

2003 CCAF Backgrounder



2 Steele St., Suite B-100
P.O. Box 6265
Denver, CO 80206
Ph. 303-355-2787
Fax 303-355-2788
www.cherryarts.org

Contact: Brad Chittim
Media Contact
Cherry Creek Arts Festival
(303) 355-2787, x209
bradchittim@cherryarts.org

The Cherry Creek Arts Festival Organization

The Cherry Creek Arts Festival (CCAF) is a non-profit organization whose year-round mission is to educate and expose Coloradans to the arts. Its four full-time employees fulfill the agency's educational mission during the year through broad school and outreach programs that touch 20,000 Coloradans annually. Its best-known event is the award-winning Cherry Creek Arts Festival, which is held annually over the Fourth of July holiday.

Year Round Programs

The Festival Organization sponsors three year-round arts programs collectively known as Arts in Action – the Mobile Art Collection, the Alliance Project and the Artist in Residency program. It also sponsors lesson plans for teachers that fulfill Colorado Arts Education and National Arts Standards.

The *Mobile Art Collection* consists of original artworks that are displayed at schools, libraries and public venues throughout Colorado. Students assist with the setup and dismantlement of the exhibits and some are trained to serve as docents for the collection. Through these activities participants learn about art and improve their public speaking skills.

The *Alliance Project* is a unique cross-curricular educational partnership. It is supported by the Scientific & Cultural Facilities District (SCFD), which serves over 20,000 Denver area middle school kids per year. Teachers credit the Alliance Project with enriching their curriculum and boosting state art standards.

The third Arts in Action program is called the *Artist in Residency*, launched in 1999. This program targets a unique population of at-risk youth at lock-down facilities including Lookout Mountain Youth Detention Center as well as Girl's View. The workshops, taught by local and national artists, also provide at-risk youths with a positive outlet for self-expression.

Funding for the Non-Profit Organization

Like other non-profits, the Cherry Creek Arts Festival organization depends primarily upon donations, sponsorships and grants. The Arts Festival receives additional support from the City and County of Denver and the Scientific and Cultural Facilities District (SCFD).

The organization receives partial funding for its year-round programs from the Art Auction, which is held at the annual Fourth of July weekend Festival. It does not receive commissions from artists on-site sales nor does it charge an entrance fee for the event.

The public can support the organization by purchasing official Cherry Creek Arts Festival posters and merchandise for sale throughout the year, as well as commemorative cups, beverages and a variety of souvenir merchandise for sale onsite.

The Role of Volunteers

The Organization runs lean during the year, with a small number of staff and volunteers. But in July, numbers swell to 700-1,000 volunteers for the annual Cherry Creek Arts Festival. They serve on committees ranging from artist relations to security and everything in between. The Cherry Creek Arts Festival Organization appreciates the many volunteers who have helped it achieve its mission throughout the years!

2003 Arts Festival Event Facts

Overview

The Cherry Creek Arts Festival is Colorado's signature cultural event, consistently drawing over 350,000 visitors over its three day showing. It is also one of the nation's most competitive outdoor-juried arts festivals with 1 artist in 10 invited to attend. There's something for everyone with premier visual, performing, culinary and musical arts. Out of 2,100 entries, over 200 artists present their works covering 13 categories including ceramics, digital art, drawing, fiber, glass, graphics and printmaking, jewelry, metalwork, mixed media, painting, photography, sculpture and wood.

Attendees will experience music to move the soul, all day, every day, from rock to jazz. For those who like to get involved, the Festival offers Creation Station and Art Zone—with hands-on art activates for kids and adults respectively.

In 2002, the International Festival and Events Association honored the Arts Festival with 18 awards, including the Bronze Grand Pinnacle. Twice the Arts Festival has been the recipient of the Gold Grand Pinnacle Award, the industry's highest honor.

Festival Fast-Facts

Event: 13th Annual Cherry Creek Arts Festival

Dates: July 4th 10:00 a.m. – 8:00 p.m., July 5th 10:00 a.m. – 8:00 p.m., July 6th 10:00 a.m. – 6:00 p.m.

