

# **CULTURAL SERVICES**



Susan Ison Director, Cultural Services

This year's report introduces features by staff on their individual areas of expertise. They are excited to share details on another busy year serving the Loveland community and visitors from numerous states and countries. More than 90,000 people visited the Museum, the Rialto Theater Center, Public Art dedications and events.

More important than numbers though are the experiences—an engaging performance at the Rialto; a history exhibit that tells you something you didn't know about Loveland; an art exhibit that provokes thought or prompts appreciation for the mastery of the artist; an evening enjoying music and the tranquility of Foote Lagoon; encountering public art on your way to the grocery store; or an event to eat pie or dress up in Halloween costumes, just to have fun hanging out with family and friends.

We hope to see you often in 2017 and are grateful for your participation and support in 2016.





### Our Mission

Promoting and enriching the quality of life by providing diverse cultural experiences through history, all forms of artistic expression and in community celebration.



#### ABOUT CULTURAL SERVICES

The Cultural Services Department is comprised of three divisions which offer a diverse range of events, activities, services, and educational programs for individuals of all ages.

#### LOVELAND MUSEUM

The Loveland Museum is an accredited art and history museum that was founded in 1937 by local author, collector, curator, and mountain guide Harold Dunning. Today, the Museum is home to a variety of history exhibits; hosts world-class art exhibitions; and provides family events, adult and youth classes, lectures, poetry readings, and other programming opportunities for the Loveland community and visitors from around the world.

#### **RIALTO THEATER CENTER**

The Rialto Theater Center opened as a silent movie theater in 1920 and is currently Loveland's premier performing arts venue, welcoming nationally touring musicians, comedians, and performers as well as local performing arts groups.

#### **ART IN PUBLIC PLACES**

In 1985, Loveland made a profound commitment to the arts by becoming the first Colorado city to pass an Art in Public Places Ordinance, which designates one percent of the City's capital projects (valued at \$50,000 or more) for the purchase and ongoing maintenance of art. Through vision, hard work and collaboration, Loveland has amassed a large, diverse public art collection that creates a sense of place and purpose.

# COMMUNITY IMPACT

#### **BENEFITS FOR YOUTH:**

Studies show that young people who participate in the arts for at least three hours three days per week for the duration of one year are:

- 4 times more likely to be recognized for academic achievement
- 3 times more likely to be elected to class office within their schools
- 4 times more likely to participate in a math and science fair
- 3 times more likely to win an award for school attendance
- 4 times more likely to win an award for writing an essay or poem

### ACCESS TO AFFORDABLE ARTS AND ENTERTAINMENT

The Cultural Services Department is dedicated to providing affordable arts and cultural opportunities to the entire community. The following free events, programs, and activities took place in 2016:

- Foote Lagoon Summer Concert Series
- Strings in the Gallery
- General admission at the Museum
- Free admission to Main Gallery exhibitions
- Cherry Pie Celebration
- Halloween Family Fun Festival
- Tuesday Family Cinema screenings
- Holiday Sing-along at the Rialto
- Lectures and public programs at the Museum
- Devereaux Room concerts at the Rialto

#### **COMMUNITY PARTNERSHIPS**

In 2016, the Cultural Services Department partnered with numerous community groups and organizations to provide valuable cultural experiences to the community. These organizations include:

- Artworks Loveland
- Loveland Historical Society
- Loveland LULAC
- Loveland MLK Committee
- •Loveland Rotary Clubs
- Off the Hook Arts

## 2016 BY THE NUMBERS

#### LOVELAND MUSEUM

- 64 art classes
- 37 pieces in the Museum's permanent art collection
- 200 cherry pies served at the Cherry Pie Celebration
- 16 art exhibits
- 703 museum memberships
- 32,163 museum attendance

### RIALTO THEATER

- 180 events in the Deveraux Room
- 9 Broadway stars at Broadway Bootcamp
- 74 active volunteers
- 207 shows in the historic theater

# ART IN PUBLIC PLACES

- 5 new transformer boxes
- 1 new Facebook page
- 2 permanent additions to the collection
- 300+ pieces received routine maintenance
- 6 new sculptures added to Benson Park



# LOVELAND MUSEUM - HISTORY & COLLECTIONS



2016 was filled with exciting changes in collections management, history exhibits, and programming. The new 16,000 square-foot off-site storage facility, purchased by the City in January, houses two-thirds of the Museum's collection and a majority of the storage furniture. The archival material will stay on-site at the Museum to ensure easy access for research. The remainder of the collection including Native American objects and delicate china collections will finish out the move in mid-2017.

A new procedure for collecting the History of Loveland is in place, and a newly formed Collections Accession Committee is responsible for reviewing all donations offered to the Museum. Members of the committee include the Cultural Services Director, the Curator of History, the Museum Registrar, a member of the Cultural Services Board, a local artist, and a local historian. The review of each potential donation sparks conversations regarding the appropriateness of the object to the scope of our collection, any possible duplicates already held by the Museum, and potential for future collections. The committee has done an excellent job streamlining our collecting process and shows great promise for the growth of our relevant collection.

The History and Art Departments at the Museum worked together to explore historic interpretation through art with two History as Art exhibitions. Sara Pearce: Remnants juxtaposed images of vintage illustrations with various found collage material creating beautiful and surreal images paying tribute to the tenacity and resourcefulness of the women of the West and their ability to use every bit of the resources available. Margaret K, Haydon: Circling explored the history of water use and conservation issues through scientific-based inquiry and research that highlight the impact of the developed world's perspective and use of water upon the environment.

