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DENVER ARTS & ENTERTAINMENT

Presented by:

**Jan Brennan, Director – Denver Office of
Cultural Affairs**

Kent Rice, Director - Theatres and Arenas

Introducing.....

Denver Arts & Entertainment

(Proposed Name)

Arts – noun

1. the quality, production, expression, or realm, according to aesthetic principles, of what is beautiful, appealing, or of more than ordinary significance.
2. the class of objects subject to aesthetic criteria; works of art collectively, as paintings, sculptures, or drawings
3. the fine arts collectively



En-ter-tain-ment - noun

1. the act of entertaining; agreeable occupation for the mind; diversion; amusement
2. hospitable provision for the needs and wants of guests
3. something affording pleasure, diversion or amusement, esp. a performance of some kind

What is Denver Arts & Entertainment?

Denver Arts & Entertainment is the new agency formed by re-combining the City's *Division of Theatres & Arenas* and the *Denver Office of Cultural Affairs (DOCA)*.

Rationale?

- Furthers core City goals
- Synergizes distinct competencies for improved service and effectiveness
- Provides financial benefits



Core City Goals

- Customer Service
- Enhanced Quality of Life through Arts & Recreational Opportunities
- Increased Administrative Efficiency
- Creative Sector Economic Development & Capacity Building



Synergy through Combined Competencies

- **Competencies and resources in DOCA now available to T&A**
 - National, state and local grant fundraising
 - Creative sector and community arts research
 - Business development and analysis



- Programming expertise
- Public art expertise
- Community event planning
- Communications staff

Synergy through Combined Competencies

➤ **Competencies and resources in T&A now available to DOCA**

- Full-time marketing staff
- Promotional platform, including Denver Theatre District
- Event booking and operations function
- Operations and facilities expertise
- Public Art maintenance support (T&A Facilities)
- Ongoing sponsorship program
- Office space for co-location



Improved Service & Effectiveness

- **Combined competencies will result in**
 - Improved coordination of City's arts and entertainment functions, including administrative oversight of Denver County Cultural Council
 - Single point of contact for arts and entertainment entities
 - Coordinated branding of City's arts and entertainment vision and initiatives
 - Combined administrative, financial and communication functions
 - Combined agency advances the key goal of making Denver *"the Creative Capital of the West"*

Financial Benefits and *Risks*

- T&A currently operates as a special revenue fund with a net positive cash flow for operations. By merging DOCA with T&A, the operating costs of DOCA can be covered by T&A's annual revenue surplus. This will save the General Fund \$1.2m per year.
This assumes there continues to be enough surplus generated in T&A to cover DOCA costs.
- Administration of Public Art 1% Revenues (approximately \$1M annually, drawn from construction budgets) and Maintenance funding transfers to new Department

Timing and Implementation

- **Both appointed directors [Jan Brennan and Kent Rice] favor the initiative and agree on the overall goals and benefits**



- **The steps required to complete the consolidation include:**
 - Acceptance of the plan by City Council
 - Implement an internal and external communication plan
 - Execute office integration plan to combine staff at 1245 Champa location by June 1, 2011