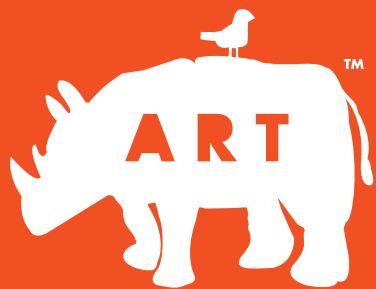


ANNUAL QUALITY REPORT 2022



Shifting Perspectives

Building a
Culture of
Belonging &
Expanding
Access



This year, like the two years before, brought mind-bending disruptions and new understandings. For many of us, these changes have been welcome challenges to the status quo and offered important reckonings. As individuals, communities and a society, we have learned to expect the unexpected and gained a newfound appreciation for the qualities of adaptability and flexibility. These disruptions, perspective shifts and adaptive skills are what truly excite me as I embark on this new role at the helm of RiNo Art District.

I want to first extend tremendous gratitude to the visionary co-founder of RiNo Art District, Tracy Weil. Along with Jill Hadley Hooper, Tracy founded the District in 2005 when much of the industrial portion of the district lacked meaningful investment. Much of this area was built for industry, rather than people. We see so often that it takes the keen observation and creative understanding of an artist to see the immense opportunity in what many overlook. From its inception, Tracy and Jill centered this district on solutions – solutions to empower artists, small businesses and historic communities. Over the last 17 years, Tracy worked tirelessly to build an inclusive community with the power to rewrite the narrative around what a creative district can be. It is an honor and privilege to be charged with carrying on this legacy and bringing the District into a new era where adaptability and expecting the unexpected are the way forward.

What you will see in the following pages represents the power of community coupled with a high level of intentionality. The team and boards at RiNo Art District are forces for positive change, but we cannot do it alone. We have learned over the last few years that collaboration is at the core of a thriving, agile community. Going forward, that belief in community stewardship and shared accountability will be a guiding force in our efforts to maintain an inclusive community at scale.

RiNo Art District, like many other cities and districts across the country, faces significant challenges. We do not claim to have all the answers,

but we are committed to creating curious, open spaces of belonging where these challenges can be met and ideas to overcome, reimagine and progress can be fostered. Our Strategic Plan over the next five years will be a road map to creating these places of opportunity, hope and healing, and I am excited to get moving!

I am committed and motivated to achieve RiNo's objectives of:

1. **Empowering artists and creatives through honoring the lived experiences of all**
2. **Increasing accessibility to the arts for everyone**
3. **Building a true culture of belonging through abundant thinking and solutions-based approaches**

I look forward to all the inspiration, ideas and adventures from our team and community in 2023. Together we are unstoppable.

Charity Von Guinness Executive Director RiNo Art District



RiNo by the Numbers

RiNo Art District is a 501(c)(6) nonprofit grassroots organization dedicated to fostering a welcoming, creative community where a diversity of artists, residents and businesses thrive. The district is inclusive of five historical neighborhoods: Globeville-Elyria-Swansea, Five Points and Cole. Over the last decade, RiNo Art District has helped form both a Business Improvement District (BID) and General Improvement District (GID) along with a community arts educational nonprofit (Keep RiNo Wild). Together, the RiNo Art District family of organizations funds and supports the Denver community through advocacy, infrastructure improvements, artist grants, community programming, business support, and events.

To learn more, please visit rinoartdistrict.org and follow us on Facebook and Instagram at [@rinoartdistrict](https://www.instagram.com/rinoartdistrict).

