



AGENCY OVERVIEW + 2024 PREVIEW



Our Mission

Denver Arts & Venues enriches Denver's quality of life and economic vitality through the advancement of arts, culture and entertainment opportunities for all.

Our Commitment to EDI

Denver Arts & Venues is deeply committed to an equity, diversity and inclusion (EDI) practice that closes access gaps in arts and culture with urgency and accountability. We believe long term impact requires changing traditional processes, creating new systems, and developing authentic relationships and transformative work. Our work stands at the intersection of arts, culture and community.



WHO WE ARE

DAV is the city's arts and culture agency. We are responsible for operating some of the region's most renowned facilities, including Red Rocks Amphitheatre, Denver Performing Arts Complex, Colorado Convention Center and more, and oversee the Denver Public Art Collection.

Funds generated by the agency are put back into the community through grants for artists and arts organizations, free or low-cost community cultural events like Five Points Jazz Festival, art in public spaces, venue maintenance and improvement and arts education.

Every good time at one of our venues enriches Denver through arts and culture and helps Denver's cultural community thrive – for good!



A SOCIAL-CULTURAL ENTERPRISE

A social enterprise uses commerce as a tool to maximize impact and long-term viability for the social good. The successful business model behind a cultural enterprise results in greater impact and reach on arts and culture.

DAV is a social-cultural enterprise, operating a business model that raises revenue through operation of Denver's iconic venues and then invests that revenue on venue maintenance, arts programs, community grants and free cultural amenities for Denver's residents.



OUR VENUES

DAV host millions of guests annually across our 1000+ events and throughout our public spaces.

We strive to create a welcoming, inclusive, safe and accessible environment for everyone.

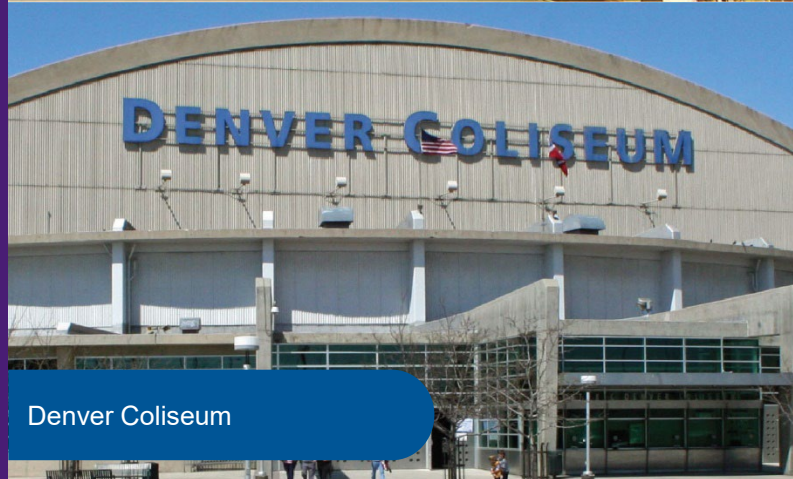
We invest in our infrastructure, preserve the legacy of our venues and implement strategies to minimize our footprint.



Denver Performing Arts Complex



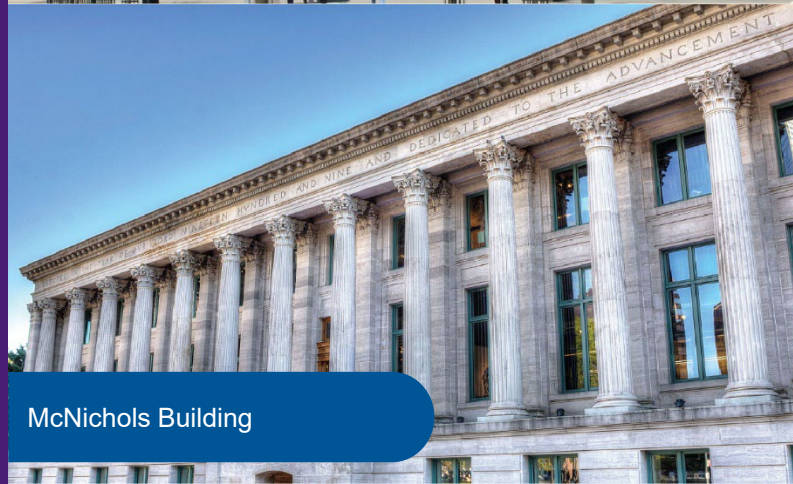
Colorado Convention Center



Denver Coliseum



Loretto Heights



McNichols Building



Red Rocks Amphitheatre

VENUES: EVENTS BY THE NUMBERS

	EVENTS	ATTENDANCE
ARTS COMPLEX	497	784,618
DENVER COLISEUM	73	294,646
MCNICHOLS BUILDING	123	30,487
RED ROCKS AMPHITHEATRE	228	1,546,135
CULTURAL PROGRAMS	162	12,894

