

CITY OF FORT COLLINS

CULTURAL RESOURCES BOARD

CULTURAL RESOURCES BOARD

Wednesday, June 24, 1987

4:45 pm

Fort Collins Museum

Present: Ruth Hornberger, Jim Weitz, Christine Jones, Anne Steely,
Michael Griffith, Barbara Cain
Staff: David Siever, Mark Breimhorst, Brian Moroney, Edwina Echevarria,
Tom Peterson, Karen Eberhart, Agnes Dix
Guests: Larry Estrada, Loren Maxey, Donna Beard, Kathleen Holloran, Dean
Drury, Michael Houser, Don Hornberger, Linda Hopkins, Skip Noe

- I Call to order - 4:50 pm - 1,1,001
Chairman Jones welcomed guests and asked them to tour the Museum with staff while the Board attended to some business matters.
- II Consideration of tonight's agenda -1,1,013
Changes: Under Item IV-Other Business, add item concerning Museum
- III Consideration of Minutes of May 27, 1987 -1,1,020
Changes Under Item V; B - change wording from "education" to "educational."
Under Item IV - Historic Preservation - change "today" to "to date."

Jim Weitz moved to accept minutes with changes, Ruth Hornberger seconded; passed 5-0.

- IV Nomination Committee Results - Anne Steely - 1,1,036
Ms. Steely announced the unanimous results of the vote: Christine Jones, Chairman; Anne Steely, Vice-Chairman.
- V Cultural Development & Programming Account - David Siever- 1,1,050
Panel is meeting on Monday, June 29 to review proposals. He also asked Board to consider using some of the funds to produce a brochure to be used to publicize the account. Mr. Breimhorst passed around a sample of what the brochure would look like.

-Anne Steely moved to recommend requesting funds to be used from the Cultural Development & Programming Account to provide a informational brochure of no less than 1,000 and no more than 1,500 copies, cost not to exceed \$400.00; seconded by Ruth Hornberger; motion passed 6-0.

ACTION: Staff will proceed with brochure and the final copy will be brought to the Cultural Resources Board at a future meeting.

VI Other Business - 1,1,153

- Museum - Issue of using the Museum for wedding reception. Mrs. Jones updated Board on request for use of the Museum courtyard for a reception.
- Cultural Resources Board has been asked to approve this one time use until written guidelines can be formulated.
- Mr. Siever described how this particular event would be handled.
- Mayor Estrada felt that since there was not written policy, that use be approved for this event and then CRB could work on guidelines at a future meeting.
- Mr. Moroney had some concerns that would be discussed in detail when the issue comes before the Board.

Christine Jones moved to approve this one time request for a reception with the understanding that there will be written policy for future requests; Anne Steely seconded, passed 6-0.

ACTION: Guidelines for use of Museum for receptions will be an agenda item for the July meeting. A list of rules will be given to the user and two security people will be present.

AT THIS POINT GUESTS WERE ASKED TO RETURN

VII Staff Reports

Brian Moroney - Museum - 1,1,450

Highlights:

- Tour of Museum to guests
- History wall
- Museum programming
- Courtyard buildings
- Scope as local history museum
- Art gallery
- Summer programs
- Tours to Poudre R-1 children
- Collection - approx. 30,000 registered items
- Traveling exhibits

Historic Preservation - Edwina Echevarria/Tom Peterson - 1,1,633

Written report attached - Highlights:

- Old Town Historic District
- Impact on economics of Fort Collins
- Tax incentives
- Tourism
- Report by Sherry Albertson-Clark
- Strategic plan
- Designation of properties and cooperative effort of CRB and Landmark Preservation Commission
- East and West side plans.

