware of current issues, making others aware of project activities and soliciting their involvement and input; and
- considering that the quality of the outcome and how that outcome is achieved are both important.

March 1, 2013

Dear Mayor and Members of City Council,

We represent the resident arts organizations of the Louisville Center for the Arts (LCA), including the Louisville Art Association (LAA), Coal Creek Theater of Louisville (CCTL), and Center Stage Theater Company (CSTC). As the primary users of the LCA, we were disappointed to learn that the City Council plans to discuss the use of the space without formally asking our groups to participate in the discussion. We believe that our views regarding the use of the LCA are relevant to any such discussion, and therefore wish to make them known to you.

Louisville has a proud history of supporting our non-profit arts organizations as evidenced by an agreement dated 11/7/1990 and by Ordinance 1109, Series 1993 (both attached). Your predecessors recognized the value of art and culture in Louisville to the residents and the community reputation and thus dedicated the building at 801 Grant Avenue as an exclusive arts facility.

The opportunity to house our programs out of this facility has enabled our organizations to thrive, to grow and to become an essential part of Louisville's identity. We understand the original ordinance is expiring in June of this year and we are writing to request the following:

1. Extend the ordinance passed in 1993 by 20 years to designate LCA as an arts facility.
2. Manage the use of the space with a governing board appointed by the Mayor and comprising representatives of LCC, LAA, CCTL, and CSTC (or their successor organizations) as envisioned in the 1990 agreement and the 1993 Ordinance.
3. No payment shall be made by LCC, LAA, CCTL or CSTC for the use of the building, but such use shall be considered in-kind contribution by the City of Louisville in support of the art and cultural activities offered by these organizations (consistent with the original agreement)
4. The governing board shall approve outside rentals, with a guiding principle that such use shall be for art and culture uses, at no or low cost, for events open to Louisville residents (again from the original agreement and ordinance)
5. Any fees generated by rentals shall be dedicated to the arts facility.

We respectfully ask that you consider our views as you discuss the future use of the Louisville Center for the Arts. We feel that our organizations offer a significant return on investment (as detailed in the attached letters from each organization) and that a city of Louisville's size and reputation must actively support the arts in order to maintain its stature as an outstanding place to live, work and visit.

Sincerely,

Jane Evans, Board President  
Louisville Art Association

Lynn Fleming, Board President  
Coal Creek Theater of Louisville

Linda Lee, Board President  
Center Stage Theater Company



## Louisville Art Association

---

February 28, 2013

Dear Mayor and Members of the City Council,

Louisville Art Association (LAA) has been active in Louisville for 34 years. Twenty years ago our city leaders and the art organizations saw the importance of the arts in our community and created the Ordinance 1109 to support the arts. As you are aware this ordinance is up for review this year.

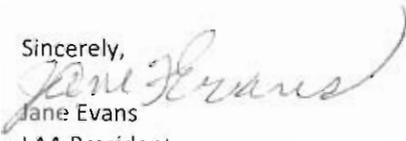
These past 20 years, the community of Louisville has grown from a 'small town next to Boulder' to a community that has taken awards for being the Best Small City in America. Part of this amazing transformation is the arts community that includes our resident art organizations, Louisville Arts District and the events/festivals. LAA sponsors many events and activities ranging from 2 National Shows that features art from US and Canada; to the local Youth Show. We host workshops and meetings which are open to the public where we have top artists come to share their knowledge.

Our community benefits from the activities of our nonprofits. The resident art organizations (LAA, CCTC, LCC, and CSTC) provide opportunities for young and old; bring in revenue and highlight our community. We offer workshops that are open to the public. Lifelong learners gravitate to communities where there are opportunities to explore and learn. We have seen an increase in our membership of new retiree, who have recently located here, in our membership that joined us for the program we offer. Volunteers are the heart beat with the nonprofit art community and that creates a connection to our community. Our events provide citizens a way to explore art whether they are visual art, music, or theater. These experiences enrich our community on many levels.

I have attached 2 studies of how the arts impact the economic health of a community. From the 'Americans for the Arts' [www.americansforthearts.org/.../economic\\_impact/...](http://www.americansforthearts.org/.../economic_impact/.../) study discusses how nonprofit arts and cultural organizations generate income for local businesses. Referring to page 8, nonprofits directly support many industries in the community, such as printers, food venues, building supplies etc. On page 3 it states "an average arts attendee spends \$24.60 per event in addition to the cost of the admission". We in Louisville know with our wonderful restaurants this is a great possibility, as many patrons include a dinner/wine outing with their visit to the exhibit. On page 11-13 the study discusses the arts being a magnet for travelers and nonlocal attendees. It states that 31.8% of attendees are from regional areas, we find this to be true of our organizations. People come to see our National Art Shows, our plays and hear the chamber music. Our attendance alone for the 2 National Shows is almost 2000 attendees.

The Louisville Art Center is an important piece to this framework. Having a facility that is within walking distance is essential to connecting patrons with local businesses. A facility whose focus is arts and culture adds depth to a community and brings in more than just economic wellbeing but also the wellbeing of a community. I strongly encourage you to read the attached publications. I have pulled just a few from the many studies available. Arts as well as other forms of life style activity, help communities thrive bringing people in vs. having to leave town for activities.

Sincerely,



Jane Evans

LAA President



February 27, 2013

Dear Mayor and Members of the City Council:

Coal Creek Theater of Louisville (*formerly Coal Creek Community Theater*) has been in operation in Louisville since 1990, and its founder, Pasco Scarpella, was instrumental in the discussions that led to the establishment of the Arts Center as the City's in-kind donation to the Arts. Since that time, Coal Creek Theater has been active in the community, providing high-quality, theater productions at the Arts Center to the residents of Louisville and beyond.

Coal Creek is an all-volunteer, non-profit, 501(c)3 company. While our direct financial contribution to the City coffers may be small, our contributions to the cultural diversity and richness and to the commercial vitality of the community are significant. Culturally, we provide the opportunity for our citizens to participate in and/or view excellent live theater productions at a low cost. People from all over Boulder County, the Metro area, and beyond have participated in and attended our shows, bringing enthusiastic visitors to Louisville. As a Louisville-based theater group, we regularly participate in state festivals and have received state and regional honors for our work. We contribute to the commercial health of Louisville by, among other things, purchasing our lumber, hardware, and set supplies in Louisville, and furthermore, we acknowledge the support of the City of Louisville in our programs and before each performance. We encourage our patrons to visit the many outstanding restaurants in town, and many of our patrons and participants do, in fact, couple their theater experience with dinner before rehearsals and shows and/or drinks afterward at local restaurants. Our annual Awards Banquet is catered by a local restaurant, and we frequently hold our board meetings at various, local establishments. We also showcase the small-town ambience of our community as our audience members often remark on the pleasure of walking to the theater through old Louisville and spending the evening in our historic venue, the Louisville Center for the Arts. Our presence in Louisville is one of the factors that makes our town one of the country's most attractive places to live.

We strongly believe that the value that Coal Creek Theater of Louisville brings to the City far exceeds any financial benefit that might be gained from renting out the Arts Center. Furthermore, we know that all the research on the importance of the Arts to the health, well-being, and success of a community supports our belief. Therefore, we join the other Louisville Arts groups in requesting that the City of Louisville continue to maintain the Arts Center as an Arts venue, dedicated as the City's in-kind contribution to the Arts, and to allow representatives of the resident Arts groups to govern its use for the sole purpose of preserving and promoting the Arts in Louisville.

Sincerely,

A handwritten signature in black ink, appearing to read 'Lynn Fleming', is written over the typed name and title.

Lynn Fleming, Board President  
Coal Creek Theater of Louisville



Dear Mayor and Members of City Council,

My name is Linda Lee and I am the Board President of CenterStage Theatre Company (CSTC), the children's theatre company based in Louisville. Our organization is also, proudly, one of the four resident organizations of the Louisville Arts Center.

As a representative of the board of CSTC I am writing to address the renewal of Louisville City Ordinance 1109 which dedicates the city building at 801 Grant Street as the Louisville Arts Center. As you know, this ordinance is up for renewal in June of this year. We urge you to renew this ordinance that allows our healthy arts community a stable facility.

CenterStage has been in existence for 13 years and previous to that, as a part of Coal Creek Community Theatre. More than 300 local children participate with CenterStage every year through our five productions (including our new Tapestry Project for children with disabilities) and our two summer camps. Approximately 67% of the children participating with us are from Louisville. Our offerings dovetail into the State Standards and even allows homeschooled children the opportunity to participate in the arts.

Last year more than 280 local citizens volunteered with our organization. In our report to SCFD last year, we recorded 4,577 attendees for our full-scale shows, including many out-of-town residents who stay in Louisville after a show for dining and shopping.

We enjoy collaborating with the other arts organizations in Louisville including The Art Underground. In that same vein, we would like to continue to work with and strengthen the arts community in our town. This effort not only benefits the coffers of our community by the dollars that are brought into Louisville, but also enriches our quality of life. As a result we ask for your support for the following:

1. Extend the ordinance passed in 1993 by 20 years to designate Louisville Center for the Arts as an arts facility.
2. Manage the use of the space with a governing board, appointed by the mayor, and comprising representatives of LCC, LAA, CCTL and CSTC (or their successor organizations) as envisioned in the 1990 agreement and the 1993 ordinance.
3. No payment shall be made by LCC, LAA, CCTL or CSTC for the use of the building, but such use shall be considered in-kind contribution from the City of Louisville to the LCC, LAA, CCTL and CSTC (consistent with the original agreement)
4. The governing board shall approve outside rentals, with a guiding principle that such use shall be for art and culture uses at no or low cost, for events open to Louisville residents (as noted in original agreement and ordinance.)
5. Any fees generated by rentals shall be dedicated to the arts facility.

We believe the priority of the Arts Center should be the original forward-thinking intent of Ordinance 1109 – a focus on community-based arts that benefits all in our community. This investment in the residents of Louisville and in the quality of life that the arts bring, is one of the best return on investments that city government can offer. Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Linda Lee".

Linda Lee  
Board President  
CenterStage Theatre Company

## AGREEMENT

This agreement is made and entered into by and between the City of Louisville, Colorado, a Colorado municipal corporation, hereinafter referred to as "the City", and the Louisville Arts and Humanities Council and the Louisville Art Association, hereinafter collectively referred to as the Arts Council/Association.

### WITNESSETH:

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Whereas, the City believes that such use of the Community Building will benefit the City by providing cultural arts program opportunities to its citizens.

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1. Use of Community Building. The Arts Council/Association may use the Community Building on such days and times as may be agreed to between their designees and the City Council's designee. The City, with the approval of the Arts Council/Association or their designees, may permit other uses of the Community Building on the same days and times of use by the Arts Council/Association.

2. No payment due. No payment shall be made by the Arts Council/Association for their use of the Community Building, but such use shall be considered in-kind contributions from the City to the Arts Council/Association.

3. Limits on use of Community Building. The Arts Council/Association agrees to use the Community Building only for cultural arts programs and for no other purpose. The Arts Council/Association shall not store or keep any goods, merchandise, or materials on or about the Community Building which are in any way hazardous, nor will the Arts Council/Association permit any acts of omission or commission to be done on or about the Community Building which will increase the existing rate of fire insurance. The Arts Council/Association will not use or permit the use of the Community Building or any part thereof for any purpose prohibited by law nor in any manner which would constitute a nuisance or be hazardous to persons or property. The Arts Council/Association will comply with and conform to all of the requirements of the governmental authorities having jurisdiction thereof, present or future, relating in any way to the condition, use and occupancy of the Community Building.

4. Supplies and improvements. All City supplies, materials and improvements in the Community Building shall remain the property of the City and shall not be used by the Arts Council/Association unless approved by the City Council's designee. The Arts Council/Association may install or make improvements to the Community Building only upon approval by the City Council's designee, and any such permanent improvements shall become the sole property of the City.

5. Maintenance and repair. The City shall continue to maintain and repair the Community Building, including the provision of custodial services, in the manner and at such times as the City deems appropriate.

6. Right of entry. The City, its officers, agents, and employees, shall have the right to enter the Community Building at any time for any purpose.

7. No assignment. The Arts Council/Association may not assign this agreement nor permit the use of the Community Building or any portion thereof by anyone other than the Arts Council/Association and for its purposes, except as expressly approved by the City Council or its designee.

8. Default. If the Arts Council/Association violates any provision of this agreement, the City may immediately declare the agreement terminated, reenter the Community Building and remove all persons and all hazardous property or property which constitutes a nuisance or is unlawful from the Community Building, without liability to any person for damages sustained by reason of such removal. Storage of any such property shall be at the cost of the Arts Council/Association. Notice of such termination, reentry and removal shall be promptly provided to the Arts Council/Association and they shall have at least three business days following such notice to remove their remaining property from the Community Building.

9. Renewal/termination. This agreement shall be automatically renewed for additional twelve (12) month terms by the parties unless one party gives notice of non-renewal to the others on or before the thirtieth day prior to the renewal date. This agreement may be terminated by any party at any time upon thirty days prior written notice to the other parties.

10. Notices. All notices under this agreement shall be made in writing, shall be deemed effective upon receipt, and may be personally delivered or mailed certified or registered mail, return receipt requested, as follows:

LOUISVILLE ARTS AND HUMANITIES  
COUNCIL

By: *Franklin M. Markham*  
President

Date: 11/7/90

Attest:

By: *Jeanne M. Lyman*  
Secretary

LOUISVILLE ART ASSOCIATION

By: *Mrs Carolyn M. Markham*  
President

Date: 11/7/90

Attest:

By: *Jean E. Campbell*  
Secretary

23/42

21

ORDINANCE NO. 1109  
SERIES 1993

AN ORDINANCE DEDICATING THE BUILDING AT 801 GRANT AVENUE,  
LOUISVILLE, COLORADO, AS THE LOUISVILLE CENTER FOR THE  
ARTS BUILDING AND PROVIDING FOR THE USE THEREOF.

