



# ANNUAL REPORT

2017



ARTS FOR  
BUSINESS  
BUSINESS  
FOR ARTS

CBCA.ORG





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Thirty-two years ago, John Madden, Jr. brought together a group of corporate leaders who knew the value of the intersection between business and the arts. Their forward-thinking commitment to corporate social responsibility defined CBCA.

**What was true then, remains the foundation today.**

At its core, CBCA realizes that a healthy arts community fosters a healthy business economy; that innovative approaches from different perspectives stimulate growth; that arts not only enhance our economic development, but are the very fabric of our community; and, above all, that the arts are for all Coloradans.

Fiscal year 2017 was both a time to reflect on CBCA's past success as well as embrace new ideas. We bade a fond farewell to long-time Executive Director Deborah Jordy just as we welcomed incoming Executive Director Christin Crampton Day.

We celebrated 16 years of our popular "Night At..." member events, 20 years of our distinct Leadership Arts board training program and 30 years of our Business for the Arts Awards luncheon.

We embarked on a listening tour to learn from our members and key stakeholders about what they value and where we need to improve. This has led to growth in our Board of Directors, reevaluation of our awards luncheon, creation of our core values and expansion of our goals and priorities.

In FY18, you will begin to see these strategic improvements. We're developing more ways to engage, more tools to advocate, more partnerships statewide and more opportunities for you — our valuable members, partners and sponsors — to pair your appreciation of our thriving arts scene with one of the strongest business communities in the nation.

**We hope you will enjoy what we have in store.**

MARK DAVIDSON  
*Chair, CBCA*

CHRISTIN CRAMPTON DAY  
*Executive Director, CBCA*

2017 Business for the Arts Awards Luncheon.  
*Photo Credit: Steve Peterson*



Board Chair Mark Davidson and Executive Director Christin Crampton Day at 2017 Business for the Arts Awards Luncheon.  
*Photo Credit: Steve Peterson*



## HIGHLIGHTS

700

GUESTS AT SOLD-OUT 30TH ANNIVERSARY BUSINESS FOR THE ARTS AWARDS LUNCHEON

161

MEMBER COMPANIES AND INDIVIDUALS

750

LEADERSHIP ARTS ALUMNI

54

LEADERSHIP ARTS GRADUATES IN 20TH ANNIVERSARY CLASS

76

UNIQUE COMPANIES PARTICIPATING IN NIGHT AT...

2,100

COMPLIMENTARY CULTURAL OPPORTUNITIES THROUGH NIGHT AT...

29

REFERRALS FOR PRO BONO LEGAL SERVICES TO ARTISTS THROUGH CAFTA

140

ON MY OWN TIME PARTICIPANTS

215

ORIGINAL ARTWORKS DISPLAYED THROUGH ON MY OWN TIME

3,300

ECONOMIC ACTIVITY STUDY OF METRO DENVER CULTURE REPORTS PRINTED

15

ECONOMIC ACTIVITY STUDY PRESENTATIONS IN 2016 AND 2017

Tour of street art in River North Arts District. Mural by Scribe and Mike Graves.  
*Photo Credit: Brady Portman*

## MISSION

CBCA works to advance Colorado's creative economy by connecting business and the arts. We accomplish our mission through year-round advocacy, research, training and arts engagement efforts.

## VISION

Colorado's business community recognizes and values the integration of arts and business. We will know we've achieved this when...

- > Businesses recognize that the arts are an essential element of economic development and vitality.
- > The private sector supports the arts through increased philanthropy and active involvement.
- > Businesses integrate the arts and creativity into their everyday operations and fundamental policies.

## VALUES

### COLLABORATION

Arts and business enhance one another. Fostering partnerships between them helps strengthen our communities.

### CREATIVITY

Encouraging new, different and innovative ideas is necessary for our community to grow.

### EDUCATION

Civic and business leaders, as well as the people they serve, should understand and advocate for the importance of the arts.

### INCLUSIVENESS

The arts are for all Coloradans. All forms of creative expression are valuable.

### CULTURAL VITALITY

The arts are an indispensable part of our community and economic development, as well as our day-to-day lives.





Members of the CBCA Board of Directors and staff

## 2017 BOARD OF DIRECTORS

### CHAIR

Mark Davidson  
*Partner, Fairfield & Woods*

### TREASURER

Doug Scheetz  
*Partner, EY*

“CBCA helps facilitate conversations and identify corporations that are friendly to the arts. Having an organization directly advocating for the arts in the business community helps builds relationships and is a resource that helps us solve problems and move forward.”

MALIK ROBINSON  
*EXECUTIVE DIRECTOR,  
CLEO PARKER ROBINSON DANCE*

Members of  
Fiesta Colorado  
performing at the  
2016 Economic  
Activity Study  
of Metro Denver  
Culture breakfast.  
*Photo Credit:  
Steve Peterson*

### DIRECTORS

Wayne Barrett  
*Vice President & Market Officer, Prologis*

Elizabeth Tillotson Hartsel

Laurence D. Kaptain, DMA and FRSA  
*Dean, College of Arts & Media, University  
of Colorado Denver*

Bob Keatinge  
*Of Counsel, Holland & Hart*

Kathy Kranz  
*Chief Financial Officer, Pinnacol Assurance*

Cheryl Lerner, DMD  
*Chief Clinical Officer, Delta Dental of  
Colorado*

Barbara Lewis  
*Principal, Lewis Art Consulting*

Radhika Mahanty  
*Director of Marketing & Community  
Relations, Larimer Associates*

Maureen McDonald

Sacha Millstone  
*Senior Vice President, Investments  
Millstone Evans Group of Raymond James  
(through April 2017)*

Brent Pickett  
*Senior Vice President & Regional Manager,  
Bank of the West*

Dan Prather  
*Managing Partner & President, DualDraw*

Morris Price  
*Vice President & Executive Director, City  
Year Denver*

Malik Robinson  
*Executive Director, Cleo Parker Robinson  
Dance*

Chris Ross  
*Vice President of Commercial Banking  
Relationship Manager, U.S. Bank*

Meg Satrom  
*Director of Marketing & Human Resources,  
Sheridan Ross*

Allison Hamilton Scheck  
*Public Engagement & Operations Manager,  
City of Lakewood*

Pauline Herrera Serianni  
*(through August 2017)*

Nancy Walsh  
*Vice President of Partnerships &  
Programs, Denver Museum of Nature &  
Science*

Dustin Whistler  
*Founder & Principal, Forte Commercial  
Real Estate*

Dan Wittenberg  
*Partner, Snell & Wilmer*

Suzanne Yoe  
*Director of Communications &  
Cultural Affairs, Denver Center for the  
Performing Arts*