Lincoln Center/Performing and Visual Arts - David Siever/Mark Breimhorst - 1,2,127

Written report attached - Highlights:

- History of Lincoln Center
- Economic impact: direct, indirect, induced
- Attendance figures
- Visual arts program
- State Arts Council report
- Local Arts Council report
- Quality of Life Survey

- Tie to Visitors and Convention Bureau
- Future plans
- Cultural Development and Programming Account

VIII Other Business - Christine Jones - 1,2,319
-Recognition of retiring members; Barb Cain and Michael Griffith
-Council recognition of above to be held on July 7, 7:30 pm

Jim Weitz moved to adjourn meeting, seconded by Ruth Hornberger, passed
6-0.

Meeting adjourned - 6:05 pm

Respectfully submitted,



Linda Green
Secretary

HISTORIC PRESERVATION AND ECONOMIC DEVELOPMENT IN FORT COLLINS - A BRIEF REVIEW

The main areas of impact that historic preservation has on the economic development of Fort Collins are:

1. The rehabilitation of historic structures in Old Town Historic District, which contributes towards the revitalization of downtown, and
2. Tourism

REHABILITATION OF HISTORIC STRUCTURES/REVITALIZATION OF DOWNTOWN:

While there has always been an interest by many local citizens in the preservation of our community's historic resources, the Federal Economic Recovery Act of 1981 spurred renewed interest in and appreciation of these resources plus helped enormously to make rehabilitation and adaptive re-use of historic structures economically feasible.

By allowing for a 25% investment tax credit on federally certified rehabilitation projects, the tax act became probably the main incentive for the tremendous increase in the rehabilitation of historic structures in both large and small towns all over the United States. It literally propelled historic preservation into the big business arena all over the country. Our own relatively small town of Fort Collins has taken advantage of the benefits of the Investment Tax Credit. According to an article written in 1985 by Sherry Albertson-Clark of the Fort Collins Historic Preservation Office, "Since 1982, 14 certified rehabilitation projects have been completed in Fort Collins. Public costs for these projects have amounted to about \$1 million in foregone taxes, while construction costs were about \$4.5 million. Based on material costs equal to 50 percent of construction costs, an estimated \$57,000 has already been collected for sales tax on material purchased in the community. Untold construction jobs have resulted in additional expenditures within the community on taxable goods and services, and permanent employment has been created as a result of new uses for the newly rehabilitated buildings. As the value of these rejuvenated properties increases, additional property tax revenues will be generated from the increased value of land and improvements."

Since that article was written, there has been a downturn in the economy, which has slowed down and/or delayed some proposed historic rehabilitation projects. Revitalization of the downtown area remains a high priority by the City, however, and there are currently several projects in the planning stages in which historic preservation will play an integral part. One such project is the Downtown Plan, which involves a Land Use and Urban Design Plan for the downtown area. The City's Planning Department and Downtown Development Authority are preparing that plan, with citizen input. The Poudre River Trust Land Use Policy Plan involving the Downtown River Corridor is another such plan. Both are elements of the Comprehensive Plan of the City of Fort Collins. Specific projects which are located within the geographical boundaries of these two plans which are directly related to historic preservation are the rehabilitation of the Opera House block, and the Linden Hotel project. Both projects are on hold at this time. Both are important to downtown revitalization and to the economic vitality of downtown.

TOURISM:

Fort Collins is an attractive and pleasant city, both to visit and in which to reside. Recreation, the natural environment, cultural resources, hotels, restaurants, Colorado State University, and the Old Town Historic District are all part of the attractions that draw visitors to our community. Much of Old Town has been revitalized into a focal point of community activity and tourism. The Convention and Visitors Bureau has recently opened its offices in the Old Town Historic District. Out of town visitors are "systematically" taken to Old Town for a visit, and many visitors inquire at the Library, Museum, the Historic Preservation Office and the Chamber of Commerce about local historic buildings that can be toured by the public. These visitors generate business and tax revenues during their visit here.

LINCOLN CENTER ECONOMIC IMPACT OVERVIEW

Economic development and stability in Fort Collins is fostered in many ways by the Lincoln Center. Evaluations of economic impact focus on three types of effects: direct, indirect, and induced. The direct effect is equal to the local spending on personnel and the purchase of goods and services. In calculating the economic impact of a business, economists establish a "multiplier" that represents the turnover of a single dollar spent within an area. Each round of spending generates further income and tax revenues. Induced effects, on the other hand, result from ancillary spending of audiences, whether local residents or tourists.