During the month of October, the Museum collaborated with the Loveland Public Library and the Loveland League of United Latin American Citizens (LULAC) to present a series of Day of the Dead altars. The altars and the affiliated public programs were a success; over 90 people attended the educational program, and visitors enjoyed viewing the altars and taking photographs in the Foote Carriage which was temporarily transformed into a Death Cart for the fall season.

We look forward to completing the collections storage move in 2017. Also, look for new History interpretation and Exhibitions coming soon!







# EW collections storage

- 14,400 square feet
- Features a conference room and workstations for on-site collections management and research
- Houses over 20,000 objects
- Largest object: Stanley Steamer car
- Nicknamed "The Panda House"



# 2016 **ACCESSIONS**

The accessions committee meets quarterly to review potential additions to the Museum's collection. Members of the committee include the Cultural Services Director, the Curator of History, the Museum Registrar, a member of the Cultural Services Board, a local artist, and a local historian.

31 items were received for potential accession in 2016 with 13 items accepted into

the collection.

- Black and white photo of beet dump (Maryilynn Loustalet)
- Mary Blair collection (John Richardson)
- Native American artifacts (Ed Garret)
- ArtSpace artifacts (staff)
- Books by Paul Griffith (Barbara Anderson)
- Valentine cachet (staff)
- Light from Loveland High School (Delee Bonser-Kingham)
- Rug from 2013 flood (Gary and Shar Wamsley)
- Booklet on Big Thompson Canyon (Shriley Denter-Anderson)
- Report cards/certificates (Norm LaPlante)
- Projector and PC manual (Glenn Gibson)
- Popcorn popper (Jane Larsen)
- Poster on the 1976 flood (Frances Lindlief)
- Negatives of aerial photos of Loveland (Library transfer)

### **STRANGE BUT TRUE!**

The Museum's 35,000-piece collection is home to a wide variety of objects including:

- 2 wreaths made out of human hair
- Whale vertebrae
- Banderillas from Spain
- 700 pairs of scissors
- Stvrofoam Christmas tree stand
- 3 pianos
- Mammoth tooth (the oldest piece in the colection)



- Remodeled Sweetheart City, USA exhibit
- Reporter Herald Archive accession

# **OVELAND MUSEUM - ART EXHIBITS**



Art exhibitions in 2016 successfully reflected a decisive, carefully planned, and dichotomous approach that both supports local artists and presents world-class exhibitions to an appreciative and increasingly sophisticated arts community. The year was bookended with the high quality local and regional artists that Museum visitors have come to expect from Loveland's vibrant arts scene.

Momentum: Women Drive the Arts in Loveland brought together artistic leaders and innovators with international reputations. These five sculptors, connected by their association with Loveland, were given long overdue exposure that incorporated the role of women into the art history of this area. At the end of the year, much-loved local resident Richard Schilling amassed an exhibit of more than 100 works of art that explored not only his mastery of various mediums, but delved into his working process, concluding with a very personal understanding of the integral nature of art within life.

Throughout the summer, Museum visitors enjoyed a juried exhibition coordinated through the Society of Animal Artists, a membership organization that gathers the best in the field. Fifty artists, chosen from across the United States, came together in an exhibition titled Animalia that investigated the way human experience is enlivened and enhanced by the co-existence of all beings within the animal kingdom.

A newer approach to exhibition development was enacted through association with a private collector and gave rise to this year's blockbuster exhibition, Picasso, Chagall, Matisse, Miro: A Collector's Vision. Not only were visitors able to enjoy this remarkable collection of artwork, which also included works by Dali, Renoir, Toulouse-Lautrec and Erte, but they were provided with the opportunity to realize the long-term goals of a very dedicated collector. The result of this reciprocal relationship was a gift to the museum visitors, who showed their appreciation by making this one of the most attended exhibitions at the Museum.

In addition to Main Gallery offerings, Loveland Museum presented eight additional exhibitions in the Green Room and Foote Gallery exhibition spaces. Ranging from Denver's Robert Mangold, whose iconic sculpture graces the Museum entrance, to Salvador Dali's print series merging food with his singular surrealist vision, visitors were delighted, challenged, and transported with the unifying nature of artistic expression.

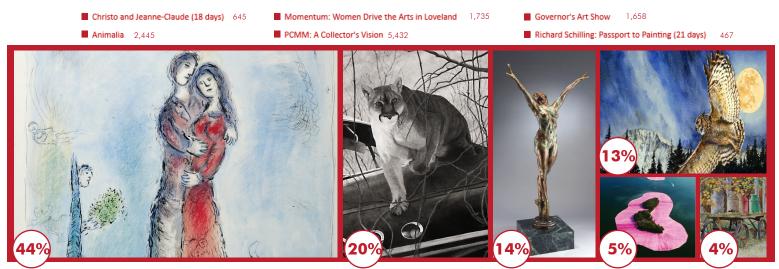






2016 was marked by high visitor attendance and was a record-breaking year for admission revenue. This is due in part to the Picasso, Chagall, Matisse, Miro: A Collector's Vision exhibition which brought over 5,000 people to the Museum in just a span of 3 months.

#### 2016 Main Gallery Admission Attendance



# **2016** AT-A-GLANCE

- 5 Main Gallery exhibitions
- 4 Green Room Gallery exhibits
- 4 Foote Gallery exhibits
- 1 Lobby exhibit
- 1 Mezzanine Gallery exhibit
- 3 Strings in the Gallery events with the Fort Collins Symphony
- 1 Soiree des Arts cocktail party
- 12 New gallery 101 graduates (trained docents)
- 3 Custom exhibition catalogs produced by the Museum

# Main Gallery Admission Revenue 2012 - 2016



- Blow UP! Inflatable Art
- Picasso Returns!
- Gallery Bootcamp

# LOVELAND MUSEUM - PROGRAMS & OUTREACH



Teachers are always trying to re-invent the wheel. They will tell you that they are constantly trying to keep up with "new and improved" standards but also need to be creative in how to adapt and change for each student to benefit from the lesson.

