

**Colorado Council on the Arts
2008 Governor's Arts Award
Nomination Form**

Please fill in the blanks and include this form with your nomination letter and support materials. ***Nominations must be postmarked by April 4, 2008.***

Town or City being nominated: City of Loveland

Contact person and title: Susan Ison, Director, Cultural Services Department

Street address: c/o Loveland Museum/Gallery, 503 N. Lincoln Avenue

City, state, zip code: Loveland, CO 80537

Day phone: 970-962-2411

Evening phone: 970-290-2548

Email address: isons@ci.loveland.co.us

In one sentence summarize the manner in which the town or city has employed the arts as a factor in creating a vital and economically strong community:

Loveland: A Work of Art--engaged citizens, public/private partnerships, thriving art industry, historic theater, sculpture show, museum and public art.

Nominated by (your name): Suzanne Janssen

Street address: Loveland Museum/Gallery, 503 N. Lincoln Avenue

City, state, zip code: Loveland, CO 80537


Day phone: 970-962-2490

Evening phone: 970-980-5718

Email address: jansss@ci.loveland.co.us

Briefly describe your relationship to the nominee: Employee of the City of Loveland

Your signature: 

Signature of Mayor or City Representative: 

Title: City Manager

Your nomination must include this nomination form, a two-page nomination letter and support materials.

Nomination Letter

Loveland: A Work of Art

River Critters ascend from the banks of the Big Thompson River attaching themselves to light poles. A monumental-sized pioneer couple hold each other close, irrigating their farmland while greeting passersby along the major City thoroughfare. The City's Police & Courts Building is adorned with copper cherry trees, forming *The Mouth of Truth*, a harbinger for those who enter the justice center. These are common sights amidst an uncommon art colony located in the foothills of the Rocky Mountains. No longer just a small town to drive through on your journey to Rocky Mountain National Park, Loveland is a vibrant community that warrants more than a passing glance. The visual and performing arts are pervasive throughout this former agricultural town as the City of Loveland has made a profound commitment to the advancement of the arts through ownership and operation of the Loveland Museum/Gallery, the historic Rialto Theatre, the adoption of Colorado's first municipal One Percent for the Arts program and strong civic partnerships.

In 2007, the Americans for the Arts Economic Prosperity III Survey determined that non-profit arts and culture are an \$8.29 million industry in Loveland, as evidenced by local foundries and related support services, artists' studios, numerous art galleries, a thriving historic theatre, and a history/art museum. It is estimated that the equivalent of 240 full-time jobs are a direct result of the arts industry and \$734,000 in local and state government revenue is generated on an annual basis. Numerous arts-related organizations, businesses and industry support the local economy and provide further enhancement of the City's artistic endeavors.

How Loveland was transformed into an arts community can be traced back to 1984, when a group of like-minded individuals banded together to host a two-day outdoor sculpture show featuring five artists and a few of their sculptor friends. This modest goal grew into a thriving non-profit organization, the Loveland High Plains Arts Council, dedicated to fostering an appreciation of art by providing art in public places and developing a showcase for sculptural art, the annual *Sculpture in the Park Show and Sale (SITP)*. Following a highly successful inaugural event, Loveland's mayor took notice and encouraged the draft, and subsequent adoption, of Colorado's first municipal Art in Public Places Program (AIPP). Consequently, several strong, successful public/private partnerships were born.

Loveland's Art in Public Places program reserves 1% of all City capital projects over \$50,000 for the acquisition, maintenance and preservation of artwork. The City's collection presently encompasses 306 diverse works of art valued at approximately \$7.6 million dollars. Each year, profits from *Sculpture in the Park* have been used to purchase artwork for the City's largest sculpture venue, Benson Sculpture Garden. This artwork is gifted to the City of Loveland's Art in Public Places Program. Consequently, over 72% of the value of the collection has been donated by arts organizations, citizens and artists, making the City of Loveland unique among other municipalities. Aside from donations, City capital projects allow for the inclusion of artwork in streetscapes and infrastructure projects, such as bridges, buildings, alleyways and highways. The City's Visual Arts Commission works closely with artists, who strive to interpret the public space to add meaning and enhance everyday experiences. In this way, artwork becomes more than a visit to a park; it pervades the fabric of the community by embedding itself in everyday objects, such as benches, bike racks, fountains and ponds.

