



The RiNo Art District is a distinctive area of north Denver that is inclusive of four historical neighborhoods: Globeville, Elyria-Swansea, Five Points and Cole. The district started as a grass roots movement by local artists that wanted to connect the arts organizations in the area. Today, RiNo is comprised of four organizations, the **RiNo Art District** (the 501(c)(6) nonprofit arm, registered neighborhood organization, and state certified creative district), the **RiNo BID** (Business Improvement District), the **RiNo GID** (General Improvement District), and **Keep RiNo Wild** (the new 501(c)(3) nonprofit fundraising arm). Together, these organizations fund and support the area through advocacy, infrastructure improvements, artist support, community programming, business support, and events.

STRATEGIC PLAN

The RiNo family of organizations embarks on a strategic planning effort for the future. Over 300 stakeholders are involved including a diverse representation of RiNo artists, businesses, board members, staff and the general public. This new plan will help continue the district's community-driven mission:

RiNo champions local artists, creatives, and businesses to support a vibrant, engaged, and inclusive Art District.

MARKETING

Our goal for communications is to leverage both earned and owned media to raise awareness for RiNo Art District's impact, increase opportunities for collaboration, reinforce public trust, and ultimately build broader support for our mission and priorities.

Messaging is structured around three key themes that highlight our leadership and community impact: Advocacy, Inclusivity & Accessibility, and Building Community Through Art & Programming.



3.2 billion impressions
(up from 520 million)



368 local media mentions
—national coverage includes a feature in **The New York Times' What to Do This Summer: Denver**



52%+ increase in unique users on RiNo website

RiNo Art District Board

Sonia Danielsen
Andrew Feinstein
Jonathan Power
Gerald Horner
Jonathan Kaplan

Anne Hayes
Diana Merkel
Bernard Hurley
Elizabeth Nguyen
Anthony Aragon

BID Board

Diana Merkel
Rachel Rabun
Carla Mestas
Tom Kiler
Jevon Taylor
Obadiah Ariss
Levi Johnsen
Adam Larkey
Sonia Danielsen
Andrew Feinstein
Kendra Anderson

GID Board

Bernard Hurley
Liam Girard
Jamie Roupp
Daniel Flaherty
Kirsty Greer
Teresa Ortiz
Edee Anesi
Andrew Katz
Chris Woldum
Karen Good
CW Candi CdeBaca

Keep RiNo Wild Board

Anne Hayes
Jayne Buck
Sonia Danielsen
Brent Fedrizzi

Vicki Sterling
Rexford Brown
Tracy Weil

RiNo Art District Team

Tracy Weil | Co-Founder + Executive Director
Alye Sharp | Deputy Director
John Deffenbaugh | Senior Director of Strategy + Projects
Eva Zimmerman | Membership + Art Director
Alex Pangburn | Director of Curation
Marian Pulford | Development Director
Adrienne Villa | Operations Manager
Molly Paillet | ArtPark Director
Brittany Ross | Membership Coordinator
Dori Suess | Accountant

RINOARTDISTRICT.ORG



PHOTO CREDITS: murals + No Vacancy, @dillie, AirPark cover + interior, The Unfound Door, AirPark exterior, Scott Colby, Fringe, Kelen Jesse — additional ARTIST CREDITS: Black History Month: @johnnydco, @ishell, @we_must_grow, @justcreated, @seonart, @cyclocreator, @mi_mosgram, Woman's History Month: @aforangle, @latroobyn, @Onelle, No Vacancy, Oddknock.com, AirPark public art: Jaime Molina and Pedro Barrios



RiNo Art District

Annual Report 2021

To Our Community, Partners & Supporters:

On behalf of the RiNo Art District Board of Directors, our amazing staff, and myself—thank you!

We are grateful for your continued support of our efforts to maintain a place that values creativity and local entrepreneurs. The past two years have required remarkable agility as we navigate through the ricochets of the pandemic. Thankfully, RiNo persevered with continued support of artists and businesses across the district. We're proud that the district was able to extend assistance to local artists and businesses through the RiNo Support Fund Grants, as well as Social Impact Grants that support local nonprofit organizations with a focus on racial equity.