WHEREAS, the City Council believes it is in the best interests  
of the City and its citizens to dedicate the City building at 801  
Grant Avenue, Louisville, as a Center for the Arts for a period of  
at least twenty years and to establish a board to assist in the  
operation of the building and scheduling of arts and cultural  
events.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY  
OF LOUISVILLE, COLORADO:

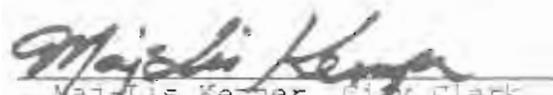
Section 1. The City building at 801 Grant Avenue,  
Louisville, Colorado, is hereby dedicated for a period of twenty  
years, as the Louisville Center for the Arts, to be used for arts  
and cultural events beneficial to the citizens of Louisville.  
Nothing herein shall limit the authority of a future City Council  
to rededicate the building for such use at the end of the twenty  
year period.

Section 2. There is hereby created a Center for the Arts  
Governing Board, to be composed of three residents of Louisville  
appointed by the Mayor and approved by the City Council for two  
year terms. The Board shall assist appropriate City administrative  
staff in the operation of the building known as the Louisville  
Center for the Arts, and shall be responsible for scheduling of  
arts and cultural events and uses in the building. Rules of  
procedure for the operation of the Board shall be adopted by the  
Board and approved by the City Council.

INTRODUCED, READ, PASSED ON FIRST READING, AND ORDERED  
PUBLISHED this 1st day of June, 1993.

  
\_\_\_\_\_  
Tom Davidson, Mayor

ATTEST:

  
\_\_\_\_\_  
Majlis Kemper, City Clerk

APPROVED AS TO FORM:

*Dwight K. Griffith*  
Griffiths & Tanone P.C.  
City Attorney

PASSED AND ADOPTED ON SECOND AND FINAL READING, this 15th  
day of June, 1993.

*Tom Davidson*  
Tom Davidson, Mayor

ATTEST:

*Margaret Keenan*  
Margaret Keenan, City Clerk

062293/1992\dmk\c:\ville\artsbidg.ord



# ARTS &

The Economic Impact of Nonprofit  
Arts and Culture Organizations  
and Their Audiences

# ECONOMIC PROSPERITY IV

S U M M A R Y   R E P O R T



# The Arts Mean Business

BY AMERICANS FOR THE ARTS PRESIDENT & CEO ROBERT L. LYNCH

America's artists and arts organizations live and work in every community coast-to-coast—fueling creativity, beautifying our cities, and improving our quality of life. In my travels across the country, business and government leaders often talk to me about the challenges of funding the arts amid shrinking resources and alongside other pressing needs. They worry about jobs and the economy. Is their region a magnet for attracting and retaining a skilled and innovative workforce? How well are they competing in the high-stakes race to attract new businesses? The findings from *Arts & Economic Prosperity IV* send a clear and welcome message: leaders who care about community and economic vitality can feel good about choosing to invest in the arts.

*Arts & Economic Prosperity IV* is our fourth study of the nonprofit arts and culture industry's impact on the economy. The most comprehensive study of its kind ever conducted, it features customized findings on 182 study regions representing all 50 states and the District of Columbia as well as estimates of economic impact nationally. Despite the economic headwinds that our country faced in 2010, the results are impressive. Nationally, the industry generated \$135.2 billion of economic activity—\$61.1 billion by the nation's nonprofit arts and culture organizations in addition to \$74.1 billion in event-related expenditures by their audiences. This economic activity supports 4.1 million full-time jobs. Our industry also generates \$22.3 billion in revenue to local, state, and federal governments every year—a yield well beyond their collective \$4 billion in arts allocations.

Arts and culture organizations are resilient and entrepreneurial businesses. They employ people locally, purchase goods and services from within the community, and market and promote their regions. Arts organizations are rooted locally; these are jobs that cannot be shipped overseas. Like most industries, the Great Recession left a measurable financial impact on the arts—erasing the gains made during the pre-recession years and leaving 2010 expenditures 3 percent behind the 2005 levels. The biggest effect of the recession was on attendance and audience spending. Inevitably, as people lost jobs and worried about losing their homes, arts attendance—like attendance to sports events and leisure travel—waned as well. Yet, even in a down economy, some communities saw an increase in their arts spending and employment. As the economy rebounds, the arts are well poised for growth. They are already producing new and exciting work—performances and exhibitions and festivals that entertain, inspire, and increasingly draw audiences.

*Arts & Economic Prosperity IV* shows that arts and culture organizations leverage additional event-related spending by their audiences that pumps revenue into the local economy. When patrons attend an arts event, they may pay for parking, eat dinner at a restaurant, shop in local retail stores, and have dessert on the way home. Based on the 151,802 audience surveys conducted for this study, the typical arts attendee spends \$24.60 per person, per event, beyond the cost of admission.

Communities that draw cultural tourists experience an additional boost of economic activity. Tourism industry research has repeatedly demonstrated that arts tourists stay longer and spend more than the average traveler. *Arts & Economic Prosperity IV* reflects those findings: 32 percent of attendees live outside the county in which the arts event took place, and their event-related spending is more than twice that of their local counterparts (nonlocal: \$39.96 vs. local: \$17.42). The message is clear: a vibrant arts community not only keeps residents and their discretionary spending close to home, but it also attracts visitors who spend money and help local businesses thrive.

*Arts & Economic Prosperity IV* demonstrates that America's arts industry is not only resilient in times of economic uncertainty, but is also a key component to our nation's economic recovery and future prosperity. Business and elected leaders need not feel that a choice must be made between arts funding and economic prosperity. This study proves that they can choose both. Nationally as well as locally, the arts mean business.

# ECONOMIC IMPACT OF THE NONPROFIT ARTS & CULTURE INDUSTRY (2010)

AREA OF IMPACT	ORGANIZATIONS	AUDIENCES	TOTAL
TOTAL DIRECT EXPENDITURES	\$61.12 BIL	+ \$74.08 BIL	= \$135.20 BIL
FULL-TIME EQUIVALENT JOBS	2.24 MIL	+ 1.89 MIL	= 4.13 MIL
RESIDENT HOUSEHOLD INCOME	\$47.53 BIL	+ \$39.15 BIL	= \$86.68 BIL
LOCAL GOVERNMENT REVENUE	\$2.24 BIL	+ \$3.83 BIL	= \$6.07 BIL
STATE GOVERNMENT REVENUE	\$2.75 BIL	+ \$3.92 BIL	= \$6.67 BIL
FEDERAL INCOME TAX REVENUE	\$5.26 BIL	+ \$4.33 BIL	= \$9.59 BIL

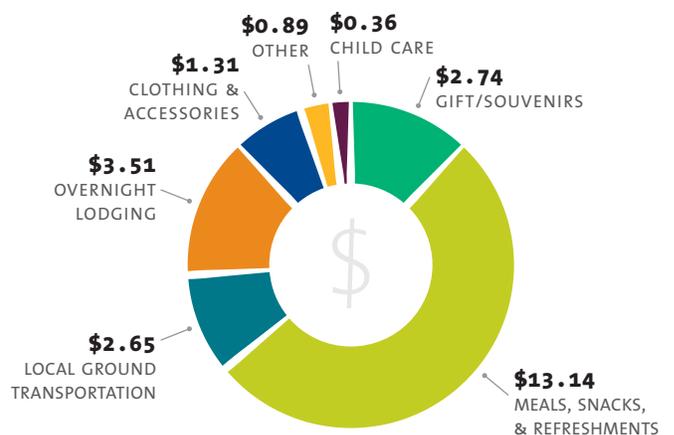
## ORGANIZATIONS

In 2010, nonprofit arts and culture organizations pumped an estimated \$61.1 billion into the economy. Nonprofit arts and culture organizations are employers, producers, consumers, and key promoters of their cities and regions. Most of all, they are valuable contributors to the business community.

## AUDIENCES

Dinner and a show go hand-in-hand. Attendance at arts events generates income for local businesses—restaurants, parking garages, hotels, retail stores. An average arts attendee spends \$24.60 per event in addition to the cost of admission. On the national level, these audiences provided \$74.1 billion of valuable revenue for local merchants and their communities. In addition, data shows nonlocal attendees spend twice as much as local attendees (\$39.96 vs. \$17.42), demonstrating that when a community attracts cultural tourists, it harnesses significant economic rewards.

### AVERAGE PER PERSON AUDIENCE EXPENDITURES: \$24.60



# Economic Impact of America's Nonprofit Arts & Culture Industry

Every day, more than 100,000 nonprofit arts and culture organizations populate America's cities and towns and make their communities more desirable places to live and work. They provide inspiration and enjoyment to residents, beautify shared public spaces, and strengthen the social fabric of our communities. This study demonstrates that the nonprofit arts and culture industry is also an economic driver—an industry that supports jobs, generates government revenue, and is the cornerstone of our tourism industry.

Nonprofit arts and culture organizations pay their employees, purchase supplies, contract for services, and acquire assets from within their communities. Their audiences generate event-related spending for local merchants such as restaurants, retail stores, hotels, and parking garages. This study sends an important message to community leaders: support for the arts is an investment in economic well-being as well as quality of life.

Nationally, the nonprofit arts and culture industry generates \$135.2 billion in economic activity every year—

\$61.1 billion in spending by organizations and an additional \$74.1 billion in event-related spending by their audiences. The impact of this activity is significant; these dollars support 4.1 million U.S. jobs and generate \$22.3 billion in government revenue.

*Arts & Economic Prosperity IV* is the most comprehensive study of the nonprofit arts and culture industry ever conducted. It documents the economic impact of the nonprofit arts and culture industry in 182 communities and regions (139 cities and counties, 31 multi-county or

multi-city regions, 10 states, and two arts districts), representing all 50 states and the District of Columbia.

The diverse communities range in population from 1,600 to 4 million and from small rural to large urban. Researchers collected detailed expenditure and attendance data from 9,721 nonprofit arts and culture

## ECONOMIC IMPACT OF THE NONPROFIT ARTS & CULTURE INDUSTRY (2010)

*(Combined spending by both nonprofit arts and culture organizations AND their audiences)*

TOTAL DIRECT EXPENDITURES	<b>\$135.2 BIL</b>
FULL-TIME EQUIVALENT JOBS	<b>4.13 MIL</b>
RESIDENT HOUSEHOLD INCOME	<b>\$86.68 BIL</b>
LOCAL GOVERNMENT REVENUE	<b>\$6.07 BIL</b>
STATE GOVERNMENT REVENUE	<b>\$6.67 BIL</b>
FEDERAL INCOME TAX REVENUE	<b>\$9.59 BIL</b>

organizations and 151,802 of their attendees to measure total industry spending. Project economists from the Georgia Institute of Technology customized input-output analysis models for each study region to provide specific and reliable economic impact data. This study uses four economic measures to define economic impact: full-time equivalent jobs, resident household income, and revenue to local and state government.

- *Full-Time Equivalent (FTE) Jobs* describe the total amount of labor employed. Economists measure FTE jobs, not the total number of employees, because it is a more accurate measure that accounts for part-time employment.
- *Resident Household Income* (often called *Personal Income*) includes salaries, wages, and entrepreneurial income paid to local residents. It is the money residents earn and use to pay for food, mortgages, and other living expenses.

- *Revenue to Local and State Government* includes revenue from taxes (income, property, or sales) as well as funds from license fees, utility fees, filing fees, and other similar sources.

The *Arts & Economic Prosperity IV* study focuses on nonprofit arts and culture organizations and their audiences, but takes an inclusive approach that accounts for the uniqueness of different localities. These include government-owned and government-operated cultural facilities and institutions, municipal arts agencies, 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). The study excludes spending by individual artists and the for-profit arts and entertainment sector (e.g., Broadway or the motion picture industry).

