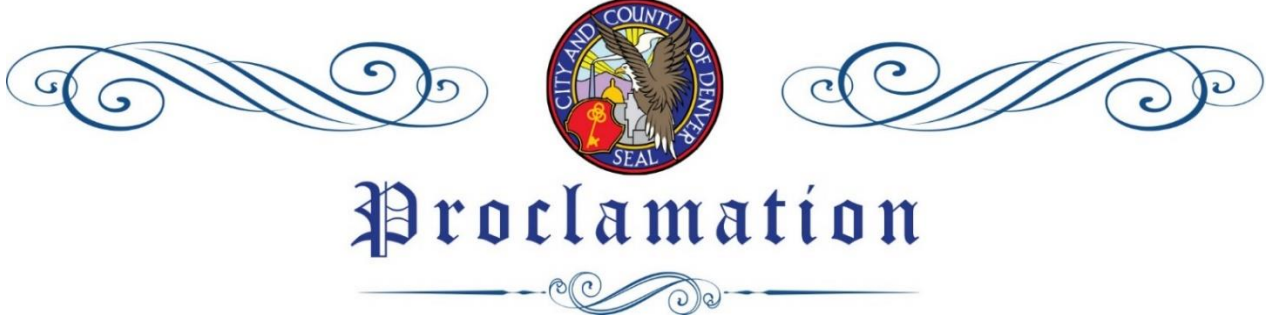


DENVER CITY COUNCIL



Proclamation No. 24-0974

A Proclamation Honoring the Cultural Impact of the Underground Music Showcase: Recognizing the 24th Annual UMS on South Broadway

WHEREAS, the Underground Music Showcase (UMS) actively promotes mental health and wellness, harm reduction, sober alternatives, workforce pipelines for young creatives, professional development for artists, accessibility, and sustainability, demonstrating a comprehensive approach to supporting the community and fostering an inclusive and innovative environment; and

WHEREAS, UMS stands as Denver's longest-running music festival, celebrating its 24th anniversary in 2024; and

WHEREAS, UMS has grown from its humble beginnings into a beloved and integral part of Denver's cultural fabric, showcasing local talent and providing a platform for emerging artists; and

WHEREAS, the festival has consistently brought together a diverse array of musicians, artists, and music enthusiasts, fostering a vibrant and inclusive community; and

WHEREAS, UMS has significantly contributed to the local economy, attracting visitors from across the country and boosting local businesses, particularly in the South Broadway area; and

WHEREAS, the festival's commitment to highlighting Denver's rich musical heritage and promoting artistic innovation has made it a cornerstone of the city's arts and culture scene; and

WHEREAS, UMS has demonstrated resilience and adaptability, continuing to thrive and bring joy to the community despite various challenges over the years; and

WHEREAS, the success of UMS is a testament to the dedication and hard work of its organizers, volunteers, artists, and supporters, who have all played a vital role in its ongoing legacy; and

WHEREAS, UMS has formed a meaningful partnership with Youth on Record, a Denver-based nonprofit organization that empowers underserved youth through music education and community programs, ensuring that the festival not only entertains but also gives back to the community and supports future generations of musicians; and

WHEREAS, in 2023, UMS generated a significant economic impact, contributing millions of dollars to the local economy, creating hundreds of jobs, and promoting over 200 local and national bands, reinforcing Denver's reputation as a hub for music and the arts.

NOW THEREFORE, BE IT PROCLAIMED BY THE COUNCIL OF THE CITY AND COUNTY OF DENVER:

Section 1. That the Council of the City and County of Denver does hereby proclaim our deepest appreciation and recognition of the Underground Music Showcase for its outstanding contributions to the cultural and economic vitality of our city. We celebrate its 24 years of success and look forward to many more years of incredible music, community engagement, and artistic expression. The Council extends its heartfelt congratulations to the Underground Music Showcase, its organizers, and participants for their unwavering commitment to enriching our community through music and the arts.

Section 2. That the Clerk of the City and County of Denver shall affix the seal of the City and County of Denver to this proclamation and transmit copies to Jami Duffy and Casey Berry, as a token of our deep appreciation and gratitude.

PASSED BY THE COUNCIL July 22, 2024

PRESIDENT