DIRECTLY

Direct effects of Lincoln Center include purchasing goods and services and payroll expenses. Specifically, expenditures by Lincoln Center benefit these local business groups on a regular basis: restaurants, caterers, hardware stores, art suppliers, printers, radio stations, newspapers, magazines, sound companies, banks, flower shops, telephone companies, refuse collection companies, computer stores, electric and plumbing contractors, office supply stores, typesetting and layout businesses, and many more.

INDIRECTLY

Indirectly, the presence of Lincoln Center makes it possible for local arts organizations and individual artists to flourish. Attached is a report conducted by the local arts council which addresses the impact of the direct economic benefits that result from these activities.

INDUCED

Another major economic impact is attracting visitors, tourists, and new industry. Every publication produced to attract these groups point out the Center as a salient part of the quality of life in Fort Collins. The Center is constantly providing information to travel agents, realtors, hotels, Chamber of Commerce, Fort Collins Inc., Convention and Visitors Bureau, etc. In addition, major corporations that have located here acknowledge the fact that the Center was an important part of their decision to select Fort Collins.

On a state, national and even international level, the Center, through its contractual fees, supports artists and allows arts organizations to grow and expand enriching the quality of life on a major scale.

CITY OF FORT COLLINS

June 12, 1987

RECEIVED

JUN 22 1987

Ans'd.....

Ms. Roz Spencer
Executive Director
PowerPlant Visual Arts Center
430 North College Avenue
Fort Collins, CO 80524

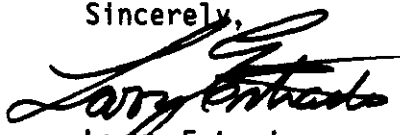
Dear Ms. Spencer:

At the June 2, 1987, City Council meeting, Lynn Bishop of the Poudre Valley Art League asked the City Council to help find office and display space for their group of local artists. Enclosed you will find a copy of the text that Ms. Bishop spoke from that evening. The Poudre Valley Art League is seeking local acclaim and a place where their work can be displayed for local review.

Fort Collins is a very lucky city in that we have a facility such as the PowerPlant where art can be displayed. I am glad that this city can provide such a facility, and encourage you to meet with representatives from the Poudre Valley Art League and I hope that you will find a way to display the work of these local artists at the PowerPlant.

Local artists, in their own way, represent and preserve the culture of this city. I hope that the PowerPlant can find room to accommodate the art work of many individuals.