Americans for the Arts 2011 Public Art Network Year in Review selection Portland Acupuncture Project by Adam Kuby in Portland, OR



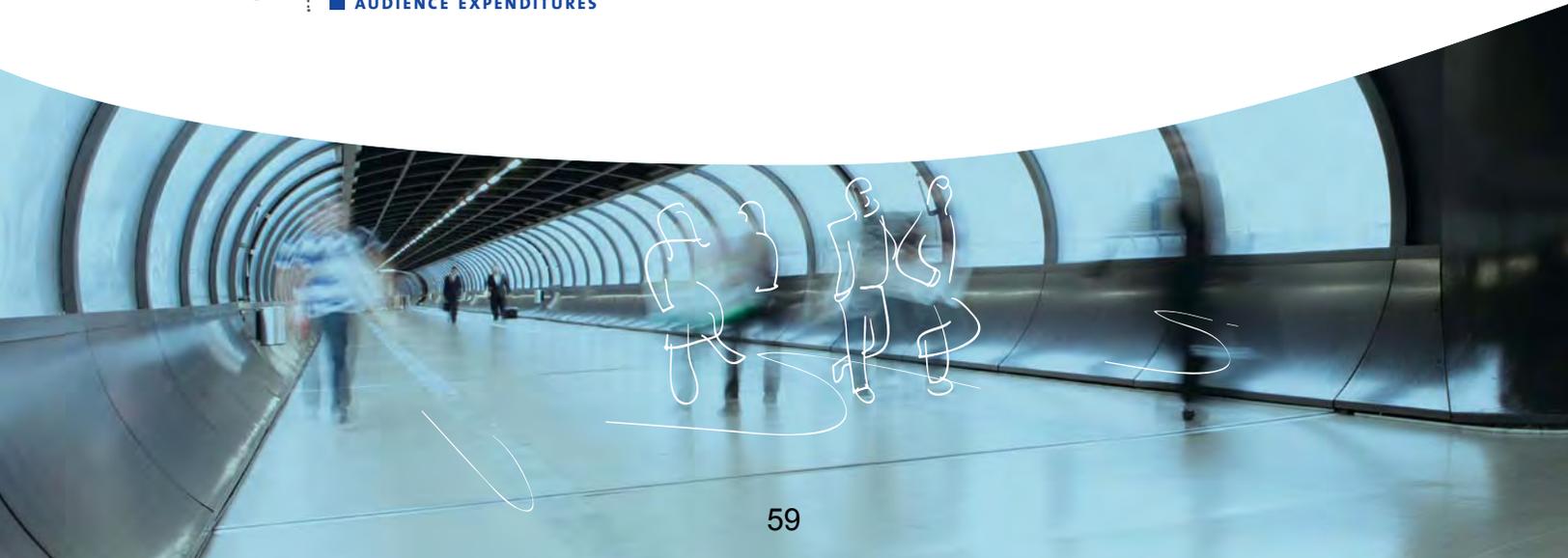
# The Arts in the Great Recession

*Arts & Economic Prosperity III* was completed in 2005, and while study-to-study comparisons should be made cautiously, it is clear that the same economic headwinds that affected all industries in 2010 also impacted the nonprofit arts. Between 2005–2010, unemployment rose from 5.1 percent to 9.7 percent. Consumer confidence dropped from 101 to 54. Home foreclosures tripled to 2.9 million. As people lost their jobs and houses, arts attendance—like tourism, attendance to sporting events, and leisure travel—declined as well.

Like most industries, the Great Recession left a measurable financial impact on the arts—erasing the gains made during the pre-recession years and leaving 2010 organizational expenditures 3 percent behind their 2005 levels. The

more noticeable decrease was in total audience spending. Both the 2010 and 2005 studies boast large and reliable survey samples. The 94,478 audience surveys collected for the 2005 study showed an average event-related expenditure of \$27.79, per person per event, not including the cost of admission. The 151,802 audience surveys conducted for this report showed an 11 percent decrease to \$24.60 (-21 percent when adjusted for inflation). Compounding that drop was a decrease in the share of nonlocal attendees. In 2005, 39 percent of attendees were nonlocal, versus 32 percent for this study. Finally, average per person spending declined for both locals (\$19.53 in 2005 vs. \$17.42 in 2010) as well as for nonlocals (\$40.19 in 2005 vs. \$39.96 on 2010). Thus, not only was there a decrease in the share of nonlocal arts attendees—both groups also spent less per person, per event.

## ECONOMIC IMPACT OF THE NONPROFIT ARTS & CULTURE INDUSTRY





## Direct & Indirect Economic Impact: How a Dollar Is Represented in a Community

*Arts & Economic Prosperity IV* uses a sophisticated economic analysis called input-output analysis to measure economic impact. It is a system of mathematical equations that combines statistical methods and economic theory. Input-output analysis enables economists to track how many times a dollar is “re-spent” within the local economy, and the economic impact generated by each round of spending. How can a dollar be re-spent? Consider the following example:

A theater company purchases a gallon of paint from the local hardware store for \$20, generating the direct economic impact of the expenditure. The hardware store then uses a portion of the aforementioned \$20 to pay the sales clerk’s salary; the sales clerk re-spends some of the money for groceries; the grocery store uses some of the money to pay its cashier; the cashier then spends some for the utility bill; and so on. The subsequent rounds of spending are the indirect economic impacts.

Thus, the initial expenditure by the theater company was followed by four additional rounds of spending (by the hardware store, sales clerk, grocery store, and the cashier).

- The effect of the theater company’s initial expenditure is the direct economic impact.
- The subsequent rounds of spending are all of the indirect economic impacts.
- The total economic impact is the sum of all of the direct and indirect impacts.

**Note:** *Interestingly, a dollar “ripples” very differently through each community, which is why each study region has its own customized economic model.*



# Nonprofit Arts & Culture Organizations

Nonprofit arts and culture organizations are good business citizens. They are employers, producers, consumers, members of their Chambers of Commerce, and partners in the marketing and promotion of their cities and regions.

Spending by nonprofit arts and culture organizations nationally was estimated at \$61.1 billion in 2010. This output supports 2.2 million U.S. jobs, provides \$47.5 billion in household income, and generates \$10.2 billion in total government revenue.

## IMPACT OF NONPROFIT ARTS & CULTURE ORGANIZATIONS

(Expenditures by organizations only)

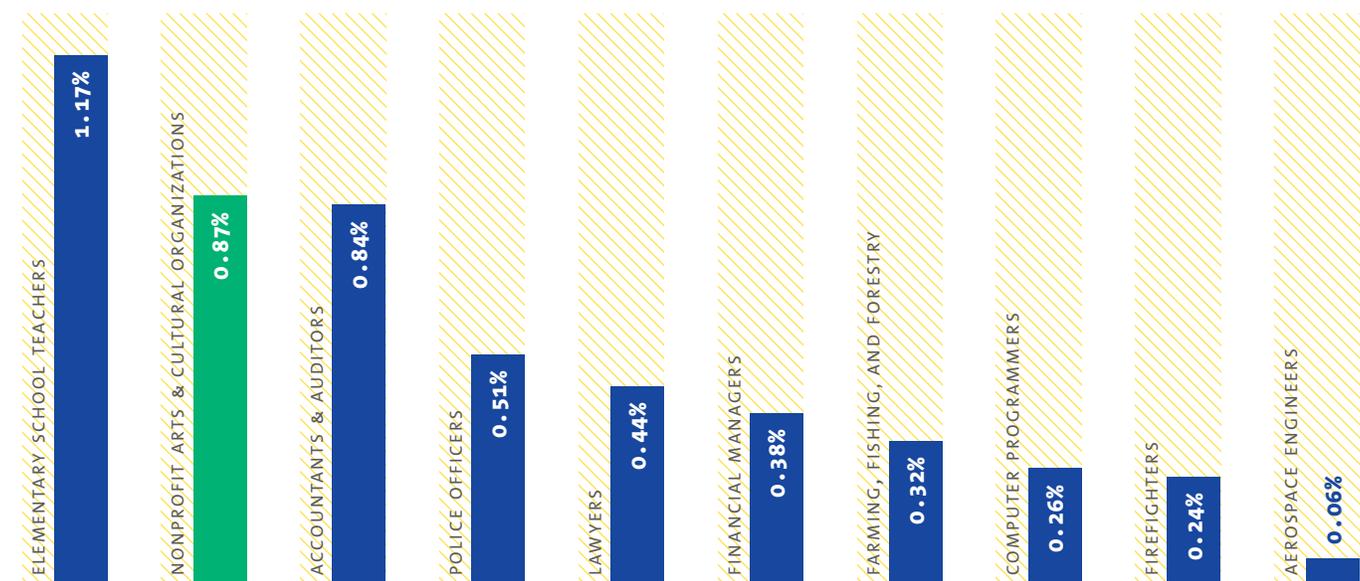
TOTAL DIRECT EXPENDITURES	\$61.12 BIL
FULL-TIME EQUIVALENT JOBS	2.24 MIL
RESIDENT HOUSEHOLD INCOME	\$47.53 BIL
LOCAL GOVERNMENT REVENUE	\$2.24 BIL
STATE GOVERNMENT REVENUE	\$2.75 BIL
FEDERAL INCOME TAX REVENUE	\$5.26 BIL

## INDUSTRY EMPLOYMENT COMPARISONS

Spending by nonprofit arts and culture organizations provides rewarding employment for more than just artists, curators, and musicians. It also directly supports builders, plumbers, accountants, printers, and an array of occupations spanning many industries.

In 2010, nonprofit arts and culture organizations alone supported 2.2 million full-time equivalent jobs.

## PERCENTAGE OF U.S. WORKFORCE (2010)





Americans for the Arts 2011 Public Art Network Year in Review selection *Wildgarden/Talking Fence* by Ladies Fancy Work Society in Denver, CO

Of this total, 1.1 million jobs were a result of “direct” expenditures by nonprofit arts organizations, representing 0.87 percent of the U.S. workforce. Compared to the size of other sectors of the U.S. workforce, this figure is significant. Nonprofit arts and culture organizations support more U.S. jobs than there are accountants and auditors, public safety officers, and even lawyers.

### A LABOR-INTENSIVE INDUSTRY

Dollars spent on human resources typically stay within a community longer, thereby having a greater local

economic impact. The chart below demonstrates the highly labor-intensive nature of the arts and culture industry. Nearly half (48.4 percent) of the typical organization’s expenditures are for artists and personnel costs.

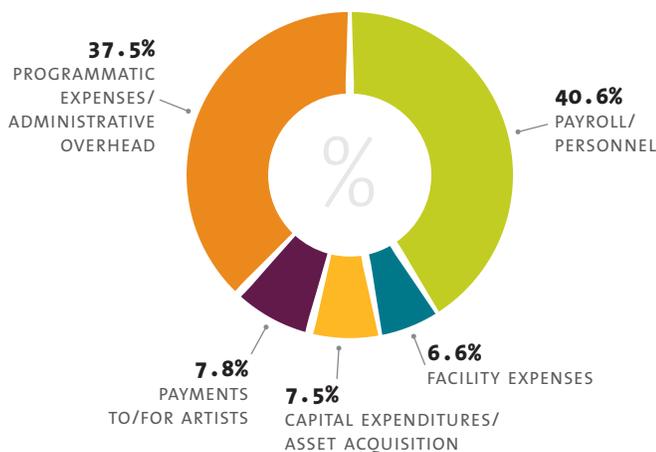
### ARTS VOLUNTEERISM

While arts volunteers may not have an economic impact as defined in this study, they clearly have an enormous impact on their communities by helping arts and culture organizations function as a viable industry.

- The average city and county in the study had 5,215 arts volunteers who donated 201,719 hours to nonprofit arts and culture organizations, a donation valued at \$4.3 million.
- The participating organizations had an average of 116.2 volunteers who volunteered an average of 44.8 hours each, for a total of 5,204 hours per organization.

*The Independent Sector places the value of the average 2010 volunteer hour at \$21.36.*

### EXPENDITURES BY NONPROFIT ARTS & CULTURE ORGANIZATIONS



### VALUE OF IN-KIND CONTRIBUTIONS

The organizations that participated in this study provided data about their in-kind support (e.g., donated assets, office space, airfare, or advertising space). Sixty-five percent of the participating organizations received in-kind support, averaging \$55,467 each during the 2010 fiscal year.

# Nonprofit Arts & Culture Audiences

The arts and culture industry, unlike most industries, leverages a significant amount of event-related spending by its audiences. For example, a patron attending an arts event may pay to park the car in a garage, purchase dinner at a restaurant, eat dessert after the show, and return home to pay the babysitter. This generates related commerce for local businesses such as restaurants, parking garages, hotels, and retail stores.

Total event-related spending by nonprofit arts and culture audiences was an estimated \$74.1 billion in 2010. This spending supports 1.9 million full-time equivalent jobs in the United States, provides \$39.2 billion in household income, and generates \$12.1 billion in government revenue.

Nationally, the typical attendee spends an average of \$24.60 per person, per event, in addition to the cost of admission. Businesses that cater to arts and culture audiences reap the rewards of this economic activity.

## LOCAL VS. NONLOCAL AUDIENCES

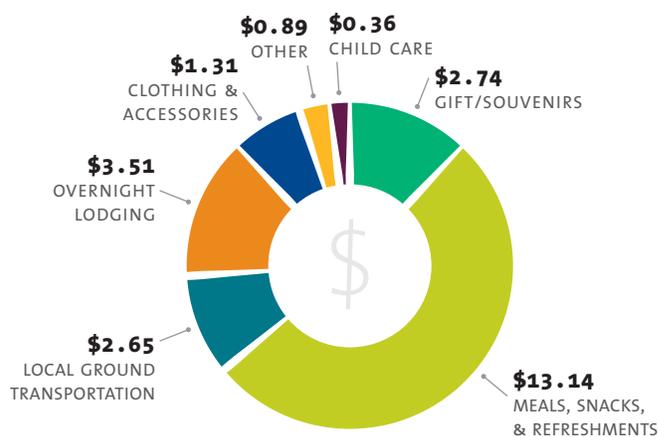
In addition to spending data, researchers asked each of the 151,802 survey respondents to provide his/her home ZIP code. Analysis of this data enabled a comparison of event-related spending by local and nonlocal attendees. Previous economic and tourism research has shown that nonlocal attendees spend more than their local counterparts. This study reflects those findings.

