

Dear Friends:

What a long and strange year it's been. We walked into 2020 with fresh eyes and aspirations, ready to tackle a world we knew and understood. Then the Covid-19 pandemic arrived and we were jolted into new ways of living.

RiNo Art District, like everyone, was forced to find a fresh approach to not only survive a world health crisis but to shift to find effective and efficient ways to serve our constituents. At the same time, an important civil rights movement opened our eyes to racial injustice in all our communities. We made a pledge to listen, advocate, and take action.

Within a remarkable short span of time the RiNo Art District created fresh programs and partnerships to reflect and support the new and difficult realities we faced as a community of artists, creatives, and small businesses.

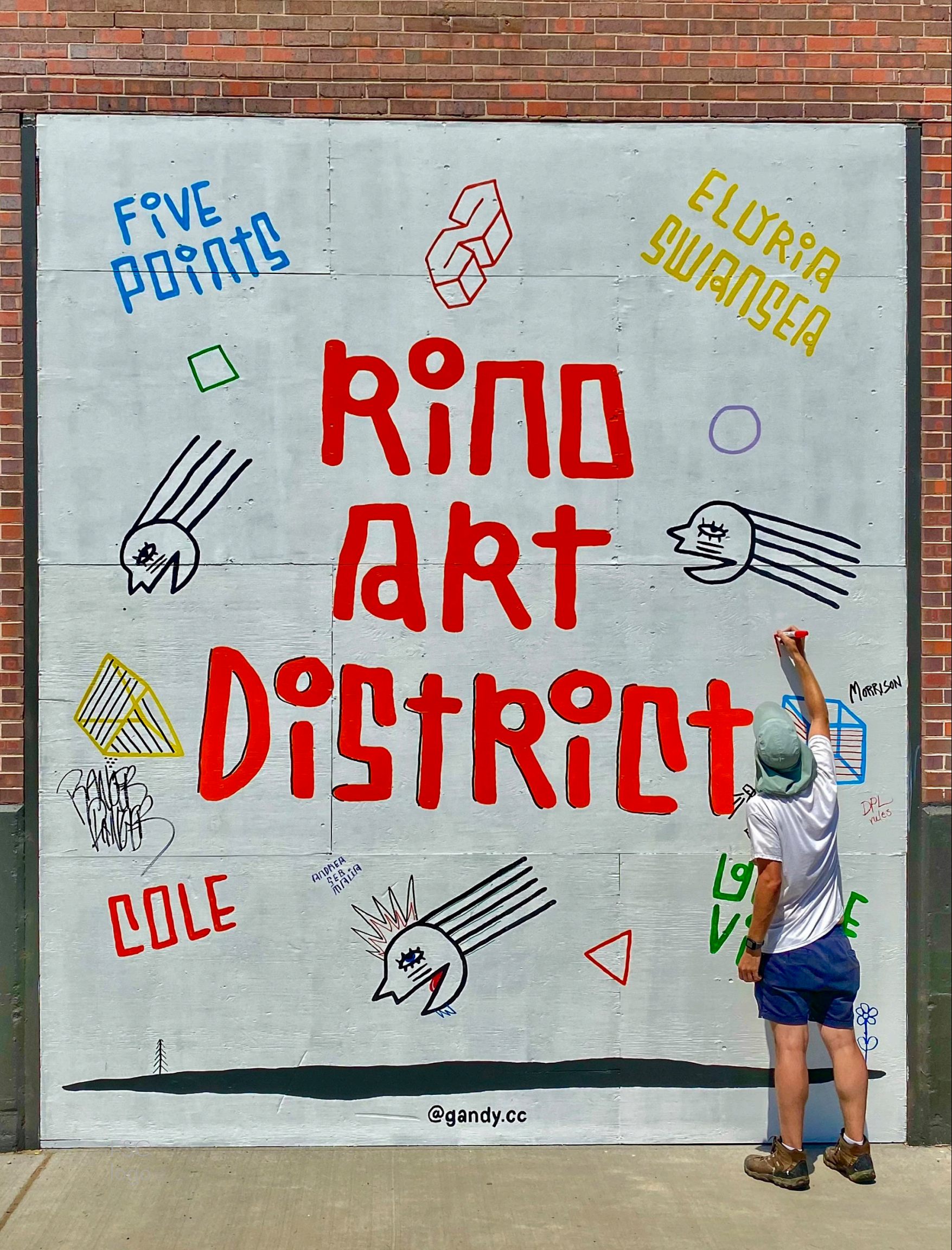
Local artists, neighbors, businesses, and government agencies worked together to rise above hardships and hurdles. Collaborations shined in every effort, from the RiNo Support Fund to Social Impact Grants for BIPOC organizations, to assistance with patio expansions, cohesive marketing, paid opportunities for artists and youth programs, to embarking on our biggest venture yet, the ArtPark Community Hub.