TOTAL EVENTS

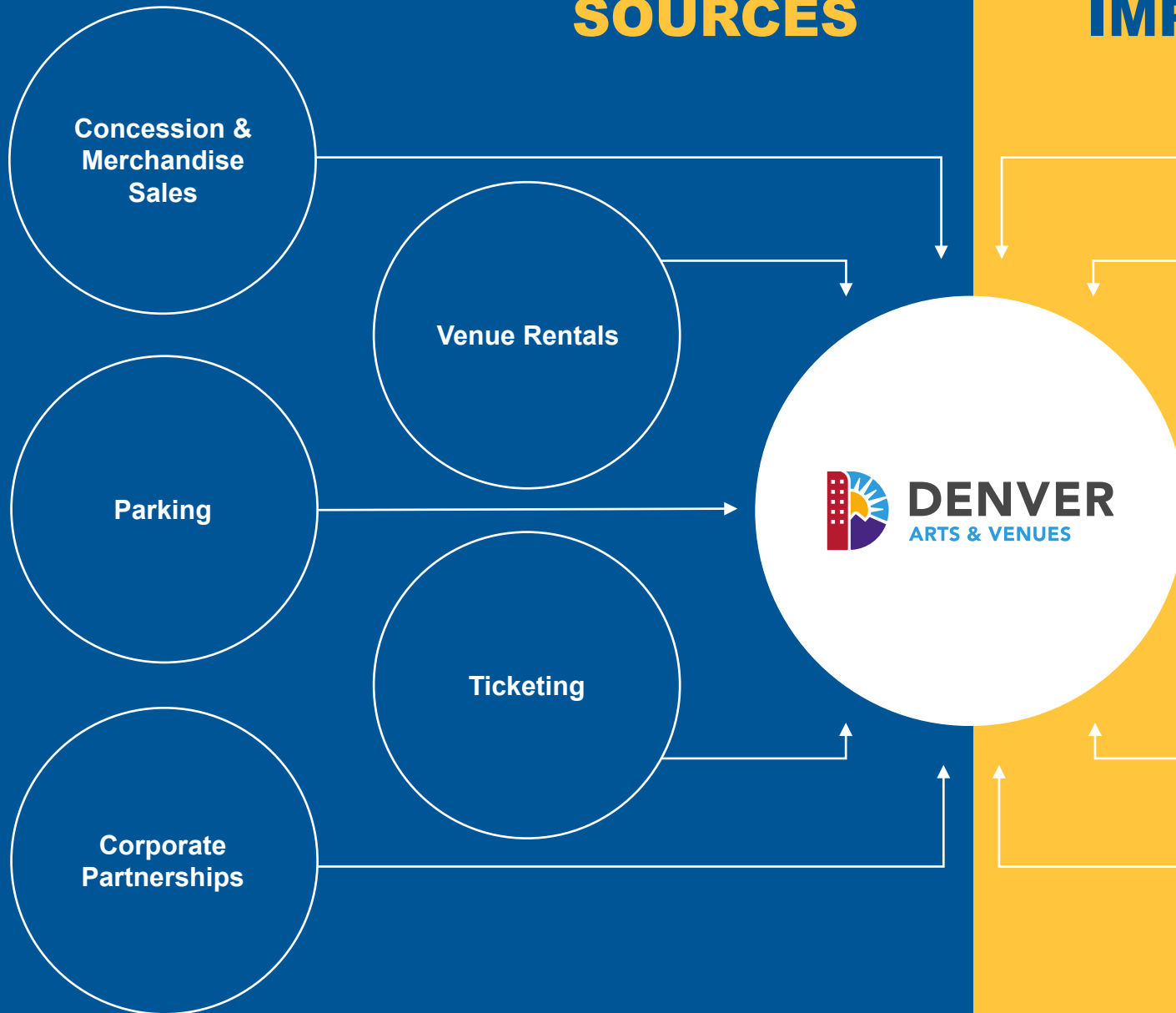
1,083

TOTAL ATTENDEES

2.7M

*2022 Data

REVENUE SOURCES



INVESTMENT + IMPACT



OUR IMPACT

*2022 Data

2.7M
Attendees



1,083
Events

\$88M
Revenue



\$3M
Total Grant &
Program Support

350
Artists and Art Organizations
Receiving Funding - Focused on
Historically Marginalized Communities



250K
Residents impacted annually through
DAV Cultural Programs

Grant and program support total includes redistribution of ARPA funding through Denver Arts & Venues Recovery Fund and the Venue Reactivation Fund, Denver Arts & Venues contributions to