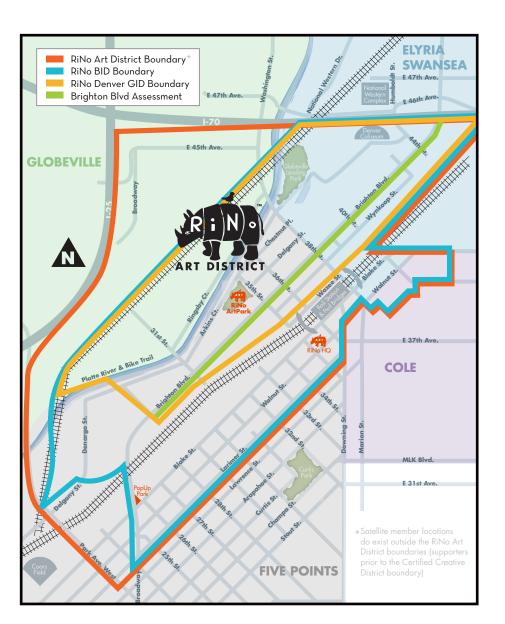


RiNo

EEP iNo RiNo GID

he 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.



RINOARTDISTRICT.ORG







hank you for making 2019 yet another remarkable year for the RiNo Art District. Our dedicated team has done an incredible job expanding our outreach while strengthening our events, programs, and services. It's also important to thank all of our board members, made up of volunteers and stakeholders that have dedicated so much of their time and ongoing commitment to our community organization.

As a district, working on building strong relationships with our neighbors and partners, uplifting the district as a whole, and building our creative culture has been a high priority. We continue to focus on the arts, local business and creating a destination in our great city for our locals as well as visitors from around the world. We lead the cultural conversation on how creativity can inspire a community in many forms and how stakeholders, many who have been here for generations, can feel empowered and have a voice. We are tackling our issues together as a collective and making tremendous strides.

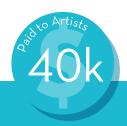
As the Co-founder and Executive Director, I've been involved in the district for fifteen years and continue to be committed to the long-term success of the district. This includes advocating for our residents, property owners, artists, and local businesses. We've built a solid foundation to ensure art will continue to be a driver in an everchanging environment.

In 2019, we welcomed our new Projects Director John Deffenbaugh who manages our key infrastructure initiatives throughout the district; including the new RiNo ArtPark Community Hub, coordination of streetscape design and public realm improvements, and enhancement of mobility throughout the district. We are loving the trash receptacles! RiNo Made Gallery Manager, Alexandrea Pangburn transitioned into our RiNo Made Program Director and also manages our social media efforts and district art curation. Alex is also working with Crush Founder Robin Munro on the new Headquarters Gallery in the alley behind Denver Central Market. The district is fiscally strong and has prioritized projects to benefit all.

Through the lens of art, we look to our future. New 2020 initiatives will continue to support our creatives and small businesses in the district. We are working on a new RiNo Support Fund, a program designed to provide additional support and tools to help our creative community and local businesses succeed.

I encourage you to get involved! In 2020, our initiatives will be spearheaded by our new committee structure focusing on affordability, parking-mobility, business, events and the RiNo ArtPark.

Cheers to the next chapter! —Tracy



Eight Colorado artists are selected to bring eight exteri walls in the Brighton Blvd are of RiNo to life for eight winte nights in the second annual Side Stories. The event **brings** visitors to RiNo businesses during the slower winter month

**Side Stories** 



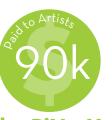
## **District Marketing Efforts**

The RiNo Art District focuses RiNo Made Salons, a partnership marketing efforts on special events, feature stories, social media, the annual guide, monthly o bring **free entrepreneurial** newsletters, and the website. tools and workshops to RiNo's instagram followers double artists and creatives at its in 2019, adding about **1000** new Converge Denver location. new followers per month.

**RiNo Made Salons** 



The RiNo Art District joins the City of Denver and Denver Parks and Recreation for the official groundbreaking of RiNo Park.



by RiNo Made

### Park **Groundbreaking**

lements: access, education and activation, with the goa to create a new kind of park environment for Denver, one in which both the park and the nteractive learning, culture and community gathering.