While being a curator is not nearly as complicated as being a teacher, we still have to find ways to be creative with the Museum's exhibits and programming. Not all education methods work for every person. Not all topics interest every

person. Not all art exhibits make sense to everyone. How can we make parts of history interesting to new people? These are the types of things that curators must consider and continually re-evaluate to draw visitors.

As the Curator of Education, I rely on the expertise of our history curator, art curator and marketing coordinator to help me interpret art, history, and programs in a variety of methods. This allows all of us to bring our unique personalities and skill sets to the table when we plan Museum programs. We work as a team to find the most entertaining and cost-effective ways for people of any age, gender, and interest to enjoy SOMETHING at the Museum.

In 2016, three significant accomplishments proved to me how well this team works together.

First, Museum tour attendance jumped up 50%. While the Museum gave about the same number of tours in 2015 and 2016, the number of tour participants went from 447 to 933. Our tour groups were larger due to the overwhelming interest in the exhibits by larger school groups. We also improved our outreach to teachers, making sure they know we are here as a resource.

Second, the addition of "Frontier Kids Productions" to history interpretation. While this project is still in process, the Museum is working with kids to research local history and then create interpretive story-telling videos for our history exhibits. These videos are meant to draw younger visitors into a history exhibit that they may otherwise find dull.

Third, the Museum hosted a soiree that showed us that trendy events will bring in new crowds. By offering something that a younger adult crowd will enjoy, such as a fancy cocktail party, we were able to reach a new generation of visitors.

All three of these projects were product of team planning efforts. Our team is ever-so-often re-inventing the wheel, searching for ways to reach new audiences, and building a stronger community foundation.







## 2016 History Day Second Grade Tours

5 5						
	what?	5 FULL DAYS OF FIELD TRIPS				
	Where?	Loveland Rialto Theater Museum Center		Lone Tree Schoolhouse		
	Who?	1009 second grade students		20 public elementary schools in the Thompson School District		
	How?	234 chaperones (teachers, paras, parents)	31 volun 21 staff m		243 volunteer hours; 192.5 staff hours	

# TOURS & OUTREACH BY THE NUMBERS

- 1,200+ participants in tours of Museum exhibits
- **369** class participants
- 64 art classes and camps for tots, kids, and adults
- **65** participants in Lone Tree Summer School
- **3,200+** attendees at Museum lectures, events, and public programs



# 2016 COLLABORATIVE PROGRAMS

- Pre-college Studio Art workshops with Front Range Community College
- Curriculum support programs for Thompson School District Educators
- Exhibit and programming with children's illustrator Brad Sneed
- Co-presented programs with Loveland MLK Committee
- Partnership with 4H and Larimer County Natural Resources for Wild Animal World programming
- Partnership with Society of Animal Artists to present Animalia exhibition and affiliated programs
- Partnership with Fort Collins Symphony Orchestra to present Strings in the Gallery
- Partnership with departments and divisions within the City of Loveland to present various events and programs

- Museum Expansion Programs
- Explorers Program
- ArtSteps Community Art Project

# LOVELAND MUSEUM - EXPANSION UPDATE

#### **Proposed Expansion**

The Loveland Museum has outgrown its current space and has been forced to put limits on exhibits, programs, and community outreach due to a lack of adequate square footage. A proposed 26,000 square-foot expansion and remodel of the current facility will allow the Museum to accommodate the needs of a growing city while continuing to serve as the cornerstone of Loveland's flourishing arts community.

In the summer of 2016, Olson Kundig Architects prepared exterior renderings of the new facility, proposing that the Museum expand outward and upward in order to accommodate several much-needed additions and renovations. Before moving forward with the architectural plans and interior renderings, the staff at the Loveland Museum turned to the community for assistance in creating the ideal downtown Loveland Museum.

#### Community Feedback

In late 2016 and early 2017, the Museum hosted a series of 3 open house events to gather feedback from the public on 9 key aspects of the proposed expansion. Over 150 children, adults, and senior citizens participated in the feedback sessions, leaving over 500 comments, questions, and suggestions.

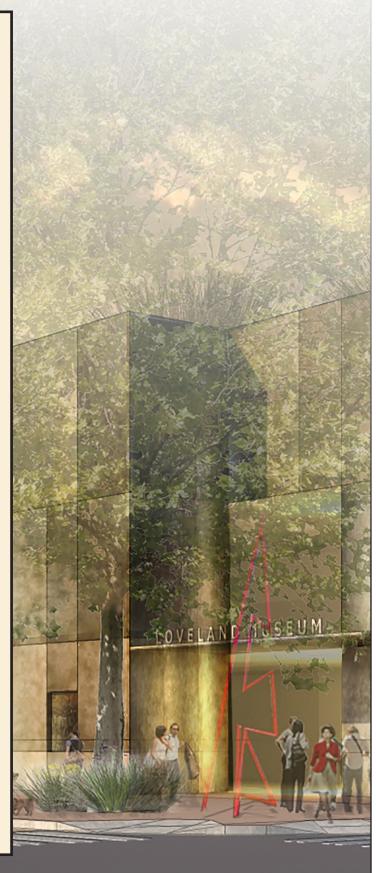
#### Key Focus Areas:

- Blockbuster Exhibit Gallery
- History Exhibits
- Local Artists Gallery
- Age of Bronze Exhibit
- Children's Exploration Zone
- Classrooms
- Auditorium
- Amenities
- Exterior Rendering

#### What's next for the Museum?

The staff reviewed the feedback from the open houses and integrated the comments into their expansion plans. Interior renderings and architectural plans will be completed in 2017.