Sincerely,

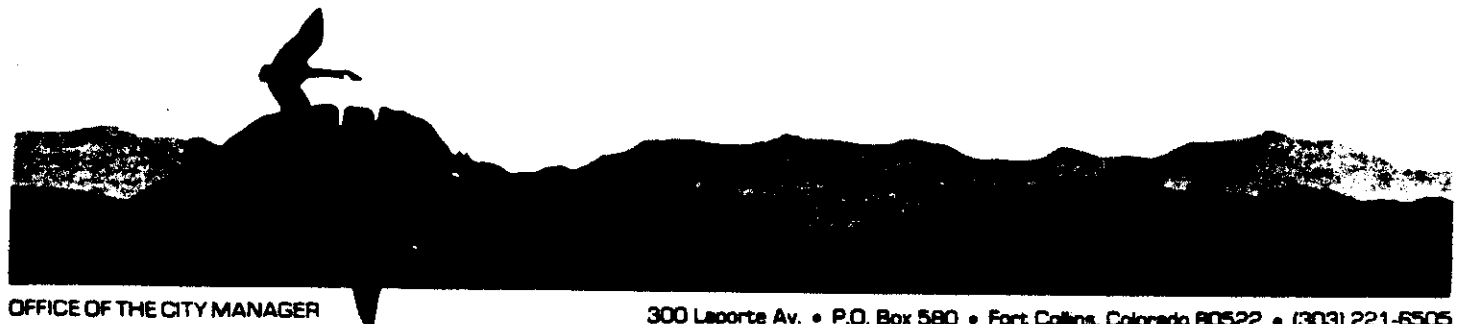


Larry Estrada
Mayor

LE/ab

Enclosure

cc: PowerPlant Visual Arts League
~~Public Resource~~



OFFICE OF THE CITY MANAGER

300 LaPorte Av. • P.O. Box 580 • Fort Collins, Colorado 80522 • (303) 221-6505

Good evening. My name is Lynn Bishop, and I am presenting a proposal from the Fort Collins Art League. First, let me describe the League and its activities. The Fort Collins Art League is the oldest cultural group in Fort Collins, now celebrating its 26th year as a chartered non-profit organization. We are open to all artists, student, amateur and professional, and we address the educational, promotional and social needs of our members. We believe art is a vital part of the lives of all our citizens for it brings beauty and joy into our work-a-day world and stimulates us to think beyond merely surviving to the challenge of creating a better life. We also believe art is an economic benefit to the community and that the city of Fort Collins has the potential to be a successful art market, both financially and esthetically.

Historically most of the 400-plus artists who live here have been forced to sell their art work outside of Fort Collins. Not only has the city lost the art work itself, art which represents the response of local artists to our own culture, but the city has also lost tax revenues generated by such sales. We believe this deplorable situation can be changed, and we recently took a step in the right direction. We made money for the Lincoln Center. Yes, for the first time, an art show held at the Center netted a profit. The League's 26th Annual Regional Show was a success, both in terms of the high quality of art displayed, which was viewed by over 20,000 people in 6 weeks, and in the sale of 46 works of art at a sales volume of \$8,200, of which \$2,460 goes to Lincoln Center. The Center is very pleased. So are the participating artists, artists from Wyoming, South Dakota and Nebraska as well as Colorado, for they received more than \$5,000 from the sale of their art as well as \$2,700 in cash prizes. One exciting factor contributing to the success of the show was the generous support of more than 50 local businesses that provided purchase and merchandise awards. These businesses enjoyed considerable publicity for their support, and many of them now enjoy a beautiful piece of art which will enhance their office environment for years to come. The show's success is also due to the purchase of many works of art by our community's private citizens. We will continue to improve our annual show, for we believe it, along with other League shows, can become a tourist event, just as the Loveland Sculpture Show has become, and help make Fort Collins a recognized center for the arts.

We believe this goal dovetails nicely with the goals of the city, which has embarked on a program to become a tourist center. The recently-released FUTURES STUDY dealing with "mega-issues" facing Fort Collins, addresses concerns of Cultural Development and recognizes the need to promote the arts and include them in over-all economic development efforts. Mr. Deane Drury of the Fort Collins Convention and Visitors Bureau recognizes the importance of the arts as one means of stimulating our economy. Local business leaders recently joined in an effort to make Northern Colorado a "world center of quality excellence." In this regard Mr. Joe Tunner, consultant in quality improvement, commented that if Northern Colorado becomes a center of quality excellence, it will stay "a good place to live, not just a good place, but for years to come." We agree, and believe the arts are a critical part of that quality of life we all seek.

Ms. Patricia Brooks, writes "Art Beat" for the Triangle Review, recently commented that "investing in art is more than charity, it's good business." The Fort Collins Rotary Club would agree with that. At their recent fund raiser, the sale of works by local artists, many of whom are League members, helped net over \$4,000 for the Club's charitable activities. Beginning this month both the Chamber of Commerce and Columbia Savings and Loan will host a monthly show of works by a League artist. The Downtown Development Authority has expressed interest in working with the League to hold art shows in Old Town Square and Oak Street Plaza, and since last Fall the League has held monthly displays of members' art work in Old Town.

In short, when our artists, local businesses and the citizenry of Fort Collins get together to promote the arts, everybody benefits.

