

**CITY OF LOVELAND LODGING GRANT
POST PROJECT REPORT
MARKETING PROJECTS**

1. Project Name: LOVELand ARTSource Guide Publication
2. Event Date/Time: Publication Period 3/1/11 – 2/29/12 (1 year)
3. Project Location: Loveland, CO.
4. Organization Name:
Downtown Loveland Association
P.O. Box 7535
Loveland, CO 80537
P: 970.214.3177
F: 970.669.5178
E: info@downtownloveland.org
W: www.downtownloveland.org
5. Grant Amount Received: \$5,400
6. Please list/attach your final implementation activity including media and printed promotional materials, dollar values allocated to each, targeted markets and quantities produced and distributed.
 - a) **Printed Materials/Distribution:**
 - Project Activity: 10,000 copies of the 2011 ARTSource Guide were printed through Citizen. Each box contained a total of 150 guides.
 - 1 box (1,350 guides) were shipped to each of the (9) Colorado Welcome Centers which included Alamosa - 81101, Burlington – 80807, Cortez – 81321, Dinosaur – 81610, Fruita – 81521, Julesburg – 80737, Lamar – 81052, Morrison – 80465, and Trinidad – 81082.
 - 1 box (150) was delivered to the Ft. Collins Welcome Center – 80525.
 - ARTSource Advertisers & Artists listed in the publication received 25-50 copies and were replenished throughout the year as needed.
 - 3 boxes (450) went to the Governor’s Conference on Tourism
 - Additional distribution occurred at the following locations, events and organizations:
The Ranch Events, Centerra Events & Locations (*Sounds of Centerra, Sculpture Show Shuttle Stop, WineDown the Summer, Halloween Hullabaloo, Santa’s Workshop, Movies on Main, Promenade Kid Days, Management Office*); Shuttle Stops & Welcome/Info Stations for Sculpture Show; McKee Classic Bike Ride; Loveland Classic 5K/10K; Foote Lagoon Concerts; Police Jubilee; Dutch Hop; HORSE opening; Cherry Pie; Loveland Museum; Rialto Theatre; Library; Senior Center; City Hall; Outlets of Loveland - Management Office; Boys & Girls Club; Loveland Hotels – Centerra Hotels (3), Embassy Suites, LaQuinta, Spirit Hospitality Hotels (3), and Best Western; Charter Schools; Larimer County Fair; Poudre Valley Health System’s Special Events; Engaging Loveland Events (*Art Studio Tour, Snow Sculpture Event, SummerFest in the Rockies, Corn Roast, Sweetheart Balloon Rally*); McKee Medical Center Turkey Trot; Loveland Tree Lighting; Chamber/Visitor Center; K99 Truck Giveaway (*June 4 - Inserted into 300 Goody Bags for qualifiers*); McKee’s Kid’s triathlon goodie bags (150); McKee’s Birdies on the Green goodie bags (150); Downtown Loveland - Night on the Town Events and – various 4th/5th Street Merchants.

(b) TV/Radio - N/A

(c) Publicity - N/A

(d) Website - The DLA's website shows we had a steady 10,500 visitors in 2011 of which 700 visitors viewed the electronic format of the 2011 ARTSource Guide online.

(e) Social Media - N/A

7. Tracking methodology and results:

The DLA tracked the distribution of the ARTSource via a spreadsheet. DLA board members hand delivered the guides to advertisers and local businesses. Individuals/organizations contacted the DLA directly when they were seeking additional copies or were in need of a bulk amount for an upcoming event or promotion. With only one box remaining from 2011, we feel the DLA accomplished our goal in distributing over 9,850 copies of the ARTSource throughout the community and state of Colorado exceeding our previous year's distribution outreach.

8. Comments/Project Success/Future Improvements:

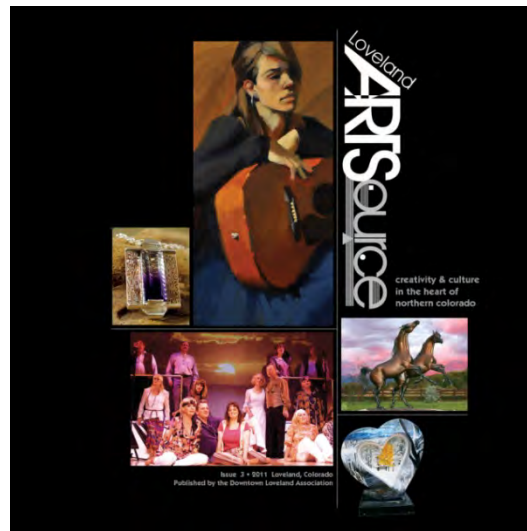
The Downtown Loveland ARTSource publication continues to be successful. This is the third edition printed over the last three years and with each new edition comes a great artistic design quality, well written community stories featuring local artists/businesses and most importantly serves as the ONLY all encompassed art directory promoting the City of Loveland and its unique art collection. This publication has served as a great resource tool for visitors coming in for the Annual Benson Sculpture Show (not to mention other events too) encouraging guests to return to experience more or extend their stay to enjoy all the wonderful amenities our city has to offer. This tool continues to guide them right to the key locations that can sometimes be hidden and difficult for an out-of-towner to find. This piece has become a timeless year round marketing piece that is art-centric allowing for an extended year-round shelf life.

Thanks to the Community Marketing Commission's Grant, the project management and workflow of this project was smoother, the DLA was able to break even on this project and successfully reallocate volunteer resources. The grant allowed the DLA to pay for the printing and project management costs enabling this non-profit group to focus on the distribution and promotion of over 9,500 guides which we struggled with in years past. To date, we are proud to report having only 1 box of guides left from this project which shows our improved project model was a success.

The goal of this marketing piece is and will, continue to produce a high quality marketing piece that adds value, focuses on the art community and its amenities, educates locals and non-locals, help drive tourism and public awareness to our city while offering a balance of promoting local businesses, restaurants, community events, attractions and more.

9. FINANCIALS

2011 ARTSource Breakdown		
Project design, management	Full Circle Marketing	\$5,940.00
Printing Costs (Qty. 10, 000)	Citizen Printing	\$7,735.00
Shipping to 9-Welcome Centers	Citizen Printing	\$132.92
	Total Expenses	\$13,807.92
CMC Grant		(\$5,400.00)
	Project Total	\$8,407.92
Ad Sales		(\$16,690.00)
		\$8,282.08
Ad Revenue Split 50/50		\$4,141.04
Less FCM trade-out		(\$400.00)
	TOTAL	\$3,741.04



CMC Grant Details	
Full Circle Marketing – Project Management & Design	\$5,940
Citizen Printing & Shipping	\$7,867.92
TOTAL	\$13,807.92
Grant Amount	(\$5,400.00)
Expense Total	\$8,407.92

Progress Invoice on Work Order

DESIGN/PROJECT MANAGEMENT

Date 11/30/2010
 Invoice # 113010-1WO

Bill To

Downtown Loveland Association
 P.O. Box 7535
 Loveland, CO 80537

P.O. No.	Terms	WORK ORDER #	WORK ORDER DATE	WORK ORDER TOTAL
	Due on receipt	113010-1WO	11/30/10	5940.00

Item	Description	Prior Amt	Amount
Print Design	Design 28 page guide: \$1400 - less 20% nonprofit discount = \$1,120 32 page guide: \$1600 - less 20% nonprofit discount = \$1,280 36 page guide: \$1800 - less 20% nonprofit discount = \$2,160		1,600.00
Discount-Custom	Non-profit Sub-total of design		-320.00 1,280.00
Project Management	Project Management - 28 pages, \$1,000 32 pages, \$1400 36 pages, \$1800		1,400.00
Project Management	Sales -28 page guide - \$2,300; 32 pages - \$3,260; 36 page guide - \$4,220		3,260.00
Contract info	Costs are presented in an estimated range which most projects generally fall within. Costs may vary depending on actual scope of project, number of client changes, purchases of third party solutions and media. For the purpose of determining a deposit, we select a mid-point within this range. This is not necessarily the final amount. Pricing does not include purchase of third party software, purchase of media such as specialized illustration, photography, video, copywriting and other services not directly outlined. PRICING DOES NOT INCLUDE PRINTING COSTS. Our process Most projects include this process as part of the package -		0.00

Total This Invoice

Historical Work Order Information:

PAID TO DATE 2970.00 (deposit)
 Change Order Total to date 0.00
 Remaining Balance Due 2970.00

Payments/Credits This Invoice

Balance Due This Invoice

ORIGINAL REMAINDER ON WORK ORDER	5940.00
----------------------------------	---------

Full Circle Marketing & Design, LLC
 444 Logan Avenue
 Loveland, Colorado 80537
 970-962-9203
 www.fullcirclemarketing.net

Progress Invoice on Work Order

Date 11/30/2010
 Invoice # 113010-1WO

50% deposit
 of \$2970
 was paid 11/2010

Bill To
 Downtown Loveland Association
 P.O. Box 7535
 Loveland, CO 80537

P.O. No.	Terms	WORK ORDER #	WORK ORDER DATE	WORK ORDER TOTAL
	Due on receipt	113010-1WO	11/30/10	5940.00

Item	Description	Prior Amt	Amount
	<p>A fifty percent deposit is required to commence project. The remainder of the balance is due at the end of project. If project is held up due to change of scope, client changes, or client schedule, or project spans over a month in length for any reason, progress billing will go into effect.</p> <p>Contract Please see our Letter of Engagement and Policy sheet</p>		

Total This Invoice

Historical Work Order Information:

PAID TO DATE 2970.00

Change Order Total to date 0.00

Remaining Balance Due 2970.00

Payments/Credits This Invoice

Balance Due This Invoice

ORIGINAL REMAINDER ON WORK ORDER	5940.00
----------------------------------	---------

Full Circle Marketing & Design, LLC
 444 Logan Avenue
 Loveland, Colorado 80537
 970-962-9203
 www.fullcirclemarketing.net



Invoice

444 Logan Avenue
Loveland, Colorado 80537
970-962-9203
www.fullcirclemarketing.net

Date	Invoice #
4/22/2011	042211-2

Bill To
Downtown Lovelana Association P.O. Box 7535 Loveland CO 80537

P.O. No	Terms	Due Date
	Due on receipt	4/22/2011

Item	Description	Amount
Mailing Cost	Shipping of guides to 9 Colorado welcome centers	132.92
Total		\$132.92

Invoice

444 Logan Avenue
 Loveland, Colorado
 80537
 970-962-9203

Date	Invoice #
4/22/2011	042211-1

Bill To
Downtown Loveland Association P.O. Box 7535 Loveland, CO 80537

P.O. No.	Terms	Due Date
	Due on receipt	4/22/2011

Item	Description	Amount
	Printing invoice Printing of 10,000 32 page ARTSource guides Printing \$7302 500 overruns discounted from \$350 to \$175 Proof changes \$258 Under by \$105. the maximum print budget of \$7,840	7,735.00
Total		\$7,735.00

DLA ARTS GUIDE SALES LIST 2011

"Revitalizing the Heart of Loveland"

As Of: 4-1-2011

ADVERTISER	CONTACT	SIZE	PRICE	POSITION	DATE	TOTAL	SELLER	PAYMENT STATUS (DP=deposited)	ART SENT Y/N	
Embassy Suites Hotel	Tom Dwyer	Full pg	\$1,650	Inside Front	10/28/10	\$1,485	Full Circle	Paid Ck # 915563 DP	Y	
Mueller and Associates	Paul Mueller	1/2 pg	\$675	Prof. Svcs Page	12/13/10	\$675	Full Circle	Paid Ck # 5209 DP	Y	
Rosetta Sculptures	Rosetta	1/4 pg	\$400	Not specified	12/20/10	\$360	Full Circle	Paid Ck #1475 DP	Repeat	
Art of the Rockies	Norm Toman	Profile	\$225.00	Downtown	Map spot	12/16/10	\$203	Full Circle	Paid Ck #5534 DP	Repeat
Independence Gallery	Billie Colson	1/2 pg	\$750	Downtown	Map Spot	12/31/10	\$675	Full Circle	Paid Ck #1908&7045 DP	Y
Teraza's Not Just Gyros	Terry Madigan	Profile	\$200	Restaurant Pg		12/16/10	\$180	Full Circle	Paid Ck #2806 DP	Scan
Henry's Pub		Profile	\$225	Restaurant Pg	Map spot	1/2/11	\$203	Full Circle	Paid Ck #8503 DP	Y
Kitchen Alley	Rick Padden	Profile	\$225	Downtown	Map spot	1/17/11	\$205	Full Circle	Paid Ck #3520 DP	Repeat
Denise Bretting, PC	Denise Bretting	Profile	\$200	Prof. Svcs Page		1/20/11	\$180	Full Circle	Paid Ck #2995 DP	Y
Centerra	Celeste Smith	Full pg	\$700	Prime position	Map spot	1/19/11	\$653	Full Circle	Paid Ck #4405 DP	Y
Residence Inn	Leslie White		\$217.50	Prime position		2/4/11	\$218	Full Circle	Paid Ck #109107 DP	Y
Hampton Inn	Leslie White		\$217.50	Prime position		2/4/11	\$218	Full Circle	Paid Ck #101943 DP	Y
Fairfield Inn & Suites	Leslie White		\$217.50	Prime position		2/4/11	\$218	Full Circle	Paid Ck #102303 DP	Y
Chacon Sculptures	Anita Chacon	1/4 pg	\$400	Not specified		1/17/11	\$360	Full Circle	Paid Ck #3062 DP	Y
Cloz To Home	Penne Sperry	Profile	\$200	Downtown	Map Spot	1/14/11	\$180	Full Circle	Paid Ck #2172 DP	Scan
Stone Lion Sculture	Monty Taylor	Profile	\$200	Not specified		1/17/11	\$180	Full Circle	Paid Ck #178 DP	Y
Lincoln Gallery/TVAl	Jeff Brooks	1/4 pg	\$400	Downtown		1/11/11	\$360	Full Circle	Paid Ck #724 DP	Repeat
Coldwell Banker-Loveland	Betsy Burns	Profile	\$200	Prof. Svcs Page		1/14/11	\$180	Full Circle	Paid Ck #9001 DP	Y
Sculpture Depot	Karen Richardson	1/4 pg	\$400	Not specified		1/10/11	\$360	Full Circle	Paid Ck #14574 DP	Y
Engaging Loveland	Kristine Koschke	1/4 pg	\$400	Not specified		1/10/11	\$360	Full Circle	Paid Ck #1886 DP	Create
Sculpture in the Park/	Ruth Scott	1/4 pg	\$400	Not specified		1/17/11	\$360	Full Circle	Paid Ck #1459 DP	Y
High Plains Arts Council										
City of Loveland	Susan Ison	Full pg	\$1,800	Back cover		1/26/11	\$1,620	Full Circle	Paid Direct Deposit DP	Y
Loveland Sculpture Group	Cindy Kenna	1/4 pg	\$425	Map spot		1/12/11	\$383	Full Circle	Paid Ck #4470 DP	Y
Scuba Nancy Photos	Nancy Abrahams	Profile	\$200	Not specified		1/15/11	\$180	Full Circle	Paid Ck #2498 DP	Y
4th Street Chophouse	Mike McCarty	Profile	\$200	Restaurant Pg		1/17/11	\$200	Full Circle	Paid Ck #2448 DP	Y
Friends of Loveland Library	Gemmy Brown	Profile	\$200	Not specified		1/14/11	\$180	Full Circle	Paid Ck #1975 DP	Correct
Sylvan Dale Guest Ranch	Susan Jessup	1/4 pg	\$400	Lodging		1/17/11	\$360	Full Circle	Paid Ck #47602 DP	Y
Lil Mike's Pizza & Deli	Michael LaPres	1/4 pg	\$400	Upper R Corner		1/17/11	\$360	Full Circle	Paid Ck #2238 DP	Create
Loveland Opera Theater	Juliana Hoch	Profile	\$200	Not specified		1/17/11	\$180	Full Circle	Paid Ck #2184 DP	Y
Merchant Voyage	Mary Rodriguez	Profile	\$200	Downtown		1/17/11	\$180	Full Circle	Paid Ck #1789 DP	Scan
Rocky Mtn Bronze Shop	Carey Hosterman	1/4 pg	\$425	Not specified	Map spot	1/25/11	\$425	Full Circle	Paid Ck #4511 DP	Create
Carey Hosterman	Carey Hosterman	Profile	\$200	Not specified		1/25/11	\$200	Full Circle	Paid Ck #4511 DP	Y
Loveland Choral Society	Tim Webb	1/4 pg	\$400	Performing Pg		1/18/11	\$360	Full Circle	Paid Ck #4778 DP	Y
Loran Strings	Victoria Loran	Profile	\$200	Performing Pg		1/29/11	\$200	Full Circle	Paid Ck #5291 DP	Repeat
Shippers' Supply	Sheree Lambert	1/4 pg	\$400	Prof. Svcs Page		2/2/11	\$400	Full Circle	Paid CK #19587 DP	Scan
SunStone Designs	Mark Ruby	Profile	\$200	Not specified		2/16/11	\$200	Full Circle	Paid Ck #1183 DP	Y
Mark Robert Shaffer	Mark Shaffer	1/4 pg	\$400	Prof. Svcs Page		2/18/11	\$400	Full Circle	Paid Ck #1461 DP	Y
Robert Campagna	Bob Campagna	Profile	\$200	Not specified		3/2/11	\$100	Full Circle	Paid \$100. Ck #1082 DP	Y
Bobbie Carlyle Studios	Bobbie Carlyle	1/2 pg	\$750	Toward frt of bk		2/10/11	\$750	Full Circle	Paid Ck #2873 DP	Y
Loveland Performing Arts Ass	Larry Carlson	Profile	\$200	Performing Pg		2/28/11	\$200	Full Circle	Paid Ck #1894	Y
Sofia's Bistro	Jeff Morrow	1/4 pg	\$300	Restaurant Pg		2/18/11	\$300	Full Circle	Paid Ck #4111 DP	Y
Bead Bling Bing Co	Donna Sena	Profile	\$203	Not specified	Map spot	2/14/11	\$203	Full Circle	Paid Ck #1405 DP	Scan
Erion Studio Gallery	Travis Erion	Profile	\$200	Not specified		2/9/11	\$200	Full Circle	Paid Ck #7572 DP	Repeat
Best Western Plus	Maureen Radice	1/4 pg	\$400	Not specified		2/14/11	\$400	Full Circle	Paid Ck #1257 DP	Create
The Master's Fine Art	Linda King	1/2 pg	\$750	Not specified		2/14/11	\$750	Full Circle	Paid Ck #2011 DP	Y
The Pourhouse	Graham	1/4 pg	\$425	Not specified	Map spot	3/11/11	\$425	Full Circle	DP	Y
TOTAL SALES:			\$18,180							
							\$16,540			
Tradeout Ads:				ADD:						
				Bob Campagna		\$100		Paid Ck #6988 DP		
Maryjo Morgan		Profile		Add Map Spot	Independence Galle	\$25		Paid Ck #2228		
Scott Freeman		Profile		Add Map Spot	Cloz To Home	\$25				
Full Circle Marketing & Design		1/4 pg								
TOTAL SALES:			\$18,180	TOTAL w/DISCOUNTS:			\$16,690			



Loveland
ARTSsource

creativity & culture
in the heart of
northern colorado



Issue 3 • 2011 Loveland, Colorado
Published by the Downtown Loveland Association



The new Embassy Suites Loveland Hotel, Spa & Conference Center combines 40,000 square feet of flexible function space with a beautiful setting at the gateway to Rocky Mountain National Park. With experienced meeting planners, full-service catering and high-tech audiovisual resources, you'll enjoy every convenience you'd get from a Denver conference center plus a whole lot more. Your guests will enjoy spacious two-room suites, a complimentary cooked-to-order breakfast, nightly Manager's Reception*, restaurant, full-service spa and much more. Plus, they'll have access to hiking, biking, skiing, rafting and the other adventurous activities the Front Range is known for.



