



Agenda Item 6 C

WESTMINSTER
COLORADO

Agenda Memorandum

City Council Meeting
October 12, 2009



SUBJECT: Proclamation re Support for Artists' Initiatives in South Westminster

Prepared By: Vicky Bunsen, Community Development Programs Coordinator

Recommended City Council Action

Councillor Lindsey to proclaim City Council's support for artists' initiatives in south Westminster.

Summary Statement

- Local artists and south Westminster businesses recently submitted a written request to the City Council requesting proclamation of an arts district in order to market themselves as an emerging arts district.
- New arts businesses have been opening in the south Westminster area during 2008 and 2009.
- Many businesses are now collaborating in a monthly public art walk.
- Staff would like to study the concept of a geographically defined arts district in 2010.
- The attached proclamation would assist the local arts businesses to promote themselves to metro area arts patrons.

Expenditure Required: \$0

Source of Funds: N/A

Policy Issue

None identified

Alternative

None identified

Background Information

A number of south Westminster artists and local business owners submitted a written petition to the City Council requesting designation of a "Historic Westminster Art District," including the following:

- Becky Silver, Aar River Gallery
- Dianna Wilson, Art Gallery 3698
- Vicky L. Marshall, North Metro Arts Alliance
- Laurie Brandt, South Westminster Arts Group
- Mary Lane, Harris Park Art Cooperative
- Linda Cherrington, Westminster Historical Society
- Kevin Clock, Colorado Sound Studios
- Larry Valente, Valente's Deli
- Maru Garcia, 73rd Avenue Theatre Company

At least four art galleries have opened in the past few years, three sound studios are known to be operating and a community theatre space is operating for a second season this year. A number of artists and performing musicians work from their homes in south Westminster. Several local businesses began to organize themselves this summer, establishing a monthly, family-friendly art walk in the 73rd Avenue area. They have created maps that identify not only arts destinations, but also local historic sites. In their promotional materials, they encourage the public to visit the galleries, enjoy live music and learn more about local history.

The petition requested designation of a geographical area as the Historic Westminster Art District. During the 2010 review and revisions to the Comprehensive Land Use Plan, Staff would like to study the concept of art district designation and how it would interface with land use planning. Therefore, it is recommended that City Council indicate its support of the burgeoning arts-related business activity, but refrain from designating a geographical area in south Westminster until the concept is reviewed. The attached proclamation would demonstrate support for the artists' initiatives and provide a way for City Council to support the cultural life of the community.

Many studies have found that start-up arts businesses and non-profit cultural centers play an important role in neighborhood revitalization and support for other retail and service-oriented businesses whose clientele also grows as a result of the new arts businesses. This effect was found in the Denver metro area in a report released in November 2008 by the Colorado Business Committee for the Arts (CBCA).

Respectfully submitted,

J. Brent McFall
City Manager

Attachment – Proclamation

WHEREAS, many creative professionals are living and working in the south Westminster area; and

WHEREAS, several art galleries are now open in south Westminster and are collaborating with other area businesses to hold a monthly public art walk that began in September 2009; and

WHEREAS, a community theatre is now operating for a second season this year; and

WHEREAS, several sound studios are located in south Westminster, and many professional musicians, music teachers and conductors are based in the area; and

WHEREAS, hundreds of hours of volunteer time has been poured into community events and co-operative artist organizations; and

WHEREAS, these creative professionals have proudly publicized historic south Westminster as an area focused on the arts and have coordinated their arts events so that the original main street of Westminster on 73rd Avenue and the significant historic structures in the area are highlighted in their marketing; and

WHEREAS, a November 2008 report by the Colorado Business Committee for Arts found that economic activity from non-profit cultural endeavors is growing faster than the Denver area economy as a whole,

NOW, THEREFORE I, Nancy McNally, Mayor of the City of Westminster, Colorado, do hereby proclaim the City Council's support for the artists' initiatives in south Westminster and congratulate them on their business success in 2009.

Signed this 12th day of October, 2009.

Nancy McNally, Mayor