Visit www.lovelandmuseumgallery.org/expansion to stay up to date with the latest news regarding the proposed Museum expansion.



# PUBLIC EXPANSION COMMENTS

# Relax. Revel. Reflect. Refue

- Lots of coffee shops around, do we need more?
- Yes to roof patio. I want to enjoy Loveland from above.
- It is a must to have these areas. A variety of spaces for
- Space to rent for company parties.
- Green roof top is fabulous idea.
- Rooftop patio and/or inner courtyard separete from street.
- Great way to create a community feel and good atmosphere.
- Kids storytime music time plays.

# CHILDREN'S EXPLORATION ZONE Understand Where You Live – Experience History, Art, and Science

- Class room areas "lab type" of work space
- So important to learn about art at a young age and have an appreciation for a life time - this idea is imperative.
- Wear and tear budget for continued upkeep
- Make Loveland history fun and memorable for visiting children.
- More things like the stamps
- Arts & crafts projects for kids like Longmont Museum
- So important! Get artists to design it!
- Opportunities for kids to re-enact history themselves.

- This would be an incredible space for so many things 1) lectures, 2) performances, 3) presentations, 4) movies, 5) community meetings
- Local music showcase!
- No don't believe this is needed at the museum on this scale
- Black box for little theatre; one act festival
- Absolutely essential to have good auditorium space to accommodate speakers, events.
- The Pulliam center auditorium is planning to be redone. Use it!

# OCKBUSTER EXHIBIT GALL More "I Can't Believe This is in Loveland" Exhibitions

- I've been to every one they are must sees!
- The world comes to Loveland
- Southwest and Western art only to support history and local culture
- Excellent for Loveland
- Want to hear more of "how did you get this exhibit and not
- Love chance to see famous art
- Impressionism!
- More sculpture. More historical art (& techniques)
- Yes! Yes! Yes! Market these more.
- Contemporary Block Busters too!

Loveland's History Matters To Us - Collect, Preserve, and Share

- The 10,000 year history native voices
- Exhibits should change more often
- Expansion of exhibits that showcase the artifacts
- The history exchibits are vital very Loveland...
- Expand area for our history collection
- Storytelling? bring those "faous" residents in to discuss that
- More history of our Loveland newspaper...
- Hands-on children exploration

# GE OF BRONZE EXHIB The Foundation of Our Arts Community

- Bronze sculpture Hall of Fame
- Space for demos on various facets of bronze sculpting and maintenance
- Permanent exhibition with photos & information
- A display showing the bronze casting process would be nice
- Schocase a local sculptor monthly
- History of Loveland sculpture
- Great! Will help strengthen Loveland's prominence as an arts and sculpture community.

- Yes! I love taking art classes here!
- More varied art classes.
- It would be great to move the ceramics program from the Chilson to the Museum...
- Love to have basket making/watercolor classes.
- Kids photography (under 16)
- Expanded sizes. Full studios so art classes can showcase all media

- Treat "local" artists as important as they are
- Definitely time to acknowledge and exhibit the works of local/ regional artists from this "arts community"...
- What about Colorado-wide artists as "local"? Draw more folks from E. Colorado.
- We want to continue seeing local artists on the galleries.
- Arist-in-residence program.
- Artist demos and workshops.
- We have many wonderful photographers in Loveland, show some of their stuff.

# LOVELAND MUSEUM MEMBERSHIPS & DONATIONS

#### **GRANTS AND DONATIONS**

- \$10,000 from Colorado Creative Industries Exhibition support for the Museum
- **\$8,000** from Museum donors/sponsors support for limited edition exhibition catalogs affiliated with the Richard Schilling: Passport to Painting exhibition
- **\$6,702** from Loveland Museum Annual Giving Campaign support generated from members, donors, and the community

#### **DONORS (\$500+)**

- The Nanci Garnand Group
- Mueller & Associates, CPA, LLC
- Philip and Lois Ashcraft
- Ronnie and Shirley Hogan
- Morrison and Marilyn Heth

#### **IN-KIND DONORS (\$1,000+)**

- Goodtimes Frozen Custard
- Loveland Barricade (in-kind)
- Mel Schockner (In-kind)
- Townsquare Media
- Visit Loveland
- World Wide Watercolorist

### **MUSEUM MEMBERSHIP 2016**

Membership revenue exceeded budget projections by 90.1%!

Revenue
46.5%
FROM 2015





### Lifetime

Doug Erion
Chris Jensen & Deborah Shields

#### **Benefactor**

Nanci Garnand

#### **Patron**

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Carol Marander
Patti Marcoe Jacki Marsh Patty Martillaro & Grant Gillig Mary Jane Marvuglio Pat Maslowski Carole Mason John Matis Lynn & Lois Matson Bonnie Mayger Rhonda McCaughey Marge McCoy
Ann & Stuart McDonald Annie McDonald Leo & Sandra McGarry John & Marlys McGrath Tom & Jan McIntosh Don & Marcy McKenzie Judy McKnight Carol McMurry & Pat Spieles Pat McVey Patricia Meade Diane G. Meuret Gene Michieli & Betsv Winston Sue Middleton Liana Miller Diana Miller Paul Miller Julie Mills Zora Milne Edward G. & Gaea B. Milway Judy Mollohan Laura Mondriaan Bill & Sally Moninger Susan Moody James & Phyllis Moore Douglas & Rosemary Moore GeorgeAnn Moore Barbara Cecilia Moore Will Moore Maryjo Morgan Janet Morger Marilyn Morris Carol Moser Daria & Larry Moskowitz Galen & Laurie Mullins Marsha Mulroney Karl & Joanne Muriby Linda Najjar Mel & Delores Neal Mim Neal Sharon Neisen Connie Ninneman Marilyn Nix Gerhard & Caroline Nowack Dan & Joyce O'Donnell Nancy & David O'Farrell Bob & Earlene O'Keefe