## IMPACT OF NONPROFIT ARTS & CULTURE AUDIENCES

*(expenditures by attendees to arts events only)*

TOTAL DIRECT EXPENDITURES	<b>\$74.08 BIL</b>
FULL-TIME EQUIVALENT JOBS	<b>1.89 MIL</b>
RESIDENT HOUSEHOLD INCOME	<b>\$39.15 BIL</b>
LOCAL GOVERNMENT REVENUE	<b>\$3.83 BIL</b>
STATE GOVERNMENT REVENUE	<b>\$3.92 BIL</b>
FEDERAL INCOME TAX REVENUE	<b>\$4.33 BIL</b>

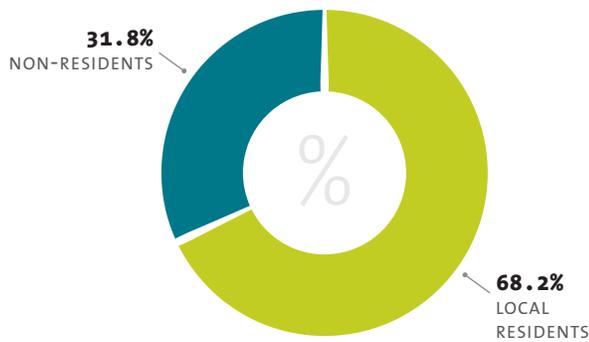
## AVERAGE PER PERSON AUDIENCE EXPENDITURES: \$24.60



While the ratio of local to nonlocal attendees is different in every community, the national sample revealed that 31.8 percent of attendees traveled from outside of the county in which the event took place (nonlocal) and 68.2 percent of attendees were local (resided inside the county).

Local attendees spent an average of \$17.42 per person, per event in addition to the cost of admission. Nonlocal attendees spent twice this amount, or \$39.96 per person.

### LOCAL VS. NONLOCAL AUDIENCES



### EVENT-RELATED SPENDING BY LOCAL VS. NONLOCAL AUDIENCES



★ *Nonprofit Arts & Culture Audiences Spend \$24.60 Per Person, Per Event*

### AVERAGE EVENT-RELATED SPENDING

(Expenditures made specifically as a result of attending a cultural event—excludes admission cost\*)

EVENT-RELATED SPENDING	LOCAL ATTENDEES	NONLOCAL ATTENDEES	AVERAGE ATTENDEES
MEALS, SNACKS, & REFRESHMENTS	\$11.16	\$17.39	\$13.14
LODGING (ONE NIGHT ONLY)	\$0.29	\$10.39	\$3.51
GIFTS/SOUVENIRS	\$2.25	\$3.78	\$2.74
GROUND TRANSPORTATION	\$1.63	\$4.83	\$2.65
CLOTHING & ACCESSORIES	\$1.16	\$1.62	\$1.31
CHILD CARE	\$0.35	\$0.38	\$0.36
OTHER/MISCELLANEOUS	\$0.58	\$1.57	\$0.89
<b>TOTAL (PER PERSON, PER EVENT)</b>	<b>\$17.42</b>	<b>\$39.96</b>	<b>\$24.60</b>

\*Why exclude the cost of admission? The admissions paid by attendees are excluded from this analysis because those dollars are captured in the operating budgets of the nonprofit arts and culture organizations, and, in turn, are spent by the organization. This methodology avoids “double-counting” those dollars in the study analysis.

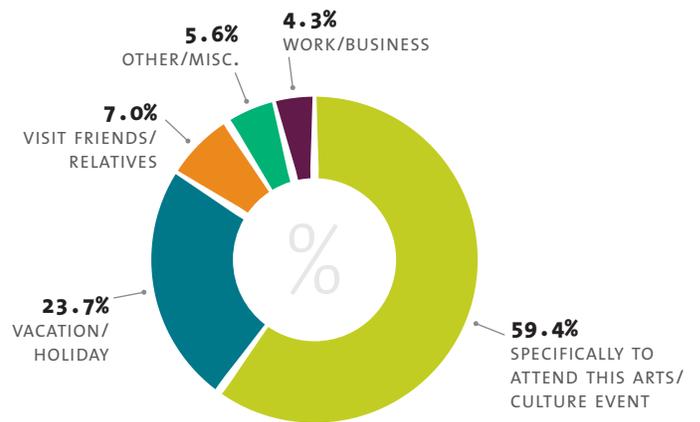
Nationally, 59.4 percent of all nonlocal arts attendees reported that the primary reason for their trip is “specifically to attend this arts/culture event.”

In addition, 28.5 percent of nonlocal arts attendees report that they spent at least one night away from home in the community where the cultural event took place. Not surprisingly, the nonlocal attendees who reported any overnight lodging expenses spent more money during their visit, an average of \$170.58 per person, per event (four times more than the national nonlocal arts attendee average of \$39.96). In fact, nonlocal attendees who reported overnight lodging expenses spent more per person, per event in every expenditure category (e.g., food, gifts and souvenirs, ground transportation, etc.) than nonlocals who did not stay overnight in paid lodging. For this analysis, only one night of lodging expenses is counted toward the audience expenditure analysis.

**CULTURAL EVENTS ATTRACT NEW DOLLARS AND RETAIN LOCAL DOLLARS**

Nearly one-half of local cultural attendees (41.9 percent) say that if the cultural event or exhibit during which they were surveyed were not happening, they would have traveled

**NON-RESIDENT PRIMARY REASON FOR TRIP**



to a different community in order to attend a similar cultural experience. More than half of nonlocal attendees (52.4 percent) reported the same. These figures demonstrate the economic impact of the nonprofit arts and culture in its truest sense. If a community fails to provide a variety of artistic and cultural experiences, it will not attract the new dollars of cultural tourists. It will also lose discretionary spending by local residents traveling elsewhere for an arts experience. When a community attracts nonlocal arts attendees and other cultural tourists, it harnesses significant economic rewards.

**NONLOCAL CULTURAL AUDIENCES WITH OVERNIGHT LODGING EXPENSES (28.5 percent) SPEND THE MOST**

*(Expenditures made specifically as a result of attending a cultural event)*

EVENT-RELATED SPENDING	WITH OVERNIGHT LODGING EXPENSES	WITHOUT OVERNIGHT LODGING EXPENSES	AVERAGE NONLOCAL ATTENDEES
MEALS, SNACKS, & REFRESHMENTS	\$41.81	\$14.41	\$17.39
LODGING (ONE NIGHT ONLY)	\$95.49	\$0.00	\$10.39
GIFTS/SOUVENIRS	\$10.72	\$2.94	\$3.78
GROUND TRANSPORTATION	\$14.11	\$3.70	\$4.83
CLOTHING & ACCESSORIES	\$4.66	\$1.25	\$1.62
CHILD CARE	\$0.72	\$0.34	\$0.38
OTHER/MISCELLANEOUS	\$3.07	\$1.38	\$1.57
TOTAL (PER PERSON, PER EVENT)	\$170.58	\$24.02	\$39.96



# Arts and Culture Tourists Spend More and Stay Longer

As communities compete for a tourist’s dollar, arts and culture have proven to be magnets for travelers and their money. Local businesses are able to grow because travelers extend the length of their trips to attend cultural events. Travelers who include arts and culture events in their trips differ from other U.S. travelers in a number of ways. Arts and culture travelers:

- Spend more than other travelers.
- Are more likely to stay in overnight lodging.
- Are more likely to spend \$1,000 or more during their stay.
- Travel longer than other travelers.

Two-thirds of American adult travelers say they included a cultural, artistic, heritage, or historic activity or event while on a trip of 50 miles or more, one-way, in 2001. This equates to 92.7 million cultural travelers. Of this group, 32 percent

(29.6 million travelers) added extra time to their trip because of a cultural, artistic, heritage, or historic or event. Of those who extended their trip, 57 percent did so by one or more nights.

U.S. cultural destinations help grow the U.S. economy by attracting foreign visitor spending. There has been steady growth in the percentage of tourists who fly to the United States and attend arts activities as a part of their visit, according to International Trade Commission in the Department of Commerce. Arts destinations help grow the economy by attracting foreign visitor spending—effectively making the arts an export industry.

Marketing of cultural destinations and events accounts for the largest portion of all marketing expenditures (26 percent) by national tourism organizations.

Source: U.S. Travel Association; U.S. Department of Commerce.

## PARTICIPATION IN THE ARTS

One-half of cultural attendees (50.1 percent) actively participate in the creation of the arts (e.g., sing in a choir, act in a play, paint or draw).

### SURVEY: HOW FAR WILL YOU GO FOR A CULTURAL EXPERIENCE?

(“If this event or exhibit were not happening, would you have traveled to another community to attend a similar cultural experience?”)

	LOCAL ATTENDEES	NONLOCAL ATTENDEES	ALL CULTURAL ATTENDEES
NO, I WOULD HAVE SKIPPED THE CULTURAL EXPERIENCE ALTOGETHER	30.5%	27.0%	29.4%
NO, I WOULD HAVE REPLACED IT WITH ANOTHER NEARBY CULTURAL EXPERIENCE	27.5%	20.6%	25.4%
YES, I WOULD HAVE TRAVELED TO A DIFFERENT COMMUNITY	41.9%	52.4%	45.2%



# Conclusion

Nonprofit arts and culture organizations in the United States drive a \$135.2 billion industry—an industry that supports 4.1 million full-time equivalent jobs and generates \$22.3 billion in government revenue annually. Arts and culture organizations—businesses in their own right—leverage significant event-related spending by their audiences that pumps vital revenue into restaurants, hotels, retail stores, parking garages, and other local merchants. This study puts to rest a common misconception that communities support arts and culture at the expense of local economic development. In fact, communities are investing in an industry that supports jobs, generates government revenue, and is the cornerstone of tourism. This report shows conclusively that, locally as well as nationally, the arts mean business.

## LEARN MORE ABOUT ARTS & ECONOMIC PROSPERITY IV

Visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact) to access free resources you can use to help make the economic case for arts funding and arts-friendly policies in your community:

- A downloadable and customizable PowerPoint presentation that effectively communicates this study's findings
- *Arts & Economic Prosperity IV* Highlights Pamphlet
- *Arts & Economic Prosperity IV* Summary Report
- *Arts & Economic Prosperity IV* National Report, complete with national and local findings, background, scope, and methodology
- A press release announcing the study results
- Sample opinion-editorials (op-eds)
- The *Arts & Economic Prosperity* Calculator that enables users to estimate the economic impact of their organization

Americans for the Arts 2011 Public Art Network Year in Review selection *Hands* by Christian Moeller in San Jose, CA



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ran Ortner's Open Water No. 24 took first prize in the inaugural ArtPrize competition last year, boosting the Brooklyn artist's career.

By Lori Niedenfuer Cool, The Grand Rapids Press, via AP

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Enlarge By Romain Blanquart, Detroit Free Press

Art efforts brighten cities' economic pictures

By John Wisely, USA TODAY

Brooklyn painter Ran Ortner had never heard of Grand Rapids, Mich., before a friend entered him in a new art contest there last fall.

Since winning the \$250,000 top award in the city's inaugural ArtPrize competition, Ortner's career has blossomed.

"I went from getting five e-mails a week to getting 200 a day directly after," said Ortner, who says he was too broke to pay his phone bill before winning. "This has really been the

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Frederik Meijer Gardens and Sculpture Park is one of the venues for ArtPrize this year, which will run through Oct. 10.

boost that I needed."

ArtPrize also provided a boost to Grand Rapids, in western Michigan. The works of more than 1,200 artists drew an estimated 200,000 people downtown, far exceeding expectations, according to Executive Director Bill Holsinger-Robinson.

As the nation's economy has struggled amid falling property values, many other communities are counting on the arts as a means of economic development. In downtown areas of Baltimore and Phoenix and smaller towns such as Paducah, Ky., officials see the arts as a chance to bring redevelopment, grant dollars and people back to struggling neighborhoods.

PHOTOS: Grand Rapids hosts largest art prize in the world DESIRE: Streetcar comeback transforms neighborhoods TRAIN DEPOTS: Revitalized for new uses

A research team from Michigan's Grand Valley State University estimated the economic impact of ArtPrize at \$5 million to \$7 million last year. For this year's event, which began Wednesday and runs through Oct. 10, pre-registration for voters and student art groups has more than doubled. Local restaurants and bars are reporting sales up 20% to 40% over last year's opening days, ArtPrize spokesman Tyler Lecceadone said.

ArtPrize was the brainchild of Rick DeVos, a Web entrepreneur and an heir to the Amway fortune, whose parents' foundation put up the prize money. He said last year's event was three to five times larger than anticipated. DeVos said the money is a catalyst to bring in the artists, but ArtPrize serves larger goals, including bolstering the image of the Midwestern town best known for furniture manufacturing.

"Art works," said Jason Schupbach, director of design for the National Endowment for the Arts (NEA). "This isn't rocket science anymore. There are a specific set of strategies that work."

Many of the efforts offer artists cheap rent on studio and living space, plus marketing help, he says. The art districts boost foot traffic, drawing other businesses to move in.

The NEA has requested \$5 million for a program known as Our Town that would help local governments plan art districts, map cultural assets and launch projects in cities large and small, Schupbach said.

The NEA cites the city of New York Mills, Minn., with a population of less than 1,000. In 1991, it invested \$35,000 to fix up a downtown building to create an arts and cultural center. Within five years, 17 new businesses had opened, hiring more than 200 people.

"It's not just a big-city strategy," Schupbach said. "But it does work best where there are strong cultural assets."

Advertisement for LowerMyBills.com featuring a circular graphic with text: 'PRESIDENT WAIVES REFI REQUIREMENT MAR 4 53% of homeowners have used this ridiculously easy trick to save up to \$145,000. Responsible homeowners are now able to pay off their home in half the time and save up to \$805/month. If you're a homeowner and don't know the trick, use this free tool and see how much you can save. Click Your Age: 19-35 36-45 46-65 66-75 18 75+ LowerMyBills.com © 2012'

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Baltimore's Artscape, which features visual and performing arts across the city over a weekend, drew more than 350,000 people in 2009 and generated about \$26 million for the economy, according to a study by Forward Analytics, a Pittsburgh-based market research firm.

"It brings in new money, it brings in new people to areas where they probably wouldn't go to," said Bill Gilmore, executive director of the Baltimore Office of Promotion and the Arts.