Location: Cherry Creek North at First and Fillmore

Accessibility Hour: A special time designated for people with mobility concerns, Sunday, July 6: 9:00 a.m. – 10:00 a.m.

Festival Nights: Music on Fillmore Plaza: Friday and Saturday: 8pm – 10pm (Fillmore Plaza only)

Admission

Free thanks to the support of Arts Festival sponsors, donors and the Scientific & Cultural Facilities District.

About the Executive Director



Mr. Terry Adams—Executive Director, Cherry Creek Arts Festival

Mr. Adams has 15 years of non-profit experience with expertise in management, budgeting, and event planning and execution. He directs the planning and implementation of the Cherry Creek Arts Festival event before, during and after it's annual July presentation.

Previously Mr. Adams filled progressively responsible positions with Up With People. He spent six years traveling full-time with the international performing groups and supporting all aspects of cast management. He also served as Director of Special Events where he put on events on an international stage including the Super Bowl XXV Pre-game Show in Tampa Florida, the World Ice Hockey Championships in Stockholm, Sweden and the World League of American Football Opening Ceremonies in Frankfurt, Germany.

Following his work with Up With People, Mr. Adams became the Development Director for a K-12 Catholic school in Sioux Falls, South Dakota. While there he led fund raising efforts, alumni activities, special events, and annual donations in excess of \$750,000. He also directed a \$5 million capital fundraising campaign designed to build a new junior high school.

Mr. Adams earned a bachelor of science in Business Management from the University of Arizona.

Recent Awards, Recognitions and Accomplishments

Since inception, the Cherry Creek Arts Festival has contributed a positive economic impact of over \$85 million to the local Denver economy. The Arts Festival's Non-Profit Vending Partner Program has contributed nearly \$550,000 in new earned income to Denver's other non-profit organizations.

Awards

2003—eventcrazy.com/weather.com selected Arts Festival as one of top 100 events nationwide from a field of over 100,000 events. In arts events category the Arts Festival was selected among the top three in the country.

2003—The Denver Metro Convention and Visitors Bureau Star Award

2003—The Denver Business Journal Top 25 List of Denver Area Cultural Attractions

2002—International Festival and Events Association (IFEA) Bronze Grand Pinnacle Award

2000—IFEA Gold Grand Pinnacle, the highest honor in the events industry

1998—IFEA Gold Grand Pinnacle

For more information, please visit www.cherryarts.org.

For a list of 2003 exhibiting artists go to <http://www.cherryarts.org/asp/users/2003ExhibitingArtists-sort.doc>

2003 Arts Festival Sponsors

Presenting Sponsor: • Janus

Official Sponsors: • A.B. Hirschfeld Press, Inc. • UMB Bank
• Comcast • Rocky Mountain News

Associate Sponsors: • Cherry Creek North • Coors Light
• Cherry Creek Shopping Center • Odwalla
• Continental Airlines • Pepsi Bottling Group
• Volvo

Media Partners: • *ColoradoBiz* • KOSI 101/99.5 The Mountain/KEZW AM-1430/Alice 106
• Colorado Homes & Lifestyles Magazine • Out Front Colorado
• Univision Colorado

Supporting Sponsors: • Colorado Lottery • Loews Denver Hotel
• Forest City Stapleton, Inc. • Square One Creative
• Gay & Lesbian Fund for Colorado • Whole Foods Market
• IXION

Authorized Suppliers:

• Bacardi	• Lowry Redevelopment Authority	• Southern Wine & Spirits
• Eldorado Natural Spring Water	• Noodles & Company	• Trincherro Winery
• FASTFRAME of Cherry Creek	• Peaberry Coffee	• Vanguard Communications
• Left Brain Concepts, Inc.	• Regional Transportation District	• Daniel Woodrow, P.C.
• Leisure Homes	• Rubottom & Kaplan	
• Lineaux, Inc.		

Community Partners: • ArtsStreet • Cherry Creek Chamber of Commerce
• City and County of Denver • SCFD

###