Judith O'Neil Caroline Orman

Linda Osmundson Donna Oswald

David & Els Parker

Don Paden

Janice Painter

Doug Palmer

Sue Park

Tom & Phyllis O'Rourke

Mark Parsons Evan & Veronica Patterson Rebecca Paulson Mike & Carolyn Pearce Dave & Geri Percival Lequetta Perkins Shannon Perry Judy Perry Jerry Phillips Merritt & Judy Pitcher Charles & Cheryl Platz Sherry Pomering & Pattie Cowell Jim & Merry Popa Carol Porter Patty Prescott Kathleen Pritchard Jim Quartarone Carol Sue Rabe Rhonda Racicot Ann Marie Rayburn-Wolfe Kathy Reents
John & Ann Reichhardt Don & Mary Reilly Sharon Rein Dr. Nathan & Diana Reynolds Sharon Robertson Patricia Rodgers Sheri Roos Ellen Rowe Tom Rowland Lynn Runyan Richard & Carol Rush Doug and Sheila Rutledge Anndevoy Ryan Kay Saelens T & Lynne Sage

Margaret Sager Art Salas Darlene Sall Jeni Sall Judy Sanders Carole Schade Richard & Marlene Schilling Gerry & Jacqua Schmich Dorey Schmidt Io Schmidt Sherri Scofield Ruth Scott Pat Sebern Terry Selland Tracey Seltzer Peggy & Charles Serns Connie Shaw & James Wright Janet Shea

Judy Shomper Jerry & Kathy Sigg Melvin & Faith Skold Jan & Nora Smith Doug & Carol Sorrell Vilma Southwick Ellen Sowins Rick & Bonnie Stahlin Neil & Linda Stangel Jack Steele Marie Steen Gary & Luanne Steiner Jeanne B. Steinruck Joan Stephenson & Dennis Bucher Earl Stevens David J. Stewart Sherry Castella Stiles Ronda Stone Louise T. Stone Joyce Stoner Jim & Sharon Stranberg

James & Lila Sholes

Connie Strayer Judge John-David & Elizabeth Sullivan Skye Summerain Michael & Linda Suter-Gibson Marge Swett Ms. Chris Switzer Debbie Tanner Edith Tanner Andrea Tapley Jean Tarantino Ken & Mrs. Marty Tharp Linda Tharp Arnn Ken Thielen Sandi Thiets Garth & Darla Thomas Bill & Anne Thompson Bonnie Thompson Brian & Jeanne Thoms Charles & Margaret Thornburg Delores Tippett Carol M. Tomlin

Joanne Torpy Bob & Georgia Torson Ron & Marilyn Tuttle Susan Van Nuys Reaina Viail Barbara Viglienzone Andrew & Kathryn Vilha Lisa Voelker Lucille Waldner Scott & Mary Walker Sherry Walker Jo Anne Wall Jacklyn Wallace Hari Walner Carol Ward Jo Anne Warne Gail Washecka Paulette Weaver

Philip & Betty Weber

Pamela Wee & Greg Bridwell Pearl Ann Weir Beverly Weiss Jerilyn & Dr. Richard Wells Ina White Jim & Nicole Whitenight Roger & Jane Whiting Mary Kay Wickers Dr. Árietta Wiedmann Reuben & Shirley Wilbur Michael & Carol Wilcox Karen Wilken Mary Willard Jeanette Wilson Kathleen Winder Caroline Wiseman Janice L. Witt Pamela Wolfe Maxine Wood Kay Woolhiser Nell Worrall Kathi Wriaht Edie Wright Judith Wright Judy Wrought Debra Wykoff Marcelene Young

Richard Zlamany

Kathy Anderson Deb Beard Diane Beck Louise Bercaw Reging Bock Joy Callender Angela Canada Hopkins Nathan Cole Billie Colson Sonia Cooper Cheryl Courtney Sarah Decker Joslyn Dewell Robin Dodge Karen Dowling Maria Dunn Ginny Feagler Anne Fiore Nancy Ford Heather Fortin Rubald Wendy Foster Raye Ann Gaskins Nickey Giesey Sherri Heckel Kuhlmann Tess Heffernan Dana Hiatt Cynthia Hippe Kim Jacober Bob Janda Suzanne Janssen Ellen Javernick Tedi Jensen Christina Kennedy Carolyn Kiehn Jennie Kiessling Barbara Kinsey Cindy Kirk Paula Lakamp Beth Lechleithe Kathleen Love Mary Maguire Vickie Mastron Bill Meirath Diane Melvin Steven Miller Jennie Milner Diana Moore Huong P. Mueller Heather Myers Julie Nelson Melissa Neuville Jeffrey M. Noffsinger Linda Ohlschwager Kayo Peeler Renee Pickett Abbie Powers Sharon Rowe Karen Schumacher Julie Skeffington Cathy Sloan Karla Sprague Barbara Steinberg Michele Stotz Dixie Straight Brenda Strong Mary Suchecki Therese Torpy Barbara Vaelli Kathleen Veile Maureen Vetter Amy E. Vialpando Eric Westermann Laurie White Kevin Wible Theresa Winter Vicki Wright Joleen Zaczek Maureen Zayatz Herb Zimmerman

#### Student

Brandie Jarrett Austin Heath & Ariel McGee Brode & Grant Wing

# COMMUNITY EVENTS

The Cultural Services Department strives to give back to the local community with activities, programs, and events that stimulate the mind, create a sense of belonging, and forge a deep and meaningful connection with the City of Loveland. Throughout the course of 2016, the Cultural Services Department hosted large-scale events and community programs that served upwards of 15,000 individuals including the annual Foote Lagoon Summer Concert Series, the Cherry Pie Celebration, the Halloween Family Fun Festival, and an outdoor bronze pour.

