

Citizens' Capital Improvement Plan Committee (CCIPC)
December 4, 2014
Arvada Center
FINAL MEETING SUMMARY

Attendance

Melissa Beck	Lindsay Gomez	Leanna Principe
Larry Coates	Ken Haack	Julie Rasmussen
Dan Cupit	Harriet Hall	Ron Slinger
Michelle DeLaria	Cindi Kreutzer	Bob Wilson
Ascenzo Di Giacomo	John Malito	Don Wood
Michelle Glasmann	Kelly Mueldener	

City of Arvada: Bryan Archer, Lori Gillis, Clark Johnson (Arvada Center), and Bill Ray

Facilitators: Heather Bergman and Niki Koszalka

Welcome

The facilitator welcomed the Committee and proceeded with introductions. Bill Ray welcomed group and introduced the speaker, Clark Johnson, who serves as the Chief Operating Officer of the Arvada Center.

Presentation: Arvada Center for the Arts and Humanities (Clark Johnson)

- The CCIPC received two handouts (Arvada Center “At a Glance” and a copy of the presentation). These will be posted to the CCIPC website. Additionally, Arvada Center factsheets and an annual report were posted to the website prior to the meeting.
- The Arvada Center is celebrating its 38th season and hosts two functions within the building.
 - Parks, Golf, and Hospitality includes banquet rooms, the kitchen, and concessions.
 - Arts and Humanities includes performing arts, art galleries, and educational programs.
- There is a continued struggle with capital investments, long-term planning, and priorities for community.
 - Arts and humanity do not supply public safety or clean water, which makes it hard for citizens to see the need to invest in the Arvada Center.
 - One of the benefits of the Arvada Center is to provide and create a full community. The City of Arvada is incredibly fortunate to have the Arvada Center Arts and Humanities. It is important to invest in this asset.
- A brief history of the Arvada Center is summarized below.
 - In 1976, the citizens of Arvada agreed to tax themselves and build the Arvada Center. Since that time, the City has continued to invest in the Center.
 - A large expansion in 1992 brought the hospitality function into existence. The City saw a need to have a facility to host groups and functions.
 - The outdoor amphitheater was also constructed in 1992.
- In 2006, the Black Box Theater was added at the cost of \$6 million. Revenue increases were substantial, and the upgrade was worth the money invested.
- Current capital improvement plan projects include:
 - Security system upgrade: \$123K
 - Front entry plaza reconstruction: \$220,000
 - Patio pavers were replaced due to the aging of the facility.

- All concrete in the front of the building to the parking lot was replaced.
 - The project was completed in the fall.
 - Parking lot light replacement and upgrade: \$200,000
 - At this time, the project has not been completed.
 - In January, the rest of the major light poles will be replaced.
 - Improved lighting in the parking lot will impact safety.
 - The lighting will be replaced with LED lights that will be brighter and more directly light certain areas. Neighborhood impacts are being considered.
- The Arvada Center has identified the following priority projects:
 - Education classroom upgrades and expansions
 - Educational programs at the Arvada Center are very important to the Center’s mission. The Center currently finds itself bursting at the seams in terms of educational programming and available space.
 - The estimated cost for renovations/upgrades, including a new lab, is \$400,000.
 - The estimated cost for education expansion is \$600,000. Education programs currently generate \$100,000 in revenue per year.
 - Renovation will include nine existing classroom/studio spaces encompassing technology, flooring, storage program diversity, and revenue potential.
 - A digital arts and multimedia lab would be created from an outdated darkroom and photo lab. The multimedia lab will serve an additional 700 students per year and would add \$100,000 in annual revenue potential.
 - Educational expansion could include building a second level of classrooms above existing classrooms and “capping” history museum extended ceiling to create a new studio space.
 - Outdoor amphitheater seating
 - The estimated cost for seating is \$900,000.
 - The grassy area on the steep hill will be replaced with tiered, fixed seating as originally intended in 1992 (but not completed due to a budgetary decision).
 - The addition will increase seating options, revenue options, length of season, patron comfort, and venue reputation.
 - Additionally, the seating will decrease maintenance, labor, and utility costs.
 - Interior front entry renovation
 - The estimated cost is \$600,000.
 - The remodel of the front lobby area will create a more accessible, user-friendly, and exciting front entry.
 - The box office will be redesigned to offer better functionality and security including changes to meet PCI (payment card industry) standards, become ADA compliant, and improve security.
 - Galleries rebuild and improvements
 - The estimated cost is \$390,000.
 - The goal is to upgrade the modular wall system and reinforce the permanent walls to improve capacity to secure hanging artwork, create more flexible use of space, and decrease labor and maintenance costs.
 - Lighting system upgrades will improve energy efficiency; upgrades include light bulbs, fixtures, dimming racks/controls, and ceiling designs.