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ON THE COVER
"Composing"
Oil painting by Scott Freeman, Loveland artist



Scene from
"The 70's Show,"
Loveland Choral Society



"Millennial Amethyst"
Pendant, copper/silver mokume gane
by Mark Thomas Ruby, Loveland artist, SunSpirit Designs



"Interlude"
Bronze by Kim & Judy Nordquist, cast by Rocky Mountain Bronze Shop



"Heart of the Winter Soldier"
by Ross Lampshire, Loveland artist

Loveland ARTSource

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The Loveland ARTSource is published by the Downtown Loveland Association, PO Box 7535, Loveland, CO 80537. This arts guide is designed and edited by Full Circle Marketing & Design, www.fullcirclemarketing.net. This publication and contents are copyrighted by the Downtown Loveland Association ©2011. All rights reserved. Reproduction or use of editorial or graphic content, in part or in whole, without express written permission is prohibited.

To order or reorder the Loveland ARTSource, please contact the Downtown Loveland Association at info@downtownloveland.org.

Downtown Loveland Association

There's something new in old town Loveland.

Revitalizing the heart of downtown Loveland is what our non-profit organization and supporters are most passionate about.

Whether it's unique shops, tasteful restaurants, architectural diversity, cultural activities, beautiful art or historic preservation, we invite you to join us in our mission to see the heart of Loveland thrive.

We are currently seeking dedicated:
DLA Members • Volunteers • Supporters

The ONLY informational guide to the visual and performing arts in Loveland, Colorado. Brought to you by the DLA and key partners.



Loveland ARTSource
creativity & culture in the heart of northern Colorado



Contact us today to learn more or visit our website. Request the latest Loveland ARTSource or view online.

Downtown Loveland Association • www.downtownloveland.org

For more information about the Downtown Loveland Association or to become a member, please visit our website at www.downtownloveland.org or e-mail us info@downtownloveland.org.

Welcome

Welcome to Loveland, Colorado, home of the largest outdoor sculpture show in the country! Our 2011 edition of the annual Loveland ARTSource is an excellent resource for exploring one of the best arts towns in the United States. In fact, author John Villani names Loveland, Colorado the number two small town for the arts in America, right after Santa Fe!

This publication highlights one of Loveland's most distinguishing features, its internationally-renowned arts community. The Downtown Loveland Association (DLA) created this guide to promote our artists, visual and performing arts and Loveland. Through its distribution at Colorado's visitor centers, this arts guide brings awareness of Loveland as an arts destination and a top tourist destination to the many people who visit the northern Front Range.

The DLA is an all-volunteer, nonprofit grassroots organization whose mission is to revitalize the heart of Loveland. Our downtown is the cultural hub of our community, with many art galleries and studios, a historic theater, art museum and numerous works of public art. The arts are infused in Downtown Loveland and are key to its continued vitality. Since downtown is only one part of our community, we have included the whole city in this guide, with articles highlighting the unique arts experiences found throughout the area. Please enjoy Loveland ARTSource, your guide to the arts and many cultural offerings in the fair city of Loveland, Colorado.

The DLA thanks the many organizations and individuals who worked together to make this guide happen again in 2011:

The City of Loveland, the Community Marketing Commission and the Community Foundation of Northern Colorado for their support of the DLA and the Loveland ARTSource. To writers Scott Freeman, Leah Johnson and Maryjo Morgan for their contribution of excellent stories about the arts in Loveland. Mary Bahus-Meyer and Channing Meyer of Full Circle Marketing & Design for their design, organization, ad sales, content and editing of this publication. DLA board members Jan Brown, Carla Schlosser and Celeste Smith for their direction and many hours in planning, promoting and reviewing the ARTSource. The many advertisers and artists without whom the funding to produce this guide would not have been possible.



#2 Best Art Town

In 2005, John Villani published his fourth edition of "The 100 Best Art Towns in America" and named Loveland as number two, only behind Santa Fe. In the book, Villani cites our world-renowned sculpture shows, respected bronze foundries and unique public arts program as factors in his decision. As you'll see in the pages to follow, there are even more creative and cultural gifts Loveland has to offer, whether you're

an artist, performer or empassioned art lover.

Sculpture may have put us on the map, but a visit to Loveland will reward you with art galleries featuring all types of media, an arts-based public school curriculum, a restored historic performance theater, two distinctive sculpture gardens and much, much more.

No doubt Villani took all of these things into consideration during his selection process. But the sometimes invisible threads that truly create the tapestry of Loveland are its people: painters, sculptors, musicians, actors, artisans, crafters, writers, poets and especially those who so lovingly support the arts however they can.

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Fine Art of Loveland™

Wednesday through Saturday
10:00 - 5:00

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Pottery Photography
Unique Gifts



GALLERY & GARDEN

Biggest Sculpture Event in the Country!

Every August, the north shore of Lake Loveland is transformed into a menagerie of sculpted art forms in what has become America's largest outdoor sculpture show.

Sculpture in every three-dimensional medium, ranging in size from the monumental to the minute, populates the area. Artistic expressions ranging from serious to whimsical, traditional to cutting-edge, and beautiful to beastly are on display alongside their creators, who are happy to meet you and answer questions. This beehive of activity begins to buzz on the second weekend of each August.

Sculpture show weekend in Loveland, Colorado is a unique event in the art world, with art lovers and collectors attending from around the world. The event is actually three individual art shows taking place side by side on 29th street, in and around Benson Sculpture Garden, in the heart of Loveland.

SCULPTURE IN THE PARK, a prestigious, juried show,

enters its 28th year in 2011. It began with fifty artists in 1984, and has grown to become the largest juried sculpture show in the nation. Now generating more than one million dollars in sales each year, the event features over 170 artists from around the world and hosts thousands of visitors.

The site for this show is the Benson Sculpture Garden, at 29th and Aspen, where exhibitors set up their tents alongside the sculpture park's permanent collection. Proceeds from Sculpture in the Park fund additional sculpture purchases as well as improvements and landscaping for Benson Sculpture Garden. Admission to this show is \$7, and children under 14 are free.

Benson Sculpture Garden is repeatedly voted one of the most popular places to take visitors to Loveland.

The LOVELAND SCULPTURE INVITATIONAL happens directly across the street from Sculpture in the Park, and will be celebrating its 20th anniversary this year as part

Schedules for Sculpture and Craft Shows

EVENT	LOCATION	DATE/TIME	COST
ART IN THE PARK	North Lake Park	Sat. 8/13 10:00 - 5:00	FREE
		Sun. 8/14 9:30 - 4:00	
LOVELAND SCULPTURE INVITATIONAL	Loveland High School Grounds	Fri. 8/12 4:00 - 8:00	Premiere Party, \$25
		Sat. 8/13 9:30 - 6:00	\$5 Sat. & Sun.
		Sun. 8/14 9:30 - 4:30	Children FREE
SCULPTURE IN THE PARK	Benson Park	Sat. 8/13 9:30 - 6:00	\$7 Adults
		Sun. 8/14 9:30 - 4:30	Children FREE

of Loveland's premier art event. Located on the beautiful, spacious grounds of the Loveland High School campus, the Invitational features over 250 top sculptors displaying the fruits of their creative energies. Along with thousands of works of sculpture, the Loveland Sculpture Invitational also features music, a food court, and an emerging artist (student) tent. Admission to this show is \$5, and children under 14 are free.

All three shows run simultaneously. The dates for 2011 are August 13th and 14th, Saturday 9:30 a.m. to 6 p.m., and

Sunday 9:30 a.m. to 4:30 p.m. Free shuttle bus service to and from the Benson Sculpture Garden area is available each day at several locations around town. For a map of shuttle stop locations visit www.sculptureinthepark.org and click on "Sculpture in the Park Show," or call the Loveland Sculpture Invitational at 970-663-7467. For more information, visit www.ci.loveland.co.us and click on Arts & Leisure, Art in Public Places, then Sculpture Shows.

Scott Freeman

ART IN THE PARK, Thompson Valley Art League's Arts and Craft Festival, is now in its 47th year. Starting with 13 vendors in 1964 at the old Cannon Park, now Daniel Webster Park, the event has grown to over 200 artists each year.

A one-day event in its early days, it was moved to the more spacious North Lake Park in the early 90's to accommodate over 400 vendors. In 1996, the event was changed to a two-day show and scaled down to the present day configuration of 240 available spaces.