Christin Crampton Day  
*Executive Director, CBCA (ex-officio)*

## 2017 STAFF

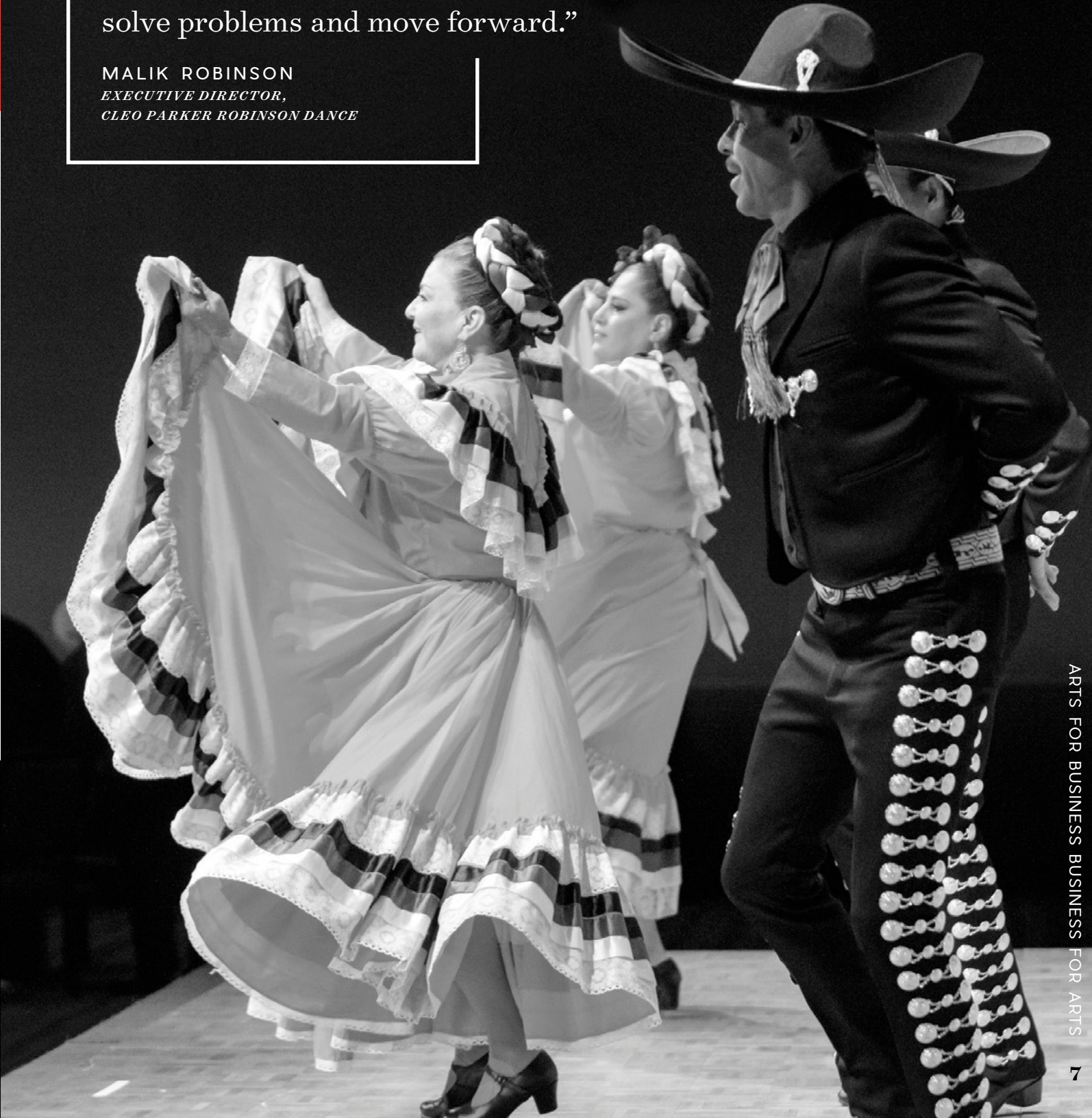
Christin Crampton Day  
*Executive Director*

Meredith Badler  
*Program Director*

Diane Stahl  
*Membership and Development Manager*

“CBCA cultivates future arts leaders through its Leadership Arts program. It advances employees’ skills on the job and increases their influence.”

CHRIS ROSS  
*VICE PRESIDENT, COMMERCIAL BANKING  
RELATIONSHIP MANAGER, U.S. BANK*



ARTS FOR BUSINESS BUSINESS FOR ARTS





# NIGHT AT...

CBCA Members at Mi Tierra exhibit at Denver Art Museum. Artwork by Gabriel Dawe, "Plexus no. 36"

"I want to thank you for another amazing night of culture with the CBCA. I am so grateful to have had the opportunity to attend such an inspiring performance... I've gone to many CBCA events, and you never fail to introduce me to wonderful things going on in this amazing state we call home."

LAURA GRANT  
FINANCIAL ANALYST, UNITED LAUNCH ALLIANCE

## 2017 NIGHT AT... EVENTS

- › Colorado Ballet: Dress rehearsal of *Firebird*
- › Denver Art Museum: Tours of *Mi Tierra* exhibit
- › Cleo Parker Robinson Dance: Dress rehearsal of *Romeo & Juliet*
- › Lone Tree Arts Center: Outdoor concert with Rascal Martinez
- › PACE Center: Dress rehearsal of *Hairspray*
- › Up with People: Annual performance
- › Levitt Pavilion Denver: Concert with Pandas & People and Chimney Choir
- › Inside the Orchestra: Tiny Tots Concert
- › Denver Botanic Gardens: Admission to Blossoms of Light

"Thanks so much for giving us the opportunity to not only attend events, but get to meet other members of CBCA. I'll be looking forward to other events!"

JILL CROTEAU  
COLDWELL BANKER  
RESIDENTIAL BROKERAGE

Night At... events provide complimentary admission to CBCA members' employees who are invited to enjoy the area's vast array of cultural opportunities.

Night At... offers a unique employee benefit, while helping to build new audiences for local arts organizations. CBCA distributed a record-breaking 2,100 complimentary tickets to member companies, their employees and guests in 2017.

In 2017, employees of 76 unique companies took advantage of this valuable employee benefit. Since the program's inception 16 years ago, CBCA and its partner organizations have provided 14,000 free tickets to our members and their employees.



Rascal Martinez concert at Lone Tree Arts Center's Tunes on the Terrace.

CBCA Patron Members were also treated to a special pre-show reception and performance of Central City Opera's *Carmen* at the historic Tabor Opera House.

