Boulder Arts Commission Retreat Agenda
October 19, 2022  6:00 P.M.
Special Meeting and Retreat
The Spark, 4847 Pearl Street Suite B4

SPECIAL MEETING:

1. CALL TO ORDER
   Approval of Agenda

2. MATTERS FROM COMMISSIONERS  (20 min)
   A. Arts Commission Position on Discriminatory Harassment of Artists – Maria and Caroline

3. ADJOURNMENT

RETREAT:

1. Reintroductions (15 min)

2. Arts Commission Mission Statement (15 min)

3. Dinner And Staff Presentation (20 min)
   What questions do you have about the Community Cultural Plan and the 2023 Work Plan?
   State of the Arts in Boulder

4. Facilitated Exercise (70 min)
   We will be joined by Tonya Quinn of Kindness Empire to talk about the future of the arts in Boulder and your work as Commissioners.

5. Looking Ahead (15 min)
   What topics should be on the agenda for discussion at future meetings of the Arts Commission?
   What projects do you want to take on as a group?

6. 2023 Commission Priorities (20 min)

7. Appreciations (5 min)
1. The Boulder Arts Commission has cancelled their regular meeting scheduled for October 19, 2022. It will be replaced by a special meeting and retreat to take place on October 19, 2022 from 6:00 – 9:00 PM. Please note:

> The meeting will take place in person at The Spark, 4847 Pearl Street Suite B4.

> Members of the Arts Commission and staff will attend in person.

> All regular commission business including approval of minutes, public comment, and certain action items have been rescheduled for the November 2022 meeting.

> Members of the public may observe the meeting either in person or by watching the live video. To join the video conference, members of the community must make a request by email to rsvp@bouldercolorado.gov by Wednesday, October 19 at 12:00 P.M.

> Though there is no public comment scheduled for this special meeting and retreat, the Arts Commission values your feedback. It is suggested that any comments be submitted to the Arts Commission by email. Or, please plan on participating in public comment at the November 2022 meeting.

2. Notes on the Retreat Agenda

> 2, Arts Commission Mission Statement – For discussion, below is the Mission of the Boulder Arts Commission:

   The Boulder Arts Commission believes arts and culture are the foundation for a diverse, inclusive, equitable, and accessible community. We work collaboratively with city staff, artists, arts and culture organizations, and the community to support artists and enrich Boulder’s quality of life and economic vitality and to help create a highly innovative, vibrant, and resilient city.

   Staff will also check in with Commissioners about the roles and responsibilities for members of the Arts Commission as described in the Boulder Charter, Revised Code, and Community Cultural Plan:

   **BRC 2-3-2 Arts Commission**
   (b) The commission’s functions include, without limitation:
   
   (1) To promote and encourage the development and public awareness of and interest in the fine and performing arts in the city;
   
   (2) To advise the city council in connection with all matters relating to the artistic and cultural development of the city;
   
   (3) To perform such other functions associated with the arts as the council may from time to time direct;
   
   (4) To make recommendations to the council with respect to annual budget appropriations for the arts;
   
   (5) To assist in the preparation of applications for grants or other sources of funding for arts programs for the city;
To administer the city arts grant program and other city arts programs pursuant to any authority provided therefor by ordinance of the council; and

To advise and consult with local arts groups as requested by such groups or by the council.

BRC 14-1-4 Functions of the Boulder Arts Commission:

(a) The commission shall work with arts and culture staff to develop and recommend criteria, guidelines, and processes necessary for the administration of the Arts Grant Program, including but not limited to, application requirements, procedures and review, and appeals process.

(b) The commission may consult with advisors in reviewing and evaluating grant applications. Advisors shall be individuals deemed by the commission to have special knowledge or expertise in the arts, culture, creativity, or the community.

(c) The commission has final authority for approval of arts grant funding distributions. The commission may delegate authority for funding distributions to the city manager.

(d) Any appeal of the decision of the commission shall conform to the process established by the commission.

Boulder’s Community Cultural Plan, page 43:
The Boulder Arts Commission is an advisory and decision-making body which advocates on behalf of the community. Appointed by City Council, the commissioners have the responsibility of a) serving in a jury capacity for the awarding of cultural grants, b) serving as an approval body for the selection process of the public art program, c) serving in an advisory capacity for the execution of the Community Cultural Plan, d) serving on several non-governmental boards or committees related to the execution of the Community Cultural Plan, and e) serving as ambassadors to the community. The members of the Arts Commission are experts in different aspects of culture and creative life and are keenly invested in the success of Boulder’s objectives and goals related to culture and livability.