Arts in Society and Denver Economic Development and Opportunity Neighborhood Activation Fund, as well as Denver Arts & Venues-managed grant programs, and event and program support. Attendees and event count excludes the Colorado Convention Center.

2024

CULTURAL PREVIEW



DYNAMIC DOWNTOWN DENVER GRANT

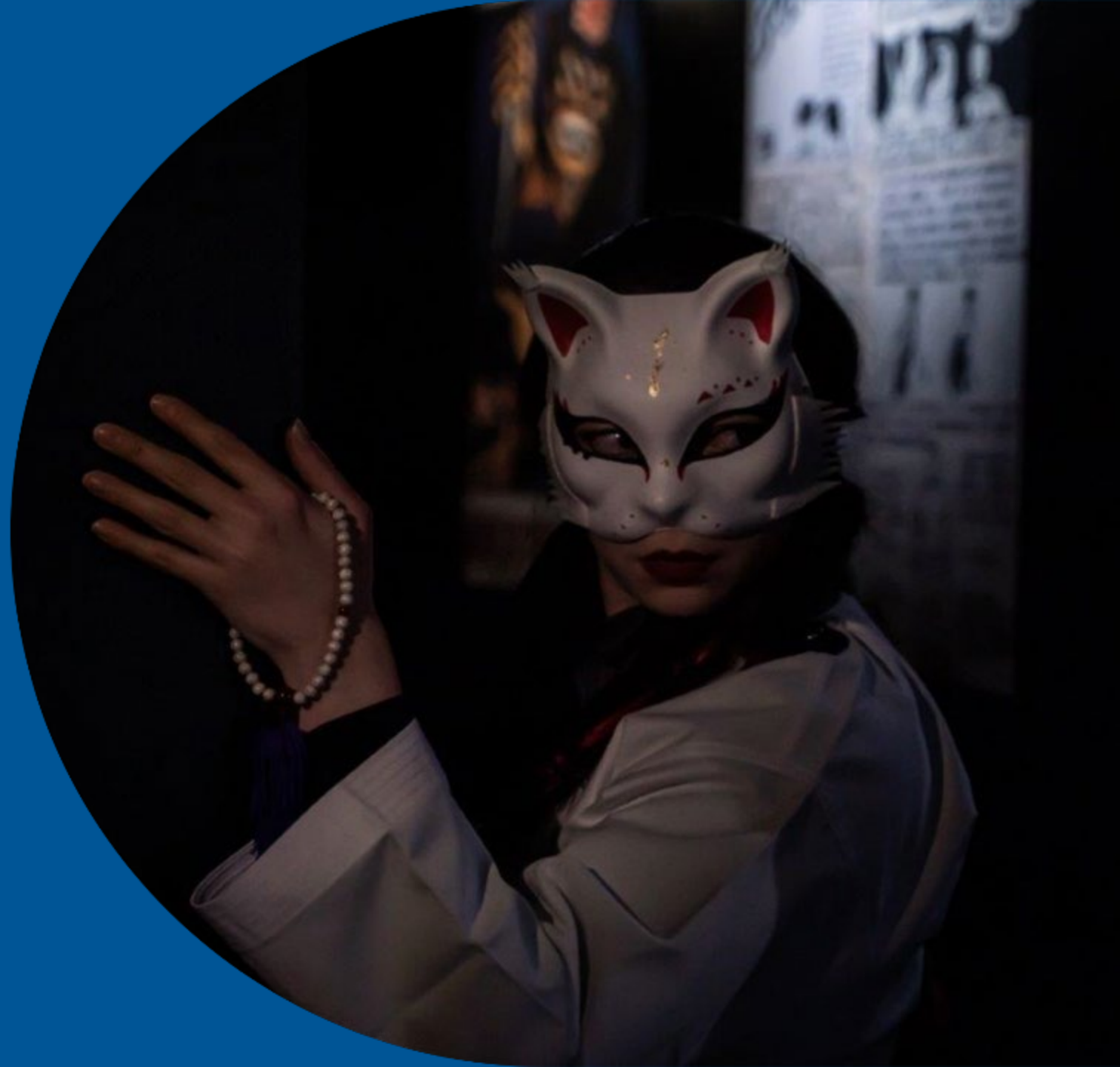
- Funded by DAV and administered by Downtown Denver Partnership.
- Free downtown Denver events and activations that celebrate the vibrancy, history, and future of our city, through music, art, culture and more.
- Grant amounts will range from \$500-\$25,000