ArtPrize takes an *American Idol* approach: It offers \$449,000 in prizes and uses crowd sourcing to determine the winner. Visitors walking through town use their mobile phones to text in thumbs up or thumbs down on various works.

Computers tally the results and update leader boards for visitors to track.

Some art experts worry about letting the public select such a lucrative award.

"It's great that they have such an interest, but they often don't have the base of knowledge from which to make an informed judgment," said Deborah Rockman, the chair of drawing and printmaking at Kendall College of Art and Design in Grand Rapids.

Ortner, last year's winner, essentially agreed.

"If you have children voting on a culinary competition, they are going to vote for the ice cream and candy," Ortner said.

This year, ArtPrize did add juried shows in several categories, which Rockman calls "a small step in the right direction." Organizers insist they weren't bowing to critics, though they did ask Rockman to jury a competition for international artists.

"It makes for a more well-rounded experience," Holsinger-Robinson said.

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**SUBJECT: DISCUSSION – UTILITY RATE STUDY**

**DATE: MARCH 12, 2013**

**PRESENTED BY: KURT KOWAR, P.E., PUBLIC WORKS**

**SUMMARY:**

The Public Works Department, in coordination with the Finance Department, is undertaking a Utility Rate Study for Water, Wastewater, and Stormwater.

This study will review current policies, long-term financial structure, tap fees, and user charges, as well as benchmark Louisville's utility costs and fees to other municipalities. Staff has issued a Request for Proposals with a submission deadline of March 6. Staff will then undertake a selection process and provide a recommendation to the City Council on April 2.

Parallel to the RFP, staff is also in the process of soliciting applications for a Citizen's Utility Rate Task Force to review and provide input through various portions of the study. Applications will be received until March 18. Staff will then present Utility Rate Task Force member recommendations at the April 16 City Council meeting. Staff is anticipating the task force will meet 1-2 times per month from April through October. The Task Force schedule will be refined through discussion with the selected Consultant.

The overall goal of the study will be to ensure rates and fees are understandable, equitably distribute costs to system users, generate sufficient revenue to sustain utility operations, and facilitate effective planning and budgeting.

**FISCAL IMPACT:**

The approved 2013 Capital Improvement Budget, account number 051-599-55360-13 provides for \$150,000 for the Utility Rate Study.