Big changes took place at the 2016 Foote Lagoon Summer Concert Series and resulted in large and energetic crowds dancing along the banks of the lagoon. Thanks to funding from our title sponsor, Kaiser Permanente, and a donation from the Iva Lee McKee Charitable Trust, we expanded the line-up on the Main Stage to include two acts per night and introduced the new Kids Stage near the Loveland Library.

Peters Park on the south side of the Museum saw a lot of activity last year. The annual Cherry Pie Celebration and Halloween Family Fun Festival welcomed crowds of over 2,500, and an outdoor bronze pour, new to the schedule in 2016, highlighted Loveland's prominence in the bronze casting industry and drew a large crowd of viewers eager to see a bronze sculpture come to life right before their eyes.

Hundreds of volunteer hours from 70+ dedicated volunteers ensure that these community programs are a success year after year. As a department, we are thrilled to offer these programs on an annual basis and want to thank the community for joining us in celebrating Loveland's vibrant arts community.









#### **FOOTE LAGOON SUMMER CONCERT SERIES: JULY – AUGUST, 2016**

- 11,350 attendees at five concerts (1 cancelled due to rain)
- 11 main-stage performances representing different genres and styles
- 24 kid-friendly performances and activities at the new Library Stage
- Nearly 200 bands applied to perform at the series
- Performance line-up determined by Rialto Theater Center staff

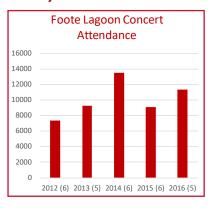












#### **CHERRY PIE CELEBRATION: SATURDAY, JULY 18, 2016**

- 2,500+ attendees
- Served 200 cherry pies, 3 galls of frozen custard, and 10 gallons of coffee
- 46 volunteers; 10 pie judges, and 5 Museum staff
- 100.5 volunteer hours worked
- 16 entries in the Art of the Tart Cherry Pie Contest (13 adult, 3 youth)
- Pre-event lecture about Loveland's history in the cherry industry on Thursday, July 16





#### HALLOWEEN FAMILY FUN FESTIVAL: SATURDAY, OCTOBER 29, 2016



- 2,800+ attendees
- 16 volunteers, 5 costume contest judges
- 60.5 volunteer hours worked
- 154 costume contest entries







#### OUTDOOR BRONZE POUR: THURSDAY, SEPTEMBER 15, 2016



- 200+ attendees
- Presented in conjunction with the University of Colorado Denver Transmedia Sculpture
- Students created sculptures on-site using a nomadic foundry
- Utilized the nearly 7,000 year-old lost-wax casting method
- Molten bronze (heated to 2250° Farenheit) was poured from a crucible into ceramic shells

- **6 Summer Concerts at the Foote Lagoon**
- **Outdoor Bronze Pour**
- More family fun!

# ART IN PUBLIC PLACES



In reviewing the public art projects from 2016, I am happy to report that the Public Art Program continues to thrive in the City of Loveland. The following four projects were our biggest accomplishments:

Fire Administration Building Remodel-In July 2015, Facilities Management

came to the Visual Arts Commission to discuss the redevelopment of the Fire Administration Building, which included funding for artwork in the redesigned lobby of the new Development Review Center. A subcommittee, consisting of Visual Arts Commissioners and city staff, allowed four finalist out of 80 applicants the opportunity to present mural concepts for consideration. Daryl Thetford, a graphic artist from Tennessee, was selected as the winning artist. Installation occurred in May 2016.

The Wilson Watchmen-In August 2016, artist Stephen Shachtman and the Public Works department met to install the much-anticipated acquisition, The Wilson Watchmen, onto the Wilson Avenue Bridge. In addition to the sculpture placement, newly painted railings were installed giving the bridge a much-improved look. The Transformations Project, is a wildly popular project which provides an unusual canvas for artists by way of city transformer boxes. This program, now in its 8th year, had 23 artists submit design ideas. Five new works of art and can be found in neighborhoods around Loveland.

TAAP 3D and 2D 2016 also saw the continuation of The Art Advocacy Project (TAAP) for both 2D and 3D works of art. The Art Advocacy Project was established to allow local and regional artists another avenue to display artwork in Downtown Loveland and in the Galleria at the Library. Twelve temporary installations were selected out of 92 submissions. All artwork is available for sale to the public.







# 206 PUBLIC ART AT-A-GLANCE

- 12 Temporary TAAP installations
- 5 New additions to the Transformations Project
- 6 New additions to Benson Sculpture Park
- 2 New Permanent additions to the Public Art Collection

### Transformations 2016











400+
Diverse
Works of
Art
in the Collection

### TAAP 2016











\$10.1 Million Dollars Value of the Collection

### Benson Park Additions 2016











**52%** 

of the collection value was contributed by arts organizations, citizens, and artists

- New Public Art Manager
- Transformations
- TAAP 2D and 3D

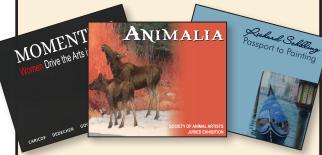
# **CULTURAL SERVICES MARKETING**



Over the course of the last three years, the Cultural Services Department has revamped its marketing/communications efforts, establishing new websites and implementing email marketing and enhanced social media engagement. These new additions have allowed us to better communicate with a wide variety of constituents and

connect with new audiences.

Printed marketing/communications materials received a facelift as well. Our AHA! brochure underwent a significant redesign, with at-a-glance calendars in the back and divisions occupying consistent spaces in the publication's layout. In addition, three custom exhibition catalogs were produced.