EDI ARTS & CULTURE FUND

Partnership with Human Rights & Community Partnerships (HRCP) commissions to support individuals, organizations or community-driven projects that elevate these communities

- 11 HRCP Commissions
- Participatory grant-making model
- One \$10,000 grant or two \$5,000 grants per commission
- Open March 1 - August 1



DAV ARTS & CULTURE FUND

In partnership with the National Endowment for the Arts

- Grants up to \$15,000
- New or expanded projects with an arts & culture focus
- Applications open late March 2024

NATIONAL
ENDOWMENT
for the **ARTS**
 arts.gov



P.S. YOU ARE HERE

P.S. You Are Here (PSYAH) supports neighborhood-based, community-led projects in outdoor public spaces.

These temporary projects integrate the arts, build civic engagement, honor heritage, beautify neighborhoods and enrich communities.

Since 2014, we've provided more than \$600K to support 71 projects across Denver.

- \$70,000 in funding is allocated for 2024
- Applications open in early September 2024



URBAN ARTS FUND: ENGAGE



Offshoot of Urban Arts Fund mural program that focuses more intentionally on art for community building, healing, cultural awareness and positive social change. Connecting artists together with the communities that will be experiencing the murals in their daily lives.

Mexican Consulate and Auraria Campus | Denver's Historic Chinatown

ARTS IN SOCIETY

Collaborative grant-making program supporting the integration of arts and culture into multiple disciplines critical to the health and well-being of Coloradans.

Administered by RedLine and funded by a cohort of Colorado foundations

- July 2024 – applications open
- Grants up to \$35,000



EQUITY IN ARTS LEARNING

- Increase access to arts education for historically marginalized youth
- Grants of \$10,000-\$25,000
- Youth 4-21
- Support for projects that bring professional artists and culture bearers into educational settings



DENVER PUBLIC ART

More than 440 pieces of art can be found in all corners of the city with 80+ projects in progress and budgets totaling more than \$25.3M.

Over \$45M invested in the collection, along with historic and donated works of art, providing opportunity for Denver residents to experience art in public places.





SIGNATURE EVENTS

All year long, DAV presents free and low-cost programming for residents and visitors to enjoy, elevating the cultural experience, not only inside our venues, but throughout the community.

- Open to the public and often free or with a low-cost ticket
- Films, yoga and wellness, immersive theatre, storytelling, singing, dancing, art, fashion and more
- Highlight local talent and collaborate with local businesses and organizations

[Artsandvenues.com/events](https://artsandvenues.com/events)



MAYOR'S AWARDS FOR EXCELLENCE IN ARTS & CULTURE

The award program annually recognizes artists and arts organizations that have significantly impacted Denver's Cultural Landscape. All Honorees are invited to a luncheon with the Mayor, Commissioners and staff, and winners receive a financial stipend, a video highlighting their achievements and commemorative artwork.

Nominations and Applications Open: May 2024

Honorees Selected: August 2024

Awards Ceremony: December 2024

FIVE POINTS JAZZ FESTIVAL

Annual festival in the historic Five Points Neighborhood celebrating Denver's legacy in jazz music. Residents and visitors groove to the music while exploring a culturally diverse collection of food, shopping and entertainment.