We're especially delighted with this year's landmark accomplishment: ArtPark Community Hub! Now in phase one, this unique gathering place brings numerous partners together, including the Denver Public Library, Redline, Alto Gallery and CoCuA—all who have moved into their new locations and initiated programs. We look forward to continuing the momentum on this legacy project. Many additional programs continue to thrive in the district, including the RiNo Mural Program; No Vacancy, an artists-in-residence program; Denver Fringe Festival; and Tools for the Creative Life.

While achievements are many, we continue to look ahead. In 2021, we initiated our strategic planning process for 2022-25 with input from board members, local stakeholders, and community members. During this process we are examining current realities, setting solid goals for the next few years, and continuing to define our vision for the future.

We are tremendously proud of our hardworking staff, and value the support of our board, volunteers, and the community. Together we have maneuvered through difficult times and we now stand strong as a community of creativity, compassion, and resilience.

—Tracy Weil, Co-Founder + Executive Director

Nonprofit 501(c)(3) focused upon education, community benefit, creative programming.

KEEP
RiNO
WILD

RiNo Art District
Nonprofit 501(c)(6)
membership organization.
Ensures cohesion across all
entities and the delivery of
initiatives in an equitable and
community-driven manner.

RiNo
BID

RiNo
GID

Special tax district focused upon business and creative support, mobility and public realm enhancements.

Special tax district focused upon public realm enhancements within its statutory area of focus.

Tools for the Creative Life

In partnership with Transforming Creatives, CBCA, the Creative Integration Initiative and the Denver Public Library, RiNo Made Salons evolves into a new workshop series providing creatives with connection, new skills, inspirational capital, and tools to craft a healthy creative ecosystem. The RiNo website expands its **RESOURCES** library to include videos from past workshops.

Circulator Feasibility Study

The RiNo Mural Program celebrates **Black History Month** with six mural installations, a spray-paint workshop, and a partnership with IRL Art + Rob the Art Museum that goes beyond murals with the Black Love Art & Crypto Gallery popup, the first all black art gallery in RiNo.

Womxn’s History Month features a local female graffiti writer and a Babe Walls installation including a mural depicting Colorado Women’s Hall of Fame inductee LaRae Orullian.

Mural Installations



RiNo Mural Program

The RiNo Mural Program launches, working with a diverse group of local artists to facilitate monthly installations around the district. All artists are paid for their work. This first year puts **\$126,000 in artists' pockets** helping keep art and artists at the heart of RiNo. rinomurals.org

\$126,000 to artists

Artists: **53%** womxn **50%** BIPOC

In 2021, the RiNo Art District's curation program connects **over 30 artists** with commissioned projects. The program aims to educate new and existing developers, residents and businesses on the importance of supporting the local art scene and giving back to the neighborhoods through art commissions.

Curation Program

District Signage

Sixteen additional gateway and vehicular signs are installed on Brighton Blvd. These signs welcome visitors and commuters to the district while providing needed direction to key destinations.

In 2022, the district will focus on adding signs to the west side and South Platte River Trail as well as adding parking signage.

32 artists in **2021 RiNo Mural Program**

RiNo Art District is the primary sponsor of the 2021 Denver Fringe Festival. This festival supports all genres of performance arts and attracts bold, progressive artistry that is on the fringes of the mainstream theatre tradition. (denverfringe.org)

Denver Fringe



RiNo Support Fund

RiNo distributes a new round of **grants for local artists, creatives and businesses** to provide support in the wake of the pandemic. In total, **\$200,000** is donated to 90 participants.

\$200,000 to local artists and businesses

Youth programming moves from **free virtual art workshops** to the new ArtPark with low-key supertime **Al Fresco Family Nights** in partnership with the Denver Public Library and Two Bee Industries. Workshops include hands-on interactive projects mixed with history and interviews with local artists. Throughout the year, **over 520** kids participate.

Youth Programs



Governor's Awards

RiNo Art District is honored with two 2021 Governor's Awards for Downtown Excellence by the Downtown Colorado, Inc. (DCI): the **People's Choice Award** for public realm master plans and **Best Pandemic Response – Financial Aid** for micro-grant funding provided to artists, creators and small businesses in the district through its RiNo Support Fund.

