

Cherry Creek North BID News & Notes – May 2015

CHERRY CREEK ARTS FESTIVAL, 303.355.2787 , [www.CHERRYARTS.ORG](http://www.cherryarts.org)



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Dear Cherry Creek North BID Businesses,

*Since 1991, the Cherry Creek North BID has been the Official Host of the Cherry Creek Arts Festival (CCAF), and we are thrilled to collaborate with you in the production of our **25th Anniversary** show! We extend our sincere appreciation to all businesses and residents for supporting our 501c3 nonprofit mission of access to the arts and education, as well as welcoming our 260 juried artists and patrons. To ensure all logistics run smoothly, we would like to offer the following summary. If you don't find answers to your questions here, please contact us. For the sake of clarity and convenience, we ask that you communicate with your patrons and encourage them to follow these guidelines closely. We look forward to working with you to make the weekend successful for all. Thank you for your support.*

Sincerely, Tara Brickell, Interim Director

Festival Hours

Thursday, July 2	7 p.m. to 10 p.m.	FREE Artist Preview Event (Clayton Street, 2 nd to 3 rd Avenues)
Friday, July 3	10 a.m. to 8 p.m.	6 p.m. to 10 p.m. Festival Night Concert
Saturday, July 4	10 a.m. to 8 p.m.	
Sunday, July 5	10 a.m. to 6 p.m.	

Street Closure Schedule

The entire CCAF site will close at 6 a.m. on Thursday, July 2. This includes the following streets:

- 2nd to 3rd Avenues
- Clayton to Steele Streets, from 1st to 4th Avenues
- 3rd Place

Please encourage your patrons to punctually follow these times to prevent any inconvenience. Meters will be bagged in advance of the street closure, based on the City of Denver's installation schedule. The no-parking policy will be enforced in accordance with the messaging on the bagged meters.

Festival Site Map

CCAF spans 2nd Ave. to 3rd Ave., and includes Clayton, Detroit, Fillmore, Milwaukee, St. Paul and Steele Streets, as well as "3rd Place" and Fillmore Plaza. For a complete map of the site, which shows booth locations, please visit <http://cherrycreekartsfestival.org/directions-maps/>

Cherry Creek Arts Festival Policies and Guidelines

- City ordinance does not allow business activity outside of the business property or in any common areas.
- As a nonprofit, CCAF remains sustainable because of generous donations, sponsorships and food and beverage sales. We ask our Cherry Creek North partners to stay within their capacity as a retail or restaurant outlet. (e.g. we ask that a florist not sell beverages, a clothing store not sell ice cream, etc.)
- **Refraining from retail sales in direct competition with the CCAF fundraising activity is appreciated.**
- Public right-of-ways (sidewalks and areas of passage) are included in the CCAF permit and must be kept clear at all times for safety and security reasons.

- All local street signage and parking meter restrictions must be followed as posted, and CCAF does not accept responsibility for ticketed or towed automobiles.

Delivery Trucks & Merchant Vehicle Access

Delivery trucks will be allowed on the site of the Arts Festival prior to 8 a.m. and after 8:30 p.m. each day. Provided that delivery trucks are passable, they will be allowed both alley and street access. Local merchants will be allowed on the site of the Arts Festival with their vehicles before 8 a.m. and after 8:30 p.m. each day of the Arts Festival. If a vehicle is on the site of the event after 8 a.m., it will need to remain on-site until 8:30 p.m. A special permit is required for this access and may be picked up at the Arts Festival office after June 1st. (2 Steele Street, Suite B-100, Bank of the West – Lower Level – Steele and Ellsworth)

Thursday, July 2: Artist Preview Event 7 p.m.-10 p.m. **FREE**

The Artist Preview Event allows patrons to enjoy a “sneak peek” at 28 of the 260 visual artists juried to exhibit at the Cherry Creek Arts Festival. Admission is FREE to the public. The party, held on Clayton Street between 2nd and 3rd Avenues, will feature beautiful Colorado evening temperatures & an amazing artist preview and purchase opportunity, all at a stunning outdoor setting. Opening Gala patrons are exclusively invited to attend the Artist Preview Event from 5 p.m. to 7 p.m. Visit www.cherryarts.org/gala for more information on the Opening Gala.

CCAF’s Merchant Promotion Program

The 2015 theme of CCAF is “Celebrate Imagination”, and this year, we encourage our friends and patrons to share imagination by using the hashtag #cherryarts. During the month of June, participants can win prizes from generous Cherry Creek North merchants and from CCAF. For information about donating a gift card or prize to help drive traffic to your business, please contact Elise Trivers (elise@blakecommunications.com) by Friday, June 5. Thank you for your engagement and support!

DID YOU KNOW...

- 350,000 annual visitors at CCAF, and we have been hosted by the CCNBID every year since 1991
- 2,000 artists annually apply, making CCAF one of the most competitive art shows in the nation
- 54% of visitors intend to spend \$100 to \$500 on art
- 60% of our attendees have family household incomes over \$75,000
- 91% feel the Cherry Creek Arts Festival adds to Denver’s reputation as an arts city
- \$900,000 multi-media marketing and public relations campaign to bring patrons to Cherry Creek North
- \$2.8 million annual sales directly by the visual artists
- 20,000 students annually participate in Cherry Creek Arts Festival education programs statewide
- CCAF strives to continue branding Cherry Creek North as a premier arts and culture destination and position the festival as Denver’s highest quality combination of fine art exhibition, free admission and complete family entertainment – complemented by superior customer satisfaction and the unique setting of the CCNBID.

TIP: We encourage businesses to welcome guests into their businesses and suggest special window signage inviting people in; 63% of attendees discover a new Cherry Creek North business they’d like to visit again.

Connect with Us!

Main Site: www.CherryArts.org

Media: www.CherryArts.org/Media

Newsletters: www.CherryArts.org/Newsletters

Facebook: Facebook.com/CherryArts

Twitter, Instagram, Pinterest: [@cherryarts](https://twitter.com/cherryarts)

On social media, Celebrate Imagination with the hashtag: #cherryarts