Saturday, June 8
Welton Street between 25th and 29th

- 4 Outdoor Stages
- Music from Noon – 8 p.m.
- Food & Arts Vendors
- Family Friendly
- Free!





ART DROP DAY

First Tuesday in September – 9/3/2024

- Create and drop art wherever you are in the world
- 6K members in the Art Drop Denver Facebook group
- 500+ posts in the Facebook Art Drop Denver group
- High engagement with community



CITY COUNCIL PARTNERSHIPS

- \$2,500 for each Council District
- At-large Councilmembers also receive grant funding
- Grant to individual artist or arts organization in your district



CREATIVE SECTOR LEADERSHIP

As the City's arts and cultural agency, we have a responsibility to support the creative community in metro Denver and throughout Colorado. We partner with agencies, non-profits and cultural funders to facilitate a collective path forward with more access and opportunity for artists and arts organizations to thrive.

- Local, Regional & National
- Advocacy
- Cultural Policy
- Education
- Research & Strategy
- Arts Philanthropy





UPDATE TO DENVER'S CULTURAL PLAN

How can we reframe the cultural plan to support us now and into the future?

- Refresh of Denver's Cultural Plan built with qualitative data using interviews with creative sector and quantitative data from public survey results
- Public Survey Data captures residents' sentiments about arts and culture in Denver – 2024, Comparison from 2013, 2017, 2020 and 2024



LEARN MORE

ArtsAndVenues.com



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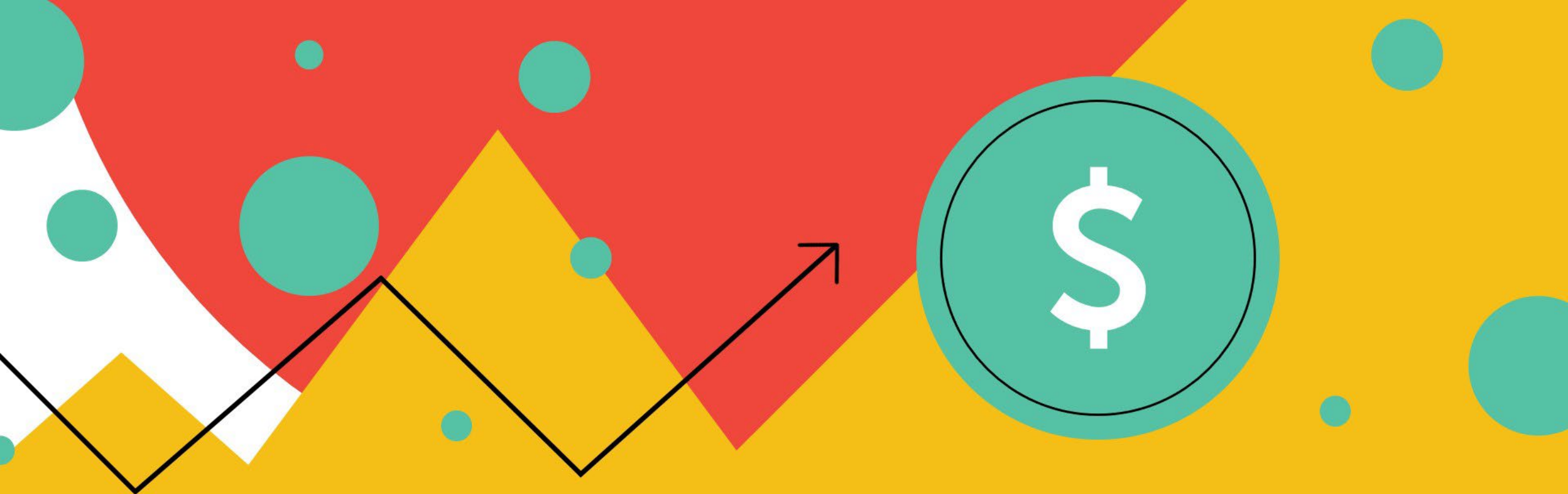
THANK YOU