301

Total Members

031

New Members

Investment Snapshot:

\$425K

in artist stipends

\$050K

in Social Impact Grants

\$075K

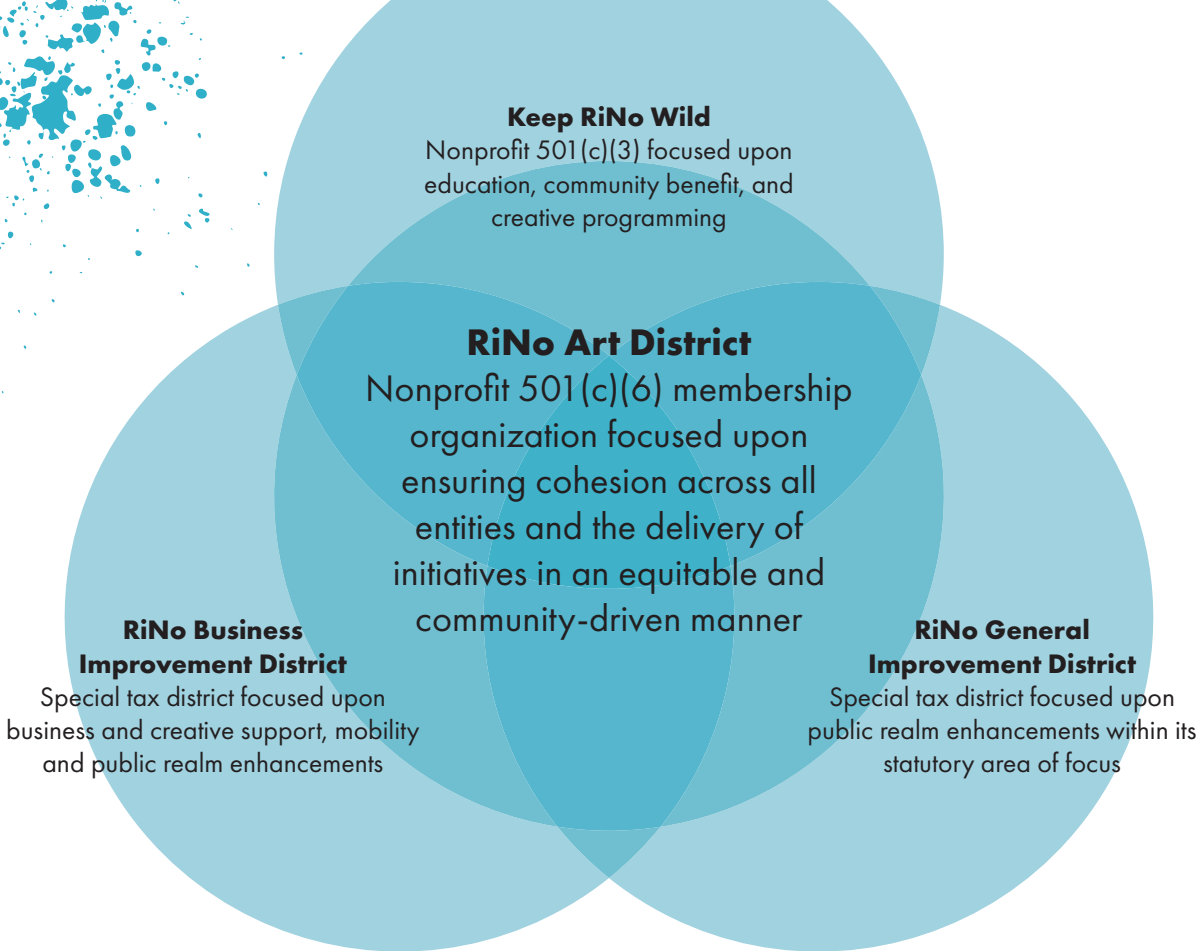
in creative/entrepreneurial support

\$500K

for ArtPark Community Hub Phase 2

\$080K

for ArtPark workshops, events, and classes



2023 RiNo Art District Team

Charity Von Guinness | Executive Director
Alye Sharp | Deputy Director
John Deffenbaugh | Senior Director of Strategy & Projects
Eva Zimmerman | Website Director
Marian R. Pulford | Development Director
Adrienne Villa | Operations Manager
Molly Paillet | Programs Director
Brittany Ross | Membership Manager
Hasti Soltani | Artist & Programs Manager
Dori Suess | Accountant
Tracy Weil | Co-Founder

2022 Board of Directors

RAD:

Sonia Danielsen (Bindery on Blake), Chair
Jonathan Power (Crema), Treasurer
Gerald Horner (Resident), Secretary
Jonathan Kaplan (Plinth Gallery)
Anne Hayes (Westfield/North Wynkoop)—KRW Rep
Diana Merkel (PS.Design)—BID Rep
Kirsty Greer (McWhinney)—GID Rep
Tracy Weil (RiNo Art District Co-Founder/RiNo Artist)

BID:

Diana Merkel (PS.Design), Chair
Rachel Rabun (Mockery Brewing), Secretary
Carla Mestas (CIRCLE Organization)
Tom Kiler (EDENS)
Jevon Taylor (Green Spaces)
Obadiah Ariss (The Preservery Foundation)
Levi Johnsen (EXDO Group)
Adam Larkey (Zeppelin Development)

GID:

Kirsty Greer (McWhinney), Chair
Liam Girard (Collegiate Peaks Bank), Treasurer
Jamie Roupp (Revolution 360), Secretary
Teresa Ortiz (Resident)
Edee Anesi (Flora)
Andrew Katz (Katz Development)
Karen Good (City of Denver DOTI)
Councilwoman Candi CdeBaca (District 9)

KRW:

Anne Hayes (Westfield/Westfield Company), Chair
Tracy Weil (RiNo Art District Co-Founder/RiNo Artist), Treasurer
Jayne Buck (Arts Advocate)
Sonia Danielsen (Bindery on Blake)
Brent Fedrizzi (AEG Presents)

Review of Strategic Plan **Goals**

1 Foster a healthy, welcoming and inclusive art district

- Cultivate community connections to enhance safety in RiNo
- Engage stakeholders and implement a strategy to maintain a clean environment
- Steward growth to help maintain RiNo's unique character
- Foster an inclusive art district

3 Increase affordable creative and small business space

- Advocate for affordable creative and small business space through policy and community organizing
- Create and steward RiNo-operated affordable spaces
- Partner with property owners, brokers, corporations and developers to identify and create access to space

2 Cultivate creative programming for all

- Deliver a large-scale annual art event and support grassroots events held by others
- Nurture ArtPark as a creative hub through programs, relationship building and partnerships
- Support and expand creative programming

4 Nurture RiNo's public realm with art, infrastructure, mobility and green initiatives

- Improve mobility and accessibility
- Ensure art is incorporated into all relevant infrastructure projects
- Increase the urban tree canopy and support the delivery of sustainable urban landscaping practices

5 Strengthen relationships and communication with RiNo's stakeholders

- Implement outreach and communication strategies to specific stakeholder groups
- Use RiNo's marketing and communications platforms to support and inform

Goal 1

Foster a Healthy, Welcoming and Inclusive Arts District



Successfully secured **new stop signs** at busy intersections on Walnut.



Conducted **23 design reviews** of various development projects in the District with the goal of stewarding growth to help with the goals of maximizing the quality of architectural and public realm design and supporting creative opportunities for artists.



Pursued advocacy goals as part of the Unhoused Action Coalition, a collective of RNOs, BIDs and GIDs in Denver that banded together in 2021 out of concern for the growing crisis in our community. This is a shared vision for supporting the interests of our constituents and advocating for solutions that recognize the humanity of individuals in our city who don't have access to permanent housing.