## 2017 NIGHT AT... SPONSOR

United Launch Alliance

## IMPACT OF NIGHT AT...

2,100  
COMPLIMENTARY  
TICKETS IN 2017

76  
PARTICIPATING  
COMPANIES  
IN 2017

14,000  
COMPLIMENTARY  
CULTURAL  
OPPORTUNITIES  
IN 16 YEARS



CBCA Members at Mi Tierra exhibit at Denver Art Museum.





Mudra Dance Studio performing at the 2017 Business for the Arts Awards Luncheon. *Photo Credit: Steve Peterson*

Since its inception, the Business for the Arts Awards have recognized **more than 130 companies and individuals** for their inspiring arts and business partnerships.



The 2017 Business for the Arts Awards Finalists. *Photo Credit: Steve Peterson*

“CBCA engages those businesses that have a value system of more than just the bottom line, but also value contributing and helping create a healthy creative community. CBCA helps create business champions for the arts.”

JOSH COMFORT  
JOSH COMFORT DEVELOPMENT SERVICES

# BUSINESS FOR THE ARTS AWARDS LUNCHEON

CBCA’s Business for the Arts Awards returned for its 30th year, entertaining a sold-out crowd of 700 arts, business and civic leaders and recognizing five individuals and businesses for their exemplary support of arts in our community.

## 2017 BUSINESS FOR THE ARTS AWARDS *Winners and Finalists*

### CREATE AWARD

**Create Award** acknowledges an outstanding, for-profit creative business that has made a significant impact on Colorado’s creative economy.

- › **TRG Arts** / **WINNER** /
- › Odell Brewing Company / **FINALIST** /
- › Songbird Cellars / **FINALIST** /

### EY NEXT WAVE LEADERSHIP AWARD

**EY Next Wave Leadership Award** honors rising professionals who are leading the future of our cultural community.

- › **Jackson Stevens** / **WINNER** /
- › Kayvan S. T. Khalatbari / **FINALIST** /

### IMPACT AWARD

**Impact Award** highlights the innovative use of the arts to propel business success, programs that engage employees with creativity and other community activities that support arts and business partnerships.

- › **Sage Hospitality** / **WINNER** /
- › Denver Metro Chamber of Commerce / **FINALIST** /
- › New Belgium Brewing / **FINALIST** /

### JOHN MADDEN, JR. LEADERSHIP AWARD

**John Madden, Jr. Leadership Award** recognizes a business sector individual who has made significant contributions to advancing arts and culture in Colorado.

- › **Tim Schultz** / **WINNER** /
- › Merry Logan / **FINALIST** /
- › Doug Tueller / **FINALIST** /

### PHILANTHROPY AWARD

**Philanthropy Award** honors exemplary corporate citizenship and generosity to arts and cultural projects and organizations.

- › **Noble Energy** / **WINNER** /
- › Denver Toyota Dealers Association / **FINALIST** /
- › Elevations Credit Union / **FINALIST** /





Students with El Mariachi Juvenil de Bryant Webster performing at the 2017 Business for the Arts Awards Luncheon. *Photo Credit: Steve Peterson*

## 2017 BUSINESS FOR THE ARTS AWARDS JUDGING PANEL

Wayne Barrett  
*Vice President & Market Officer, Prologis*

Beth Johnson  
*Attorney, Moye White*

Will Chan  
*Services to New Immigrants Program  
Administrator, Denver Public Library*

Mary Lester  
*Director of Special Projects,  
PRV Family Office*



Tim Schultz accepting the 2017 John Madden, Jr. Leadership Award. *Photo Credit: Steve Peterson*

## 2017 BUSINESS FOR THE ARTS AWARDS SPONSORS

Arrow Electronics

Arts Brookfield

CBS4

ColoradoBiz Magazine

Delta Dental of Colorado

EY

John Madden Company

Kaiser Permanente Colorado

Ligature Creative Group

The Publishing House

Snell & Wilmer

Musicians with Denver Young Artists Orchestra performing at the 2017 Business for the Arts Awards Luncheon. *Photo Credit: Steve Peterson*

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Gil Boggs, Christin Crampton Day and Jayne Buck with Vikings from Denver Museum of Nature & Science. *Photo Credit: Steve Peterson*

Awards Luncheon guests were greeted with welcome entertainment: Vikings from Denver Museum of Nature & Science's (DMNS) exhibit, *Vikings: Beyond the Legend*; Polar Bears from the Scientific & Cultural Facilities District (SCFD); and student musicians from El Mariachi Juvenil de Bryant Webster. Live performances from Denver Center for the Performing Arts and the Broadway touring production of "An American in Paris," Buntport Theater Company, Denver Young Artists Orchestra and Mudra Dance Studio provided lively and unique entertainment during the event.

## IMPACT OF BUSINESS FOR THE ARTS AWARDS

30  
YEARS

130  
TOTAL AWARD  
RECIPIENTS

700  
ATTENDEES  
IN 2017

5  
AWARD  
WINNERS  
IN 2017

Members of  
Buntport Theater  
performing at  
2017 Business for  
the Arts Awards  
Luncheon.  
*Photo Credit:  
Steve Peterson*







# LEADERSHIP ARTS

Leadership Arts alumni touring street art in River North Arts District. Mural by Scribe and Mike Graves.  
Photo Credit: Brady Portman



Over 20 years, Leadership Arts has prepared more than 750 individuals to serve on nonprofit Boards of Directors and increase their civic engagement in the arts.

As the only program of its kind in the region to focus on arts and culture, it is a critical way in which CBCA elevates the business community’s appreciation of and understanding that the arts are essential to Colorado’s economic development and vitality. The 2016-2017 class was the largest cohort in the program’s history and included 54 individuals who participated in the nine-month training program, which covers governance, strategic planning, advocacy, fundraising, legal issues and current topics in the arts. Over 50 cultural nonprofits attended the annual Leadership Arts Board Fair at the conclusion of the program, eager to meet the latest graduates and start the conversation about volunteer service.

Emily Davis Consulting presenting at Leadership Arts class.