Two successful foundries in Loveland support the local bronze industry, creating numerous specialty businesses such as wax chasing, mold making, metal chasing, installation contractors and plinth makers to assist with the work generated in these facilities. Business and industry work alongside the artists, gallery owners and art administrators forging unique symbiotic relationships.

Local banks, hospitals and businesses voluntarily integrate artwork within their interior and exterior spaces without mandates from a City code. Capitalizing upon Loveland's reputation for the arts, local entrepreneurs, McWhinney Enterprises, donated 80 acres surrounding their Centerra Lifestyle Center for the creation of the Chapungu Sculpture Park, featuring Zimbabwean (Shona) sculptors. This new park provides not only a significant artistic contribution to the community but enhances the Northern Colorado region with a rich, cultural exchange.

Seven years after the initial *SITP*, an additional sculpture organization was founded to develop a second venue for sculptors to exhibit and sell their artwork. The result is that the City of Loveland hosts two of the largest outdoor sculpture exhibitions in North America, *Sculpture in the Park* and the *Loveland Sculpture Invitational*. To local residents and visitors alike, the second weekend in August is simply known as the "Sculpture Weekend." The two shows together bring 450 artists into the City to exhibit and sell their artwork. Annual attendance figures consistently range between 18,000-25,000. After a visit to the *Sculpture in the Park* show in 1992, author John Villani was inspired to write the book, "The 100 Best Small Art Towns in America." This book is presently in its fourth edition (now titled, "The Best Art Towns in America") and continues to list the City of Loveland as a true arts destination.

Whether the event is the performing arts or the visual arts, the City of Loveland's Cultural Services, Parks and Economic Development staff work closely with numerous art organizations, the Thompson Valley School District, local community colleges, businesses and industry to further nurture, promote and preserve Loveland's rich artistic heritage.

The Loveland Museum/Gallery has a long history of providing cultural activities for the region. In addition to presenting local history and regional and international art exhibits, the Museum/Gallery hosts approximately 50,000 visitors each year: elementary, middle, and high school students, college students, teachers, families, senior citizens and tourists from all 50 states as well as Europe, Asia, Africa, Latin America and the Middle East. Additionally, the Museum sponsors the annual ArtSteps program, a collaboration between the City of Loveland and the Thompson School District, showcasing youth and teen artwork in a professional setting. Every other year a public art component is added to the program, providing new elements for growth.

Annual outdoor summer concerts are an important part of the Loveland Museum/Gallery's mission to be a regional cultural center. The free concerts provide a chance for families, singles, retirees, and teens to come together in a friendly setting that fosters the community solidarity we treasure in today's fast-paced world. By providing a wide variety of musical styles, Loveland residents experience diverse types of music and cultures.

★ The City-owned and operated historic Rialto Theater hosts over 394 events a year; providing a professional theatrical experience for local theater and choral groups, as well as nationally touring artists. Program offerings vary greatly as audiences can view everything from classical performance to rock groups, children's theater to silent movies. Truly, the Rialto Theater has something to offer all segments of the population at affordable rates. The Rialto Theater boasts over 120 active volunteers who support all aspects of theater operations. But this hasn't always been true. Once hailed as the "finest theatre north of Denver," the historic Rialto Theater suffered the ravages of time and multiple ownerships from the 1940-1980s. At one point, the historic art nouveau theater was converted into a mini-mall, burying its original luster beneath layers of drywall and linoleum. A non-profit organization, the Friends of the Rialto, was formed to oversee the restoration project, thus preserving Loveland's rich heritage. In 1988, the Rialto was added to the National Register of Historic Places and now serves as an anchor in Downtown. Multiple restaurants, clothing and interior decorating shops now occupy once-empty store front properties.