3, State of the Arts in Boulder – In Attachment One, please find two documents which summarize research on the arts sector: 1) the summary of findings from the annual General Operating Support survey and 2) the 2020 Snapshot of the Arts in Boulder from WESTAF’s Creative Vitality Suite. During the meeting, staff will provide highlights from these and other research before answering questions.

4, Facilitated Exercise – We will be joined by Tonya Quinn of The Kindness Empire. Tonya has experience as an educator, activist for the homeless, and nonprofit administrator before founding her company focused on the creative assets of teams and businesses. The Kindness Empire’s mission is to “nurture human connection and creative spirit, inspiring people to be kind to themselves and others, sparking hope.”

Tonya will be helping us answer three critical questions:
A. What is the biggest challenge you see facing our team?
B. What are our hopes and big ideas for the cultural community of Boulder in the coming years?
C. What can we do to best serve the community as members of the Arts Commission?
Since 2016, recipients of the General Operating Support (GOS) Grants were asked to complete a survey with information about key indicators. This has helped staff, members of the Arts Commission, and City Council to understand the impacts of the Cultural Grants Program and to do a “temperature check” on the health of the cultural community. This year continues on a theme with an examination of the indicators of the fallout and recovery from the pandemic.

A note: the survey captures general measures. This does not always work the same for every discipline and every type of organization; there is variety in the criteria gathered when evaluating an organization. The data relies on each organization to make some judgments and provide the most accurate information possible.

About the GOS Grants in 2021
> $748,000 was distributed for General Operating Support to 37 organizations. Grants were provided in amounts that range between $8,000 to $50,000 depending on the size of the organization's budget.
> Among small organizations, the portion of an organization’s total budget that comes from this grant is between 44% and 11%. For medium, large and extra-large organizations that number ranges from 8% to less than 1%.

Programming
Office of Arts and Culture staff asked these arts organizations how many programs they offer including performances, exhibitions, participatory events, festivals, screenings, artist talks, and more. Education classes and private functions are separated out. The data shows a steady increase over the years right up to the start of the pandemic when closures in March 2020 stopped all in-person programming for a time. That traumatic decline was mitigated by online programming for a time. In 2021, venues began to reopen and the public became more comfortable with gathering for group events. By the end of 2021, audience size appeared to have recovered to 2018 levels, though that may be inconsistent among the different organizations.
Budget
Compared nationally, most Boulder organizations would fit in small or medium categories. Nonprofits in Boulder vary widely even within disciplines or types. It is therefore important to take averages of budget size with a grain of salt. Admitting the uncertainty of the data we can make some assumptions. Budgets vary widely, with a median of about $402,000. Thus, the average budget is included only to give a sense of change over time. With that in mind, the data shows that grants from local, state, and federal government and gifts from private foundations were an effective rescue function in 2020. And as relief funding in 2021. The large increase in the last year is concentrated in a handful of organizations that received significant one-time funds, such as Create Boulder’s relief grants at end of 2021.

The practice of maintaining a standard operating reserve may be the key for a nonprofit to stay resilient. Noting a very healthy trend, most of the organizations reported building back some operating reserve in 2021. Only 8 nonprofits reported no operating reserve.

Another measure of financial health is cost per person. This is a simple calculation of the annual budget divided by number of people served. The continued increase here may be impacted by increased costs of inflation, new safety measures, and rehiring. The continued decrease in venue rental revenues is a red flag that, frankly, requires more investigation to be fully understood.
Workforce
After a loss of ~300 jobs among these 37 organizations in 2020, there appears to be a recovery that comes quite close to 2019 levels. Volunteer jobs continued to fall, perhaps due to persistent wariness about in-person participation.

More Perspective
Below are other studies and assessments on the impacts that the pandemic, restrictions, and recession had on the arts and the creative sector of the economy:

- Scientific and Cultural Facilities District
  COVID Impact Survey (September 2020)

- Colorado Creative Industries / Colorado State University
  2020 Creative Economy Report (October 2020)

- Americans for the Arts
  Impact of COVID 19 Data Dashboard (ongoing)
Snapshot of the Arts in Boulder
2020

Creative Vitality Index

2.43
CVI Value

United States CVI = 1.0

This regional snapshot report gives the big picture of a region’s creative landscape. It provides an overview of creative jobs, industry earnings, FDR grants, and Nonprofit revenues.