## LEADERSHIP ARTS 2016-2017 20th Anniversary Class

Libby Albanesi, <i>Pinnacol Assurance</i>	Marlow Hoffman, <i>Eames Office</i>	Shoshana Rosenthal, <i>Fox Rothschild</i>
Catie Alpeter, <i>Pinnacol Assurance</i>	Jonathan Kelley, <i>Wells Fargo Bank</i>	Andrew Rowan, <i>Denver Zoo</i>
Bob Bassett, <i>Holland &amp; Hart</i>	Robert Key, <i>Inspirato</i>	Tanida Ruampant, <i>College of Arts &amp; Media, CU Denver</i>
Steve Birchfield, <i>Summit Utilities</i>	Jon Labadie, <i>Mendez Consulting</i>	Alison Salutz, <i>History Colorado Center</i>
Brooke Bodart, <i>Delta Dental of Colorado</i>	Hollie LaGrotta, <i>Pinnacol Assurance</i>	Meg Satrom, <i>Sheridan Ross</i>
Heidi Bosk, <i>Denver Center for the Performing Arts</i>	Danny Lawler, <i>Wells Fargo Bank</i>	Brittany Schoede, <i>Denver Center for the Performing Arts</i>
Katryn Bowdle, <i>College of Arts &amp; Media, CU Denver</i>	Cheryl Lerner, DMD, <i>Delta Dental of Colorado</i>	Shanna Shelby, <i>Denver Arts &amp; Venues</i>
Tanya Breeling, <i>Denver Museum of Nature &amp; Science</i>	Sherwin Louie, <i>Delta Dental of Colorado</i>	Maren Simons, <i>Forte Commercial Real Estate</i>
Darin Brown, <i>Holland &amp; Hart</i>	Michael Maglieri, <i>Pinnacol Assurance</i>	Julia Spalding-Beegles, <i>Denver Museum of Nature &amp; Science</i>
Ruth Bruno, <i>Colorado Creative Industries</i>	Regina Matthews, <i>Denver Center for the Performing Arts</i>	Rob Steinhoff, <i>Brownstein Hyatt Farber Schreck</i>
Chelley Canales, <i>Denver Center for the Performing Arts</i>	Jeffrey McBride, <i>U.S. Bank</i>	Michael Stratton, <i>Pinnacol Assurance</i>
Colby Chavez Ortiz, <i>Pinnacol Assurance</i>	Ryan Meisheid, <i>Denver Center for the Performing Arts</i>	Jennifer Tansey, <i>Tansey Contemporary</i>
Tatiana Dowell, <i>CH2M</i>	Allison Melun, <i>Delta Dental of Colorado</i>	Brandon Thall, <i>Delta Dental of Colorado</i>
Alexandra Dujardin	Tara Miller, <i>Denver Center for the Performing Arts</i>	Kirsten Vermulen, <i>Denver Metro Chamber Leadership Foundation</i>
Jessye Ebbinghouse, <i>NINE dot ARTS</i>	Rachel Mullen, <i>Denver Museum of Nature &amp; Science</i>	Tara Wenger, <i>Denver Center for the Performing Arts</i>
Hannah Emmons, <i>Center for Visual Art, MSU Denver</i>	Kendria Pearson, <i>Sheridan Ross</i>	Grace Wilcox, <i>Pinnacol Assurance</i>
Alysha Guenther, <i>Anadarko Petroleum</i>	Brendan Picker, <i>Denver Arts &amp; Venues</i>	Stephanie Zemler, <i>Footers Catering</i>
Dietrich Hoefner, <i>Lewis Roca Rothgerber Christie</i>	Ronett Powers, <i>Anadarko Petroleum</i>	
	Kevin Raines, <i>Corona Insights</i>	





Leadership Arts alumni at the Denver Public Library.



Matt Meier, recipient of the 2017 Cultural Leadership Award



Deborah Jordy at the 2017 Business for the Arts Awards Luncheon.  
*Photo Credit: Steve Peterson*



Participants at the 2017 Leadership Arts Cultural Board Fair

**Leadership Arts Alumni Network**

CBCA hosts regular events that connect Leadership Arts graduates to each other and various aspects of the arts community. In 2017, the Leadership Arts Alumni Network (LAAN) toured street art in Denver’s River North Arts District (RiNo), attended a rehearsal of *The Drowning Girls* at the Arvada Center for the Arts and Humanities, participated in creative activities at the Denver Public Library and enjoyed a behind-the-scenes night at the Denver Museum of Nature & Science, including a docent tour of the priceless Konovalenko gem sculptures.

**Cultural Leadership Award**

CBCA annually recognizes a Leadership Arts graduate for their continuing impact on arts and culture. In 2017, the CBCA Cultural Leadership Award was presented to Matt Meier (Leadership Arts 2015) of Ligature Creative Group. Matt not only provided pro bono graphic design and marketing support to rebrand the Denver Philharmonic Orchestra, but he also co-founded the Happy Hour Foundation, which combines craft beer and philanthropy to support local nonprofits.

**Deborah Jordy Leadership Arts Scholarship**

To honor Deborah Jordy, executive director of CBCA from 2004 to 2016, the Board of Directors established the Deborah Jordy Leadership Arts Scholarship. This scholarship is intended to ensure that cultural nonprofits are led by diverse, effective and inspired board members. In its inaugural year, the scholarship was awarded to two individuals who are actively involved in Colorado’s creative arts industry.

“I thoroughly enjoyed the structure of the Leadership Arts program and came out of it feeling much more prepared to take on a role on a non-profit arts board. As a result, I’ve joined two boards and feel that I will be able to make a meaningful impact on both of these organizations. I look forward to engaging much more deeply into the Denver arts scene through these organizations. Thanks again for offering such a great program to train us, but also connect us directly with such great organizations through the Board fair.”

STEVE BIRCHFIELD

*EVP & CHIEF FINANCIAL OFFICER, SUMMIT UTILITIES*

**IMPACT OF LEADERSHIP ARTS**

**2016-2017 LEADERSHIP ARTS SPONSORS**

Colorado Creative Industries  
Ligature Creative Group  
Regis University  
Starbucks Coffee

**2017 LEADERSHIP ARTS ALUMNI NETWORK SPONSORS**

Footers Catering  
University of Denver’s University College

**20**  
YEARS

**750**  
TOTAL ALUMNI

**54**  
GRADUATES IN 2017

**650**  
VOLUNTEER SERVICE POSITIONS  
*(BOARDS, COMMITTEES, PRO BONO SERVICE)*





Tour of street art in River North Arts District. Mural by Arty Deeds.  
Photo Credit: Brady Portman



Attendees at CAFTA's Art + Law workshop in Buena Vista.  
Photo Credit: Ashley Ahlene

## COLORADO ATTORNEYS FOR THE ARTS

Colorado Attorneys for the Arts (CAFTA) hit the two-year mark of connecting artists and creative entities with pro bono legal services statewide.

In 2017, CAFTA facilitated 29 referrals for income-qualified artists, cultural nonprofits and creative entities to receive pro bono legal assistance from Colorado attorneys. With a growing roster of volunteer attorneys (up to 76 by the end of 2017), CAFTA has been able to assist with issues including copyright and trademark registrations, freelance design contracts, formation of a nonprofit theater company, real estate contracts for a mural festival and estate planning for an elderly visual artist.