Such grassroots citizen involvement is the story behind Loveland's transformation into an artistic oasis. Small communal steps created a movement that continues, and indeed, thrives today as the performing and visual arts combine to create a unique civic pride. Through vision, hard work and collaboration, Loveland boasts a large diverse public art collection that creates a sense of place and purpose. Musicians, actors and singers find a home at the Rialto Theater. Local and regional history is preserved and interpreted for younger audiences. Citizens are encouraged to interact with the arts, in its many forms on a daily basis, thus creating the opportunity for dialogue. What began twenty-five years ago as a small goal to support local artists has grown into a prosperous, multi-dimensional arts colony upon which arts organizations, businesses, artists' careers and the City of Loveland's public art program have been built.



Arts & Economic Prosperity III

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Loveland, CO (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$5,122,439		\$3,166,482		\$8,288,921

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

Economic Impact of Expenditures	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	150		90		240
Household Income Paid to Residents	\$3,903,000		\$1,237,000		\$5,140,000
Revenue Generated to <u>Local</u> Government	\$219,000		\$260,000		\$479,000
Revenue Generated to <u>State</u> Government	\$160,000		\$104,000		\$264,000

Event-Related Spending by Arts and Culture Audiences Totaled \$3.17 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident* Attendees	+	Non-Resident* Attendees	=	All Attendees
Total Attendance to Arts and Culture Events	166,260		45,213		211,473
Percentage of Total Attendance	79		21		100
Average Event-Related Spending Per Person	\$12.72		\$23.26		\$14.97
Total Event-Related Expenditures	\$2,114,827		\$1,051,654		\$3,166,482

Nonprofit Arts and Culture Event Attendees Spend an Average of \$14.97 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$8.01	\$11.22	\$8.69
Souvenirs and Gifts	\$3.67	\$6.31	\$4.23
Ground Transportation	\$0.61	\$1.21	\$0.74
Overnight Lodging (one night only)	\$0.07	\$4.23	\$0.96
Other/Miscellaneous	\$0.36	\$0.29	\$0.35
Average Event-Related Spending Per Person	\$12.72	\$23.26	\$14.97

* Residents are attendees who reside within the county in which the nonprofit arts and culture event took place; non-residents live outside the county.

Source: *Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Loveland*. For more information about this study or about other cultural initiatives in the City of Loveland, visit the Loveland Museum and Gallery's web site at www.ci.loveland.co.us.

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Arts & Economic Prosperity

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in THE CITY OF LOVELAND, CO

The *Arts & Economic Prosperity III* study provides compelling new evidence that the nonprofit arts and culture are an \$8.29 million industry in the City of Loveland—one that supports 240 full-time equivalent jobs and generates \$743,000 in local and state government revenue.

Nonprofit arts and culture organizations, which spend \$5.12 million each year, leverage a remarkable \$3.17 million in additional spending by arts and culture audiences—spending that pumps vital revenue into local restaurants, hotels, retail stores, parking garages, and other businesses.

By demonstrating that investing in the arts and culture yields economic benefits, *Arts & Economic Prosperity III* lays to rest the common misconception that communities support the arts and culture at the expense of local economic development. In fact, communities that support the arts and culture not only enhance their quality of life, they also invest in their economic well-being.

This report shows conclusively that **the arts mean business in the City of Loveland!**

Total Impact of the Nonprofit Arts and Culture Industry (Expenditures by both organizations and audiences)	
Total Expenditures	\$8,288,921
Full-Time Equivalent Jobs	240
Resident Household Income	\$5,140,000
Local Government Revenue	\$479,000
State Government Revenue	\$264,000

The impact of spending by nonprofit arts and culture organizations is far reaching: they pay their employees, purchase supplies, and acquire assets within the local community. Additionally, unlike most industries, the nonprofit arts and culture leverage significant event-related spending by their audiences. Whether serving the local community or out-of-town visitors, a vibrant arts and culture industry helps local businesses thrive.