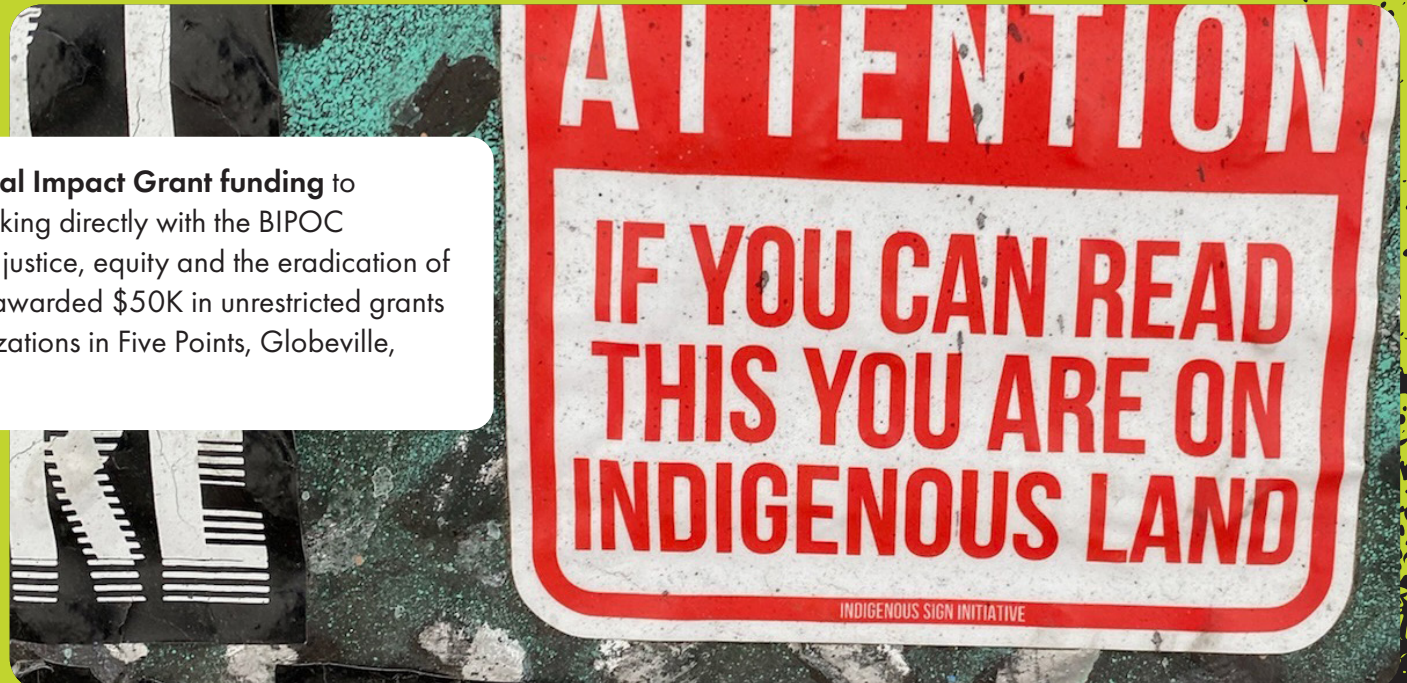




Continued to support **District-wide beautification efforts** with the Denver Day Works team, supporting people experiencing or at risk of homelessness.



Distributed a third round of **Social Impact Grant funding** to support local organizations working directly with the BIPOC community, championing social justice, equity and the eradication of racial discrimination. RiNo has awarded \$50K in unrestricted grants each year since 2019 to organizations in Five Points, Globeville, Elyria-Swansea and Cole.



Goal 2

Cultivate Creative Programming for All



ART RiNo

Hosted **Art RiNo** event, a large-scale, six-day festival dedicated to celebrating art in all its forms, featuring murals from acclaimed local and international muralists, live music performances through a partnership with Westword Music Showcase, light installations, art workshops and markets, and special events for all ages.



Mural installations from Smug, The Obanoth (Hannah Webb), Patrick Kane McGregor, KoCo Collab (Aiko and Corinne), chatty ancestors (Yazz), SpeakS (Devin Urioste), chromaj (Jodie Herrera), cuttyup (Jaime Molina), jher451 (Jher Seno)



Luminade, a three-night, light-based festival from IRL Art at RiNo ArtPark



A Colorado Rapids street closure pop-up party, featuring artist Armando Silva, Lucha Libre wrestling and Rastasalsa dance lessons



Camp RiNo, a family-friendly art experience, market and crafts event



Invested **\$75K** in large-scale art events, including Denver Fringe Festival, Side Stories Colorado, and OddKnock Productions' From on High, an immersive retro office satire.