Artists from across the country and along the Front Range participate, showcasing a variety of art mediums and craft creations. Paintings, crafts, clothing, jewelry, pottery, wood furniture, metal art, stone work, wall



Photo courtesy Rick & Bonnie Stahlin

hangings, home décor, outdoor art, and more are available to the public for viewing and purchase. As a premier show and annual event, it is a great resource of advertising for the artists.

Drawing visitors from all walks of life and different parts of the country, the show also profiles the City of Loveland and the amenities it has to offer. Estimated weekend attendance is over 25,000 people each year. There are no gate admission fees.

For more information about the event or Thompson Valley Art League, contact Lincoln Gallery, 429 N. Lincoln Ave., Loveland, CO, go to www.lincolngallery.com, email lincolngallery@qwestoffice.net or call 970-663-2407.

Jeff Brooks and Mary Bahus-Meyer

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Sculptures in Bronze • Commissions Invited

BRONZE CASTING: FROM MIND'S EYE TO PUBLIC EYE

One captivating aspect of the arts is the seemingly magical way that an artist can take a raw element and turn it into a sensory experience that touches our emotions. All of the arts do this for us to varying degrees. A musician begins with a silent instrument, a dancer with his motionless body, a painter with her blank canvas, a sculptor with a formless block of clay. Each artist adds human imagination, creativity, intelligence, and skilled work to create, seemingly from nothing, something of value. The creative process in which they engage is not as effortless as it may appear.

This is especially true of bronze sculpture. With many other art forms, the process of bringing forth a finished work is very direct. However, when a bronze sculptor has finished sculpting in clay, his work is far from over. The process of bronze casting, for which the city of Loveland is known worldwide, can take thousands of hours. Very large sculptures often take well over a year to complete. It is a physically demanding process, yet it also calls for aesthetic sensitivity at each step along the way, drawing on the skills of a team of experienced and talented craftspeople.

Here's how a monumental bronze sculpture is "brought to life":

1. THE MAQUETTE - The artist begins by sculpting a tabletop size piece, called a maquette. This is the model on which the larger, finished sculpture is based.
2. ENLARGEMENT - Using digital technology, the maquette is scanned, and a scaled-up foam enlargement is made. This proportionally correct enlargement is covered with clay, and refined further by the artist.
3. MOLD MAKING – The life-sized clay sculpture is cut into pieces no larger than 24 x 24 inches, and painted with several layers of liquid rubber. The mold is then finished with a thick layer of plaster to create an inflexible backing so that the mold will hold its shape.
4. WAX POURING – The mold pieces are coated with wax to an ideal thickness of 1/8th of an inch.
5. WAX CHASING – When the wax pieces have cooled, they are removed from the molds and reassembled. The wax chaser then cleans the seam lines and other defects resulting from the wax pouring process. At this point, the artist can make final refinements.
6. WAX SPRUING – The wax form is cut into pieces again and each piece attached to a wax "sprue cup" and fitted with "sprue bares,"



Sculpture, "Lady of Peace" by Carey Hosterman

which will eventually become tunnels through which the molten bronze will flow.

7. THE SHELL – Each section of the wax sculpture is dipped several times to coat it with a layer of silica sand called "shell." This process alone can take several weeks.
8. LOST WAX PROCESS – After the shell is dry, it is placed in a large kiln where the wax is melted out.
9. BRONZE POURING – The bronze is heated up to 2000 degrees and poured into the shell. When the bronze has cooled, the now brittle shell is hammered and sandblasted away. The now metal sprue cup and bares, which were originally wax, are cut away with a torch. The pieces are then sent to a bronze finishing shop.
10. WELDING and METAL CHASING – The bronze pieces of the sculpture are reassembled one last time and welded together. The metal chaser then grinds down the welds, sands and polishes the bronze. The now shiny sculpture is ready to receive a patina finish and sealant. Once a base is chosen, the sculpture is ready for installation.

Casting a bronze sculpture is a lengthy, specialized process, contributing to its cost, yet it lasts for centuries. Three of the best large foundries in the United States, Rocky Mountain Bronze Shop, Art Castings of Colorado and Bronze Services of Loveland, are located here in Loveland. A number of smaller foundries and businesses provide services that support the casting industry. To see and appreciate the process of casting a sculpture, take a tour of a Loveland foundry! Several Loveland foundries give fascinating tours of their facilities for a small admission fee. Call in advance to schedule an appointment for a tour.

Art Castings of Colorado: 970-667-1114 Tues. & Thurs. tours
Bronze Services of Colorado: 970-667-2723 Tues. & Thurs. tours
Rocky Mountain Bronze Shop: 970-962-9637 Weekday and Saturday tours.

Scott Freeman

Art in Public Places

This year, twenty-five new artworks were added to the city's permanent 364-piece collection. Five sculptures were installed as part of the City's second on-loan sculpture program (TAAP), which gives artists an opportunity to contribute to Loveland's Public Art on a temporary basis. These pieces draw people downtown to see the planters-turned-exhibition locations. The Visual Arts Commission also hired artists for three major City capital expansion projects, providing exciting opportunities for integrating artwork into the fabric of the buildings.

Suzanne Janssen, Public Art/Business Services Manager for the Loveland Museum/Gallery believes this is a dynamic time in Loveland's history as an arts community. "Years of careful planning and shared vision have culminated in great synergy. It's difficult to pass through Loveland and not be affected by the diversity of artistic style and expression."

The city's Art in Public Places ordinance designates one percent of the city's capital construction projects of \$50,000 or more for the purchase of art.

Maryjo Morgan



Marble sculpture, "See Through Other Eyes," Ellen Woodbury

The Art Advocacy Project (TAAP)

Ellen Woodbury's TAAP marble sculpture, *See Through Other Eyes: Spotted Owl*, won the People's Choice award. Woodbury was motivated to carve the piece by her concern about endangered species and loss of habitat. "I am grateful to the community for enjoying and embracing my work. This is my first outdoor piece, so it was nice to be accepted into the TAAP program."

Capital Expansions

Commissions were awarded to Alyson Kinkade for the Loveland Public Library and collaborators George Peters and Melony Walker of Airworks for interior and exterior installations at the Chilson Recreation Center. Peters reflects, "We were delighted to be chosen for the project. We were inspired by the portholes in the pool area."

Loveland's Collection

Permanent additions include *Persistence of Vision*, a bronze

by Pat Kennedy donated by the Walbye Family in memory of Phyllis Walbye, long-time entertainment reporter who wrote reviews on movies and local plays and concerts, *Bean Pods* by Tony Hochstetler, (June installation, Benson Sculpture Park), donated by the High Plains Arts Council, and *Red Rocks Divide*, an oil, by Joshua Been, which was installed in the Mariana Butte Golf Course clubhouse entryway.



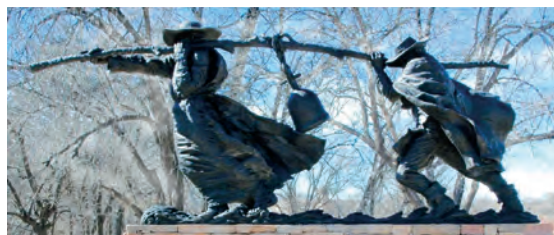
Sculpture "Persistence of Vision" Pat Kennedy

Artists Mary Lucking and Pete Goldluft describe their relief in concrete (Highway 287 underpass). "Lovebirdland is a series of murals that form a continuous non-repeating band of swirling, cartoon-like imagery. This expansive work is populated by a menagerie of whimsical birds, bugs, and other imaginary creatures, who fly, hop, crawl and peek out from a field of playfully odd, swaying plants. The piece wraps around a series of retaining walls that frame a pedestrian and bicycle path."

Transformations

This summer, 10 more utility boxes will be transformed by Loveland artists following the "Historic Loveland" theme. These works bring the total number of transformations to 43. Take a self-guided tour from the map online: http://www.ci.loveland.co.us/Cultural_Services/2010%20Transformations%20brochure.pdf

Maryjo Morgan



Bronze sculpture, "The Bell Keepers," Bruce Papitto

Rumor Has It:

An Arts District is Coming to Downtown Loveland!

There's been a vibe in Loveland lately, and people keep saying, "Hey, have you heard about that new arts district coming to Downtown?" "An arts district?!?!?" Just "word on the street" or not, this has been a long time coming and is an exciting shift for our already strong, established arts town!

It certainly feels like something's changing in the way people think and talk about downtown Loveland. There are so many great things about downtown, but it seems like, in just the last year or so, people have really started to take notice. It's as if one day, all at once, everyone took a look around, noticed the foundries and the 45,000 people attending the sculpture shows each year, saw all the potential that downtown Loveland has to offer, and said, "Wow, we are an incredible arts community!" Loveland has known this in its heart all along – though it

seems that, suddenly, we are all saying it with one voice. A lot has been going on lately to keep the energy moving in a forward direction. Things are happening in the downtown Loveland arts scene, from the Rialto Bridge project, to the Loveland Museum/Gallery expansion, Artspace, a potential new art school, the Office of Creative Sector Development, the Pulliam Building renovation and more!

As a community, we realize the importance of supporting the arts. Fostering downtown Loveland as an Arts District is going to take time, money, and community support. Members of the community sense that it's the right time and are stepping up as leaders. The right projects appear to be falling into place.

Visitors to Loveland, Colorado should be sure to visit downtown, as we're launching something great. As the Downtown Loveland Association tag line says - "There's something new in old town Loveland!"