Impact of the Nonprofit Arts and Culture Organizations	
Total Expenditures	\$5,122,439
Full-Time Equivalent Jobs	150
Resident Household Income	\$3,903,000
Local Government Revenue	\$219,000
State Government Revenue	\$160,000

Impact of the Nonprofit Arts and Culture Audiences	
Total Expenditures	\$3,166,482
Full-Time Equivalent Jobs	90
Resident Household Income	\$1,237,000
Local Government Revenue	\$260,000
State Government Revenue	\$104,000

Event-Related Arts and Culture Audience Spending		
	Residents*	Non-Residents*
Total Attendance	166,260	45,213
Percent	79	21
Per Person Average	\$12.72	\$23.26
Total Spending	\$2,114,827	\$1,051,654

Average Dollars Spent Per Person by Arts Attendees	
Refreshments/Snacks At Event	\$1.48
Meals Before/After Event	\$7.21
Souvenirs and Gifts	\$4.23
Clothing and Accessories	\$0.27
Ground Transportation	\$0.74
Event-Related Child Care	\$0.03
Overnight Lodging (one night only)	\$0.96
Other/Miscellaneous	\$0.05
Total Per Person Spending	\$14.97

For study details, visit www.ci.loveland.co.us.
Source: Americans for the Arts, 2007 (www.AmericansForTheArts.org)

* Residents live inside the county where the event took place.
Non-residents live outside the county.

Loveland: A work of art

Sculpture shapes community's identity

By Susan P. Ison, Loveland Cultural Services Director

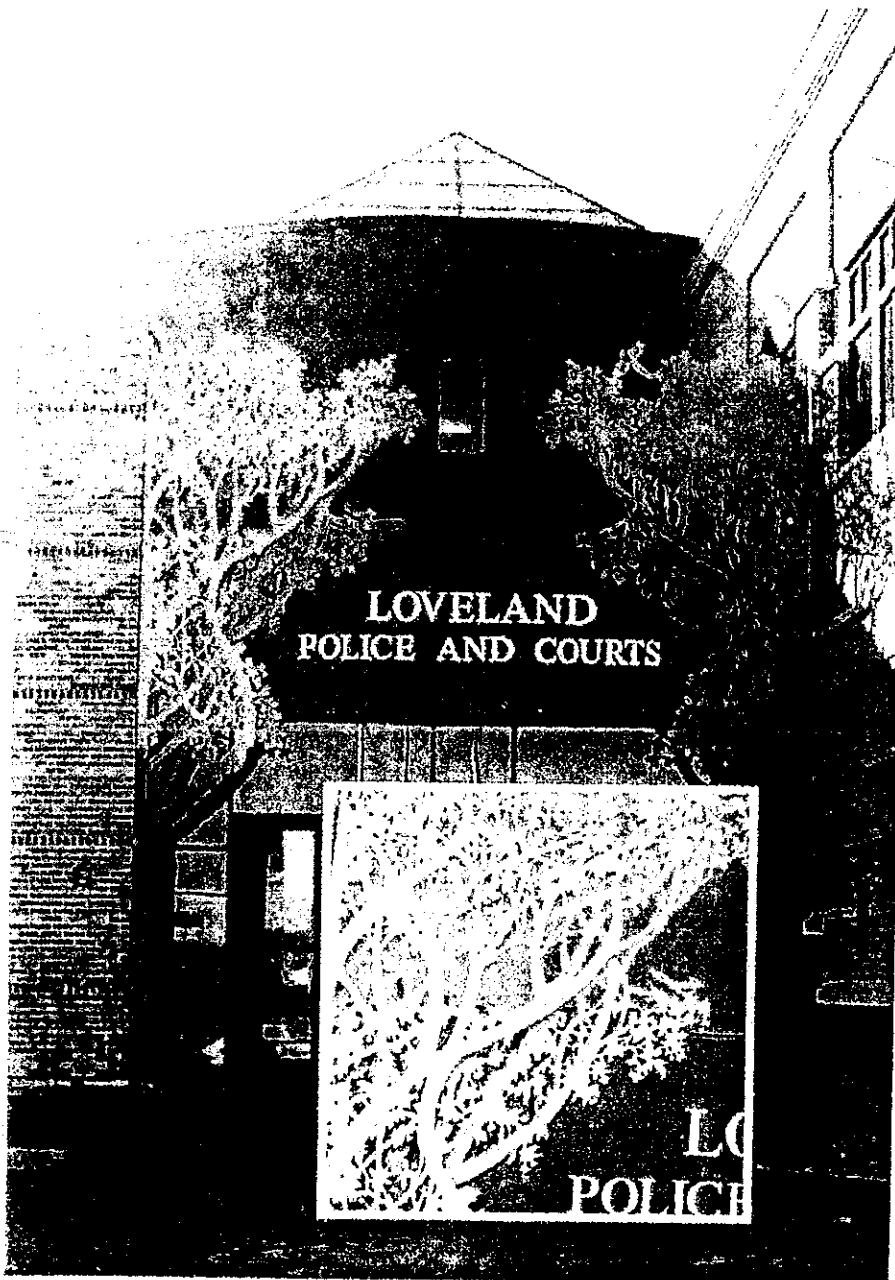
Loveland: A Work of Art. This slogan was developed to convey Loveland's unique identity during a period of dynamic growth in both production and support of the arts in Loveland during the past three decades.