Supported local artists and arts programs through sponsorships totalling **\$368,771**.



Supported more than two dozen local artists through the second year of the RiNo Mural Program, bringing in a diversity of perspectives and voices to walls throughout the District. Artists included Sarah Ortegon, whose mural, "What's in a Name," is explored in the Denver Post story below, and Bimmer Torres, whose massive 80-foot mural on the grain towers of Ardent Mills was featured on Denver7.



Hosted **Tools for the Creative Life**, free monthly workshops providing creatives with connection, new skills, inspirational capital and tools to craft a healthy creative ecosystem. Presented by RiNo Art District in partnership with Transforming Creatives, Colorado Business Committee for the Arts, Creative Integration Initiative and Denver Public Library, topics this year ranged from greening your practice to tax and accounting basics for artists, street art and copyright law. Almost 300 people were reached through these workshops.

NEWS > LOCAL NEWS



New Denver mural supports effort to rename Mt. Evans

"Even though I wasn't there, I know that my ancestors were"

Posted: 9:49 AM, Oct 16, 2022 Updated: 9:50 AM, Oct 16, 2022

By: Colette Bordelon



New mural on grain towers in RiNo



Denver7 - The Denver Channel
509K subscribers

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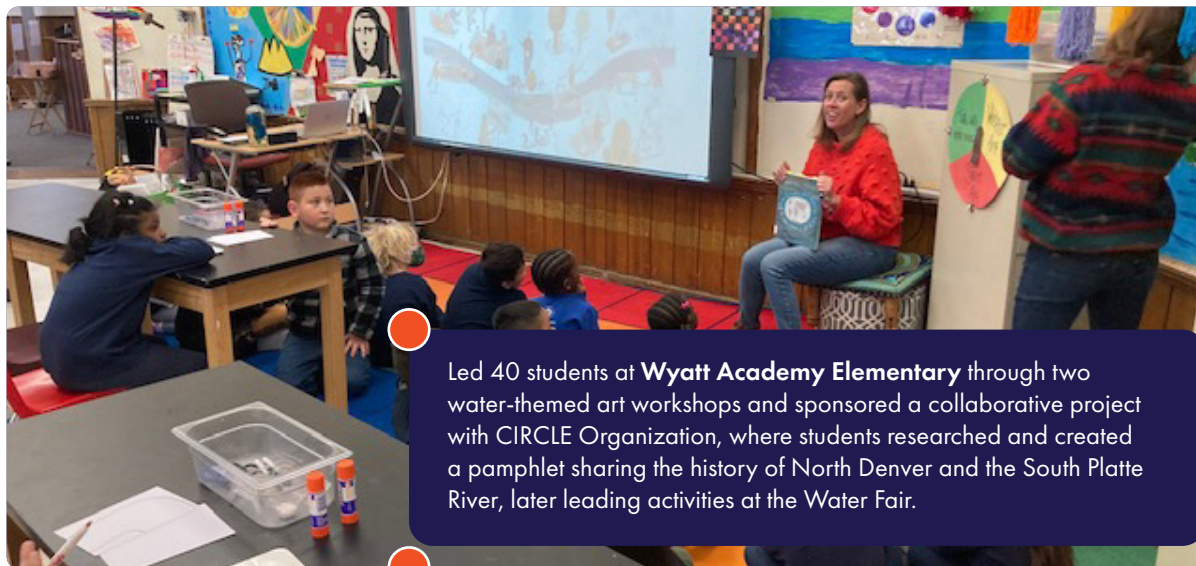




ArtPark

RIVER SERIES

Launched the **RiNo River Series**, a program exploring the South Platte River, Denver history and our relationship to place. In collaboration with 28 partner organizations – including environmental groups, local nonprofits, education institutions and neighborhood partners – the RiNo River Series hosted 46 activities between March and July 2022. All RiNo River Series workshops and event programming took place at RiNo ArtPark and around the district and was free to the public.