When it comes to marketing and communication, our goals are simple: to share our exhibits, programs, and events with the diverse Northern Colorado community. Whether it be through billboards, Facebook, newspaper articles, or radio programming, we strive to maintain a strong presence in Loveland and surrounding areas.

Michelle Standiford

Michelle Standife Graphic Designer We hope this next year will bring further development in digital communication, allowing us to connect with more audiences and serve a greater percentage of the population. If you are active on social media, we encourage you to follow us on Facebook,

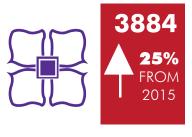
Instagram, or Twitter for sneak peeks of upcoming programs and events.







#### **FACEBOOK**





WEBSITES





- 15,400 likes on Facebook posts
- 1,165,155 Facebook post impressions
  - The act of the control of the contro

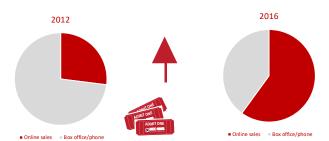
- 11,200 likes on Facebook posts
- 420,637 Facebook post impressions



- **62,967** unique visitors (average of 5,000 per month)
- **\$22,777** worth of tickets to Rialto Theater Presents shows were sold though Facebook marketing channels
- People visited the Rialto Theater Center website
   90,565 times in 2016 (includes returning users)
- **31.5%** of website visitors are new visitors; **68.5%** are returning visitors
- **14%** of Rialto Theater Center website traffic is from social media

- **33,075** unique visitors
- 8.4% of website traffic from social media referrals
- **70.8%** of website visits are from new users
- 46,276 website visits (including returning users)
- **23,083** visits to the Programs & Events section of the Museum website
- 20,047 visits to the Art Exhibits section of the Museum website

#### **ONLINE TICKET SALES**



#### MUSEUM VISITORS

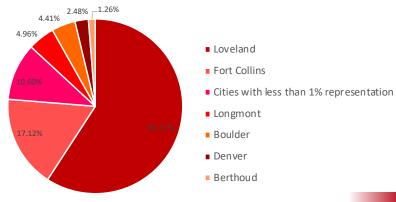
The Museum gathered geographic information from 3.967 visitors in 2016.

- 82.1% were from Colorado
- **16.5%** were from 47 other states in the United States
- **1.4%** were from 52 different countries outside the United States

# Looking Ahead!

- Online Membership Sales, Donations, and Class Registration
- Art in Public Places App

#### Colorado Visitor Representation



## RIALTO THEATER CENTER



The Rialto Theater had a banner year in 2016 thanks to a number of new programs, collaborations, and renewed partnerships.

The Theater had a very healthy financial year, performing 5% better than budget projections and nearly 14% better than 2015. Attendance was high, as we filled the Theater with a number of quality, nationally touring acts such as The

Lettermen, Jon Lovitz, Laurie Berkner, The Olate Dogs, Leo Kottke, and Christopher Titus.

Among the most important initiatives in 2016 was strengthening our commitment to the success of the Theater's long-time rental partners including Loveland Opera Theatre, Loveland Choral Society, The Elders, Acoustic Eidolon, and many others. We additionally continued our partnerships with professional promoters who brought in nationally touring artists such as R. Carlos Nakai, Ottmar Leibert, and George Winston.

We introduced new and expanded programs in 2016 including the Rialto's first-ever Broadway Bootcamp. Taught by a team of nine Broadway stars, the camp offered two-weeks of intensive performing arts training for middle and high school students, twenty of which were offered full or partial tuition scholarships. This camp wouldn't have been possible without the generosity and support of the Iva Lee McKee Charitable Trust.

Funding provided by Backstage Rialto and the Iva Lee McKee Charitable Trust allowed the Theater to significantly expand its Cinema Program and offer a wide variety of movies and themed series over the course of the summer months, including free screenings of children's movies every Tuesday morning. We continued to grow the Cinema Program in the fall months, adding a Banned Film Series and Classic Horror Movie Series to the season line-up.

2016 was an exciting and memorable year for the Rialto, allowing us to build our audience base and serve a wider range of patrons from our community and beyond. Thank you for your support.







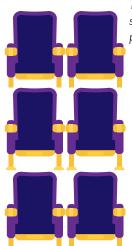
# 28,836 TICKETS SOLD IN 2016



#### HIGHEST GROSSING SHOWS OF 2016



\$17.000



The following performances were completely sold out . Performances in bold were presented by the Rialto Theater Center.

- **Christopher Titus**
- **Concert for the Kids**
- George Winston
- John McEuen and Jimmy Ibbotson
- Leo Kottke
- Lipstick
- Ottmar Liebert
- **Rocky Mountain Country Music Awards** (co-presented)
- The Lettermen

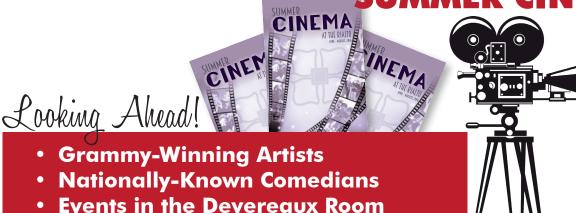
### **FULL SHOW**



The following performances were very near capacity. Performances in bold were presented by the Rialto Theater Center.

- Acoustic Fidolon
- **Comedians Sam Adams & Chris Voth**
- FACE Vocal Band
- Jon Lovitz
- LCS: Christmas in America
- LCS: How Can We Keep From Singing
- LCS: Rhythm on the River
- The Long Run: Colorado's Tribute to the
- **The Rocky Horror Picture Show**
- We Aren't a Glum Lot!