Economic Activity Study of Metro Denver Culture

Presented by **us bank**



\$2.6 Billion Total Economic Activity



72% increase over 2020



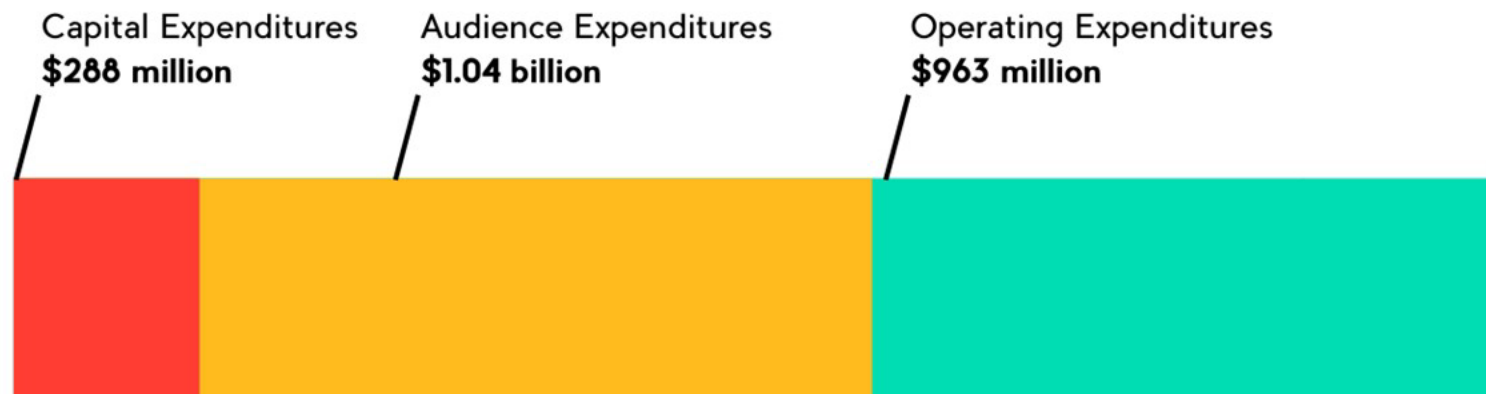
13.6% increase over 2019



Economic Activity Study of Metro Denver Culture

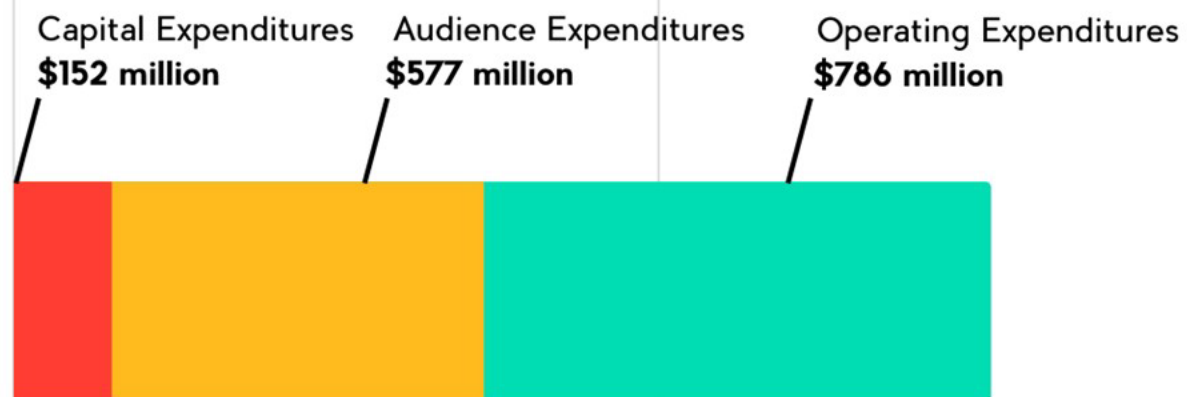
2019

**Total Economic Activity
\$2.2 Billion**



2020

**Total Economic Activity
\$1.5 Billion**



2022

**Total Economic Activity
\$2.6 Billion**



Economic Impact of Federal Funding

\$81 Million

⊕ 448.3% increase over 2020 ⊕ 2,754.2% increase over 2019



Economic Activity Study of Metro Denver Culture

Economic Impact of Cultural Tourism

\$654 Million

+ 143.5% increase over 2020 **+** 15% increase over 2019