**RECOMMENDATION:**

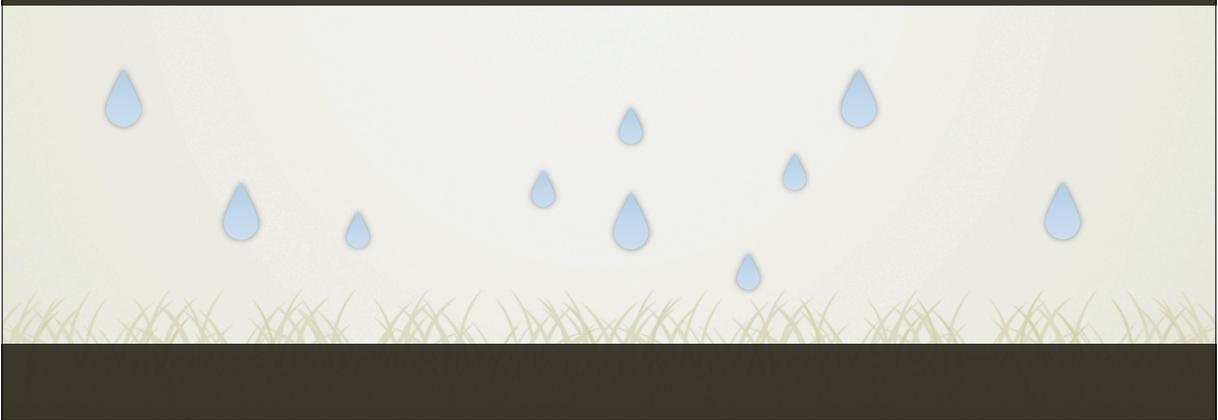
Discussion

**ATTACHMENT(S):**

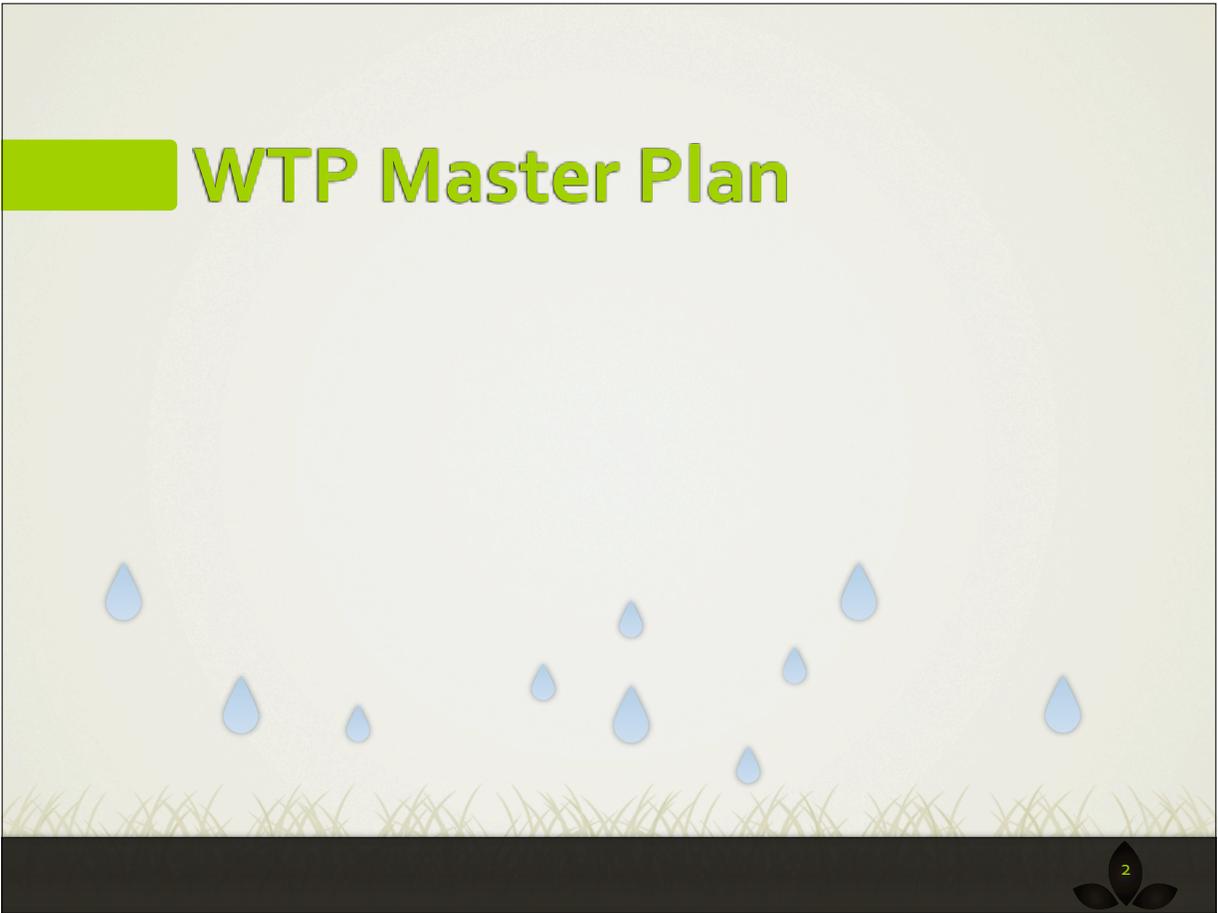
1. Presentation

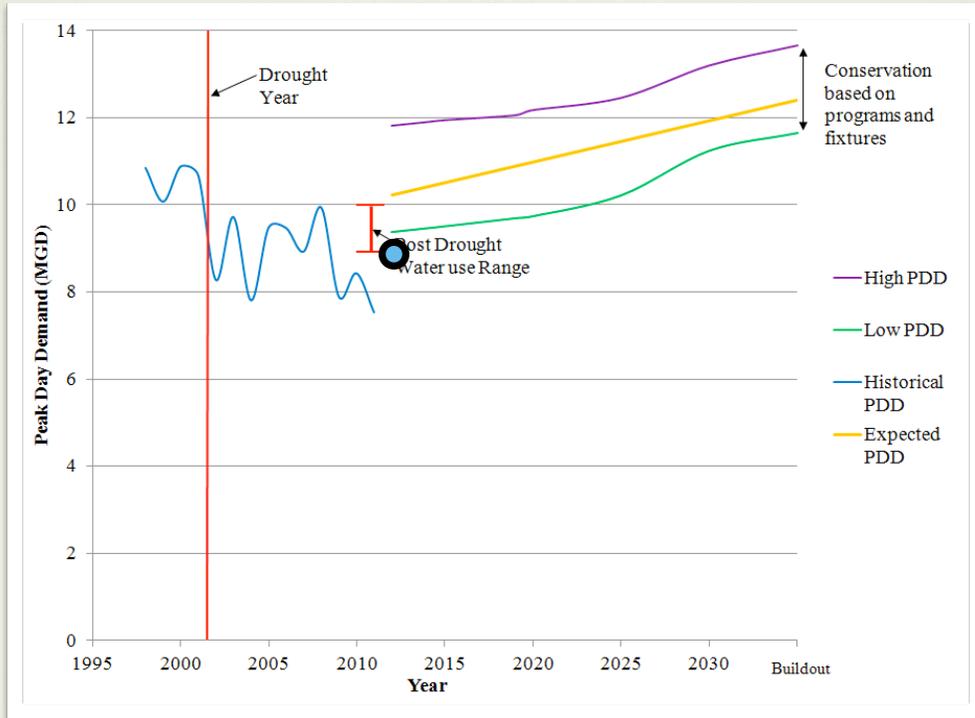
# Utility Rate Study

March 12, 2013

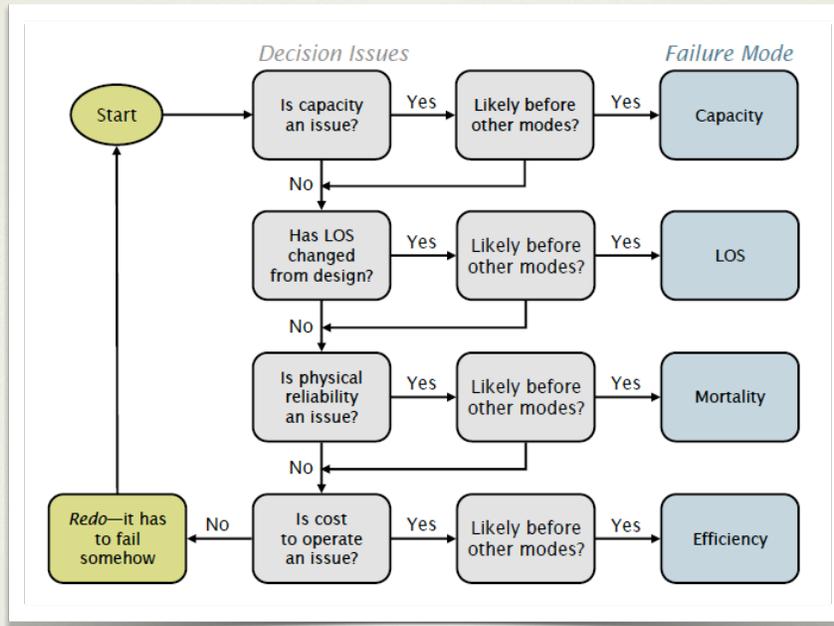


## WTP Master Plan

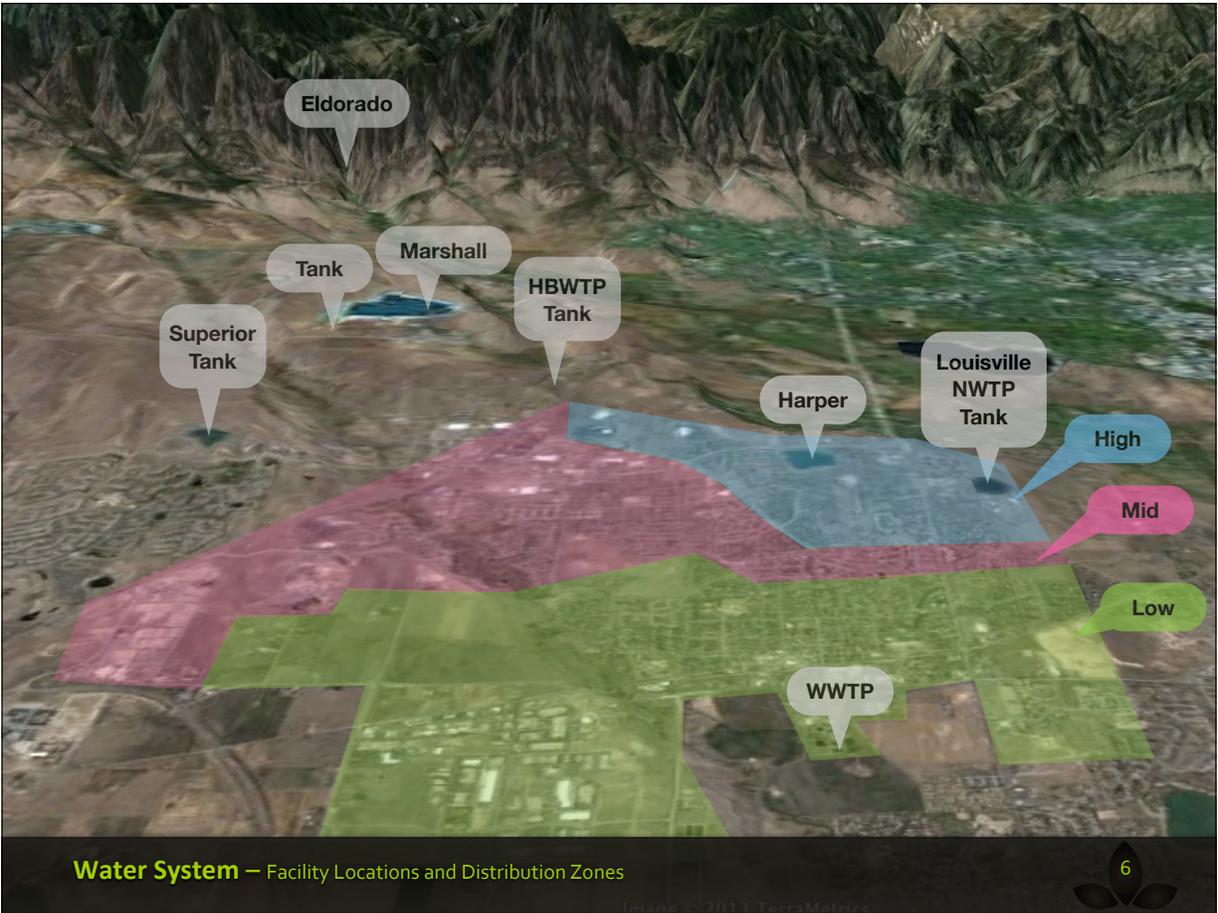
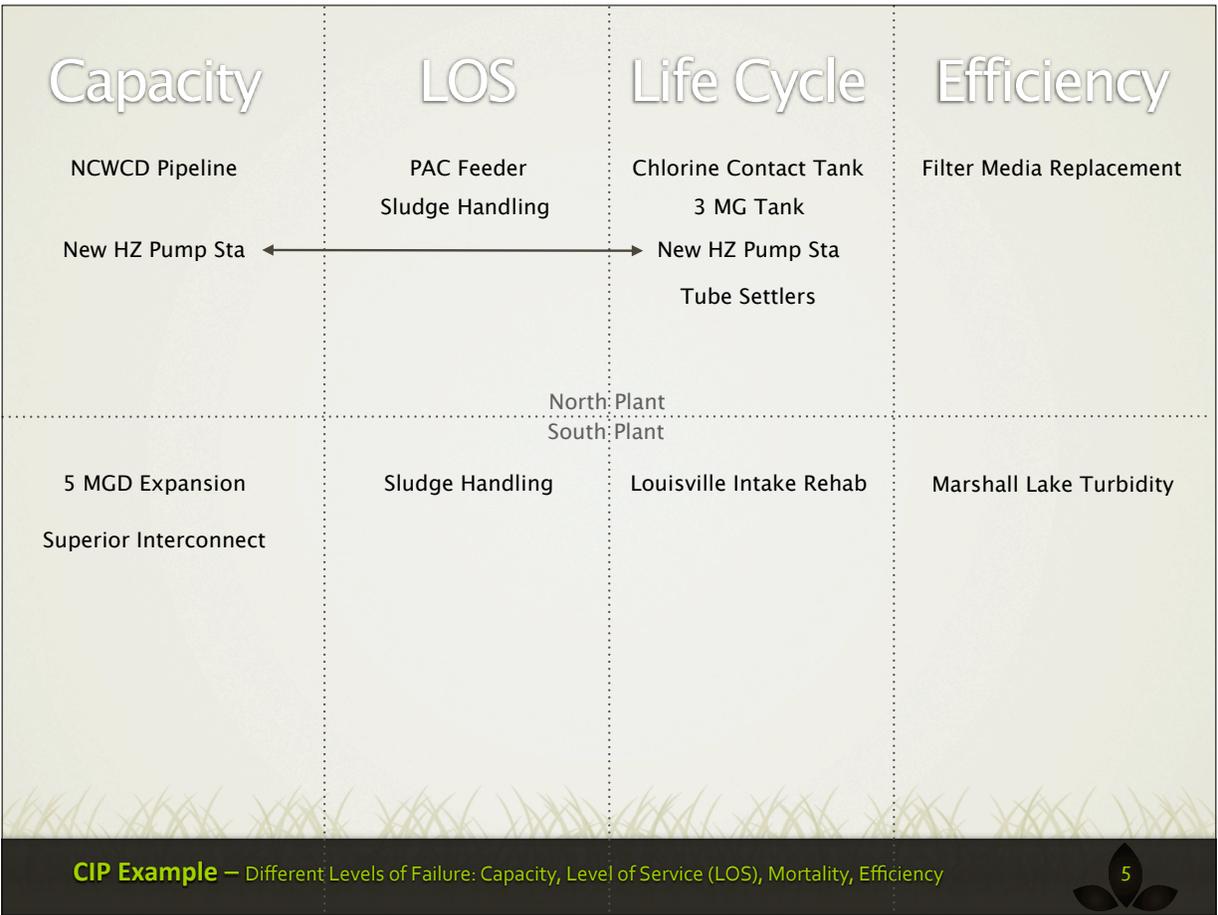


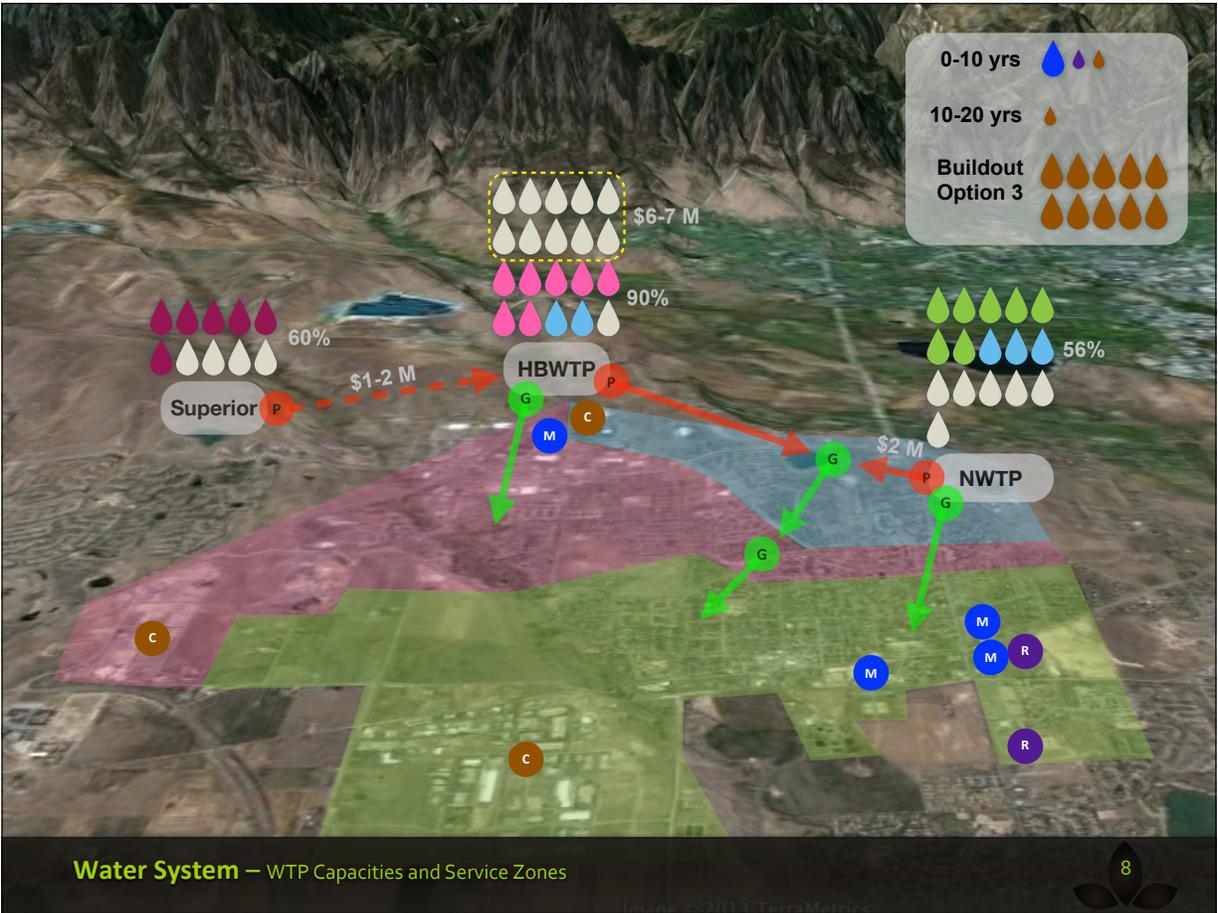
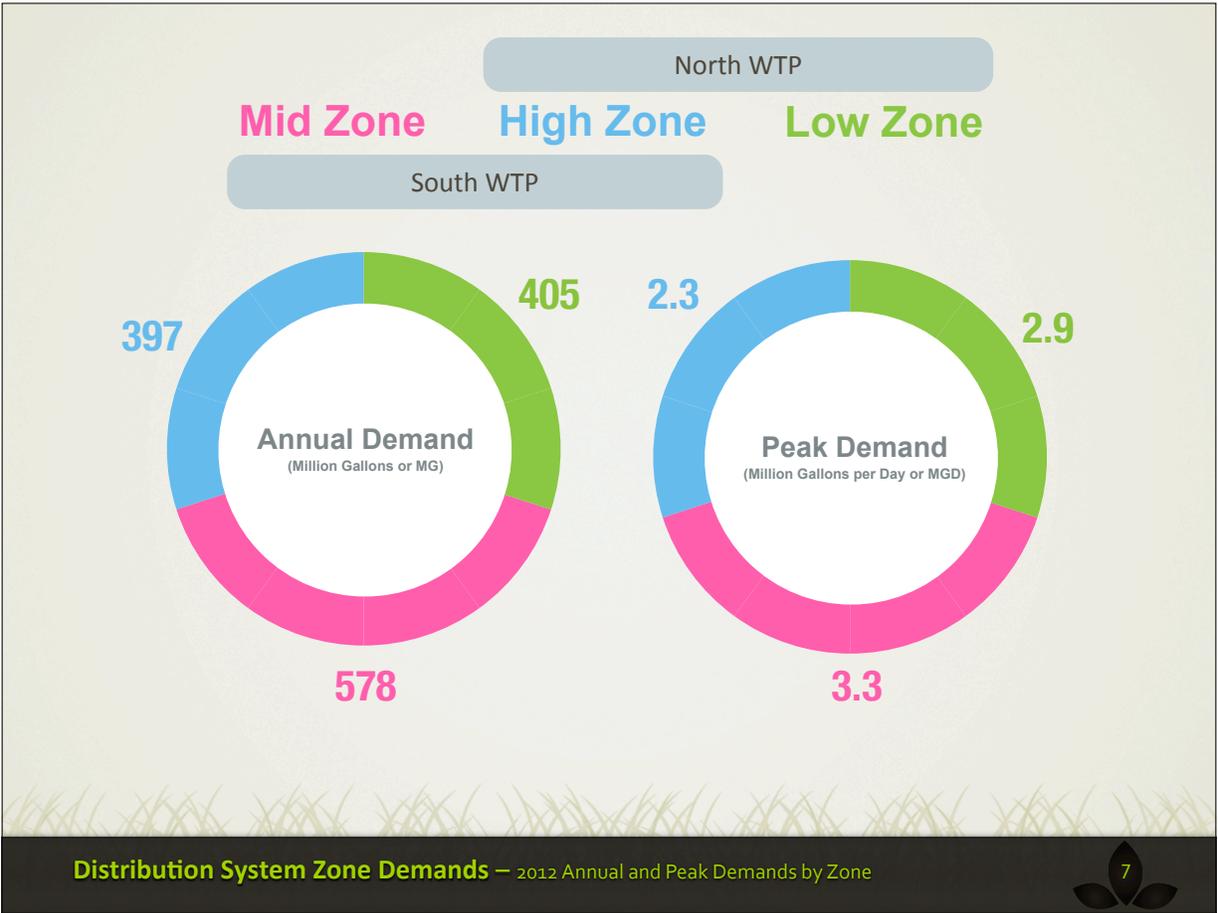