### 2017 COLORADO ATTORNEYS FOR THE ARTS SPONSORS

Colorado Bar Foundation  
Colorado Creative Industries  
Create Denver, Denver Arts & Venues

Additionally, participating attorneys have toured the state to provide arts-related legal presentations and workshops for more than 170 individuals. CAFTA also offered its first Continuing Legal Education (CLE) credits in 2017.

CAFTA is truly a statewide program, as one-quarter of CAFTA's applications came from outside the Denver metro area, such as Colorado Springs, Georgetown, Fort Collins and Durango, and workshops were held from Buena Vista to Loveland.

Thank you to our CAFTA volunteer attorneys for making this program possible!

### IMPACT OF CAFTA

76

VOLUNTEER  
ATTORNEYS

29

REFERRALS  
FOR PRO BONO  
LEGAL SERVICES

9

ARTS-RELATED  
LEGAL  
WORKSHOPS

170

ATTENDED  
WORKSHOPS





Kelly Brough presenting at the 2016 Economic Activity Study roll-out breakfast. *Photo Credit: Steve Peterson*

# ECONOMIC ACTIVITY STUDY OF METRO DENVER CULTURE

Every other year, CBCA publishes an Economic Activity Study of Metro Denver Culture, which quantifies the financial and social impact of nonprofit arts organizations in the seven-county region (Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas and Jefferson).

The data is compiled in partnership with the Scientific & Cultural Facilities District (SCFD). The report translates the relevance of the arts into “business terms,” such as operating costs, capital spending, job growth, payroll and philanthropy. The arts generate billions in economic activity and employing tens of thousands of individuals in Denver’s nonprofit cultural sector alone.

In 2017, CBCA continued to ensure this important data was in the hands and heads of business leaders, arts advocates, media and elected officials. For example, staff made presentations to the Denver Metro Chamber of Commerce, Asian Chamber of Commerce, the Leadership Jefferson County Class and the Board of Directors of Central City Opera and Arts Students League of Denver, to name a few.

## 2016-2017 ECONOMIC ACTIVITY STUDY OF METRO DENVER CULTURE SPONSORS

College of Arts & Media,  
CU Denver

Mountain States Employers  
Council

Denver Metro Chamber of  
Commerce

Pinnacol Assurance

DualDraw

The Publishing House

EY

U.S. Bank

Ligature Creative Group

VISIT DENVER

The next Economic Activity Study will be released on November 1, 2018.

## IMPACT OF ECONOMIC ACTIVITY STUDY

# 520

ATTENDEES AT ECONOMIC  
ACTIVITY STUDY ROLL-  
OUT BREAKFAST IN 2016

# 3,300

FULL REPORTS PRINTED

# 500

BILINGUAL ONE-PAGE  
SUMMARIES DISTRIBUTED

# 15

IN-PERSON  
PRESENTATIONS  
IN 2016 AND 2017



Charlotte Movizzo performing at 2016  
Economic Activity Study roll-out breakfast.  
*Photo Credit: Steve Peterson*



Larry Kaptain presenting at 2016  
Economic Activity Study roll-out breakfast.  
*Photo Credit: Steve Peterson*



# ON MY OWN TIME

On My Own Time (OMOT) promotes and celebrates workforce creativity.

In the last 12 years, CBCA has showcased 4,000 works of art from 2,500 employees at 27 unique companies and agencies. Every other year, OMOT provides an opportunity to recognize and encourage employee creativity, stimulate dialogue and connections, and enhance company culture.

In 2017, three companies participated in OMOT visual arts exhibitions: Kaiser Permanente Colorado, Pinnacol Assurance and Prologis. Combined, there were 140 participants (employees and family members) who created and displayed 215 unique artworks. Kaiser also included a poetry competition with 10 entries.

*CBCA has decided to retire this program after 2017 and is in the process of developing an online tool kit for member companies.*

Libby Albanesi with her artwork and ribbon at the OMOT Pinnacol employee art show reception.

Barbara Lewis and Michael McClung judging the OMOT Prologis employee art show.



## IMPACT OF ON MY OWN TIME

**140**  
PARTICIPANTS  
IN 2017

**215**  
ORIGINAL ARTWORKS  
DISPLAYED IN 2017

**27**  
UNIQUE  
COMPANIES  
SINCE 2003

**2,500**  
PARTICIPANTS SINCE 2003

**4,000**  
ORIGINAL ARTWORKS  
DISPLAYED SINCE 2003



# LOOKING FORWARD...

At a full-day facilitated retreat in spring 2017, the Board of Directors identified seven strategic priorities for the organization: Advocacy, Connector/Convener, Fundraising/Sustainability, Governance, Marketing, Membership and Statewide.

## HERE ARE JUST SOME 2017 ACCOMPLISHMENTS AND NEW INITIATIVES AS A RESULT OF THESE STRATEGIC PRIORITIES:

- › Conducted over 50 stakeholder and member interviews to help determine new strategic priorities
- › Developed a comprehensive two-year marketing plan
- › Provided data analytics services for Denver Theater District
- › Refreshed our brand's look and feel, as well as consistent messaging
- › Designed new Arts + Industry Forum Series, exploring issues at the intersection of the arts and specific industry sectors, to be launched in 2018
- › Hosted a full-day CAFTA workshop in Buena Vista, include Continuing Legal Education credits for attorneys (three more are planned for 2018 at various creative districts outside the metro area)
- › Created new format for Business for the Arts Awards Luncheon, introduced in 2018
- › Formed an ad hoc committee to explore CBCA's statewide impact
- › Formed an ad hoc committee to define CBCA's role in advocacy
- › Added a cultural advocacy component to our monthly e-newsletter for members, *Inside Track*
- › Sent CBCA's Economic Activity Study to federal and state elected officials in support of continued funding for the National Endowment for the Arts (NEA)
- › Facilitated an internal Board Corps program for Jackson National Life Insurance, based on CBCA's signature Leadership Arts program
- › Developed new membership structure to encourage increased participation from cultural nonprofits, introduced in 2018