Led 40 students at **Wyatt Academy Elementary** through two water-themed art workshops and sponsored a collaborative project with CIRCLE Organization, where students researched and created a pamphlet sharing the history of North Denver and the South Platte River, later leading activities at the Water Fair.



Organized and hosted a **River Clean Up** in partnership with Patagonia, where 30+ community volunteers collected over 240lbs of trash. To celebrate, RiNo hosted a Water Fair with community water organizations, including Barr Milton Foundation, Water 22, Water Education Colorado and Colorado Water Trust – each sharing guided educational activities. Teen-centered program cohorts, including Platteforum and CIRCLE STAMP teens, showcased their work. Denver Public Library, RedLine Contemporary Art Center and Alto Gallery joined in the fun with the final ArtPark Menagerie – a wildly successful series with open studios, workshops, food, and live music.

The River Series featured interdisciplinary programs for all ages, including **Art in Nature**, a bilingual program series hosted by Americas for Conservation + the ARTS in collaboration with their Promotores Verdes program. More than 100 participants were lead through art therapy exercises related to color and nature.

Promoted and sponsored **Theatre Artibus's production of INbox**, an eco-hazard silent comedy followed by an after-show excerpt from Control Group Production's work exploring the South Platte, as well as a Q&A about the South Platte River with Water Education Colorado representatives. Though the River Series, RiNo also supported The End, Control Group Production's climate-crisis production.

Hosted **community River Rides** along the South Platte River with bike shop RiNo Velo and partners from local water organizations. Participants of all abilities and ages rode through RiNo, ending their ride with programming and snacks in RiNo ArtPark. Speakers joined from One World One Water Center at the Botanic Gardens, Metro Waste Water Recovery, Red Rocks Community College and Colorado Water Trust.



Brought middle and high school students together for the first **Youth Arts & Activism workshop**. Students discussed ways to transform social justice and inclusion conversations into provocative visual arts with artist Kristina Maldonado-Bad Hand and student facilitators from Youth Celebrate Diversity.



Brought back **ArtPark Al Fresco** for a second summer, bringing outdoor family art workshops (including felted geodes and graffiti needlepoint demonstrations) to RiNo ArtPark and reaching almost 200 registrants across the four summer workshops.



Hosted the first **Summer Art Market** and brought together artists, creatives and makers, with over 20 participating vendors, food trucks and live performances at ArtPark.



Hosted **Halloweekend** which featured a fall art market with 24 vendors and two local bands, and drag performances at Beacon to celebrate dance, music and art.



Goal 3

Increase Affordable Creative and Small Business Space



Raised more than \$4.4 million over the last three years and broke ground on Phase Two of ArtPark. When it opens next year, the 5,500-square-foot Interstate Building will be the region's most innovative interdisciplinary arts center, offering a flexible community pavilion that can be used for a variety of events focused on delivering community benefits to adjacent neighborhoods.



Continued a **successful partnership with RedLine Contemporary Art Center** to subsidize eight affordable artists spaces as part of their satellite location at ArtPark.



Paid out **\$425,000 in artist stipends** to support the local arts community.



Supported local business and pedestrians by continuing the **street closure on the 2900 block of Larimer Street** to create a space for people, not cars.



Artist: Laura Goodson

Signed a five-year lease to manage the 14 affordable artist studios at 3040 Blake Street. The newly coined 'RiNo Art District Studios on Blake' will provide more than 5,000 square feet of affordable studio space for local artists.

// Just having spaces available for artists to work [is so important]. There's a lot of artists who are full time especially in Denver because there's a big art scene here so having a space that we can actually you know make a mess in that has the amenities that we need like having good internet and good air conditioning and stuff like that is really important. And great lighting is also something that I feel like a lot of spaces don't have.

