Art benefits eyes, ears & wallet

Loveland's public and nonprofit art and cultural endeavors are beneficial not only to the years and ears of the community but also to its annual economy, almost $10 million worth.

The Cultural Services Department participated in a nationwide study to determine the economic impact of nonprofit arts and culture organizations and their audiences. The study, conducted by Americans for the Arts, determined that the U.S. economic total was $106.2 billion—yes, that's billion with a B.

Here in Loveland, visitors to the Museum & Gallery and Rialto Theater were asked to provide spending information. That data, along with data from the City budget and elsewhere resulted in a snapshot of the culture-related economic impact in Loveland totaling $9,817,726 during 2005. The total included salaries for 284 full-time-equivalent jobs throughout Loveland, revenue to local and state government, event-related spending and other spending. It was especially interesting to note that more than half of Loveland's arts and culture event attendees — 58 percent — were from out of town, therefore bringing additional revenue to the City.

And remember, this study only dealt with nonprofit organizations. Loveland is home to many very profitable galleries, showrooms, art supply houses, foundations and the artists themselves.

Dateline: LOVELAND

History and art at Museum/Gallery

Local history and international art can all be viewed and enjoyed with a single visit downtown to the Loveland Museum/Gallery.

Loveland's cultural headquarters, the facility hosts exhibits, art classes, workshops, poetry readings, demonstrations and more under its roof. Inside the building, visitors can enjoy festivities, concerts, performances and other art-related gatherings.

The museum began under private ownership in a converted garage in 1938. With City ownership and operation, it has since evolved into both a museum and art gallery, now 28,000 sq. ft. in size. Plans for future expansion are already under way.

The museum displays are established for long-term residency while a changing variety of art gallery exhibits are offered throughout the year. Below is a list of some of the major exhibits for 2007:

- **Museum:**
  - Life on Main Street
  - Loveland's Great Western Sugar Factory
  - Sweetheart Town, USA
  - Fireside Gallery
  - Big Thompson Water Project 3-D Map

- **Galleries:**
  - Zimbabwe Stone Sculptures
  - George Mendez: Vision of the Soul
  - Thompson School District Art Show
  - Annual Governor's Art Show
  - Hokk, Hammer and Hang
  - Infinite Dimensions: Glass Art
  - Art Harvest: Images of the Farm
  - Berthoud's Farm Heritage

Youngsters offered art interaction

Diversity, mentoring and community connection all describe the City's cultural programs aimed specifically at youngsters. “Our programs provide young people a window into involvement with the arts,” explained Youth Activities Coordinator Jimm Dobson of the Loveland Cultural Services Department. “We provide opportunities aimed at understanding and appreciating the arts rather than focusing on training toward a career in art. This enables us to offer a broader range of programs to a broader range of kids.”

The concept of diversity applies to both artistic media and ages served. The youth programs offer involvement with everything from drawing, painting, pastels and pottery to filmmaking, foreign cultures and rock ‘n’ roll. The age groups involved range from tots to teens.

The mentoring and community connection go hand-in-hand since most of the adults involved who provide instruction, education and support are professionals from Loveland's wide-ranging arts community. Young participants gain a unique perspective and great respect for these local artists and educators who share their skills and experience with the children.

With the addition of the youth activities coordinator position in 2001, the programming for and participation in Loveland's arts has increased dramatically—as much as ten fold. Programs include:

- **Art After Hours** — After school art education classes for ages 1st - 9th grades.
- **Tot Art** — Preschool art education classes for ages 3-5 with an adult.
- **School-break Workshops** — Out-of-school time classes offered during Spring Break, Winter Break and Summer Break.
- **Special Events for Teens and Families** — Teen Flashlight Easter Egg Hunt, Halloween Family Fun Festival, Community Holiday Tree Lighting
- **Battle of the Bands** — Local competition for teen and young adult bands
- **Silver Spoon Film Festival** — competition for young, budding filmmakers

Loveland enjoys an international reputation as an arts community. The City's emphasis on youngsters and the arts will help continue Loveland's artistic character for generations to come.

that host the events are donated back to the City for the purchase of public artwork in Loveland and for art programs for Loveland's school district.

Today, the City's art collection includes 269 individual pieces, valued at more than $8 million, of which more than 80 percent of the value has been donated. The Rialto is the main emphasis of the City's art collection due to its beauty, accessibility outdoors, the great number of sculptors and the world-class foundries located in Loveland.

And there's much more art in Loveland available to see, enjoy and purchase from many commercial galleries and artists' showrooms throughout town.

The City's art collection is under the direction of volunteer citizens' group, the Visual Arts Commission. This group, seven-member committee oversees the City's art acquisitions, donations and site selection.

Public art from foresight, generosity

Sometimes we take for granted the beauty that surrounds us. We're accustomed to seeing a range of mountains just to our west, blue skies and bright sunshine almost daily, and all of the art displayed throughout our town.

It's no accident that art adorns our streets, parks, public spaces and public buildings. In 1985, Loveland became the first town in Colorado to adopt an Art in Public Places program.

Every major City construction project of $50,000 or more includes one percent of the funding for the purchase of art for that project. Much more of Loveland's public art comes from the generosity of organizations and individuals, especially the international known sculpture site weekend every August. Proceeds from the weekend by the two local organizations benefit the City of Loveland available to see, enjoy and purchase from many commercial galleries and artists' showrooms throughout town.

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