Sculpture shows

It all began a little over 30 years ago, when a new, small business began to change the face of the city of Loveland. The business, Art Castings of Colorado, attracted bronze artists from distant places, creating a thriving, mostly hidden colony of artists. The foundry's excellent reputation continued to attract artists as knowledge spread among their friends and associates.

In January 1984, 13 Loveland residents and five Loveland artists joined together to brainstorm ways to promote the growing art community. It was an eclectic group, composed of people from various walks of life who were interested in the arts. Their goals were to foster art appreciation, to provide a showcase for sculptural art, and to develop community support systems for the arts in Loveland. They became a private nonprofit organization, the Loveland High Plains Arts Council.

LHPAC's first project was an outdoor sculpture show. The five founding sculptors invited their artist friends to participate in the first



"The Mouth of Truth," by Mario Echevarria, is a work of art installed on the new Loveland Police and Courts Building. City of Loveland photos.

show in August of that year. LHPAC would keep a commission and use the-profits to purchase pieces to donate to the City of Loveland.

LHPAC also approached the City Council about designating the 10-acre neighborhood Benson Park as a sculpture park. All pieces purchased in the future by LHPAC would be placed in Benson Park. Council approved the proposal unanimously.

This past summer, LHPAC celebrated the 20th anniversary of the annual Sculpture in the Park show. From 2,000 attendees and sculpture sales of nearly \$50,000 in 1984, the show has grown to more than 20,000 attendees and sculpture sales of around \$1,000,000.

Benson Park is presently graced with 78 pieces, compliments of sculpture show profits. In 1992, a second nonprofit group, the Loveland Sculpture Group, began a second show on the same weekend



"Departure," a bronze by Loveland artist George Lundeen, is permanently installed on the civic center grounds in Loveland. City of Loveland photo.

in August to accommodate the growing number of artists wanting to participate.

Volunteers have been the backbone of both shows. The early grassroots efforts and thousands of hours of volunteer support have been crucial to the success of the shows. Lovelanders, rightly so, feel they have contributed to and own Loveland's public art.

Art in Public Places Program

After the second sculpture show, in 1985, community support was strong for the development of an Art in Public Places program, also frequently known as a 1 percent for the Arts program. In November 1985, Loveland became the first city in Colorado to adopt 1 percent ordinance, which funds the AIPP program. All city capital construction projects are required to set aside 1 percent for the acquisition of public art. The program is implemented by a seven-member council-appointed commission of Loveland residents. Visual Arts Commission members are responsible for Loveland's entire

collection, whether acquired through donation or purchase.