ArtPark Community Hub



Cheers for Change

In collaboration with the app PocketChange, RiNo participates in an interactive and impactful scavenger hunt to **drive traffic and revenue to RiNo bars and restaurants** during August and September while **raising \$10,000** for the ArtPark.

84% local artists

Unhoused Action Coalition

Legally blind artist Chloé Duplessis and half-Deaf CODA artist Valerie Rose create a mural to elevate **disability awareness** not only among artists but in our community. Local indigenous artists Danielle SeeWalker, Gregg Deal, and JayCee Beyale are brought in to install murals celebrating **Native American Heritage Month**. The 2021 program closes out with three collaborations between established and novice muralists.

Mural Installations



ArtPark

During grand opening weekend, a Saturday night fundraising event generates **over \$150,000** to fund ArtPark Phase Two. RiNo ArtPark also receives a **\$1.25M grant** from the Colorado Office of Economic Development and International Trade administered through Colorado Creative Industries. The grant and fundraiser help put the project over three-quarters of the way to the capital campaign goal. rinoartpark.org

Grand Opening

WINTER



Mural Installations

Local artist Casey Kawaguchi and Boston artist Imagine876 highlight **Asian-American and Pacific Islander Heritage Month** in one stunning collaboration.

Pride Month brings together local artist Tracy Weil and UK artist David Puck to highlight local drag celebrity Yvie Oddly.

RiNo gallery, Dateline, and local **tattoo artists** are highlighted alongside national tattoo celebrity and graffiti artist, Dave Tevenal.

Rhino Week 2021

The RiNo Art District once again partners with the Global Conservation Corps (GCC) for a celebration of RiNo's namesake and one of Africa's most charismatic and endangered species: the rhinoceros! The four days of events (panel discussions, community mural, art walk, bar crawl, and loads of education on conservation) grosses almost **\$3K toward conservation efforts**.

SPRING



Mural Installations

To **honor the graffiti community** that made the RiNo Art District what it is today and helped pave a way for street art, new installations are featured by well known and influential graffiti crews RTD and DF.

In **celebration of youth**, a Burton installation with artist and adventurer Jessa Gilbert is dedicated to building a relationship with local youth from the Third Way Center.

SUMMER



NO VACANCY

A new artist residency program is launched, in partnership with Menalto Development, providing **sixteen artists** with temporary studios, **\$32,000 in stipends**, and a space to showcase their work in a highly collaborative group experience. Throughout the summer, one completely transformed warehouse hosts five pop-up immersive theatre installations and over twenty art openings and performances. [@novacancyrino](https://twitter.com/novacancyrino)

Mural Map

The RiNo Art District's mobile website adds a new interactive map for navigating the iconic murals in the district. The map includes RiNo Mural Program installations as well as nearby galleries, restaurants, bars, and cafes. Many more new and existing murals continue to be added to the map.

FALL



\$50,000 to local BIPOC advocates

In its second round of funding, RiNo awards another **\$50,000** in unrestricted grants to **support local organizations working directly with the BIPOC community** championing social justice, equity, and the eradication of racial discrimination. All organizations are based in the historic neighborhoods of **Five Points, Cole, Globeville, and Elyria Swansea**.

Social Impact Grants

ArtPark Programming

A three-day celebration event is held in the ArtPark with a wide range of RiNo, community, and partner programming. Friday, Twenty One Pilots takes over the park bringing together fans with music inspired art and a RiNo produced "mural battle." Saturday, programs and workshops feature ArtPark partners, DPL, RedLine, The Zine Library, and CoCuA. Sunday celebrates family with RiNo led arts programming, performances, a bubble tower, bouncy house, and free food trucks. Throughout the weekend an Art Shuttle provides transport from surrounding neighborhoods to and from the park with an interactive art tour.

RiNo continues holiday season initiatives motivating people to shop small and support local in the district. Our website gift guide reaches **over 110,000** people. **Over 500** people participate in "It's a RiNo-ful Life" festivities which include a scavenger hunt to score one of 25 special edition artist prints, as well as pop-up free hot chocolate, vintage, live music, and more. The event supports 14 women-owned, 6 LGBTQ+, and 9 BIPOC businesses.

Gift Guide + It's a RiNo-ful Life