



State of the

Arts

GRAND JUNCTION COMMISSION ON ARTS & CULTURE

January 2003

2002 Annual Report

*Established in 1990,
the Commission on
Arts and Culture is
dedicated to developing
and improving the
quality, quantity,
accessibility and
affordability of arts
and culture for the
citizens of Grand
Junction.*

State of the Arts

Grand Junction
Commission
on Arts and Culture
1340 Gunnison Avenue
Grand Junction, CO
81501
Phone: (970) 254-3865
Fax: (970) 242-1637

E-mail: allisons@ci.grandjct.co.us

COMMISSION MEMBERS:

*Bill Whaley, Chair
Pamela Blythe, V-P
Jack Delmore
LeRoy Donegan
Doug Clary
Karen Kiefer
Priscilla Mangnall
Joan Meyers
Janet Prell
Allison Sarmo, Cultural
Arts Coordinator*

Economic Impact Study Finds Cultural Nonprofits' Expenditures up 69%

Following extensive data gathering, the Arts Commission released the results of the *Economic Impact of the Arts in the Grand Valley* report in December, 2002. The survey discovered an amazing 69% increase in total expenditures for all nonprofit arts and cultural groups between 1996 and 2000. The survey shows that nonprofit arts and cultural organizations have a direct \$6.7 million annual impact on the local economy, meaning that out of total expenditures of \$7.7 million in 2000, \$6.7 million was spent in Mesa County.

Financial figures were all up significantly from fiscal year 1996, the last time this survey was conducted. Total revenues for the Grand Junction area's 64 cultural

groups (including the Mesa County Public Library District, Mesa State College's Art, Dance, Music, and Theatre Departments, Grand Junction Musical Arts Association, Museum of Western Colorado, Art Center, Western Colorado Botanical Gardens, etc.) increased 42%, from \$4.7 million to \$6.7 million.

The number of full-time-equivalent employees increased 20%, from 107 to 128. Total sales taxes collected by the cultural groups increased 23%, from \$19,672 to \$24,107.

Expenditures outpaced revenues during 2000 because of capital construction projects funded with reserved money-- primarily the Museum of Western Colorado's almost \$1 million remodel of the new museum in 2000. The remarkable 69% increase in total expenditures from 1996 to 2000 is attributable to overall growth in most local organizations, particularly the public library, plus several major relatively new organizations such as the Botanic Gardens, KAFM public radio, KRMJ public television, Performing Arts Conservatory, and the Celtic Festival.

The report found that 256,031 people attended 747 arts and cultural events and activities during 2000. While financial figures jumped, the number of activities increased just 7% since 1996. Annual attendance figures actually decreased 26%, one reason for this being that the most

visited cultural facility, Dinosaur Journey in Fruita, was closed for a major part of 2000.

Cultural activities attracted an estimated 53,000 people from outside the county, mainly at Dinosaur Journey.

The seventh edition of *The Sourcebook: A Directory of Grand Junction Area Artists and Arts Organizations* was compiled and printed. This directory is a popular promotional tool which supports local artists and arts organizations. Commission member Doug Clary designed the first full-color cover for the book. Almost 1000 copies of the book were distributed by year's end.

The Commission hosted a reception in February for Don Meyers, winner of the **2002 Governor's Awards for Excellence in the Arts**. The Commission nominated Don for his impact in the local art community, as head of the Mesa State College Art Dept., and a tireless community volunteer for many art endeavors. In March the Coordinator and Commission members Karen Kiefer, Priscilla Mangnall, and Joan Meyers accompanied Don to Denver for the award presentation.

The Arts Expo & Cultural Tour was on hiatus in 2002. The Commission produced the Expo for the last four years as a way to promote all area arts and cultural organizations, activities, and artists in a single event. An abundance of other cultural activities this year, however, led the Commission to decide that this type of concentrated showcase may no longer be needed.



Commission Programming

In 2002 the Arts Commission undertook the following on-going projects:

- Implementation of the Grand Junction Strategic Cultural Plan recommendations,
- Financial support for arts and cultural events, programs, and projects,
- Administration of the City's 1% for the Arts Program to acquire artwork for certain capital projects,

"Red Flower" by Diana Robertson Woods exhibited in 2002, now in permanent collection

The rotating art exhibits at City Hall continued to increase in popularity, with numerous reports of people stopping by the building just to view the artwork. The exhibits showcased a wide range of local talent, culminating with a display of art by City employees.