# MEMBERSHIP

## 2017 PATRON MEMBERS



## 2017 MEMBERS

40 West Arts	Bellco Credit Union	<b>CherryArts</b>	Colorado Financial Service Corporation	Cresa	Denver Museum of Nature and Science
Anadarko Petroleum Corporation	Boulder Office of Arts + Culture	Children's Hospital of Colorado	Colorado Photographic Arts Center	Czarnowski	Denver Young Artists Orchestra
<b>ANB Bank</b>	<b>Caitlin Brennan-Flavin</b>	Ciruli Associates		Davis Partnership Architects	Denver Zoo
The Anschutz Corporation	<b>Katherine Bridges</b>	<b>City Year Denver</b>	Colorado State Bank and Trust	<b>Dazzle</b>	Downtown Denver Partnership
<b>Amanda Armstrong</b>	Brookfield Commercial Properties	<b>Cleo Parker Robinson Dance</b>	<b>Colorado Women's Chamber of Commerce</b>	Delta Dental of Colorado	DualDraw
<b>Artspace Projects</b>	Stacie Carter	Coldwell Banker Residential Brokerage	Josh Comfort	Denver Art Museum	Alexandra Dujardin
Art Students League of Denver	CBS4	College of Arts and Media, University of Colorado Denver	Community Resource Center	Denver Arts & Venues	<b>East West Partners</b>
Arvada Center for the Arts and Humanities	Center for Visual Arts, Metropolitan State University of Denver	Colorado Ballet	Constangy, Brooks, Smith & Prophete	Denver Botanic Gardens	Employers Council
<b>Asian Chamber of Commerce</b>	Central City Opera	Colorado Creative Industries	Continuum Partners	<b>Denver Business Journal</b>	Fairfield and Woods
Aurora Chamber of Commerce	<b>Centura Health - Healing Arts program</b>	Colorado Educational & Cultural Facilities Authority (CECFA)	Corona Insights	Denver Center for the Performing Arts	Footers Catering
Bank of the West	CH2M		Creative Law Network	Denver Metro Chamber of Commerce	Forest City Development
<b>Barefoot PR</b>	Rome Chelsi				Forte Commercial Real Estate

<b>FTI Consulting</b>	<b>Hyatt Regency Denver</b>	Lewis Roca Rothgerber Christie	<b>Claire Mowry</b>	Shoshana Rosenthal	<b>Tansey Contemporary</b>
Diana Gatschet	Inside the Orchestra	Ligature Creative Group	Museum of Outdoor Arts	Sage Hospitality	Think 360 Arts
Naji Ghorayeb		LiveWell Colorado	Eyal Namordi	<b>Scientific &amp; Cultural Facilities District (SCFD)</b>	<b>TRG Arts</b>
Jerry Glick	Interconnected Technologies	Lone Tree Arts Center	NINE dot ARTS	James Neely	UMB Bank Colorado
Golden Triangle Partnership	<b>Jackson National Life Insurance</b>	<b>Mike Lustig</b>	Opera Colorado	Northern Trust	University of Colorado Art Museum
Greenberg Traurig	John Madden Company	<b>MCA Denver</b>	Peak Creative	Pauline Herrera Serianni	<b>Up with People</b>
Greenwood Gulch Ventures	Kaiser Permanente Colorado	<b>Jenny Merchant</b>	Samantha Peaslee	Sheridan Ross	VISIT DENVER
Grey Wolf Architecture	Kelly & Walker	Metro Denver Economic Development Corporation	Platte River Ventures	<b>Sinergie Project</b>	Walker Fine Art
GroundFloor Media	<b>Kirkpatrick Bank</b>	Michael Warren Contemporary	The Publishing House	Snell & Wilmer	Wells Fargo Bank
Randall Hampton	Kissinger & Fellman	The Millstone Evans Group of Raymond James & Associates	<b>Deborah Radman</b>	<b>Liora Spiess</b>	Dierdre Wilson
<b>Liz Tillotson Hartsel</b>	Lakewood Heritage, Culture and the Arts	Mirada Fine Art	Ripple Creek Business Solutions	St. Charles Town Company	Workplace ELEMENTS
High Noon Entertainment	Larimer Square	Mizel Arts & Culture Center at the JCC	Stifel - Holly Baroway	Xcel Energy	
Holland & Hart	Law Office of Daniel T. Goodwin	Rocky Mountain PBS	<b>Stinnett &amp; Associates</b>	Zeppelin Development	
Howard Lorton Furniture & Design	Lewis Art Consulting		<b>Robert and Judi Newman Center for the Performing Arts</b>	<b>Kimberly Zingale</b>	
<b>Andrea Howland</b>					

As of 12.31.2017 • **Bold indicates new members in 2017**

## IMPACT OF MEMBERSHIP

37

NEW MEMBERS

161

MEMBERS

23%

INCREASE OVER FY2016





Denver Mayor Michael B. Hancock at the 2017 Business for the Arts Awards Luncheon.  
*Photo Credit: Steve Peterson*

# SPONSORS AND DONORS

\$10,000+	\$5,000 - \$9,999	\$1,000 - \$4,999	\$100 - \$999	< \$100
EY	Arrow Electronics	Wayne Barrett	Brent Pickett	Community First Foundation
John Madden Company	Arts Brookfield	Colorado Bar Foundation	Dan Prather	Beth Cooper
U.S. Bank	Delta Dental of Colorado	Mark Davidson	Morris Price	Christin Crampton Day
	Denver Arts & Venues	Liz Tillotson Hartsel	Chris Ross	Meredith Hutson
	Denver Metro Chamber of Commerce	Larry Kaptain	Allison Scheck	Hermine Kallman
	Kaiser Permanente Colorado	Bob Keatinge	University College, University of Denver	Sacha Millstone
	Pinnacol Assurance	Kathy Kranz	James Neely	Ira Selkowitz
	Doug Scheetz	Cheryl Lerner, DMD	Malik Robinson	Dierdre Wilson
	Snell & Wilmer	Barbara Lewis		
	United Launch Alliance	Radhika Mahanty	Dustin Whistler	
		Dan Wittenberg		
		Maureen McDonald		

# IN-KIND AND OUTREACH PARTNERS

40 West Arts	Colorado Data Mail	Denver Theater District	Loveland Artist Collective
Art Students League of Denver	Colorado Women's Chamber of Commerce	Eide Bailly	Mendez Consulting
Arvada Center for the Arts and Humanities	CRUSH	Egan Printing	Museum of Outdoor Arts
Asian Chamber of Commerce	Denver Art Museum	Emily Davis Consulting	Ripple Creek Business Solutions
Association of Fundraising Professionals - Colorado Chapter	Denver Arts & Venues	Erica Baruch Consulting	River North Arts District
BV Creates	Denver Botanic Gardens	Firehouse Art Center	Rocky Mountain Collage of Arts + Design
Central City Opera	Denver Center for the Performing Arts	Footers Catering	Rocky Mountain PBS
Charney Associates	Denver Film Society	Grace Concepts	Snell & Wilmer
Cherry Creek Arts Festival	Denver Metro Chamber of Commerce	Inside the Orchestra	Starbucks Coffee
Children's Hospital Colorado	Denver Museum of Nature & Science	Interconnected Technologies	Swallow Hill Music
Cleo Parker Robinson Dance	Denver Post Community	Kaiser Permanente Colorado's Arts Integrated Resources	The Publishing House
Clyfford Still Museum	Denver Public Library	Lanny & Sharon Martin	U.S. Bank
Colorado Ballet	Denver School of the Arts	Leadership Jefferson County	Union Station
ColoradoBiz Magazine		Ligature Creative Group	Up with People
Colorado Creative Industries		Lone Tree Arts Center	Wonderbound
			Workplace ELEMENTS