I'm very proud of those who steward this organization: our stellar staff and our very supportive board of directors. Together, we pressed on to become a national leader in creating innovative ways to survive and thrive through the pandemic. In this annual report, you'll discover the many ways the district creatively revamped programs, special events, and public efforts to address the immediate needs of our community.

In these dark and difficult times, these victories happen because RiNo — created 16 years ago as a small grassroots arts organization — is still fueled by the power of community. We know that the arts and creative thinking have the unique ability to transform us both individually and collectively.

As we turn the page on a new year, let's recognize the challenges we met and the success we achieved, and then, together, press on to create better days ahead.

—Tracy



RiNo Art District

Annual Report 2020



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.

RiNo Art District Board

- | | |
|-----------------|------------------|
| Sonia Danielsen | Andrew Feinstein |
| Jonathan Power | Gerald Horner |
| Jonathan Kaplan | Elizabeth Nguyen |
| Anthony Aragon | Bernard Hurley |
| Anne Hayes | |

BID Board

- Diana Merkel
Sonia Danielsen
Rachel Rabun
Andrew Feinstein
Kendra Anderson
Carla Mestas
Tom Kiler

GID Board

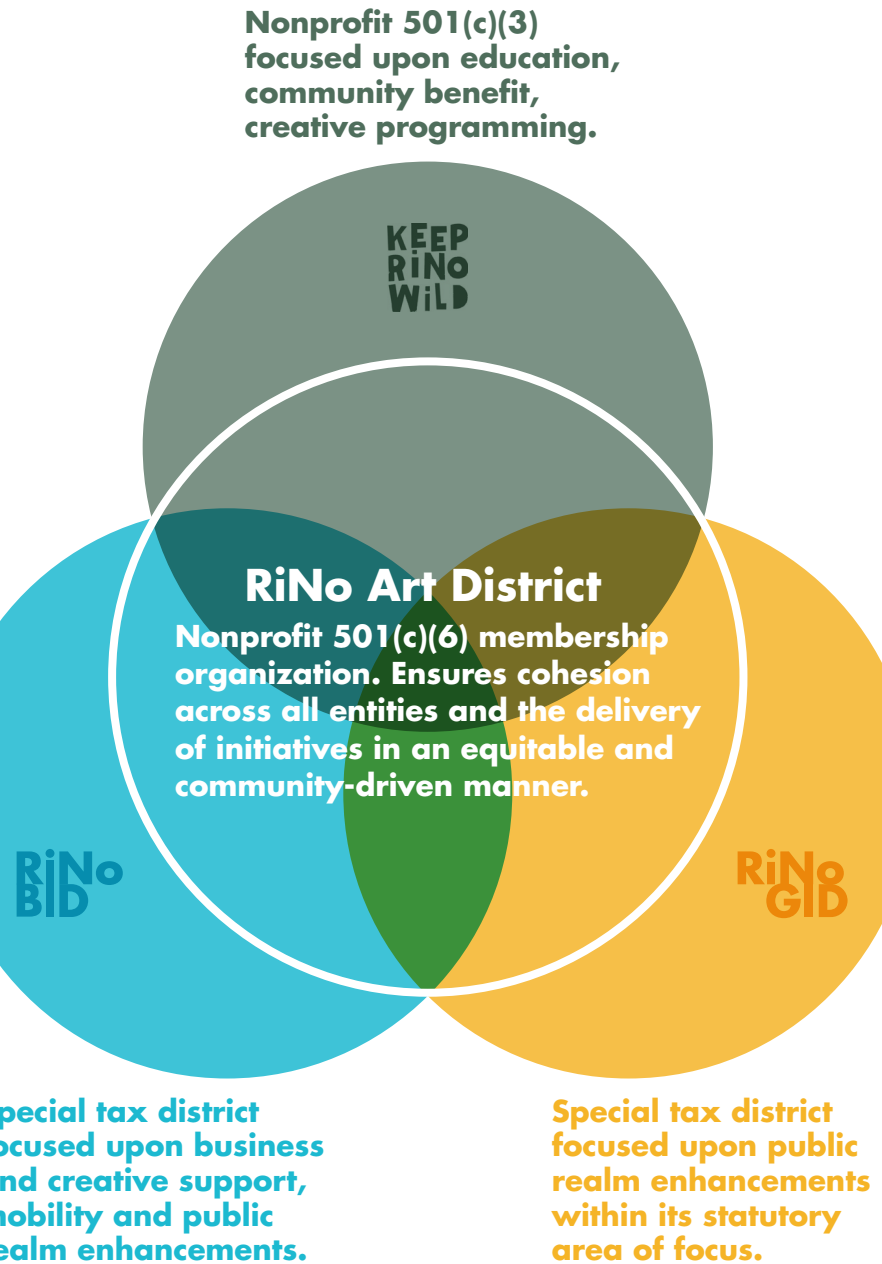
- Bernard Hurley
Liam Girard
Jamie Roupp
Daniel Flaherty
Chris Woldum
Kirsty Greer
Teresa Ortiz
Edee Anesi
Karen Good
CW Candi CdeBaca