Support for Cultural Groups~Activities Involve Youth in Arts

Children's programs were the major beneficiary of Commission grant-making in 2002, with 40% of the total \$29,200 which the Commission donated to arts and cultural projects going to activities aimed at students in grades K-12. Through a competitive grant process \$29,200 was contributed to 21 organizations--\$26,000 in City funds and \$3,200 from the Colorado Council on the Arts. Arts activities benefiting youth and children were:

- David Taylor Dance Theatre (from Denver) school & public performances
 - Mesa County Community Concert school performance
 - Mesa County Valley School District #51 Art Heritage program
 - Mesa County Public Library school & public puppeteer performances
 - Mesa State Art Educators' Conference for teachers
 - Mesa State College High School Dance Workshop
 - Museum of Outdoor Arts school sculpture project at New Emerson
 - Western Colorado Chorale tickets
- Festivals received 18% of the grant funding, including:
- Art & Jazz Festival and booth underwriting for local artists
 - St. Andrews Renaissance Faire

• Publication of *The Sourcebook: A Directory of Grand Junction Area Artists and Arts Organizations*,

• Publication of the bi-monthly Community Cultural Events Calendar,

- Annual Business in the Arts Awards,
- Art exhibits at City Hall,
- Slide presentations about arts activities

• VSA Arts-GJ Arts Festival for those with disabilities

• Cross Orchards' Apple Jubilee Performing arts also received 18% of the funding, including:

- Bookcliff Barbershop Chorus nursing home tour
- Grand Jct. Symphony concert
- Performing Arts Conservatory
- Schumann Singers concert
- Western Colorado Botanic Gardens amphitheater

Another 14% of the funds supported media promotions:

• KAFM Public Radio's "Arts & Entertainment Calendar"

• KRMJ-TV's "Western Bounty"

Ten percent supported visual arts:

- Art Center art exhibits
- Grand Valley Blacksmith Guild

Public Art Beautifies Grand Junction

In addition to curating rotating art exhibits at City Hall, the Commission completed two 1% for the Arts projects. The 1% for the Arts program acquires artwork in conjunction with certain City capital improvement projects, and in November the Commission worked with the Engineering Department to select three paintings for the newly remodeled Engineering Lab Building. Local landscapes by two Grand Junction artists were approved and purchased and are now displayed in the reception area of the building.



"Monument Trail" by Daniel Loge, Engineering Lab

A new sculpture and fountain was installed in the plaza of Two Rivers Convention Center the end of April by Colorado Springs artist Ivan Kosta.

Public art projects for 2003 are being planned, including tile artwork for the plaza area in front of the new Riverside Park restrooms and sculpture for the next phase of construction at Canyon View Park. Canyon View's proximity to I-70 offers a chance to place a large art piece which would make a memorable statement about Grand Junction, although the Commission has also considered smaller bronzes similar to the two statues of playing children already in the park.

The Commission also discussed monumental works of art for the City's gateways. Art as a unique, identifying Grand Junction feature, and beautification of public spaces, remains a long-term Commission goal.

GJ Business in the Arts

At the annual Chamber of Commerce banquet January 31, 2003 the Arts Commission will honor Old Chicago Restaurant (Corporate Business category) and the Neon Factory (Small Business category) as the 2002 Business in the Arts Award winners. The Commission and the Chamber teamed up to select and present the awards to businesses which make significant contributions to arts and cultural organizations or artists.

Old Chicago Restaurant was nominated by Mesa State College Theatre Dept. for donating five years of play ticket printing. The Neon Factory, owned and operated by Paul Cruz, was nominated by no less than six individuals and organizations, including Mesa State College Art

Current trends: Public art is a growth industry across the country

as more and more cities use artwork to create impressive and inspiring public spaces. Information about the City's 1% for the Arts program and the Art on the Corner exhibit continues to be requested from numerous towns and cities around Colorado and the nation. Art on the Corner in particular receives extensive recognition from visitors

Dept., Mesa County Partners, W. C. Math & Science Center, Lawrence Kaufman, and Bruce Manchee.