So, what is our proposal? We propose to continue doing what we do best: create fine works of art, create exhibition and educational opportunities for all artists, promote the sale of art in Fort Collins, involve the citizenry and businesses in the arts, and create an environment in which both our community and visitors can appreciate the arts.

In exchange, we ask the City to help us find a home. Yes, a home. We need one because our records, documenting the history of the visual arts in Fort Collins over the past 40 years, are scattered among the homes of our members, as are our exhibition racks, banners and supplies. We need a home where we can hold our monthly meetings, board meetings and planning meetings. We need a home where our weekly sketch class and portrait class can meet, and where we can have a classroom for use by any artist to teach students of all ages. We need a home where we can hold art shows of member and non-member artists' work. And we need a home where anyone interested in the arts can come and discuss the place of the arts in the lives of all our citizenry, a place where new ideas can be born and projects germinated.

Foudre Valley Art League, an organization composed of artists, run by artists, and serving the needs of artists, with goals that are community-oriented, with a dedicated membership promoting the arts to the benefit of all, needs a home. And we need your help. We understand the City has several buildings standing empty. Help us find one that we can use as a permanent home. While our finances are limited, we are willing to work with you to come to an agreeable solution. Perhaps we can lease a building at a nominal fee. Perhaps we can buy a building for back taxes. We are willing to make any necessary repairs and pay all utilities. Other communities have found some city structure suitable for use by their local art group, and such cooperation has been to their mutual benefit. Please join with us in our quest for a home so that Foudre Valley Art League, a non-profit organization dedicated to the furtherance of the arts, can continue its good work and expand its efforts to bring the joy and beauty of the arts into all our lives. Thank you.

Respectfully submitted,

Lynn Michon
Foudre Valley Art League
June 2, 1987

CITY OF FORT COLLINS

June 12, 1987

Alexander T. Cringan
Chairman of the Board
Poudre River Trust
102 Remington Street
Fort Collins, CO 80524

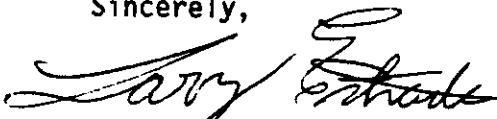
Dear Mr. Cringan:

At the June 2, 1987, City Council meeting, Lynn Bishop of the Poudre Valley Art League (PVAL) asked the City Council to assist them in finding office and display space for the artwork of PVAL members.

Fort Collins is lucky to have a facility such as the PowerPlant where art can be displayed that benefits the entire community. Ms. Bishop mentioned that the PVAL had sought display space at the PowerPlant, but had thus far been unsuccessful in their attempts. I would appreciate it if you, as the leasing agent of the PowerPlant, would strongly encourage Ms. Spencer of the PowerPlant Visual Arts Center to work with local artists so that the community can benefit from the display and sale of local art work. Fort Collins is lucky to have a number of local artists, and these local artists seek local acclaim which I hope they can achieve.

Local artists represent and preserve the culture of Fort Collins, and I hope that the PowerPlant can find room for the work of local artists.

Sincerely,



Larry Estrada
Mayor

LE/ab

cc: Poudre Valley Art League
~~Cultural Resources Board~~

RECEIVED
JUN 16 1987
Ans'd.....



CITY OF FORT COLLINS

MEMORANDUM

RECEIVED

JUN 22 1987

s'd.....

TO: Cultural Resources Board

FM: Steven C. Burkett, City Manager 

DT: June 19, 1987

RE: Space Needs - Museum Storage

Thank you for your letter reminding us of the Museum's space needs. We are aware of your requirements. Our Facilities Division has investigated the potential leasing of additional space and constructing new space. The financial information will be presented to our Capital Project and Budget Committees for review and recommendation.

There is not sufficient room for additional storage at the Museum and expansion of the building is not possible, due to restrictions in Library Park. Staff's investigation looked at off-site facilities.

I will advise the Cultural Resources Board on the Budget Committee fundings.

SCB/kr

cc: City Council
Pete Dallow, Director of Administrative Services
H.R. Phillips, Cultural, Library and Recreational Services Director