### SUMMER CINEMA 2016



**FILMS** in the NFW Summer Cinema Series

# RIALTO THEATER MEMBERSHIPS & DONATIONS

#### **GRANTS AND DONATIONS**

- \$20,000 from Kaiser Permanente support for the 2016 Foote Lagoon Summer Concert Series
- \$40,000 from the Iva Lee McKee Charitable Trust support for youth arts and education programs including Broadway Bootcamp, free kid-friendly cinema series, and the Library stage at the Foote Lagoon Summer Concert Series
- \$14,102 from Backstage Rialto support for the 2016 Summer Cinema Program

#### **RIALTO MEMBERSHIP 2016**

145 Members105 New or Renewed Memberships

### **Theater Donor**

Launa J. Sanders

#### **Arts Advocate**

Rae Ann M. Garrett Daniel Giroux Susan Ison Linda C Ligon Sally Matchett Kristeen Ortmann Claude & Elizabeth Ross Tami Salazar Patti & Ed Schmidt Lori & Ken Ward Donald E. Winters

#### Family Lights

Lynn Creekmore Richard Farr John Fogle Sandra Haas Kari A. Klapper Ann Mayes Teresa E. Mueller William Rupp Leo J. Salazar Wendy Schneider Darren Weibler

#### **Spotlight Members**

Robert Bagshaw Bob Beers Tim Bjorklund Neal J. Bretting Danielle Brown Joyce Bryant Dennis L. Bucher Robert B. Fickel David Fry Faith Fuller Glen E. Hansen Felicia L. Harmon Chuck Hix David Johns Lvnn Kincanon Jolene & Dave Lampinen Steve Larson Cindy Leach Jean Lehman Denny & Elaine Liggitt

Clay Marsh Brian McCluskey Terry McEnany John A. Nigh Mark Nunn Trudy Powers Anne L. Robinson Neal Schirle Thomas Smith Anna Marie Strzyz Tena Trimble Robert R. Viscount Karen Widhalm Lynne Wilkinson Patrick Woodruff

#### **Student/Senior Starlight**

James Allen Brent E. Anderson Theresa L. Arends Smith Herbert Balderston Matthew Baretich Weldon Barker Mary Blue Elaine Brady Karel Bunce Kevin Burkhart Carole J. Crane Marianne Cruikshank Charles Dahlen Colleen Daniel Colleen Daniel Tom Deen Renate Eads Roxanne Ellis Bill Emslie Kay Evatz Robert B. Fickel Gaye Garrison Sandra Gessert Marilyn Goodnight Sara Graves Karl Gruber Sara Hall Julie Hamilton

Bonnie J. Harden Sally J. Hartshorn Marilyn Heller Martha Helmers Sally Henry Mitzie Herberg Patrick Hermansn Rod Hill William Hill Sandy Hilliker Tim Holdeman Candace lamurri Bruce Iverson Robert A. Johnson Linda Johnston Marlene Jones Carol Kelly John Lishman John Lorang Louise Lucke Paula Mammen Amy Marso Lynn Marzinski Deborah J McHenry James McMahon Jacci Mullison Sharon Neisen Pam Nelson

Sandra Nicholson Rhonda Nolan Richard Orton Connie Paine Julia Peralez Sharon C Rein Charles & Sandra Reynolds David A Rhoads David A Rhoads Jane Ritter Gigi Rud Karen Sanders Ken Schulter Aaron Schumaker Ann Sellers John W Sommerrock Pam Soreide Christina Sotelo Moses Street Brenda Stroman Edith Taylor Margie Trautman Joann Treml Joyce Trujillo dorothy turek Johnny Vaughan Charles Volkmann Kathy Wagner Raymond J Williams

Carol Loop

# BOARDS, STAFF, AND VOLUNTEERS

### 2016 Boards and Commissions

#### **Cultural Services Board**

Juanita Cisneros, Chair Dr. Dierdre Cook Jan DesJardin Suzanne Janssen Teresa Mueller Kris Ortmann

John Fogle, City Council Liaison

#### Visual Arts Commission

Nancy Jakobsson, Chair Roger Clark Greg Hoff Maryjo Morgan Judy O'Gorman Abbie Powers Margaret Rosborough Sara Turner Jade Windell Leah Johnson, Council Liaison

## Staff

Susan P. Ison, Director of Cultural Services

**Dave Brull** 

Technical Coordinator

**Maureen Corey** 

Curator of Art

**Jennifer Cousino** 

Curator of History

**Roberta Cox** 

Theater Coordinator

Jenni Dobson

Curator of Education

Sandi Elliott

Front House/Event Coordinator

**Dennis Fisher** 

Asst. Tech Coordinator

**Eric Franklin** 

Exhibits Preparator

**Katie Fowers** 

Office Support Specialist, Public Art

**Tegan Hollen** 

Office Support Specialist

Kimber Kreutzer

**Business Services Coordinator** 

**Erika Lehman** 

Marketing Coordinator

**Michelle Standiford** 

Graphic Designer

**Ashley Yager** 

Registrar

**Bryan Zellmer** 

Rialto Theater Manager

### Volunteers

The Cultural Services Department has over 150 active volunteers of all ages and from all walks of life. From facilitating lessons with Second Grade History Days to working shifts at the Rialto Theater Center Box Office, our volunteers are instrumental in supporting our operations.

#### **2016 RIALTO VOLUNTEERS**

4,726 hours

Value of service: \$114,085.64

#### **2016 MUSEUM VOLUNTEERS**

2,122.75 hours (759 in the Main Gallery)

Value of service: \$51,243.19

The value of the volunteer service was calculated based on the hourly rate of \$24.14 provided by the Independent Sector at independent sector.org