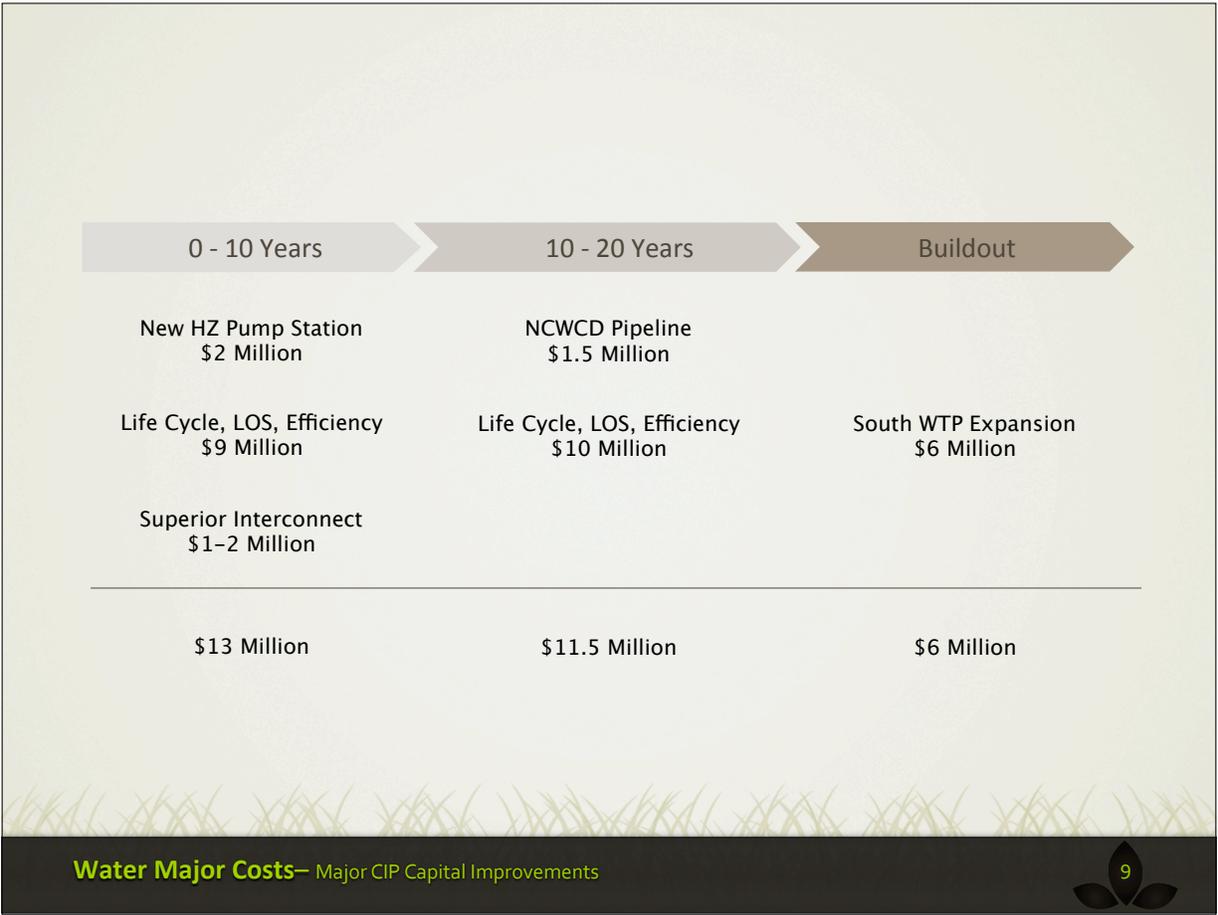
Water Master Plan Projections – Discussion



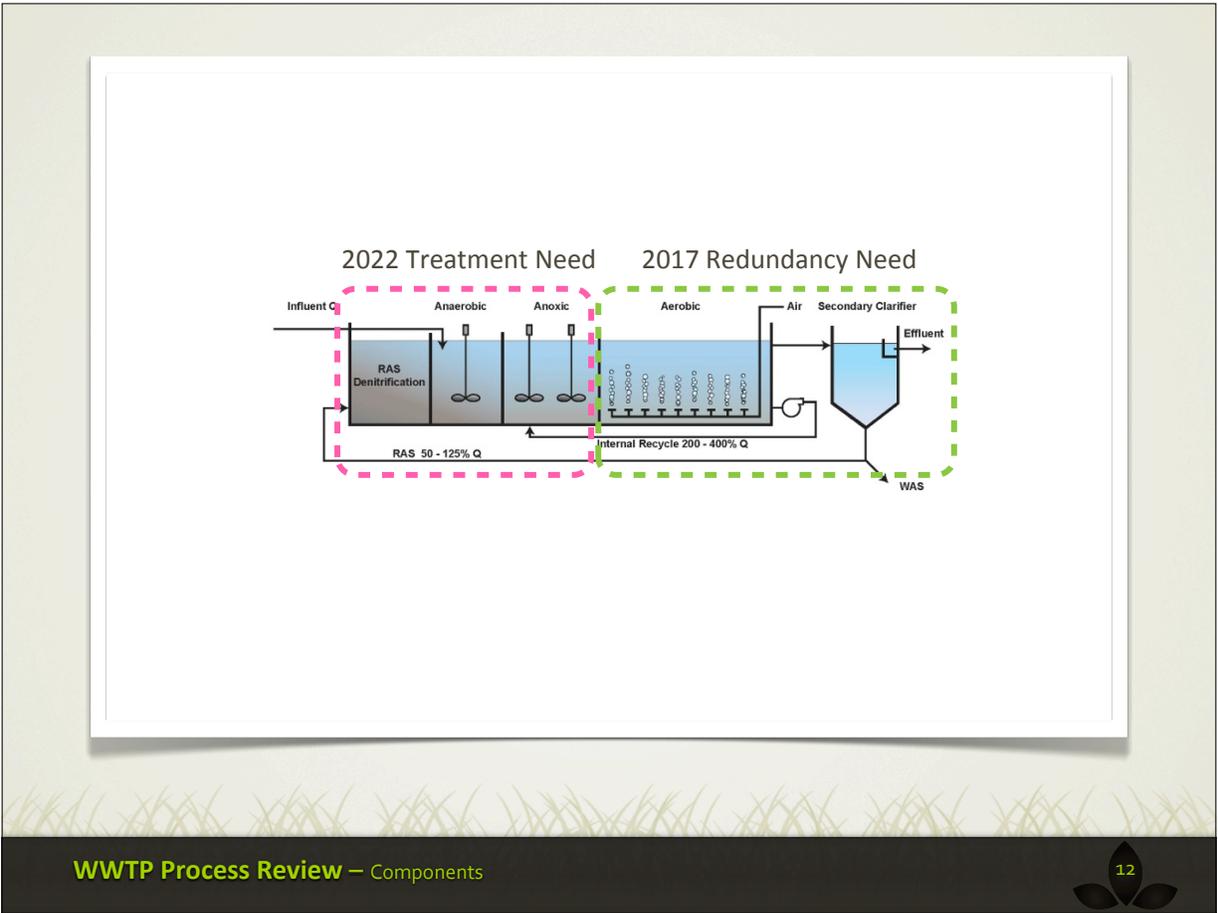
Todo – 2002 Aurora Price vs. Restriction







# WWTP Master Plan



# WWTP Timeline



# Forecast



Wastewater Major Costs— Major CIP Capital Improvements

# Utility Rate Study





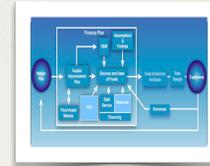
**Utility Task Force**



**Objectives Ranking**



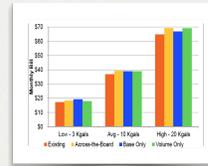
**Rate & Tap Fee Overview**



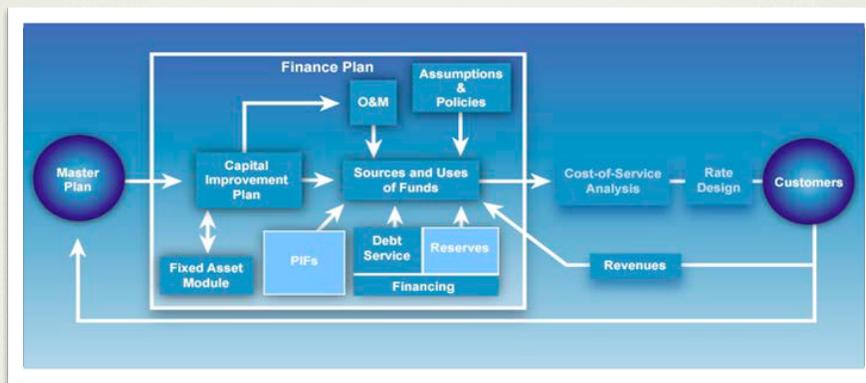
**Financial Plan Analysis**



**Cost of Service Analysis**



**Rate Scenario Analysis**



## Single Family Residential Water Monthly Bill Comparison – 2013 <sup>(1)</sup>



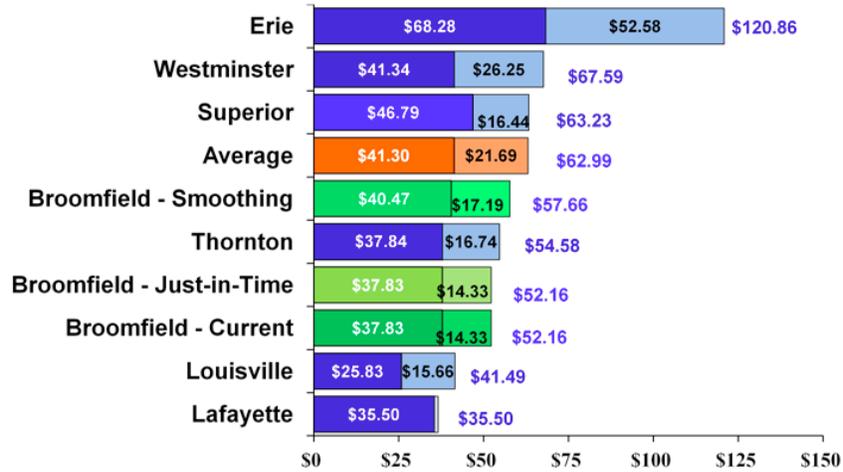
- 27 (1) Assumes 10,400 gallons a month  
 (2) Assumes AWC of 4,500 gallons and outdoor allocation of 5,900 gallons per month

## Single Family Residential Sewer Monthly Bill Comparison – 2013 <sup>(1)</sup>



- (1) Assumes 4,500 gallons a month

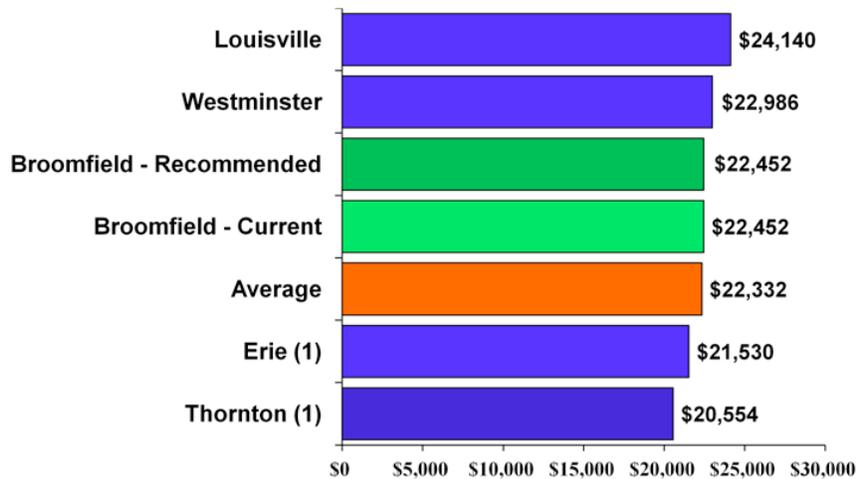
## Single Family Residential Combined Monthly Bill Comparison –2013 <sup>(1)</sup>