- The galleries have grown significantly. They are free and open to the public. There is not another facility in the Rocky Mountain region with the quality and quantity of exhibitions that are free and open to the public.
- These four projects are priorities for differing reasons:
 - The educational space remodel and the amphitheater are two capital improvements that will generate additional revenue for the Center.
 - The redesign and remodel of the front lobby area will improve traffic flow through the building, provide increased security, reconfigure the box office area for improved PCI compliance, and improve ADA access.
 - The remodel of the upstairs art gallery space will improve work efficiency, reduce maintenance costs, allow for better energy management, and provide an enhance art viewing experience, consistent with the mission of the Center.

Questions/Answers/Comments

- *Will the upgraded credit card system take “chipped” cards?* The new systems all include microchip technology.
- *How were the cost estimates for the capital projects created? Are there drawings/schematics?* All the cost numbers are rounded.
 - The gallery rebuild and improvements cost is a real number. \$388,000 on the actual project.
 - The amphitheater seating is accurate and based on a detailed estimate that is 3 years old. It was adjusted for inflation and update to about \$872,000. It was parsed with an estimate from a construction company.
 - The digital education classroom estimate of \$400,000 is a very real estimate.
 - The upgrades/expansion of the front entry cost is a plug number based on square feet.
- *Has a gift shop been considered and would it be profitable for the Arvada Center?* There was a gift shop and it closed. The shop was not consistently profitable. There is not enough traffic to support a gift shop or a restaurant.
- *Are operations and management going to stay under the City of Arvada or will they go to a nonprofit?* Right now, the City is now moving forward with the idea of having a nonprofit entity aboard at the Arvada Center that would handle the management of the Arvada Center Arts and Humanities. There is a draft agreement that is being discussed now. The City would still own the Arvada Center under this proposed arrangement.
- *Would the nonprofit allow for more creative funding?* Yes, it may be helpful to raise more philanthropic funds. It has been recognized that one of the detractions or reasons people are hesitant regarding large-scale donations is because the Arvada Center is a department of the City. The fiduciary body is City Council, whereas other arts entities are not connected or run by a city. City ownership seems less attractive to large donors. An entity of this size should attract large donors, but this is not the case with the Arvada Center.
- *With the operational structure, would funding be available through the Scientific and Cultural Facilities District (SCFD)?* The Arvada Center gets funding from SCFD. Ten percent of the budget comes from SCFD.
- *Are there other similar centers funded by their cities?* There are some, and recently new ones have been created. The Arvada Center has been a national model over the years. Locally, in the last 5 years, the Lone Tree Art Center and the Parker Arts, Culture, and Events (PACE) Center have opened. They are both tightly run by their cities and have a smaller scope than the Arvada Center. Other organizations that are like the Arvada Center in programming and scope may have ties to their cities, but they are not usually city departments.

Tour of the Arvada Center

Note: The CCIPC took a brief tour of the Arvada Center. Below are some of the informational highlights of the tour.