The 1 percent that is set aside for the acquisition of art is frequently, but not always, dedicated to the site that generated it. A recent example is the Police and Court Building. Artist Mario Echevarria worked with VAC members and representatives from the Police Department in the selection of three pieces: stylized metal cherry trees, representing Loveland's agricultural past, which frame the building entrance; a tile mosaic in the lobby; and a group of paintings representing Loveland citizens on the lobby wall. However, funds generated by a new reservoir, which will not be accessible to the public, will be directed toward more public places, such as the bike hike trail and a major bridge through town.

While infrastructure projects and maintenance of the growing collection have been the focus in the past few years, VAC continues to acquire art in a variety of media. Loveland is known for its bronze, but the collection includes three-dimensional works in stone, metal, glass,

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ceramic, stainless steel, as well as two-dimensional works in oil, pastel, watercolor, paper, acrylic, fiber and photography.

Economic impact

Arts in Loveland have become part of our community identity. Sculptors and artists in other media continue to move to Loveland for the camaraderie and inspiration of other artists. While there are numerous anecdotes from newcomers about the role the arts played in bringing them to Loveland and their contributions to the economy, quantifiable information is scant.

That won't be true for much longer. An economic-impact survey has been sent to a recently compiled list of Loveland artists and arts-related businesses. The results will be available some time after Feb. 1.

Loveland: A work of art

- First city in Colorado to pass 1 Percent for the Arts Ordinance
- Present collection includes 235 pieces of artwork
- Current retail value of collection is \$5.3 million
- 74.5 percent of the current retail value of collection was donated
- Home of the largest outdoor sculpture show; second weekend of August

Individuals are invited to contact Susan Ison at the Loveland Museum and Gallery, 970-962-2410, or isons@ci.loveland.co.us for details on the findings.

The lure of the arts can be felt throughout the city. Companies and developers frequently tout the cultural quality of life as one of Loveland's positive assets to potential employees and new homeowners.

Public arts is just one piece of the arts pie. The nationally-accredited Loveland Museum/Gallery features regional, nationally and internationally renowned artists, as well as exhibits highlighting local history. The historic Rialto theater presents local and nationally known performers, movies and a variety of events. Local theater, music and vocal groups also are active. Artist studios

and galleries flourish.

The goals set forth in the first sculpture show catalog produced by Loveland High Plains Arts Council in 1984 are as relevant as ever: foster art appreciation, showcase sculpture and develop community support for the arts. We could never have imagined what bounty the future would bring. Loveland: A Work of Art, a work in progress. ■

CITY OF LOVELAND
INVENTORY OF ATTACHMENTS

Each of the five packets contains:

Nomination Form

Nomination Letter

Loveland, Colorado, "The Art of Living" grey brochure
Original publication date: June 1993, updated quarterly

Benson Sculpture Garden booklet
Original publication date: 2006

Loveland Museum/Gallery & Rialto Theater newsletter
Published three times annually

The 100 Best Art Towns in America, John Villani
Fourth edition, 2006

Arts & Economic Prosperity III: *The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Loveland, Colorado.*
Study results completed in 2007

Sunset Magazine, *Sculpture City: Loveland, Colorado is Crazy About its Art*
August 2003 Issue

Colorado Municipalities, Colorado Municipal League: *The Art and Soul of Economic Development: Loveland: A Work of Art*
February 2004 Issue

Colorado Municipalities, Colorado Municipal League: Public Art: *Public Art Creates community Identity.*
October 2007 Issue

STYLE Magazine: *Art: The Heart of it in Loveland*
Published in 2005

Colorado Homes & Lifestyles
June/July 2007 Issue

One DVD Copy of *Loveland: A Work of Art* submitted with package