Leah Johnson

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ISA Program: Planting the Arts in Schools

The value of a community that nourishes its artists, musicians, and thespians is undeniable. Loveland has an educational program, the Loveland Area Integrated School of the Arts (LISA), that believes in nourishing these artists while they are still young. In 2007, the Thompson School District launched LISA in order to provide an educational option for students with a passion for the arts. The curriculum is designed to integrate visual and performing arts across the curriculum and offer alternatives to traditional learning styles.



The LISA program is offered at Garfield Elementary, Bill Reed Middle School and Mountain View High School. In 2010-2011, nearly 500 students were enrolled in the LISA programs district wide. Arts opportunities are available both in the classroom and as extracurricular activities in the form of after school classes; art, dance, and choir clubs; and performances and shows at schools, the Rialto Theater, and art galleries. All three schools build background knowledge and experiences in the arts through field trips and artist-in-residence opportunities. Community service is also a key component as students from all three schools create ceramic glazed bowls to support the Empty Bowls event for the Larimer County Food Bank.

By creating a program that uses the arts in the core content classes, LISA adds relevance and interest to the school day. LISA students have shown better attendance rates and higher grades and CSAP scores when compared with the total school populations at Bill Reed Middle School and Mountain View High School. Garfield extensively involves the Loveland community in their programs and has 80 percent parent attendance at evening events and arts showcases.

The school district has partnered with the University of Northern Colorado, Colorado Creative Industries, and the Erion Foundation for developmental and financial support. Working with professional artists and businesses in the area is key to the program's success. The LISA program hopes that by nourishing these young artists, Loveland will always have a thriving art community.

For more information on LISA and supporting the arts in education, visit www.lisaschools.org or call the Thompson School District at (970) 613-5000.

Loveland Art Studio Tour

Save the best for LAST! The Loveland Art Studio Tour gives you the opportunity to meet many of the wonderful artists in Loveland in their creative work space and to learn more about their artistic process.

The Loveland Art Studio Tour (LAST) is a free, self-guided, two day event, held annually the third weekend in October. It promotes our local artists and makes art accessible to all who come.

Artwork ranges from traditional to contemporary, dramatic to whimsical, and heart-warming to entertaining. The tour will showcase the work of painters, potters, sculptors, jewelry artists, fiber artists, photographers and more.



Acrylic painting, "Peek A Boo,"
Pat Saunders-White

The tour allows for interaction with the artists as they explain their methods and what inspires them. Artwork is available for purchase throughout the weekend. To preview artists' work, check out the website or stop by the Loveland Museum Gallery for the preview show & reception - date to be announced.

For participating artists and locator map go to: Website <http://lovelandartstudiotour.com>

Find out more on our Facebook page - "Loveland Art Studio Tour and Sale"

Preview show & reception at Loveland Museum Gallery - date to be announced on the website

Tour Dates: October 15th & 16th 10:00 - 5:00

For more information, call Engaging Loveland at 970-980-4764.



Nancy Abrahams

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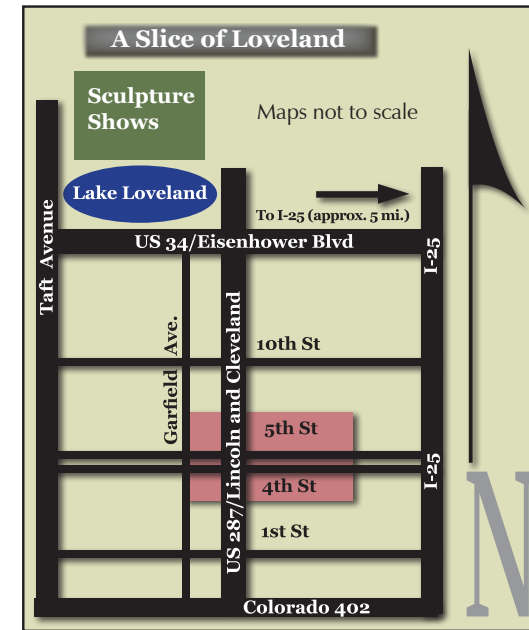
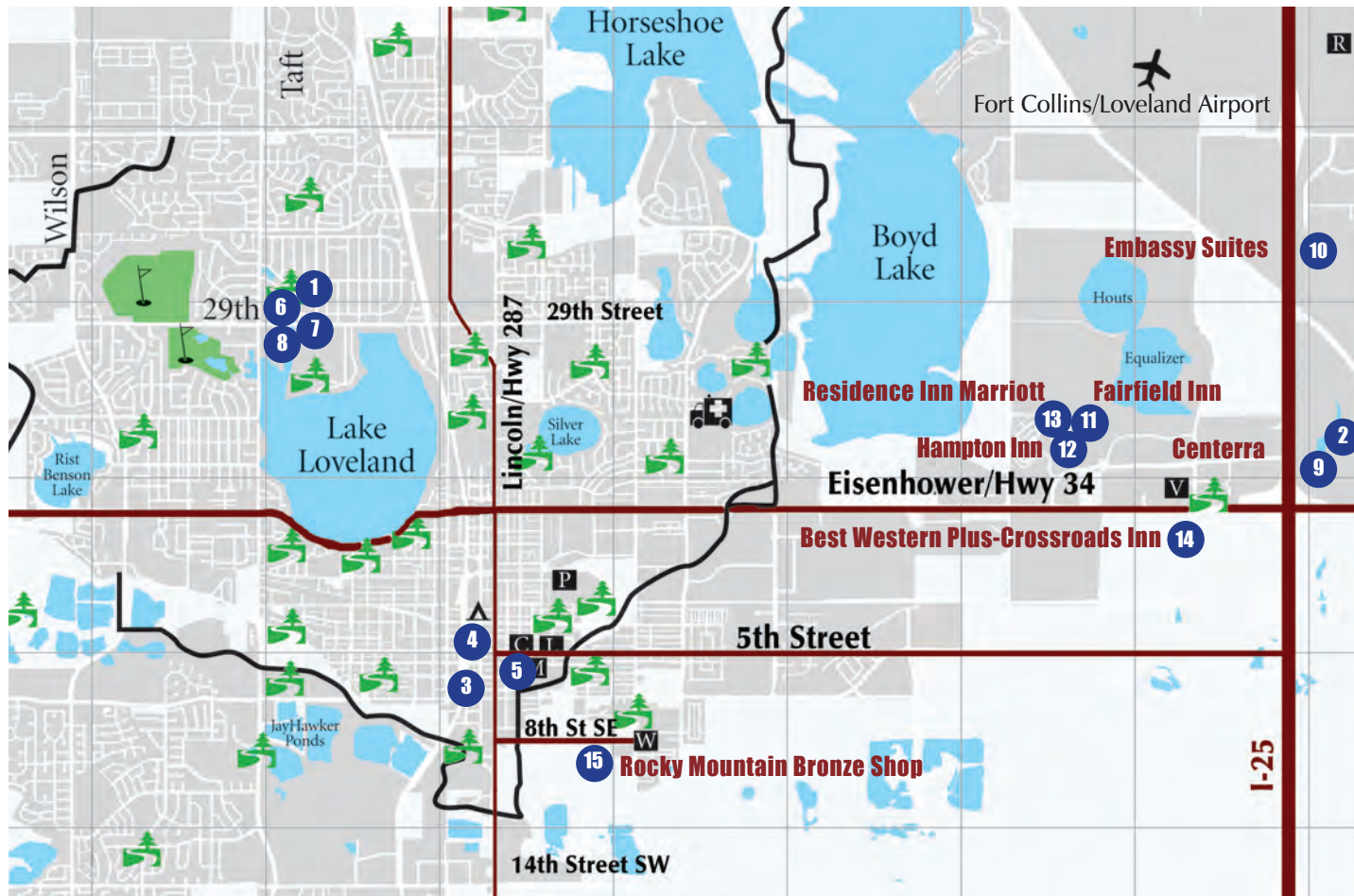


Loveland Map & Landmarks

1. Benson Sculpture Garden
29th St. & Aspen Dr.
2. Chapungu Sculpture Park,
I-25 & Hwy. 34,
on east side (tours)
3. Loveland Feed & Grain
Building
130 W 3rd St.
4. Loveland Museum/Gallery
503 N. Lincoln Ave.
5. The Rialto Theater
228 E. 4th St.
6. Sculpture in the Park
29th St. & Aspen Dr.
7. Loveland Sculpture
Invitational
East of 29th St. & Taft
8. Art in the Park
29th St. & Taft
North Lake Park