Economic Activity Study of Metro Denver Culture




Employment of **13,551 people**

 *39.9% increase over 2020*

 *1.2% increase over 2019*



Personnel Expense **\$246 Million**

 *23.2% increase over 2020*

 *15.3% increase over 2019*



In-person attendance of
12.9 Million
people

+ 65% increase over 2020

- 15.6% decrease over 2019



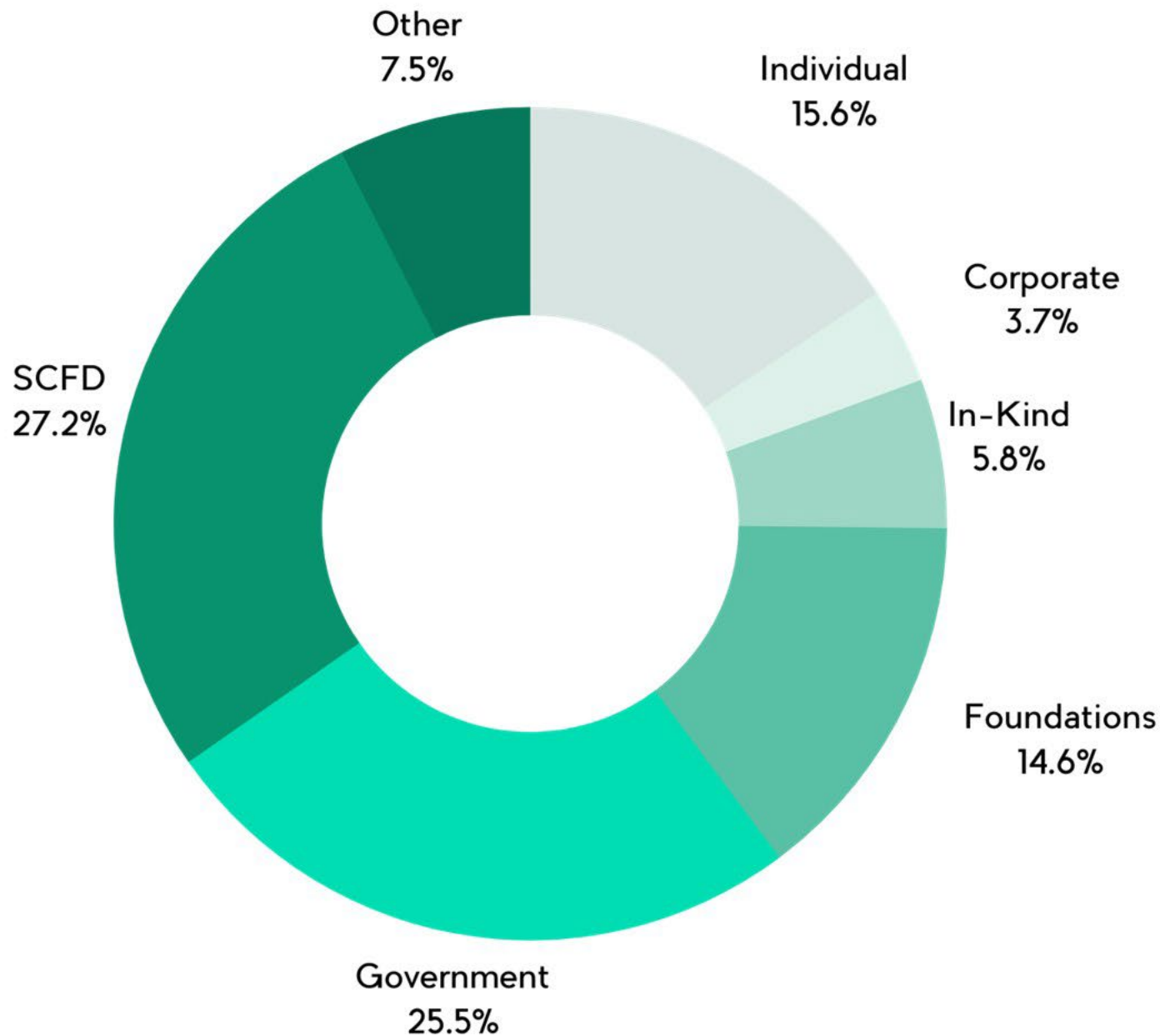
Education Outreach

3.8 Million

students

+ 65.6% increase over 2020

- 15.6% decrease over 2019



**Total Contributions to
Metro Denver Arts,
Scientific & Cultural
Organizations
\$294 Million**



Learn more at cbca.org/economic-activity-study

THANK YOU TO OUR SPONSORS



east west partners



CBCA