Total Population
137,615

Past 5 years of CVI Performance

<table>
<thead>
<tr>
<th>Year</th>
<th>CVI Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>2.72</td>
</tr>
<tr>
<td>2017</td>
<td>2.83</td>
</tr>
<tr>
<td>2018</td>
<td>2.67</td>
</tr>
<tr>
<td>2019</td>
<td>2.63</td>
</tr>
<tr>
<td>2020</td>
<td>2.43</td>
</tr>
</tbody>
</table>

LOSS

2% since 2019

2020 Creative Jobs

15,300
Total Creative Jobs

There are 356 less creative jobs in the region since 2019

Occupations with greatest number of jobs

- Software developers: 4,687
- Photographers: 1,384
- Writers & Authors: 768
- Web developers: 612
- Musicians & Singers: 573

GAIN

7% since 2019

2020 Creative Industries

$1.1B
Total Industry Earnings

There is a gain of $81.6 M in creative industry earnings in the region since 2019

Industries with greatest earnings

<table>
<thead>
<tr>
<th>Industry Type</th>
<th>Industry Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software Publishers</td>
<td>$565.1M</td>
</tr>
<tr>
<td>Internet Publishing</td>
<td>$88.3M</td>
</tr>
<tr>
<td>Advertising Agencies</td>
<td>$85.8M</td>
</tr>
<tr>
<td>Architectural Services</td>
<td>$56.6M</td>
</tr>
<tr>
<td>Periodical Publishers</td>
<td>$32.1M</td>
</tr>
</tbody>
</table>

GAIN

8% since 2019

2020 Cultural Nonprofit

$36.2M
Nonprofit Revenues

There are $2.8 M more in revenues in the region since 2019

Nonprofit types with greatest number of organizations

<table>
<thead>
<tr>
<th>Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>6</td>
</tr>
<tr>
<td>Visual Arts</td>
<td>5</td>
</tr>
<tr>
<td>Music</td>
<td>5</td>
</tr>
<tr>
<td>Arts Education</td>
<td>4</td>
</tr>
<tr>
<td>Theater</td>
<td>4</td>
</tr>
</tbody>
</table>

DATA SOURCES:
Economic Modeling Specialists International, National Assembly of State Arts Agencies, National Center for Charitable Statistics
CREATIVE VITALITY SUITE: The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region’s creative vitality compared to another region. For more information on data sources visit: learn.cvsuite.org

WESTAF © Creative Vitality™ Suite 2022 cvsuite.org

Report created: 8/29/2022
Data Sources (Version 2022.1)

Descriptive Names of Industries (NAICS codes) & Occupations (SOC codes) have been truncated on the Regional Snapshot Report. For full descriptive names please visit the education section of learn.cvsuite.org

Due to rounding some percent values may not equal 100%.


NAICS Codes (95) 238150, 238340, 238390, 311340, 311423, 311612, 311710, 311830, 311920, 311930, 311941, 311942, 312120, 323111, 323113, 323117, 323120, 327110, 327212, 332323, 337212, 339910, 339992, 423940, 424920, 443142, 445210, 445220, 445230, 448310, 451130, 451140, 451211, 455110, 455310, 455320, 511100, 511120, 511130, 511140, 511191, 511199, 511210, 512120, 512131, 512132, 512191, 512199, 512230, 512240, 512290, 515111, 515112, 515120, 515210, 519110, 519120, 519130, 541310, 541320, 541340, 541410, 541420, 541430, 541490, 541810, 541820, 541830, 541840, 541850, 541860, 541870, 541890, 541921, 541922, 611610, 711110, 711120, 711130, 711190, 711310, 711320, 711410, 711510, 712110, 712120, 712130, 712190, 722320, 722330, 811420, 812921, 812922, 813410

Class of worker: Economic Modeling Specialists International:
Extended Proprietors, Non QCEW Employees, QCEW Employees, Self employed

State Arts Agency Grants: National Assembly of State Arts Agencies

Cultural Nonprofit Revenues: National Center for Charitable Statistics

Demographic: Economic Modeling Specialists International.

Creative vitality index (CVI): The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region.

Boulder contains:
80304, 80310, 80303, 80305, 80302, 80301