Hotels, Shopping & Tours

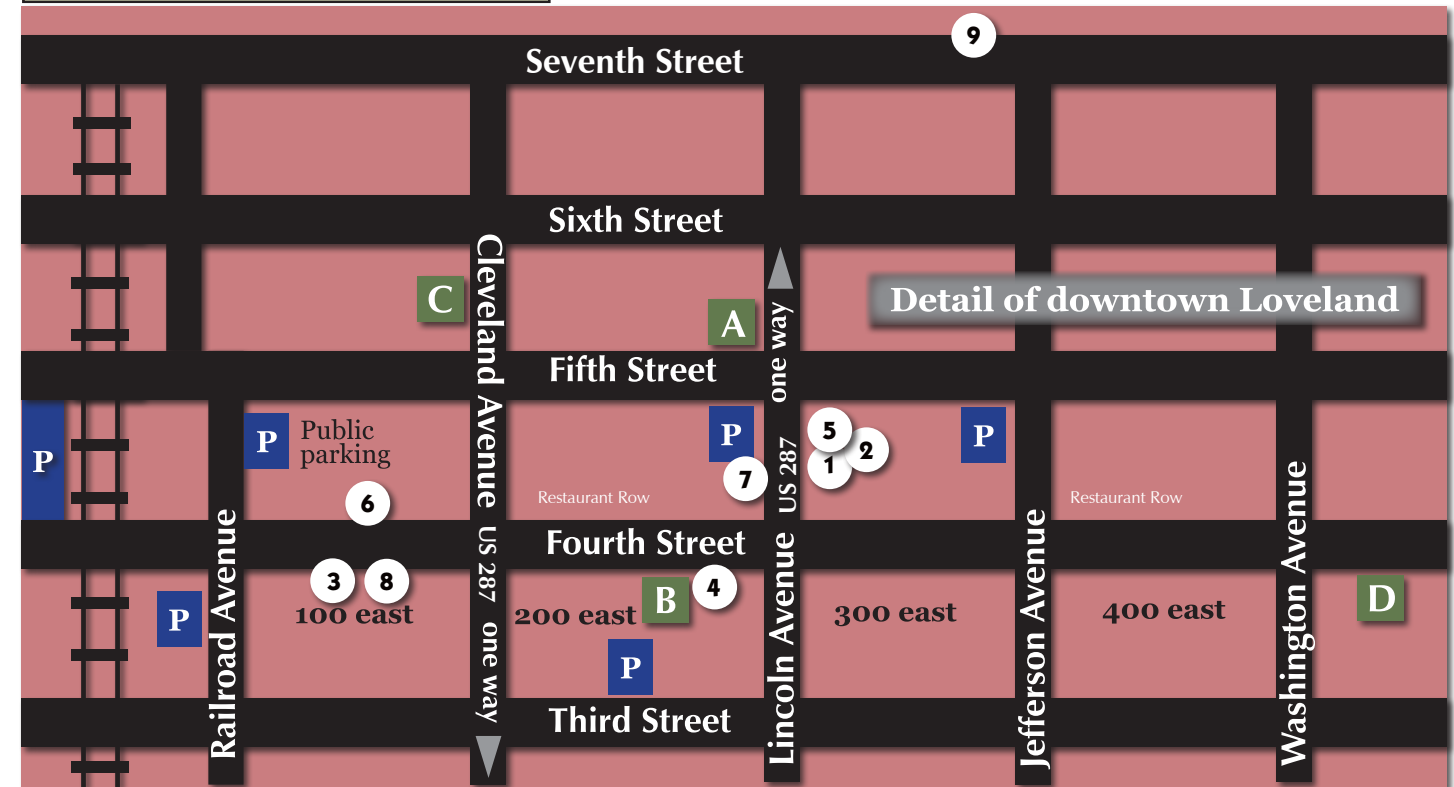
9. Centerra
I-25 & Hwy. 34, on east
and west side
10. Embassy Suites
228 E. 4th St.
11. Fairfield Inn
1710 Foxtrail Drive
12. Hampton Inn
5500 Stone Creek Circle
13. Residence Inn Marriott
5450 McWhinney Blvd.
14. Best Western Plus-
Crossroads Inn
5542 E. U.S Hwy 34
15. Rocky Mountain Bronze
Shop (tours)
546 8th St SE., Bldg. #2



Places To Go Downtown

1. Art of the Rockies
440 N. Lincoln Ave.
2. Bead Bling Bead Co.
440 N. Lincoln Ave.
3. Cloz to Home
120 E. 4th St.
4. Henry's Pub
234 E. 4th St.
5. Independence Gallery
440 N. Lincoln Ave.
6. Kitchen Alley
121 E. 4th St.
7. Lincoln Gallery
429 N. Lincoln Ave.
8. Pourhouse Bar & Grill
124 E. 4th St.
9. The Master's Fine Art
Gallery & Garden
343 E. 7th St.

- A** Loveland Museum/ Gallery
- B** Rialto Theater
- C** Pulliam Building
- D** Civic Center Park
Loveland Public Library
Foote Lagoon
Chilson Recreation Center
Loveland Municipal Bldgs.
- P** Parking



P3 Revitalizes Downtown Loveland

February 25, 2011

For the last three decades, Loveland has been known as a thriving arts community. The arts scene revolves around more than 30 galleries, two foundries, two sculpture parks, more than 300 public artworks and, of course, the hundreds of artists and performers who live and work in Loveland.

In the heart of this arts community is the historic Rialto Theater. The theater, which is on the National Register of Historic Places, continues to thrive as it provides new and unique experiences for its patrons. However, to sustain growth, expansion is necessary and will not only benefit the theater but the region as a whole.

The Rialto Bridge Project, a significant economic stimulus for downtown Loveland, will meet the space needs of the Rialto Theater for the next half century. The project is a unique partnership between the city of Loveland, the Community Foundation of Northern Colorado and the Rialto Bridge LLC, a private development company headed by Troy Peterson.

The city and Rialto Bridge LLC will jointly own the new 20,000-square-foot, three-story building that will replace two existing one-story buildings that sit on the west side of the theater. In addition to expanding the theater's lobby, the \$4 million project will provide a green room, dressing rooms, staging space, restrooms on each floor, and will add both an elevator and stairs.

Currently, performers - who can number more than 100 in a single production - must run up and down the alley between acts into a separate building that serves both as a dressing room and green room. Over the last few years several performers have been injured falling in the alley made treacherous by poor light, ice, snow or rain.

Ultimately, the theater's expansion will rectify the space limitations that currently stymie patrons, staff and performers at the Rialto. In addition, a new tapas restaurant on the first floor, in the style of the Med in Boulder or Cafe Vino in Fort Collins, will provide superb dining amenities.

New community gathering spaces on the second floor will make the Rialto and downtown Loveland more attractive destinations for residents, visitors and businesses.

Major step forward.

Those of us involved in the project see this as the first major step in revitalizing downtown Loveland. We expect follow-on projects to result from the RFP recently issued by the city outlining exceptional mixed use development opportunities for other downtown areas.

On Tuesday, Feb. 15, the city demonstrated its commitment to the Rialto Bridge by unanimously passing on first reading the additional supplemental budget that brings the total appropriation to the \$1.2 million necessary to fund the "performers" portion of the project. This step clearly demonstrates that the city is serious about promoting the arts and revitalizing the heart of our city.

The project has also been fueled by the Community Foundation of Northern Colorado's commitment to raise \$700,000 for the "community/patron" portions of the building.

Rialto Bridge LLC is investing about \$2.1 million in the private portion of the building. They will own the space housing the first-floor restaurant and the third-floor office space which will bring up to 60 additional employees downtown. The city will own the rest of the building. The Rialto Bridge will be a condo building, allowing both the city and Rialto Bridge LLC to share the costs of the common areas.

This project serves as a model for Northern Colorado and the state by bringing together the three funding Ps - Public, Private and Philanthropic - that can leverage a variety of sources for the community good.

Phil Farley is director of Loveland Community Relations for the Community Foundation of Northern Colorado. Contact: phil@CommunityFoundationNC.org or 970-776-9295. www.CommunityFoundationNC.org

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Creative Sector Welcome!

Loveland is fortunate to have an organic creative sector that has grown rapidly on its own. Creative sector jobs include fine artists but also a much broader spectrum, including graphic designers, publishing companies, marketing companies, innovative technological companies, etc. However, over the last few years, it became evident that this was a luxury we might not have forever.

The opportunity to keep our position as one of the leading arts communities in Colorado was starting to wane. To stop this from happening, about a year ago, 60 stakeholders met at the Loveland Museum Gallery to hash out ideas of what the creative community needed from the City of Loveland to further develop this industry in Loveland.

The result was that Loveland has created a unique economic development concept that was passed by our City Council in December 2010: The Office of Creative Sector Development.

With eight percent of our city's work force in the creative sector, it

is clear we have a strong base with which to work. While Loveland is a community renowned for its visual arts, it is important to distinguish that the Office of Creative Sector Development goes beyond traditional arts to all things creative and innovative. Local companies like Lightning Hybrid, NanoPartz, and OmniGlobe are great examples of the creative technology industry we currently have. Our annual outdoor sculpture shows (the largest in the nation) bringing in over 40,000 people and \$1-\$2 million per year are the culmination of what visual arts mean to Loveland.

The goals of this Office of Creative Sector Development are to attract jobs in the creative sector, collect data, and retain current jobs. It is very important, especially in this economic climate, that we understand what our identity is as a community and not only how we are going to sustain our strengths, but grow and increase the vitality of our community.

This office is charged with increasing jobs in the creative sector by 10 percent by 2013 (estimated at about 270 new jobs). What other industry is growing at that rate right now?

The City of Loveland's investment of \$100,000 a year for three years would more than pay for itself. The city's policy has been to invest approximately \$2,000 per job, and the Office of Creative Sector Development would only need to create 150 jobs to reach break-even. And that doesn't include the businesses, tourists, and cultural attractions the project could bring to our community. This investment will help strengthen Loveland's reputation and sustain our quality of life.

Loveland is a unique and wonderful place to live, with growth opportunities and a robust creative community. Our quality of life is one of the highest in the nation.

Creative sector companies are encouraged to consider Loveland as a home for their businesses! They will receive enthusiastic support from the Office of Creative Sector Development and from the entire community.

Leah Johnson

For more information, please contact Marcie Erion at erionm@ci.loveland.co.us.