2017 Business for the Arts Awards Luncheon.  
*Photo Credit: Steve Peterson*

ARTS FOR BUSINESS BUSINESS FOR ARTS



# 2017 COMMITTEES AND VOLUNTEERS

EXECUTIVE  
COMMITTEE

Mark Davidson

Kathy Kranz

Chris Ross

Allison Scheck

Doug Scheetz

EVENTS COMMITTEE

Allison Scheck, *Chair*

Barbara Lewis

Cheryl Lerner, DMD

Brent Pickett

Dan Prather

FINANCE COMMITTEE

Doug Scheetz, *Chair*

Dan Prather

MARKETING &  
COMMUNICATIONS  
COMMITTEE

Meg Satrom, *Chair*

Wayne Barrett

Larry Kaptain

Bob Keatinge

Pauline Herrera Serianni  
*(through August 2017)*

Sacha Millstone  
*(through April 2017)*

Radhika Mahanty

Deb Radman

Morris Price

Suzanne Yoe

POLICY &  
GOVERNANCE  
COMMITTEE

Kathy Kranz, *Chair*

Bob Keatinge

Pauline Herrera Serianni  
*(through April 2017)*

Sacha Millstone  
*(through April 2017)*

Nancy Walsh

RESOURCE  
DEVELOPMENT  
COMMITTEE

Maureen McDonald,  
*Co-Chair*

Chris Ross, *Co-Chair*

Barbara Lewis

Morris Price

Malik Robinson

Dustin Whistler

ADVOCACY  
COMMITTEE (AD HOC)

Suzanne Yoe, *Chair*

Morris Price

Malik Robinson

Allison Scheck

Nancy Walsh

Dustin Whistler

STATEWIDE  
COMMITTEE (AD HOC)

Maureen McDonald, *Chair*

Cheryl Lerner, DMD

Brent Pickett

Allison Scheck

COLORADO  
ATTORNEYS FOR  
THE ARTS ADVISORY  
COMMITTEE

Dave Ratner, *Chair*

Cecily Cullen

Mark Davidson

Lisa Gedgaudas

Bob Keatinge

Forrest J. Morrison

COLORADO  
ATTORNEYS FOR  
THE ARTS VETTING  
COMMITTEE

Dave Ratner

Mark Davidson

Bob Keatinge

Craig Hemenway

Julie Walker

Heidi Glance

Sue Schaecher

LEADERSHIP ARTS  
ALUMNI NETWORK  
ADVISORY COMMITTEE

Meredith Hutson, *Chair*

Hilary Cantor

Liz Tillotson Hartsel

Bob Keatinge

Theresa Keatinge

Dixie Malone

Jim Neely

Maura O’Neal

Dierdre Wilson

LEADERSHIP ARTS  
ALUMNI NETWORK  
EVENTS COMMITTEE

Meredith Hutson

Hilary Cantor

Christy Costello

Peter Dearth

Nadia Gedeon

Hermine Kallman

LAAN CULTURAL  
LEADERSHIP AWARD  
COMMITTEE

Bethany Gorlin, *Co-Chair*

Michael Stratton, *Co-Chair*

Talia Ballinger

Peter Dearth

Sarah Hogan

Chip Mitchell

Jennifer Tansey

Dustin Whistler

Jake Whitted

# AUDIT HIGHLIGHTS

## Statement of Financial Position

	Unrestricted		Temporarily Restricted		Total	
ASSETS	2017	2016	2017	2016	2017	2016
Cash & cash equivalents	\$165,137	\$163,577	\$18,993	\$3,499	\$184,130	\$167,076
Accounts & grant receivable	\$6,050	\$34,335	—	—	\$6,050	\$34,335
Prepaid expenses	\$10,126	\$10,882	—	—	\$10,126	\$10,882
Deposits	\$796	\$927	—	—	\$796	\$927
Property & equipment, net	\$398	\$636	—	—	\$398	\$636
Intangible asset net of amortization	\$18,750	\$23,750	—	—	\$18,750	\$23,750
TOTAL ASSETS	\$201,257	\$234,107	\$18,993	\$3,499	\$220,250	\$237,606

	Unrestricted		Temporarily Restricted		Total	
LIABILITIES & NET ASSETS	2017	2016	2017	2016	2017	2016
Accounts payable & accrued liabilities	\$6,030	\$3,812	—	—	\$6,030	\$3,812
Deferred membership & program revenue	\$83,700	\$132,081	—	—	\$83,700	\$132,081
TOTAL LIABILITIES	\$89,730	\$135,893	—	—	\$89,730	\$135,893
Temporarily restricted net assets	—	—	\$18,993	\$3,499	\$18,993	\$3,499
Unrestricted net assets	\$111,527	\$98,214	—	—	\$111,527	\$98,214
TOTAL NET ASSETS	\$111,527	\$98,214	\$18,993	\$3,499	\$130,520	\$101,713
TOTAL LIABILITIES & NET ASSETS	\$201,257	\$234,107	\$18,993	\$3,499	\$220,250	\$237,606