Paintings by local artists Charles Morris and Jan Rickman will be given to the businesses as their awards.

Other worthy businesses also nominated were Grand Valley Magazine and publisher Dick Berg, Blythe Design + Co. and owners Pamela and Roy Blythe, and Frame Works & Gallery and owners Michael Gibbs and Shar Broadstreet.



"Cold Shivers Point" by Charles Morris
2002 Business in the Arts Award

Community Partnerships

The Cultural Arts Coordinator's role and responsibilities as a member of the **Art on the Corner Committee** greatly expanded in preparation for the 2002 sculpture change, due to the resignation of both the AOTC chairman and the DDA Executive Director. The Coordinator, along with

and City and downtown planners since it was the first outdoor sculpture exhibit of its kind in the state. AOTC has really put Grand Junction "on the map", and is one of the City's most popular cultural attractions.

The Coordinator attended the Americans for the Arts Public Art Network national conference in Nashville in June, an excellent source of information and contacts.

two other Committee members, took over placement decisions for the 30 new sculptures, spent extensive time making arrangements with sculptors prior to installation, and helped organize work crews. Commission members Pamela Blythe, Doug Clary, and Karen Kiefer also volunteered their time to help with the May 18 sculpture change.

Regular meetings of the major local arts and cultural groups (all those with paid staff), which the Commission began hosting several years ago on a quarterly basis, became an every other month occurrence in 2001, and are now done monthly as of mid-2002. The meetings give arts organizations the opportunity to discuss up-coming plans, fundraising, and events with each other, and facilitate cooperation and collaboration. The meetings have provided a forum for discussions ranging from the establishment of a scientific and cultural funding district in Mesa County to cultural facility needs and the proposed cultural complex at Los Colonias Park.

The Commission is also working with **Marillac Clinic** to obtain donated artwork from local artists to decorate the clinic's large new addition.

Regional Consultations

The Coordinator did numerous consultancies in Western Colorado as one of a dozen members of the **Colorado Council on the Arts Peer Assistance Network**. Assistance was given to plan public art projects in Vail and Pagosa Springs and to the Bookcliff Council on the Arts in Rifle.

The Coordinator facilitated board retreats for the W. C. Botanic Garden and the Rifle Rendezvous Committee.

Currently the Coordinator is working through CCA's PAN program to help expand public art exhibits in Delta and Carbondale.

GJ Arts Represented on Statewide Boards

Commission member Karen Kiefer continues to serve as secretary of the **Colorado Arts Consortium** board, a statewide association of local art councils and commissions. Kiefer hosted an area workshop and board meeting in Grand Junction in June and attended the state conference.

Commission member Joan Meyers serves on the board of the **Colorado Alliance for Arts Education**, an advocacy group promoting arts education in the schools. The Coordinator and Commission members Priscilla Mangnall and Joan Meyers also met with Mesa County School District #51 art teachers to offer information and resource materials about arts and culture. The Commission hosted three meetings in the spring to help organize a local **Arts Advocacy Committee**, as recommended in the *Grand Junction Strategic Cultural Plan*.

(Also of note, community member Peggy Foster continues to represent the Grand Junction area on the board of the **Colorado Council on the Arts**, a state agency.)

State of the Arts in the Grand Valley

News from Other Arts & Cultural Organizations

Art Center

The Western Colorado Center for the Arts welcomed a new executive director, Steven Bradley, in October, who relocated here from the Davenport (Iowa) Museum of Art. In September the Center expanded their art classes with the hiring of Artist-in-Residence Sara Alyn Oakley. Oakley heads the new Red Door Studio area for two-dimensional artwork which took over the space formerly occupied by the Performing Arts Conservatory theater program.

The Center continued to concentrate on the vast array of outstanding local talent in Western Colorado. The 2002 exhibit schedule featured the ever expanding number of renowned area artists,

as well as the second annual display of paintings from private collectors, "Contemporary Colorado", and other artwork.