Keep RiNo Wild Board

- Anne Hayes
Jayne Buck
Vicki Sterling
Rexford Brown
Tracy Weil

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 | Director of Curation
Marian Pulford | Development Director
Adrienne Villa | Operations Manager



RINOARTDISTRICT.ORG



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

Curation Program

In 2020, the RiNo Art District's new curation program **puts over \$286,000 into the pockets of artists** through commissioned projects. The program aims to guide new and existing developers, residents and businesses on the importance of supporting the local art scene and giving back to the neighborhood through art commissions.

RiNo Support Fund

RiNo donates **over \$200,000 in microgrants** to more than 170 local businesses, artists, and creatives to provide support at the outset of the Covid-19 pandemic.

170+ local artists and businesses

Youth Programs

As the world shifts to a virtual platform in 2020, so does RiNo's youth programming. Through a partnership with the Denver Public Library and Two Bees Creative, **over 200 kids and teens are reached** through virtual art workshops. Additionally, **120 youth learn** how to wheat paste and yarn bomb through a socially distanced CRUSH Walls workshop.



The district creates signage to **promote mask wearing and social distancing** and to encourage residents and visitors to support local businesses in line with Covid-19 protocols.

Social Distance Signage



Artist Supply Grants

Thanks to a **\$10,000** grant from Colorado Creative Industries, RiNo distributes \$100 Guiry's gift cards to 100 artists to spend on art supplies.

\$10,000 to artists

The RiNo Art District installs phase four of its signage and wayfinding plan. New gateway and vehicular signs are added to Brighton Blvd. The district also begins efforts to **add historical neighborhood names** to gateway signage.

District Signage



Mural Programs

35% womxn artists

35% BIPOC artists

In support of the **safe operation of local bars and restaurants** during the Covid-19 pandemic, RiNo works with local businesses and the City and County of Denver to facilitate the closure of four street areas throughout the district. Cumulatively, RiNo's street closures are the largest approved in Denver.

Street Closures



Mural Programs

A Covid-regulated CRUSH Walls delivers another round of new street art to RiNo. The district begins new program for year-round commitment to artists.

\$286,000 to artists

87% local artists

RiNo partners with Denver Public Health and UHealth to provide **free Flu, Tdap, MMR, and Hep A vaccines** to frontline workers and the local community.

Vaccine Clinic



Wynkoop Street

In order **to support a consistent and high quality public realm**, RiNo funds a 30% landscape design study of Wynkoop Street from 35th to 40th streets. Following 10 months of design workshops with the local community and development stakeholders, RiNo submits the Wynkoop Street Masterplan to the City and County of Denver for approval in October 2020.

RiNo launches holiday season initiatives motivating people to shop small and support local in the district. The **scavenger hunt** for one of 100 original Olive Moya-designed bandanas rewards discoveries posted on social media with a gift card to a local RiNo business. The **gift guide**, an easy to click through gallery on our website, presents an amazing array of gift ideas submitted by RiNo artists and businesses.