Events in Loveland

MAY
13....Night on the Town, Downtown Loveland
15....Community Classic Bike Tour
21....Paws on the Promenade, Promenade Shops at Centerra
25....Lone Tree School Reunion/Ice Cream Social, North Lake Park

JUNE
6....MCR Golf Tournament, Location TBD - check web site
7,21....Kids Day, Promenade Shops at Centerra
10....Night on the Town, Downtown Loveland
16,23,30....Foote Lagoon Concerts, Downtown Loveland
25....Loveland Garden Tour, Downtown Loveland
26....Farmer's Market, Fairgrounds Park

JULY
1, 8, 15, 22 & 29....Foote Lagoon Concerts
3,10,17,24,31....Farmer's Market, Fairgrounds Park
4....July 4th Fireworks at North Lake Park
8....Night on the Town, Downtown Loveland
8....SummerFest Wine Tasting, Civic Center Park/Downtown
8,9....Loveland Loves Barbecue, 5th & Cleveland/Downtown
9,10....SummerFest in the Rockies and Fireworks, Civic Center Park
15,22,29....Sounds of Centerra, Chapungu Sculpture Park
16....Loveland Classic 5k/10K, Centerra
23....Cherry Pie Festival, Peters Park
30....Larimer County Fair Parade, Downtown Loveland

AUG
4....Teen Battle of the Bands Showcase, Foote Lagoon
5,12,19....Sounds of Centerra, Chapungu Sculpture Park
5,6,7,8,9....Larimer County Fair and PRCA Rodeo, The Ranch
7,14,21,28....Farmer's Market, Fairgrounds Park
12....Night on the Town, Downtown Loveland
12,13,14....Sculpture Shows & Art in the Park Weekend, 29th & Taft
19....Valley 500 Road Race, Fairgrounds Park
26,27....Old-Fashioned Corn Roast Festival, Fairgrounds Park
26,27....Loveland's Got Talent
27....Corn Festival Parade, Downtown Loveland

FOR COMPLETE DETAILS OF EVENTS IN LOVELAND VISIT:
engaginglovelandinc.org
cell: 970-980-4764 | messages: 970-278-4020

SEPT
4,11,18,25....Farmer's Market, Fairgrounds Park
9....Night on the Town, Downtown Loveland
9....WineDown the Summer at Centerra, Chapungu Sculpture Park
10...Pastels on Fifth Street, Downtown Loveland

OCT
14....Night on the Town, Downtown Loveland
15,16....Loveland Art Studio Tour, Loveland
29....Halloween Family Fun Festival, Downtown Loveland
29....Halloween Hullabaloo, Marketplace at Centerra
29....Halloween on the Promenade, Promenade Shops at Centerra

NOV
10....Veteran's Day Parade, Downtown Loveland
11....Night on the Town, Downtown Loveland
24....Loveland Turkey Trot, McKee Medical Center
27....Holiday Tree Lighting, Downtown Loveland

DEC
3....WinterWalk, Downtown Loveland
3,10,17....Santa's Workshop at Centerra, Marketplace
4....Community Sing-Along, Rialto Theater
7-11....Snow Sculpture and Holiday Festival, Loveland
9....Night on the Town, Downtown Loveland
9,10,11....Loveland Choral Society, Rialto Theater
10....Parade of Lights, Downtown Loveland



Papa Juke, SummerFest. Photo courtesy of Engaging Loveland

Have FUN in Loveland!

Loveland is positioned at the crossroads of Northern Colorado. The development of Larimer County Fairgrounds, the Ranch and Budweiser Event Center, the redevelopment of the "Old Fairgrounds" and the revitalization of Downtown Loveland continues to enhance Loveland as a great place to visit, live and do business in Northern Colorado. Loveland, Colorado, is known in many circles nationally and internationally as an arts community and sculpture Mecca.

Engaging Loveland, a nonprofit organization that develops and supports community-wide events, has created opportunities to encourage residents and visitors to Loveland's choice events and activities through wholesome and family-friendly activities.

SummerFest in the Rockies – a community event held annually the second weekend in July in downtown Loveland. Activities include live bands and entertainment, a car show, great food, beer garden, children's amusements and a fireworks show on Saturday.

Sweetheart Balloon Rally – 20 hot-air balloons will launch into the Loveland sky the last week of August. This fun-filled event complements the Old-Fashioned Corn Roast Festival. A balloon glow is featured on Saturday night.

Old-Fashioned Corn Roast Festival, in partnership with the Loveland Chamber of Commerce – a fun family-friendly weekend event with corn shucking, music, talent show and food – especially corn.

Snow Sculpture in the Dark and Street Festival – Snow sculptors who have competed nationally and internationally magically transform Loveland into a winter wonderland. Teams of 3 sculptors use hand tools to slowly carve sculptures out of snow blocks. Artists sculpt for 4 days and nights. Other activities include sleigh rides with Santa, ice bowling, dancing Christmas Trees and a Parade of Lights. Visit www.engagingloveland.org for our community calendar.

Another opportunity for Loveland residents and visitors to celebrate a community-wide art celebration is the "Loveland: A City with HeART" project. Monumental hearts are painted and designed by local Loveland artists, then businesses and individuals select a heart design to sponsor.

Currently, there are 20 hearts strategically placed throughout the City of Loveland. More hearts are



expected to be displayed throughout the community.

Drive around, pose for pictures, have fun and find the hearts all over Loveland. See the hearts online at www.engagingloveland.org/events/featured-events/a-city-with-heart.

Kristine Koschke, Engaging Loveland, Inc., 970-980-4764



Colorado: State of the Arts

The Twentieth Annual 2011 Governor's Invitational Art Show & Sale

The Twentieth Annual Governor's Invitational Art Show & Sale will be held on Saturday April 23rd, beginning with an oil painting demonstration by Sallie K. Smith.

It will be happy pandemonium when the names are drawn at the

opening night reception and auction. Prospective buyers will race from one exhibit to another, placing intent-to-purchase slips into the drawings. Each round, a slip drawn at each piece gives someone the opportunity to purchase it. Sales at last year's show topped \$155,000; proceeds fund artistic and academic scholarships for young people interested in pursuing the arts.

This year's impressive raffle prizes are paintings by Kim Mackey and Cydney Soringer, and a bronze eagle sculpture by Pat Kennedy. The show honors Fritz White; four of his pieces are available for purchase.

Governor Hickenlooper says, "Investment in the creative community can boost Colorado's economic development efforts, improve education, and build on our quality of life by supporting a diversified work force – the best type of environment for creative businesses. The Governor's Art Show encourages investment by recognizing current Colorado artists, displaying the work of Colorado students, and providing scholarships for developing young artists. It also supports the worthy community work of the Loveland Rotary Club."

Annually, the event's intrigue and attraction are enhanced by the fresh perspectives, styles, and subject matter brought by the dozen or so new Colorado artists invited to participate in the juried show. The free exhibit opens Easter Sunday April 24-June 5th at the Loveland Museum/Gallery. Museum hours: Tuesdays

through Saturdays 10am - 5pm; Thursdays until 7pm, Saturdays 10am - 4pm and Sundays noon - 4pm. The Museum is closed on Mondays. For information, visit www.governorsartshow.org.

MaryJo Morgan

Space to Grow

Why Loveland's art scene is bigger than one controversial exhibition

When an enraged Montana woman took a crowbar to satirist Enrique Chagoya's politically charged portrayal of Jesus at the Loveland Museum Gallery this fall, the city was thrust into the national spotlight for all the wrong reasons. But Loveland's thriving arts community has reason to believe that the Front Range town will continue to be an artistic hot spot for more substantive reasons.

In September, Loveland scored a major first in Colorado's art scene: a coveted partnership with Artspace, the nation's largest nonprofit real estate developer. Within a few years, Artspace hopes to open a \$10 to \$15 million downtown facility with 45 affordable live/work units for artists and their families, plus exhibition and meeting space. "Loveland's large artist community would love to live and work downtown," says Wendy Holmes, a senior vice president at Artspace, "which would contribute to the continued development of the downtown core."

It's no surprise that Artspace responded to Loveland, where sculptures stand guard on thoroughfares, murals span city blocks, and colorful installations sprout from sidewalk planters. Public art, supported by a city ordinance that sets aside a percentage of construction spending for purchasing art, has also paved the way for tourism: In 2005, Loveland earned the number two ranking in John Villani's *The 100 Best Art Towns in America*—trailing only Santa Fe, New Mexico. Creative evolution, including the Artspace vision, has become a priority. "Artspace is an exciting project for us," says Mike Scholl, Loveland's senior planner. "It will certainly put us on the map nationally as an artists' destination."

MaryJo Morgan

Reproduced with permission from 5280: Denver's Magazine

Feed & Grain

Loveland's most photographed building was almost demolished in 2006. Novo Restoration, Inc., has partnered with historical funds and societies to facilitate the Feed & Grain Building's repurposing, and continues to apply for grants to take on other aspects of stabilization. See updates on Novo Restoration's Facebook Fan Page and watch www.LovelandFeedAndGrain.org for news about events aimed at allowing more people to experience this amazing building. Themed tours, such as how to photograph buildings like this, are in the works. Novo president Marty Janssen wants people to understand the building for what it is. "It is such an integral part of Loveland's cultural and economic and social history,

and it can and will be such an integral part of what we do as we move forward."

Last year, Novo partnered with area supporters to survey and measure the feasibility of Artspace creating affordable housing/studio space as part of a repurposing of the F&G. Thanks to this initial idea, Artspace has since entered into a predevelopment agreement with the city. As this goes to print, no specific site for the project has been selected.

"It is pretty exciting to see the Artspace idea coming to fruition," admits former Novo Restoration, Inc. president, Erin McLaughlin.

