



BID

KEEP  
RiNo  
WILD

RiNo  
GID

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.



RINOARTDISTRICT.ORG



## RiNo Art District Board

Andrew Feinstein  
Rexford Brown  
Justin Anthony  
Justin Croft  
Adam Gordon  
Chandler Romeo

Sonia Danielsen  
Jonathan Kaplan  
Anne Hayes  
Jonathan Power  
Vicki Sterling

## BID Board

Justin Croft  
Sonia Danielsen  
Andrew Feinstein  
Diana Merkel  
Rachel Rabun  
Bryan Sledes  
Ari Stutz  
Kendra Anderson

## GID Board

Anne Hayes  
Jonathan Kaplan  
Larry Burgess  
Daniel Flaherty  
Liam Girard  
Bernard Hurley  
Jamie Roupp  
Chris Woldum  
Karen Good  
CW Candi CdeBaca

## RiNo Art District Team

Tracy Weil | Co-Founder + Executive Director  
Alye Sharp | Community Outreach Director  
Eva Zimmerman | Membership + Art Director  
John Deffenbaugh | Projects Director  
Alex Pangburn | RiNo Made Program Director  
Robin Munro | CRUSH Founder + Curator



ART DISTRICT

3525 Walnut Street #40, Denver, CO 80205  
RiNoArtDistrict.org

## Dear Friends:

Thank 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 ever-changing 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, Alexandra 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

# RiNo Art District

## Annual Report 2019



Paid to Artists  
40k

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

## Side Stories

## District Marketing Efforts

The RiNo Art District focuses marketing efforts on special events, feature stories, social media, the annual guide, monthly newsletters, and the website. RiNo's instagram followers double in 2019, adding about **1000 new followers per month**.

RiNo Made Salons, a partnership between RiNo Art District and the Denver Public Library, continues to bring **free entrepreneurial tools and workshops to artists and creatives** at its new Converse Denver location.

## RiNo Made Salons

Free classes



## Park Groundbreaking

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

Paid to Artists  
90k

by RiNo Made

Design begins on the buildings within the park known collectively as the RiNo ArtPark Community Hub. The vision for the buildings is centered around three core elements: **access, education and activation**, with the goal to create a new kind of park environment for Denver, one in which both the park and the buildings become a campus of **interactive 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**.

## 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.

RiNo publishes Design Standards to help public and private development teams understand how they can contribute to the goals of the community through their work. The vision for this document is to **maintain the diversity, innovation and focus on creativity** that has helped RiNo rise from the rail yards while mitigating the impacts of thoughtless development that does not respect its potential.

## Design Standards



The Emerging Artist Fund, created as part of CRUSH Walls 2018, **fosters artists, youth and creative projects** in RiNo. In 2019, the fund sponsors the RiNo Urban Arts Festival and supports Lights Out/On at RedLine, a one-night-only event celebrating light-based installation and new media.

## Emerging Artists Fund



## 501(c)(3) Status

RiNo forms a 501(c)(3) nonprofit fundraising corporation to provide and advocate for **permanent, affordable community creative space** within the district, to support and bolster the existing artist community and those that desire to be here, and to provide educational programming, events, classes and experiences for all ages, backgrounds and socio-economic groups.

RiNo launches its Recycling and Landfill Program locating a total of 92 waste bins throughout the RiNo Art District on Larimer, Walnut, and Blake Streets, and on Brighton Blvd. The bins, designed in RiNo, are equally split between recycling and landfill waste. They will be emptied and cleaned by the Denver Day Works team, **providing support and opportunities to those affected by homelessness**.

## Recycling + Landfill



92 bins

## Oxpecker Ball

RiNo Art District hosts its inaugural Oxpecker Ball **raising over \$100K** for the RiNo ArtPark Community Hub.

46 locations

## WINTER



## Streetscape Masterplans

In order to support a consistent and high quality public realm, RiNo funds 30% landscape design studies, including obtaining City approval, for **Chestnut Place, 36th Street, and Delgany Street**.

Following 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 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

## SPRING



## Pop-up Park

RiNo's pop-up park was created in partnership with the City of Denver. Maintained and programmed by RiNo Art District in partnership with Denver Day Works, the park provides employment opportunities for those affected by homelessness and brings energy and activation to the corner of Blake and Broadway.



The RiNo Art District pays homage to its animal namesake, the rhinoceros. Together with the non-profit 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 together community partners to celebrate bike commuters and to highlight recent, ongoing, and needed bike infrastructure in and leading into RiNo.

**RiNo Talks**, hosted at rotating locations throughout the RiNo Art District, provides an opportunity for the community to learn and talk about issues impacting the district and surrounding neighborhoods.

## SUMMER



Paid to Artists  
225k

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 efforts of its RiNo Made Programs with CRUSH Founder Robin Munro's Headquarters Gallery.

## New RiNo HQ

## CRUSH WALLS

Denver's foremost urban art festival, **CRUSH WALLS, celebrates 10 years!** The event stretches across a 30 block open-air gallery that is the RiNo Art District featuring 85 Colorado artists and 22 invited artists collaborating over one week. The event brings 150,000 visitors and an **average 20% increase in business** to the area.

35% artists were women

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.

## FALL



## 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.

## 35th Street

## Mobility Study Action Plan

RiNo publishes its Action Plan to guide objectives and advocacy with regard to **transportation 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 benefit RiNo's communities and those of its historic neighborhood partners, particularly local residents and business owners.