Gift Guide + Scavenger Hunt



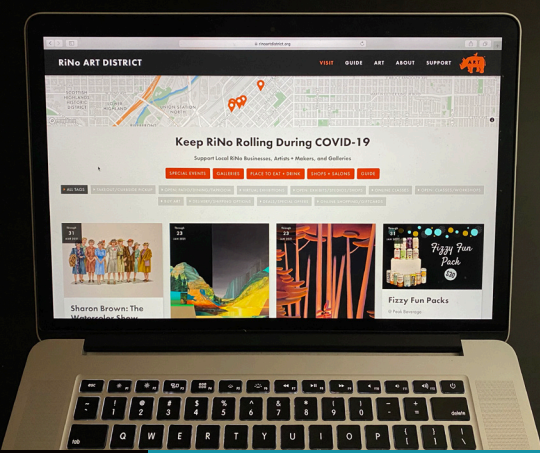
WINTER



Recycling + Landfill

The first full year of RiNo's on-street recycling and litter collection program **provides employment to those affected by homelessness** and removes 234 yards of recycling and 390 yards of litter.

\$40,000 to artists



Keep RiNo Rolling

A dedicated area of the RiNo Art District website, rinoartdistrict.org, is created to promote any and all evolving special offers, virtual events, etc. from local businesses.



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 third annual Side Stories. The event brings visitors to RiNo businesses during the slower winter months.

Side Stories

234 yds recycling and **390 yds** of litter

SPRING



18 local BIPOC organizations

RiNo Made Salons, a partnership with the Denver Public Library, continues in 2020, moving to a virtual platform in late spring. **Over 650 attendees** learn new tools for their creative businesses and connect with other creatives during these monthly workshops.

Free Workshops

Social Impact Grants

RiNo commits **\$50,000** in Social Impact Grants to support 18 organizations that work 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, Globeville, Cole, Elyria Swansea. (Mural: @hieroveiga, @detour303, @tukeone)

Denver Fringe is the recipient for an Emerging Artists Fund. In 2021, the RiNo Art District will continue the collaboration June 24th-27th. This festival is designed to support all genres of performance arts and to attract bold, progressive artistry that is on the fringes of the mainstream theatre tradition. (denverfringe.org)

Denver Fringe

SUMMER



Roam RiNo

RiNo rolls out signage with interactive QR codes providing easy access to online information and encouraging visitors to safely enjoy the entire district.



Artists' Series masks

The RiNo GID assumes maintenance obligations for the public realm features, including all landscaping, irrigation, feature lighting, seating, and trash collection.

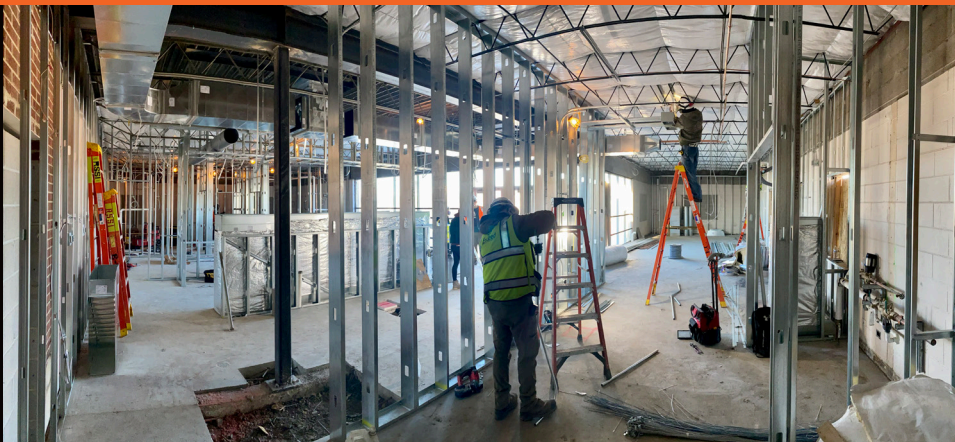
Brighton Blvd



Park Opening

The new park, future home of the Community Hub, opens at 35th Street and Arkins Court. The park was created by the City and County of Denver and includes a number of references to the area's industrial heritage.

FALL



ArtPark Community Hub

Construction commences on the new community facility including a branch of Denver Public Library, subsidized artist studios operated by RedLine Contemporary Art Center, and a restaurant and cafe operated by Focus Points Family Resource Center to support refugees and immigrants with their food entrepreneurialism. The \$3.5m project is funded through an **ongoing capital campaign** with contributions from the RiNo BID and GID, foundation grants, corporate giving, and private charitable contributions.



After many years of advocacy to the City and County of Denver, Walnut Street is converted to two-way operations. Two-way streets have proven benefits in slowing traffic to create a safer and more pedestrian friendly environment, bringing wider economic benefits to the local community.

Walnut Street Two-way

DONATE



To mark the first year of a voter polling location in Five Points, RiNo supports a socially distanced voter celebration event featuring local DJs, performers, and live painting.

Voter Celebration Event