(1) Assumes 10,400 gallons of water 4,500 gallons of sewer a month

46

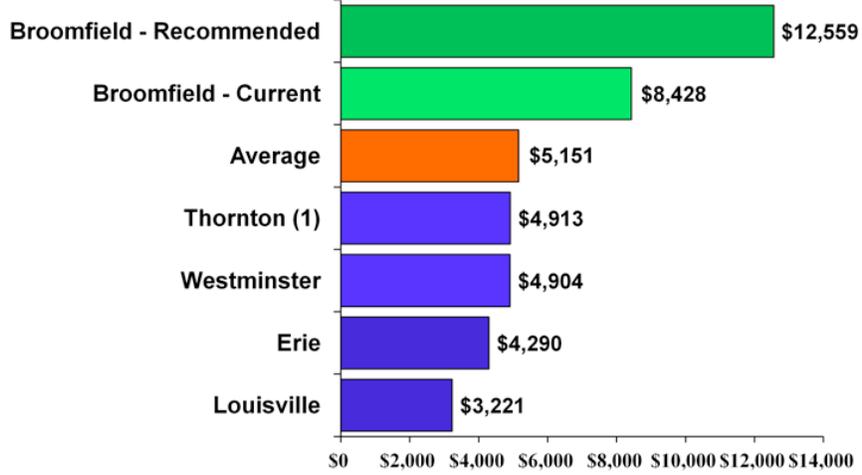
## Water License Fee Comparison per TE



(1) Includes water connection and water resource charges

32

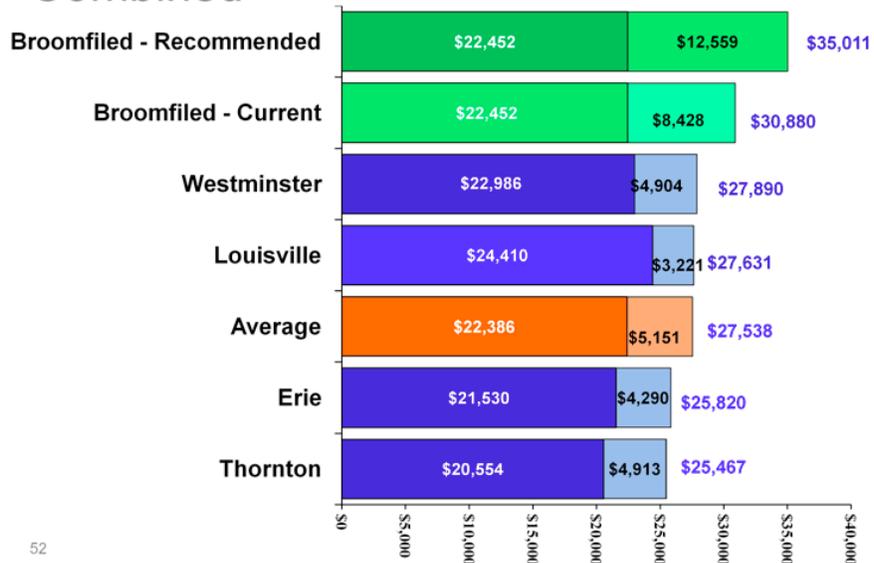
## Sewer License Fee Comparison per TE



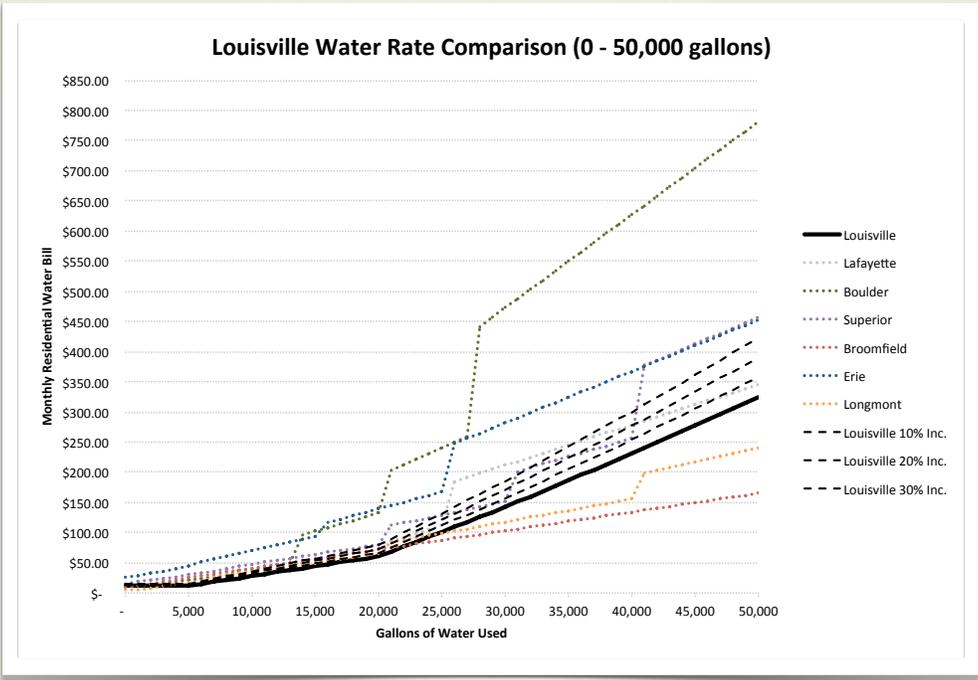
(1) Includes Metro Wastewater Reclamation District fee and City Fee

51

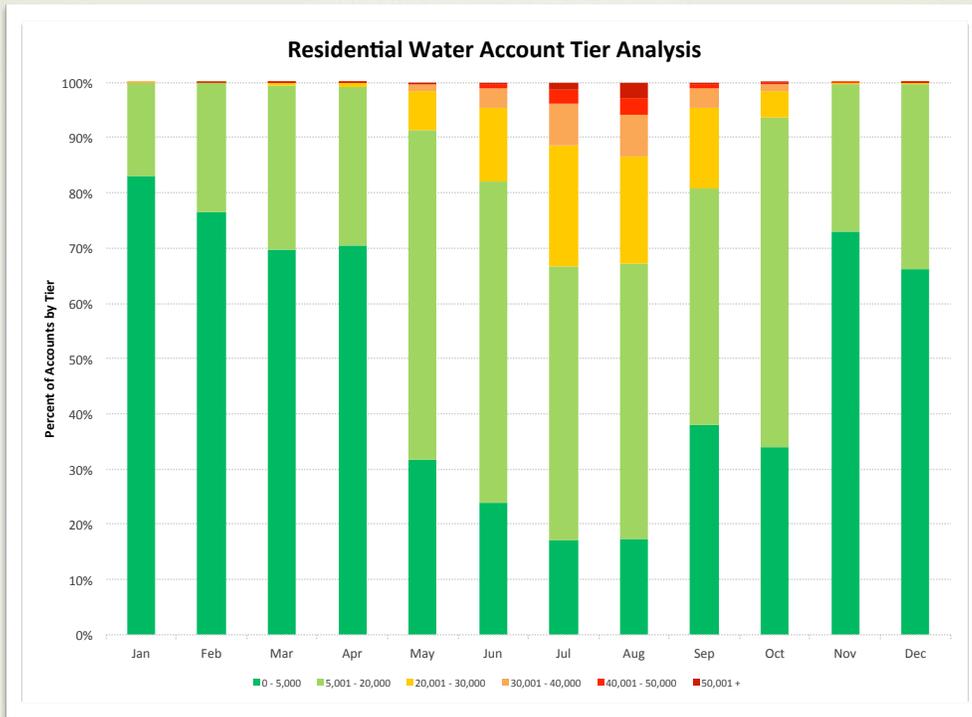
## Water and Sewer License Fees Combined



52

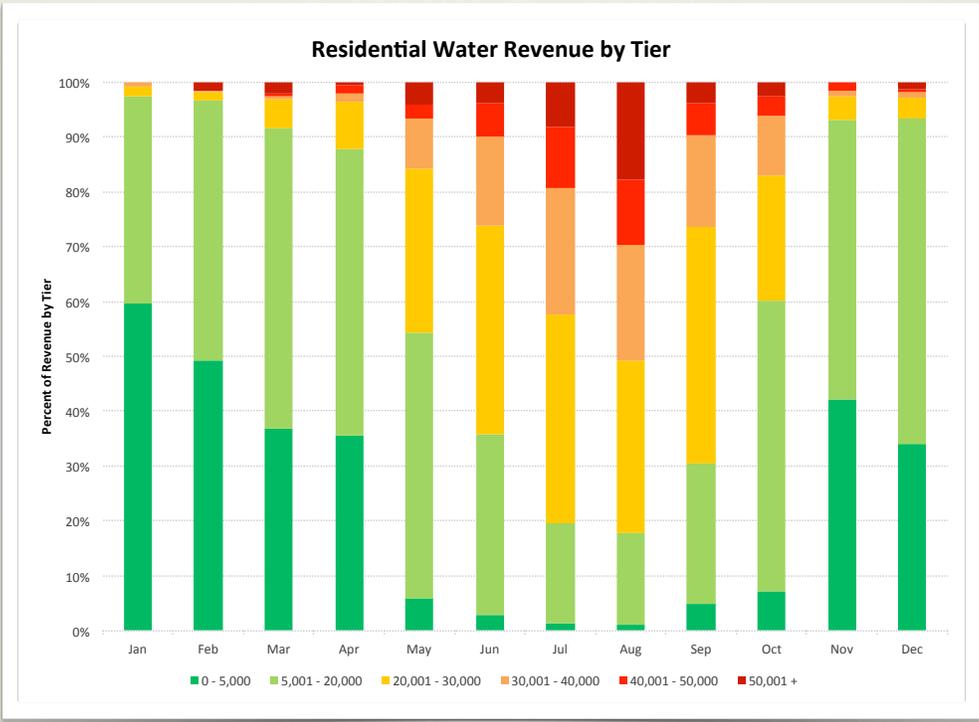


2012 Louisville Water Rate Comparison – 0 - 50,000 gallons

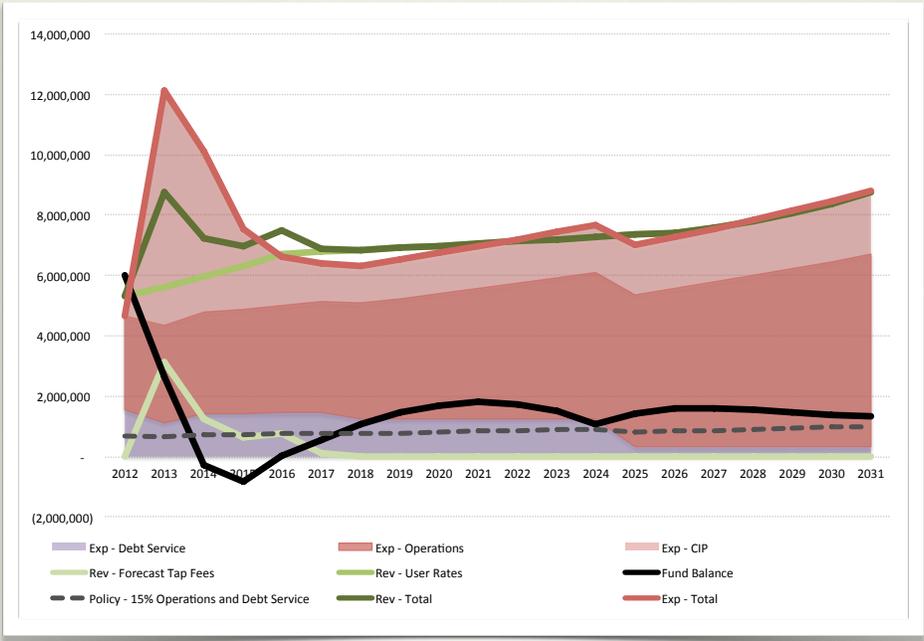


2012 Louisville Water Usage Analysis – Usage by Tier





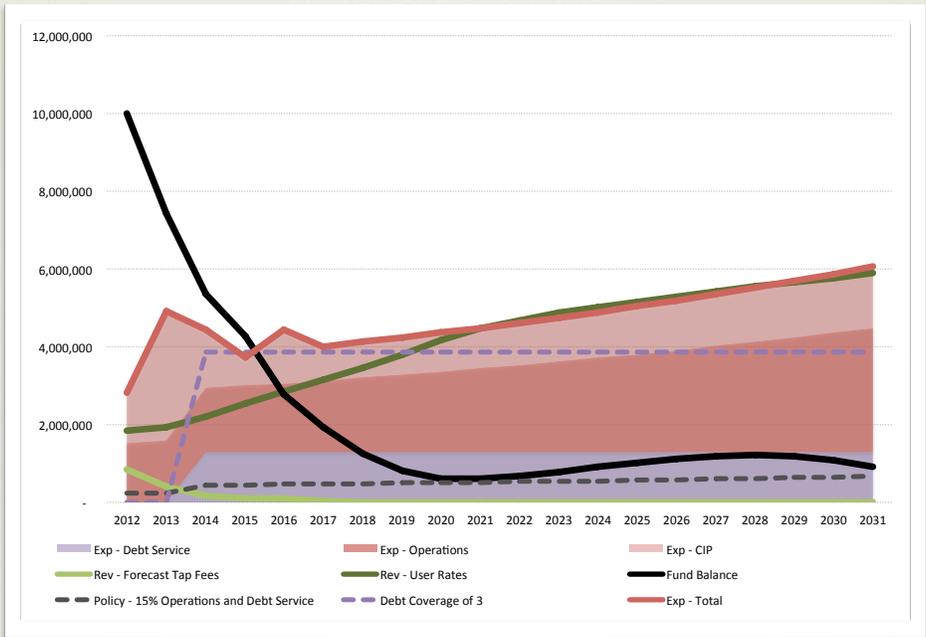
2012 Louisville Water Usage Analysis – Revenue by Tier



2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
6.00%	6.00%	6.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%

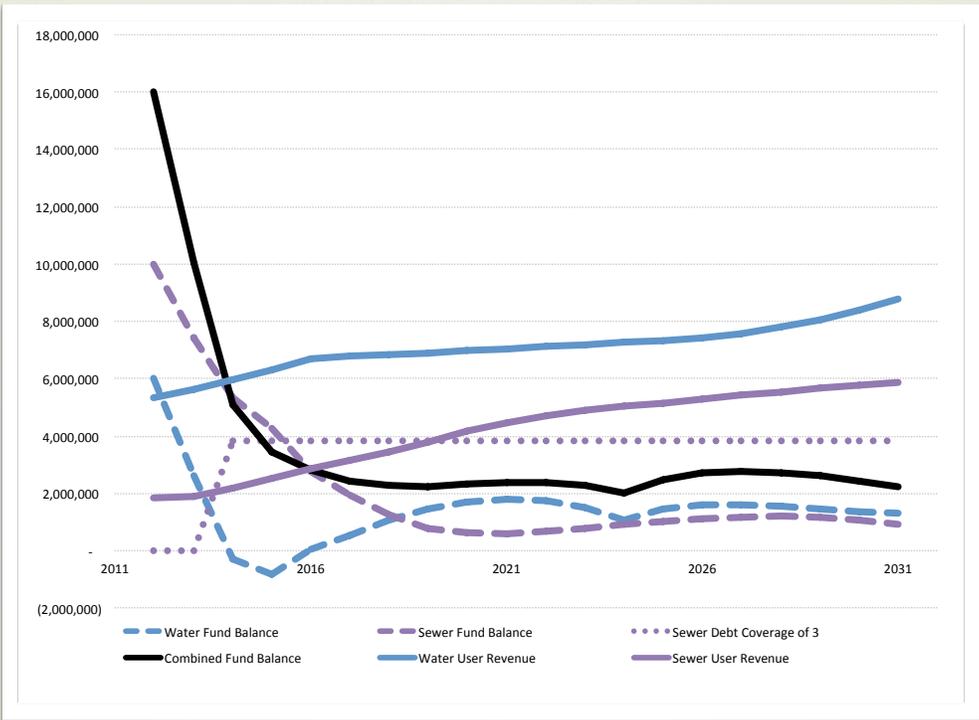
Water Fund – 20 Year Forecast





2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
15.00%	15.00%	12.50%	10.00%	10.00%	10.00%	10.00%	10.00%	7.00%	4.00%

**Sewer Fund – 20Year Forecast**



**Combined Water & Sewer Fund (No Storm) – Debt Coverage Discussion**