I've been an artist for eight years and I'm a professional, this is what I do for a living so I want to have a space that reflects that when I invite clients or whatever I want to feel like I'm inviting them into not only my studio but it's my office too so this space really has that kind of professional feeling to it and its also in a great community. //

Shaylen Broughton

// I mostly haven't had [my own studio] because of affordability. In between living in San Francisco and Manhattan, just crazy expensive cities, the studios that I had seen [there are] way far out of town like kind of sketchy and this one I like coming in here. It just feels so safe and bright and exciting and its such a good community, so it feels much more relaxing. //

Charlotte Greenwood



Artist: Shaylen Broughton

Goal 4

Nurture RiNo's Public Realm with Art, Infrastructure, Mobility and Green Initiatives



Engaged internationally renowned urban planning, landscape architecture and design firm Sasaki on \$39,355 in placemaking efforts for the District.

Developed a **beautification plan** for a pedestrian-friendly Larimer on the 2700 and 2900 blocks.

- Based on feedback from local businesses, the 2900 block elected to pursue the plan. Businesses on the 2700 block elected to re-open the street to car traffic.
- RiNo will work to increase activation in the District with the continued closure of the 2900 Block.

Created an **urban reforestation plan** for the District: Recognizing that street trees are essential to walkable and successful neighborhoods, RiNo Art District committed to increasing the number of street trees in the district. As part of our urban forest initiative, we will work with landowners and the City and County of Denver to ensure that existing street trees are maintained and unhealthy trees are replaced. In addition, RiNo, in partnership with its business and general improvement districts, will utilize its own funding to identify locations for new street trees and will deliver and maintain these trees over the coming years.



Continued to implement five streetscape plans: Over the past two years, Sasaki has worked alongside RiNo Art District, the North Denver Cornerstone Collaborative, Denver Public Works, Community Planning & Development, Denver Forestry and numerous property owners to create an identity for each street that ties into the overall vision of the District. Unifying elements such as streetscape furniture, wide sidewalks, and a "Keep RiNo Wild" planting strategy met the City's goals of increasing urban tree canopies and capturing the goals of the RiNo Design Standards for the public realm.



Continued to **maintain the flourishing planting** along Brighton Boulevard from 29th to 44th streets. RiNo maintains all public realm enhancements along the corridor, including planting, irrigation, pedestrian lighting, and benches.



Worked with the City and County of Denver to begin **envisioning a new plan designed to optimize curbside use management.**



Led the design of **ArtPark Phase 2**, the Interstate Building, the region's most innovative interdisciplinary arts center.



Supported those affected or at risk of homelessness by continuing to invest in a partnership with Denver Day Works to service and empty over 100 trash cans across the District, and to maintain Brighton Boulevard between 29th and 44th streets.

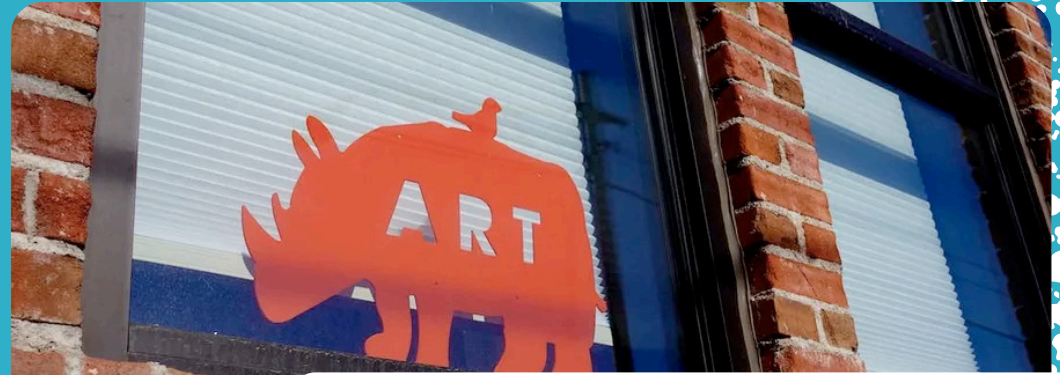


Preserved two murals (one pictured at right) by the late **Alicia Cardenas** - both in tribute to her memory and as part of an ongoing effort to sustain Chicano art in our community.