MaryJo Morgan



Photo courtesy of Robert Campagna

The Artist's Charitable Fund

The Artist's Charitable Fund (artistscharitablefund.org) holds a live auction every year on the Saturday night of the Loveland Sculpture Show (sculptureinthepark.org) in the Hammond Amphitheater at Taft & 29th. The fund exists to aid artists with medical expenses; this auction is the 501c3 charitable organization's single annual fundraiser.

Free and open to the public, the preview starts at 6:00pm, the auction at 7:00pm. There is an opportunity to take a close look at the auction pieces. Renowned sculptor George Lundeen, President of the Board of Directors, is lots of fun as the auctioneer, though, seriously, he helped the event net over \$40,000 last year. For more information contact Judy Archibald 970-577-0509 / CNYNPRT@aol.com.

MaryJo Morgan



Photo courtesy of Robert Campagna



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Represented by the Independence Gallery - see ad page 24

etting the Stage

The Performing Arts in Loveland

Theater is alive and well in Loveland, from opera to children's theater to nationally touring performers. Performances of music also abound around town. Locals and visitors alike enjoy the popular free music series outdoors at the Foote Lagoon and the variety of musical acts at the annual SummerFest in the Rockies. For a monthly listing of performances and events, see page 17.

THE RIALTO THEATER, on downtown's Fourth Street, is often called "the gem in the heart of Loveland." Built in 1920, the Art Nouveau-style theater was reopened as a community performing arts center in 1996, after many years of fundraising and volunteer labor. The historic Rialto Theater is a thriving, 446 seat performing arts center that hosts nationally touring performers, local bands, children's theater, choral groups, classic and independent films and other community events. Location: 228 East 4th Street. Parking: side streets and in public lots, west of Cleveland Ave between 5th - 6th Streets and directly behind the theater. Website: www.ci.loveland.co.us, then click on Rialto. Box office hours: 12:30 p.m. to 5:30 p.m. Tuesdays through Fridays, and 10:00 a.m. to 1:00 p.m. on Saturdays. Phone: (970) 962-2120.

LOVELAND COMMUNITY THEATRE, founded in 1978, is a non-profit, charitable organization dedicated to producing quality live theatre for the Loveland community. All of our productions are performed, designed, costumed, and technically-supported by a dedicated and talented group of volunteer members of our community. Our venues for our shows include the historic Rialto Theatre, Pulliam Community Building, and the Loveland Museum. For ticket and general information please visit www.LovelandCommunityTheatre.org or PresidentLCT@juno.com.

CANDLELIGHT DINNER PLAYHOUSE is the most recent addition to the theater scene in the Loveland/Johnstown area. This dinner theater features fine dining and Broadway-style entertainment. Located right off I-25 at exit 254, the theater is immediately south of Johnson's Corner, directly east of RV America. All performances are at 4747 Marketplace

Dr., Johnstown, CO 80534. Box office hours are Tuesday through Friday 10:00-5:00, and Saturday from 12:00-5:00. Phone: (970) 744-3747. Email: Info@coloradocandlelight.com. Website: www.coloradocandlelight.com.

THE LOVELAND CHORAL SOCIETY is recognized as a versatile choral and performance ensemble in Northern Colorado. They present an exciting array of music in a style that is approachable, entertaining and unforgettable. Whether performing the classics, Broadway tunes, pop favorites or rock-'n'-roll hits, LCS consistently delivers the absolute best in musical entertainment. In its twentieth season under the artistic direction of Clifford Schultz, LCS garners considerable acclaim and appreciation for its strong contribution to the performing arts community. LCS performs at the historic Rialto Theater. E-mail: info@lovelandchoralsociety.org.

LOVELAND OPERA THEATER is a charitable, tax-exempt organization that provides performance and educational opportunities for emerging and seasoned artists that enhance the cultural experiences of the local community. This 501c3 not-for-profit opera company was founded in 2004 by Dr. Bishop Hoch, the Executive and Artistic Director of Loveland Opera Theatre. She maintains a private voice studio in Loveland and has produced all of LOT's operas, galas and special events. Performances at the Rialto Theater and private homes. Phone: (970) 593-0085. E-mail: lovelandoperatheatre@gmail.com. Website: lovelandopera.org.

LOVELAND PERFORMING ARTS ASSOCIATION brings outstanding performances from around the world to the Loveland community. The LPAA was originally formed in 1975 as the Loveland Civic Music Association Guild. The non-profit LPAA and volunteer staff bring premier performances of classical and pop concerts to Loveland at reasonable prices. From opera to instrumental music to big band, their annual series includes a wide variety of entertainment to appeal to a broad audience. All performances at Roberta Price Auditorium, Thompson Valley High School, 1669 Eagle Drive. Phone: (970) 663-9420. Website: www.lovelandpaa.org.



Photo courtesy of the Loveland Photographic Society



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Downtown Loveland - Art & Shopping
 Dining - see page 25
 Downtown map - see page 14

There's something new in old town Loveland



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Thompson Valley Art League is a non-profit organization which owns and operates Lincoln Gallery. Local Member's Artwork, in all medias is displayed and changed monthly.

TVAL sponsors and conducts the Annual "Art in the Park" arts and craft festival each August in North Lake Park. TVAL also participates in Loveland's "Night on the Town" every 2nd Friday from 6-9pm. Member's Art Shows and Events support our Downtown and Loveland community.



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A Night on the Town

Community art walks have become a popular event around the country in recent years, and in 2005 Loveland decided to strap on its strolling shoes as well. Spearheaded by local artist Billie Colson, "A Night on the Town" debuted that May with 15 businesses participating. Colson chose the second Friday of each month to encourage locals to eat, shop and enjoy art in historic downtown.

Five years later, there are over 30 participating galleries, merchants and restaurants and the year-round event draws hundreds of visitors to the area. It's been likened to a big block party downtown where people can enjoy the ambiance and proceed at their

own pace through businesses that stay open from 6 p.m. until 9 p.m.

Many of them offer refreshments, specials or featured artists to set the night apart. During warm months you can enjoy live music and entertainment at the corner of Fourth and Lincoln or at the Loveland Museum/Gallery. Stylish banners indicate the participating locations and maps with participating merchants and upcoming events can be found throughout town.

This family-friendly evening has not only enhanced the appeal of Loveland's historic district but added another layer to the city's reputation as a venerable arts community.

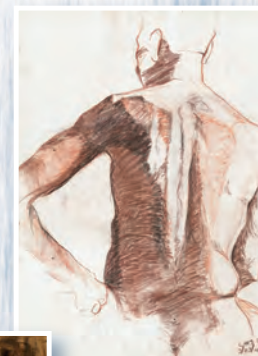
For more information about "A Night on the Town," call Billie Colson at 970-669-0889.



Independence Gallery



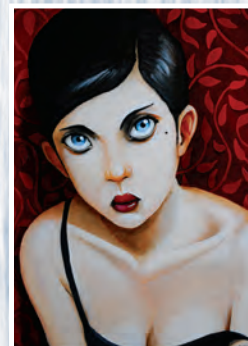
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Chapungu - Stories in Stone

Birds twitter from cottonwoods. Trails meander through trees where footsteps crunch on stone chips, left over from carving workshops.

Twenty-six tranquil acres roll along the eastern edge of the Promenade Shops at Centerra. This irrigation swale-turned-park is a beautiful example of habitat enhancement and creation in the built environment. Jay Hardy, VP and General Manager of Centerra says, "Centerra has made an extraordinary commitment to developing this interaction."

The sculpture park, Stories In Stone – An African Perspective of Family, is divided by topic into eight sections focused on Custom and Legend, The Role of Women, Spirit World, The Elders, Village Life, Nature and Environment, The Children, and The Family. On guided and self-guided summer tours, the park shares inimitable stories of the artists and their rich Zimbabwean culture. The outdoor exhibit is home to more than 80 monumental sculptures hewn by hand from solid Zimbabwean rock.

Zimbabwean Artist-in-Residence Stalin Tafura works both at the park and warehouse. Visitors can watch his figures emerge from the stone as images of animal life or family or love & marriage.

Chapungu continues to work with Zimbabwean artists in Africa. Typically there are two dozen sculptors in residence there, who

contribute exhibition pieces for world-wide exhibitions that display as many as 80 large pieces at a time.

The American Society of Landscape Architects awarded the Chapungu Sculpture Park the "Land Stewardship Award for Design" in 2009. They were voted "Loveland's Best Gallery" by the Loveland Connection in 2010.

Roy Guthrie is founder/director of Chapungu Sculpture Park world-wide and curates the Loveland park located on the northeast corner of I-25 and Hwy. 34. Marcey Mushore, administrator for Chapungu, says people who visit the park are in awe. "Those who come from out of state are completely enthralled by the collection. They are impressed with the effort in the natural flora and fauna, how well-laid out the park is, and how harmonious the sculptures are with the mountains in the backdrop."

Chapungu Sculpture Park offers daily free admission to the park from dawn until dusk, year 'round. The park is handicap-friendly with adjacent parking and includes both paved and gravel paths.

Visit ChapunguSculpturePark.com online for more information. To arrange an event at the park (weddings, receptions, corporate gatherings or fundraisers), call 970-962-9990 or visit the website www.CenterraColorado.com.

Maryjo Morgan



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IMAGES:
Top: *Acoustic Eidolon* at the Rialto Theater,
photo by Sarah Lincoln
Bottom: Experience an Art Exhibit at the
Loveland Museum/Gallery
Right: *Bean Pods* by Tony Hochstetler

To reorder the Loveland ARTSource, please contact the Downtown Loveland Association at info@downtownloveland.org.