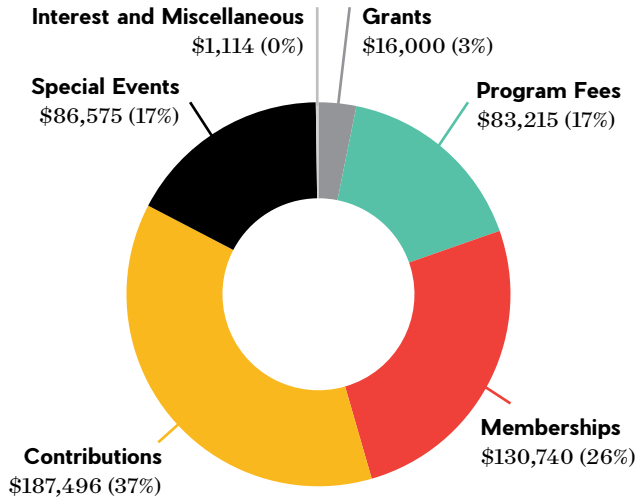
# AUDIT HIGHLIGHTS

## Statement of Activities

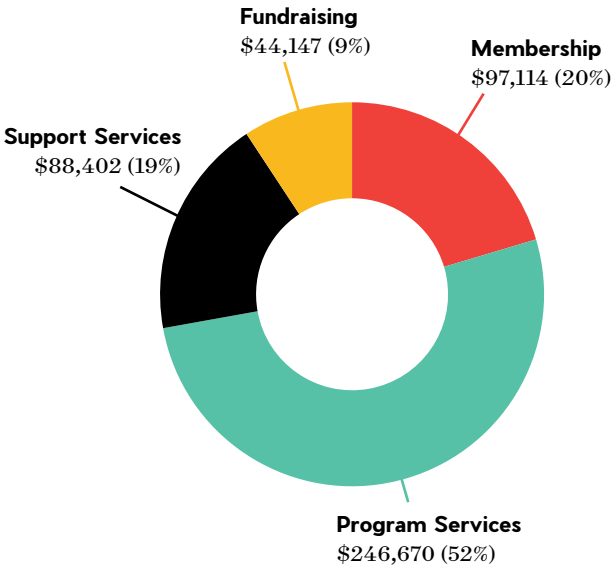
	Unrestricted		Temporarily Restricted		Total	
REVENUES	2017	2016	2017	2016	2017	2016
Grants	—	\$7,558	\$16,000	\$58,000	\$16,000	\$65,558
Program fees	\$83,215	\$98,780	—	—	\$83,215	\$98,780
Memberships	\$130,740	\$117,538	—	—	\$130,740	\$117,538
Contributions	\$91,457	\$87,850	\$96,039	\$92,994	\$187,496	\$180,844
Special events	\$86,575	\$82,625	—	—	\$86,575	\$82,625
Interest & miscellaneous	\$1,114	\$32	—	—	\$1,114	\$32
TOTAL	\$393,101	\$394,383	\$112,039	\$150,944	\$505,140	\$545,377
NET ASSETS RELEASED FROM RESTRICTIONS	\$96,545	\$160,303	(\$96,545)	(\$160,303)	—	—
TOTAL REVENUES, GAINS & OTHER SUPPORTS	\$489,646	\$554,686	\$15,494	(\$9,309)	\$505,140	\$545,377

	Unrestricted		Temporarily Restricted		Total	
EXPENSES	2017	2016	2017	2016	2017	2016
Program services	\$343,784	\$381,437	—	—	\$343,784	\$381,437
Support services	\$88,402	\$71,647	—	—	\$88,402	\$71,647
Fundraising	\$44,147	\$46,204	—	—	\$44,147	\$46,204
TOTAL EXPENSES	\$476,333	\$499,288	—	—	\$476,333	\$499,288
CHANGE IN NET ASSETS	\$13,313	\$55,398	\$15,494	(\$9,309)	\$28,807	\$46,089
NET ASSETS AT THE BEGINNING OF THE YEAR	\$98,214	\$42,816	\$3,499	\$12,808	\$101,713	\$55,624
NET ASSETS AT END OF YEAR	\$111,527	\$98,214	\$18,993	\$3,499	\$130,520	\$101,713

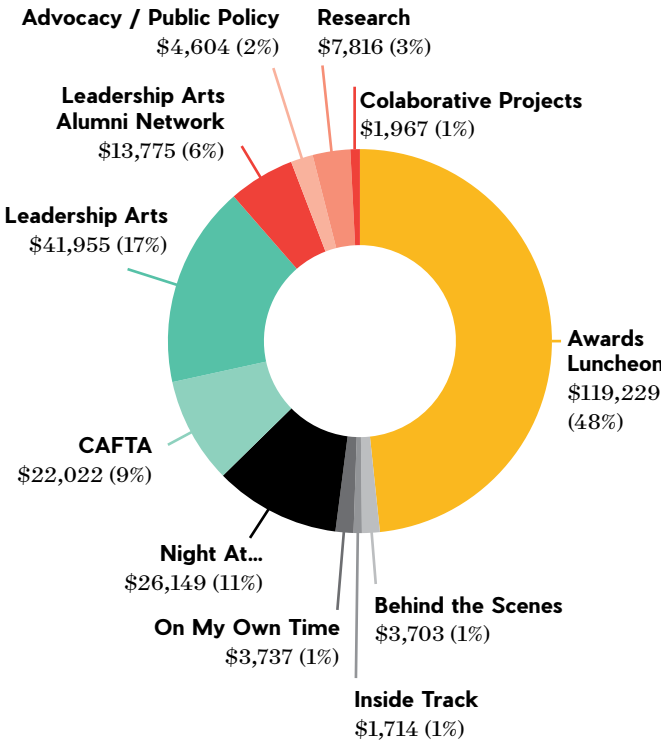
### 2017 CBCA Income



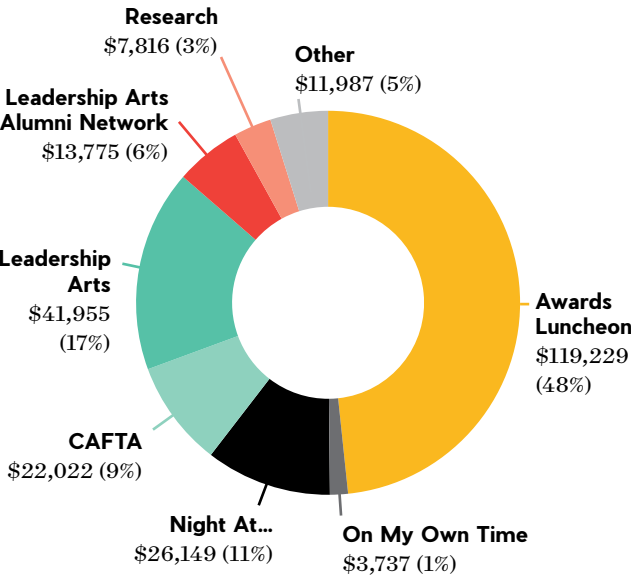
### 2017 CBCA Expenses



### 2017 CBCA Program Services Detail



### 2017 CBCA Program Services Summarized







**CHRISTIN CRAMPTON DAY**

Executive Director

[ccday@cbca.org](mailto:ccday@cbca.org)

720-428-6721

**MEREDITH BADLER**

Program Director

[mbadler@cbca.org](mailto:mbadler@cbca.org)

720-428-6720

**DIANE STAHL**

Membership and Development Manager

[dstahl@cbca.org](mailto:dstahl@cbca.org)

720-428-6722

**ADRIEL LONG**

Administrative Assistant

[along@cbca.org](mailto:along@cbca.org)

720-428-6723

789 SHERMAN STREET

SUITE 280

DENVER, CO 80203

[CBCA.ORG](http://CBCA.ORG)

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