Goal 5

Strengthen Relationships and Communication with RiNo's Stakeholders



Re-launched RiNo Talks, bringing together RiNo staff, members and the community to learn about key RiNo initiatives, hear from neighborhood and city stakeholders, and establish a two-way dialogue.



Collaborated with 64 local businesses, artists and galleries for First Fridays with the goal of creating walkable experiences that encourage more time spent in the District.



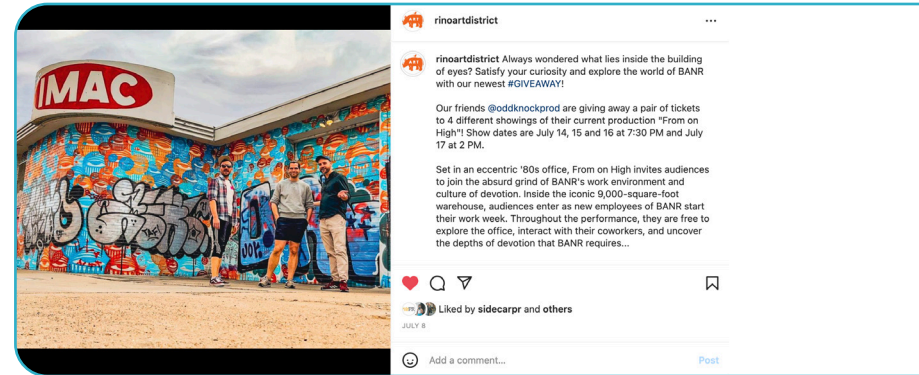
Partnered with 8 member businesses and arts organizations on social media contests with the goal of raising awareness and building their followings using RiNo's expansive platform.



The Alley between 26th and 27th Streets off of Larimer Street in RiNo.

Further standardized and strengthened RiNo communications channels, increasing the frequency of member communications and social media presence.

- Increased the open rate for The RiNo Monthly Newsletter indicating improved engagement and communication with RiNo members and stakeholders.
- Created social media content focused on partner promotion and District engagement through event promotions, mural highlights and RiNo initiative features.
 - Facebook: 256,000 annual impressions
 - Twitter: 14,000+ visits, 86,000+ annual impressions
 - Instagram: 6,237 new followers (6% increase), 1.3M annual impressions



Continued promoting the District's work on a local and national level through strategic media outreach and engagement.

- 61 articles in 29 publications featured various RiNo Initiatives in Denver this year. The approximate reach of media content this year was 17.1 million.
- RiNo Art District's impact on Denver's artist community was highlighted with media coverage on the 2022 Mural Program, including a Westword feature and Bimmer Torrest's mural highlighted on Denver7.
- The announcement of Charity Von Guinness as RiNo's new executive director earned cover page placement from The Denver Post.
- RiNo Art District's Art RiNo event was featured in The New York Times as part of a wrap-up on Denver.



ANNUAL REPORT 2022

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RiNo Art District 2022 Art Park and programming are made possible with support from: McWhinney, Landis and Sharon Martin Family Foundation, The William and Fiona Arnold Fund, The Boettcher Foundation, Kroenke Sports & Entertainment, Carmel Partners, Bonfils Stanton Foundation, Focus Property Group, Denver Arts & Venues, Ardent Mills, Kacie Boblitt, Sonia Daniels, Colorado Creative Industries, EDENS, Mark Young Construction, The Beacon Fund, and the City and County of Denver, Helen Hartman, Lisa Springle, Spencer Fane LLP, Ironton Distillery & Crafthouse, Amazon Inc., Swinerton, Thomas R Krouse, Kim & Gail Koehn, Chris Frost, David Boennighausen, Denver Department of Transportation and Infrastructure, Zeppelin Development, Carol Sarchet, Barbara Henderson, Paul J Murphy, Collegiate Peaks Bank, Bernard Hurley, Westfield Company Inc., The Whiting-Turner Contracting Company, AVA RiNo, Menalto Development LLC, Paul Hizleberger, EXDO Group Companies, OZ Architecture, Lauren Tiers, Cheney Galluzzi & Howard, LLC.

