

CherryArts News & Notes – June 2018

CHERRY CREEK ARTS FESTIVAL

FRI / SAT / SUN: JULY 6, 7, 8 2018

303.355.2787 • MANAGEMENT@CHERRYARTS.ORG

WWW.CHERRYCREEKARTSFESTIVAL.ORG

Dear Cherry Creek North Businesses, Employers and Residential Management, Neighborhoods and Residents:

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 as we continue the grand tradition with the 28th Annual Show! We are very grateful to the BID, all businesses and residents for your continued support of our 501c3 nonprofit mission providing access to the arts. We look forward to working with you to make the weekend successful for all, as we welcome 265 juried artists and 350,000 patrons. We strive to condense the set-up and tear-down of the event as much as possible and work to serve our guests as best possible. Thank you for your support.

Sincerely, Tara Brickell, Executive Director / CEO



Cherry Creek Arts Festival Closure Schedule

Thursday, July 5th at 6 a.m. The entire CCAF site closes for overall event set up, public safety and city regulations. Street barricades will be up at this time and the entire festival is set-up with a one-day street closure. This includes the following streets:

- 2nd to 3rd Avenues
- Clayton to Steele Streets
- 3rd Place

Arts Festival Show Hours

Thursday, July 5	5 p.m. to 10 p.m.	FREE Artist Preview (Clayton Street ONLY, 2 nd to 3 rd Aves)
Friday, July 6	10 a.m. to 8 p.m.	6 p.m. to 10 p.m. Festival Nights Concert
Saturday, July 7	10 a.m. to 8 p.m.	8 p.m. to 10 p.m. Festival Nights Concert
Sunday, July 8	10 a.m. to 6 p.m.	Site tear-down begins immediately at 6 p.m. and Sunday, July 8, streets open back up at 12:00 a.m. midnight

Vehicle Access During Festival July 5-8

Delivery trucks and local merchants will be allowed on site prior to 8 a.m. and after 8:30 p.m. each day of the Arts Festival. A special permit is required for residential access throughout the event 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) Businesses needing employee access to parking lots on Thursday, July 5th will also need special permits; please contact us at management@cherryarts.org for details.



TIP: Plan to encourage and welcome guests into your businesses with special window signage and decor; 63% of attendees discover a new Cherry Creek North business they'd like to visit again.

Connect with Us!

www.CherryArts.org

Facebook.com/CherryArts

Twitter, Instagram: @cherryarts

Media, Newsletters, Artist Listings: www.cherryarts.org/media

#cherryarts #cherrycreekartsfestival #artisforeveryone

2018 FESTIVAL HIGHLIGHTS

- **265 World-class Juried Visual Artists**, including both renown and emerging artists
- Enjoy Denver's art patron event of the season: **Opening Gala for Arts Education** on Thursday, July 5 at the JW Marriott in Cherry Creek North. Info & tickets at CherryArts.org/Gala
- Join us for a **FREE Artist Preview Event** Thursday, July 5, 5pm-10pm for a sneak peek at the juried artists, and more
- Elevate your experience with our **Festival VIP Club** with lunch and cocktails all weekend CherryArts.org/VIP
- Don't miss the **UPROOTED CONCERT** July 7, 8pm featuring Michael Glabicki of Rusted Root! Info & tickets at CherryArts.org/Concert
- **FREE** Family Art Demonstrations & Interactive Art Making throughout the site
- Look out for spontaneous performances by **Handsome Little Devils** presented by Arrow Electronics
- Get your **2018 Commemorative Poster** at CherryArtShop.org
- **Live Music** at the Janus Henderson Investors Main Stage and Blue Moon Beer Garden on Fillmore
- Experience the "Art of Driving" at Toyota
- The Janus Henderson Investors **Student Art Buying Program** Showcase will take place on July 6 from 1:00pm to 2:30pm. Students will share their experiences and artwork, which will be permanently installed at their school
- **Art Auction Bid to Give** on-site or online, July 2 - July 8, CherryArtsAuction.org
- The Art of Giving Back: **Volunteer** at CherryArts.org/Volunteer
- **FREE PARKING** at the Cherry Creek Shopping Center, **\$6** at "Premier" parking garages in Cherry Creek North benefiting CherryArts, **Bike Valet** at 3rd and Steele Street.
- Cherry Arts has provided access to art experiences and supported arts education in Colorado since 1991
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FESTIVAL POLICIES & GUIDELINES

- City ordinance does not allow business activity outside of the business property or in any common areas.
- As a nonprofit, the arts festival 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 arts festival fundraising activity is appreciated.**
- Public right-of-ways (sidewalks and areas of passage) are included in the arts festival 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 the arts festival does not accept responsibility for ticketed or towed automobile.

DID YOU KNOW...

- 350,000 annual patrons visit the arts festival, and the Cherry Creek North BID has hosted the event since 1991.
- 2,100 artists annually apply, making the Cherry Creek Arts Festival one of the most competitive art shows in the nation and attracting more than 200 selected artists from all over the United States to Cherry Creek North.
- 54% of visitors intend to spend between \$100 and \$500 on art.
- 60% of our attendees have family household incomes over \$75,000.
- 91% attendees believe the Cherry Creek Arts Festival adds to Denver's reputation as an arts city.
- The arts festival's nearly \$1 million multi-media marketing and public relations campaign brings patrons to Cherry Creek North.
- Visual artists make \$3 million in annual sales and pay sales taxes as a result of the arts festival.
- 20,000 students annually participate in CherryArts education programs statewide.
- CherryArts 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 family entertainment, complemented by superior customer satisfaction and the unique setting of Cherry Creek North and its businesses.