**Park Buildings** 

## **RiNo Insider Tours**

RiNo Insider Tours returns with an exclusive in-depth tour of AEG's brand new venue, the Mission Ballroom. These tours give guests an inside look at new developments in RiNo, with 100% of ticket sales going to support the initiatives of the RiNo Art District.

document is to maintain the diversity, innovation and focus on creativity that has

**Design Standards** 



**Curation Program** 

The RiNo Art District introduces

a curation program that allows

business owners, developers,

home owners, building owners,

etc., to have their space curated

with local Denver artist's work,

whether it be a permanent or

rotating installation. Fine art or

mural work, the district creates

further opportunities for artists to

display their art in spaces that

want to showcase local talent.

fosters artists, youth and creative projects in RiNo. In

**Emerging Artists Fund** 



## 501(c)(3) Status

affordable community

**creative space** within the

socio-economic groups.

RiNo forms a 501(c)(3) nonprofit RiNo launches its Recycling and fundraising corporation to provide Landfill Program locating a total and advocate for permanent, of 92 waste bins throughout the RiNo Art District on Larimer, Walnut, and Blake Streets, and district, to support and bolster the on Brighton Blvd. The bins, existing artist community and those designed in RiNo, are equally that desire to be here, and to split between recycling and landfil provide educational programming, waste. They will be emptied and events, classes and experiences cleaned by the Denver Day Works for all ages, backgrounds and team, **providing support** and opportunities to those

affected by homelessness.

locations Recycling + Landfill

Oxpecker Ball

RiNo Art District hosts its

inaugural Oxpecker Ball

raising over \$100K for the

RiNo ArtPark Community Hub.





The RiNo Art District continues to install its phased signage and wayfinding plan. New gateway signs along with **pedestrian** and vehicular signs are added in the corridor. The next phase focuses on Brighton Blvd.

RiNo also receives a grant from Historic Denver to create a series of interpretive signs around the district that celebrate its historic street names.

Signage

## Streetscape **Masterplans**

and high quality public realm, RiNo funds 30% landscape design studies, including obtaining City approval, for Chestnut Place, 36th Street, and Delgany Street.

ollowing 13 months of design workshops with the local community and development stakeholders, RiNo achieves full City approval of the Chestnut Place streetscape masterplan

The RiNo Art District collaborates with the Denver Office of Economic Development on a special marketing promotion during the 27th St construction project. The promotion includes RiNo business features, a Holiday Passport program, special Lyft codes, social media, guerilla wayfinding, and parking signage.

**Small Business** Support



## Pop-up Park



The RiNo Art District pays homage to its animal namesake, the rhinoceros. Together with the nonprofit Global Conservation Corps (GCC), RiNo hosts the first-ever Rhino Week during the week of Earth Day to raise awareness of and funds for rhino conservation.

**Rhino Week** 

## Community Engagement

**Bike to Work Day** brings gether community partners to

**RiNo Talks**, hosted at rotating ocations throughout the RiNo Art

In July of 2019, the RiNo Art District team joined the creative community at Walnut Workshop. With RiNo Art District now running the CRUSH WALLS Festival, the district decided to streamline its retail operations and combine the nd an average 20% increas efforts of its RiNo Made Programs **in business** to the area. with CRUSH Founder Robin Munro's Headquarters Gallery.

**New RiNo HQ** 

# **CRUSH WALLS** 35% artists

were womer CRUSH WALLS, celebrates 10 years! The event stretches acro

With CRUSH and RiNo Art District continually adding murals, which attract an estimated 1.4 million+ people to the district throughout the year, Afar magazine and Visit Denver add this title to RiNo:

**Street Art Capital** of the U.S.



### **Official CRUSH Mural Tours**

Headquarters Gallery and RiNo Art District launch official CRUSH mural tours. The new gallery, from CRUSH Founder Robin Munro, will also provide demonstrations, workshops, installations, event curation and consultations.



RiNo and the City and County of Denver are co-funding a design study to develop a complete 100% design package for 35th Street, linking the 38th and Blake A-Line station with the future RiNo ArtPark and Platte River Promenade.

partners, particularly local

35th Street

**Mobility Study Action Plan** 

## guide objectives and advocacy with regard to transportation

RiNo publishes its Action Plan to

infrastructure and transit. The objective of the Study is to facilitate a holistic view of the district's needs and to ensure that future plans directly benefi RiNo's communities and those of its historic neighborhood residents and business owners.