- The Main Stage Theater
 - The Arvada Center is one of the largest employers of creative professionals in Colorado.
 - The location of the theater is quite far from the front entry, which sometimes gives patrons difficulty in locating and accessing the theater.
- The Black Box Theater
 - The Black Box Theater was created during the last expansion in 2006.
 - It is a 225-seat theater and a home for plays/musicals.
 - The Arvada Center does not function as a road house; everything is built on site from scratch. There are sets and costumes from productions on display.
 - An adjunct space was turned into a separate gallery for the artisans to show their talents in different productions. It also boasts a Model T reproduction used in *Ragtime*. The Model T was built on a golf cart base.
- The dark room/photo studio
 - This room is currently underutilized and serves as a storage area.
 - This area has become a revenue neutral corner.
 - The goal is to create a digital arts and multimedia center that will be created from the dark room and storage space, offering 1000 square feet of digital classroom space.
 - This addition will offer great revenue potential to the Arvada Center.
 - The Arvada Center has a Boettcher Challenge Grant and is perusing others but will still need additional funding.
- Education classroom upgrades
 - Classrooms have not been updated and are experiencing storage and use issues.
 - There are three studio spaces for dance; one has a non-traditional dance floor and the other two contain sprung floors.
 - There are classrooms that need to be updated to meet standards.
 - The classrooms currently have no egress issues.
- Education expansions
 - The expansion would be to build a one-story addition straight above the current education wing.
 - Another possible solution would be to add a classroom by putting a floor over the Arvada History Museum, which is now an open space due to an elevated ceiling.
 - Planning has shown that the foundation of the Arvada Center can support the additional story.
 - The idea of the education renovation/upgrade is to create a more prominent space for education. There is not much cross-pollination of the uses in the Arvada Center; the Center would like to create more integrated spaces and uses. When patrons are only at the Arvada Center for one use, they do not understand or utilize the other artistic or education offerings that are available.
- Galleries rebuild and improvements
 - The galleries show everything from student shows to fine art.
 - The modular walls were created years ago and are very difficult to move.
 - There is a need for greater mobility to show art in different ways.
 - The mobile walls are outdated in terms of time, labor, and cost.

- There are systems available that could cut time by 2/3 and offer far greater flexibility.
- Additional modular walls are stored off the main gallery and are moved through the elevator. They are moved in sections and then put together.
- There are 3 galleries (Main Theater, Upper Theater, and Black Box Theater).
- Some of the gallery space may be sacrificed for more classrooms.
- The three main issues are flooring, electrical system/lighting (LED lights set for a temperature that will not damage art), and modular walls.

- Amphitheater
 - The amphitheater was created in the 1992 addition.
 - The goal is to replace the grass hill with permanent seating.
 - There will not be an extension of the overhead cover with the additional seating. The area is meant to offer an outdoor, open-air experience.
 - The seats under the overhead cover will remain the same. They need to be durable and water resistant.
 - The proposal is to put additional seats over all of the grass except the areas to the sides of the stage.
 - There would be an addition of 900 seats, which will replace the 1,000 seats currently available on the grass.
 - The seats will be straight bleachers or terracing.

Other Items and Next Meetings

- Next meeting: December 11th at the Field House. The Committee will have dinner at 5:30 and the meeting will start at 6:00.
- At the January 8th meeting, the CCIPC will start to hear proposals from members on new projects.
 - More information will be given on presentation details at the next meeting.
 - There are about 6 interested parties who may want to present new project ideas.
 - The presentations are designed share new project ideas not funding options. (Funding options will be discussed at a subsequent meeting.)
- Meetings in 2015 will still be held at the Apex Center.
 - There was a suggestion to find space that would allow for breakout groups.
 - The City is considering options but thinks the Field House will be able to meet the needs of the CCIPC. It will also meet the needs of the budget
- A member requested a copy of the Excel spreadsheet for unfunded and funded projects. The City agreed to send out the spreadsheet as soon as it is available.