The Center's board investigated options for possible relocation of the facility but has decided that the facility should remain in its present location for the foreseeable future. The 50 year anniversary of the organization's incorporation falls in 2003, and numerous celebratory events are planned. Other goals include increasing the endowment fund, capital improvements, and more program expansion. The Center's membership remains stable and is currently 856.

Grand Junction Musical Arts Association

The GJ Symphony is celebrating its 25th season during 2002-2003. Season highlights include the annual free concert in Lincoln Park, a Silver Gala evening of dining and dancing at Two Rivers Convention Center, six classics concerts, three Children's Concerts, and two Jazz Pops concerts. Symphony season ticket holders have increased to 1,236, and many concerts at the Grand Junction High School Auditorium, which seats 1529 people, are sold out.

In 2003 the Symphony will continue its Springfest Program—during 2002 small groups of Symphony musicians presented 186 performances to over 11,000 students in 24 elementary schools. The Symphony is also hoping to purchase a newer piano in 2003 for use during the next 25 years of performances. Other plans include investigating possible improvements—acoustics, lobby, seating, stage, backstage—to the Grand Junction High School Auditorium.

KAFM Grand Valley Public Radio

In 2002 KAFM radio station closed on the purchase of their new building at 1310 Ute Avenue which they moved into the end of 2001. The station hosted its first live concert in the building's intimate auditorium. According to Station Manager Peter Trosclair, KAFM completed two of its best fund drives ever last year and is continuing to expand its broadcast schedule into the midnight to 6am time slot. The station hopes to be broadcasting 24 hours daily before the end of this year.

Other 2003 plans include a capital campaign for renovations to the building and purchase of the house next door. The station particularly wants to remodel the auditorium and begin a regular series of concerts and events. They plan to do at least six concerts this year. KAFM has about 1000 members and all of its on air programming is done by its many volunteers.

Museum of Western Colorado

The Museum welcomed a new—and at the same time an old—executive director, Mike Perry, in January, 2003. Curator of History David Bailey continued to be in the news proving that Alferd Packer was innocent of murdering several of his traveling companions, and Bailey's book on the subject will soon be published.

In September the Museum and the Mesa County Historical Society launched an excellent and instructive new website, www.gjhistory.org. The site features photographs and information about local history, people, and places. The Museum continued to offer numerous classes, lectures, dinosaur digs, genealogy and history trips, and the annual Reenactors' Days event for school children. A major exhibit last year featured "Vintage Cars of the Pacific Slope." The Museum's membership is down slightly to 931.

Performing Arts Conservatory

In 2002 PAC moved out of the Art Center, its home since it began in 1995, and into White Hall, and is currently considering purchasing that building. PAC continues to offer an excellent season of live theater performances, music theater classes, and their January school tour of an original curriculum-based play.

Saturday Cinema at the Avalon

This series of foreign and independent films had a very successful second year, becoming an every month event, with underwriters for every film. In October, 2002 the group produced the first annual RimRock Documentary Film Festival, showing three acclaimed documentaries to over 1,000 attendees.

Saturday Cinema has 465 season ticket holders plus a couple hundred at-the-door admissions for each feature film. According to

Executive Director Diana Robertson Woods, the 2003 schedule is expanding to add short films before each feature.

Western Colorado Botanical Gardens

The Botanical Gardens celebrated five years in operation in November, 2002 with a birthday celebration, art show and sale. Other major events during the year included the 4th annual Celebrity Birdhouse Extravaganza fundraiser, the 11th annual Garden Tour in June, the yearly Bloomin' Deals Sale in May, and the 1st annual Easter Egg Hunt in March. The Gardens hosts numerous children's programs and workshops throughout the year, is the venue for many meetings of other horticultural groups, and was the site of the 25th annual Renaissance Faire.

The Botanical Gardens' 2003 capital campaign has just begun, kick-off by a \$25,000 donation from the City of Grand Junction. Both the Children's Secret Garden and the Elizabeth Harris Amphitheater will be finished as well as the Colorado Native Garden Environmental Education Center. According to Executive Director Lorna Naegele, plans are to complete five more outdoor garden areas by 2006. Membership to the Botanic Garden declined somewhat in 2002 to about 750.