

# CHERRY CREEK ARTS FESTIVAL

SAT / SUN / MON: JULY 1, 2, 3, 2017

303.355.2787 • MANAGEMENT@CHERRYARTS.ORG

[WWW.CHERRYARTS.ORG](http://WWW.CHERRYARTS.ORG)



Dear Cherry Creek North Businesses, Employers and Residential Management:

Since 1991, the Cherry Creek North BID has been the Official Host of the Cherry Creek Arts Festival, and we are thrilled to collaborate with you as we continue the tradition with the 27th Annual Show! We are very grateful to the BID, all businesses and residents for your continued support of our 501c3 nonprofit mission providing access to the arts. We look forward to working with you to make the weekend successful for all, as we welcome 255 juried artists and 350,000 patrons. We strive to condense the set-up and tear-down of the event as much as possible, while working to serve our guests as best possible. Thank you for your support.

Sincerely, Tara Brickell, Executive Director / CEO

## Cherry Creek Arts Festival Closure Schedule

**Friday, June 30 at 6 a.m.** The entire CCAF site closes Friday, June 30 for public safety and city regulations, for overall event set-up. Street barricades will be up at this time and the entire festival is set-up with a one-day street closure. This includes the following streets:

- 2nd to 3rd Avenues
- Clayton to Steele Streets
- 3rd Place

## Arts Festival Show Hours

Friday, June 30	7 p.m. to 10 p.m.	FREE Artist Preview (Clayton Street ONLY, 2 <sup>nd</sup> to 3 <sup>rd</sup> Aves)
Saturday, July 1	10 a.m. to 8 p.m.	6 p.m. to 10 p.m. Festival Nights Performances
Sunday, July 2	10 a.m. to 8 p.m.	8 p.m. to 10 p.m. Rebirth Brass Band Ticketed Concert
Monday, July 3	10 a.m. to 6 p.m.	Site tear-down begins immediately at 6 p.m. and <b>Monday, July 3, streets open back up at midnight</b>

## Vehicle Access During Festival June 30, July 1-3

Delivery trucks and local merchants will be allowed on site prior to 8 a.m. and after 8:30 p.m. each day of the Arts Festival. A special permit is required for residential access throughout the event and may be picked up at the Arts Festival office after June 15th. (2 Steele Street, Suite B-100, Bank of the West – Lower Level – Steele and Ellsworth) Businesses needing employee access to parking lots on Friday, June 30th will also need special permits contact us at [management@cherryarts.org](mailto:management@cherryarts.org) for details.

**TIP:** Plan to encourage and welcome guests into your businesses with special window signage and decor; 63% of attendees discover a new Cherry Creek North business they'd like to visit again.



## Connect with Us!

Main Site: [www.CherryArts.org](http://www.CherryArts.org)  
Facebook: [Facebook.com/CherryArts](https://www.facebook.com/CherryArts)  
Twitter, Instagram, Pinterest: @cherryarts  
Media, Newsletters, Artist Listings:  
<http://cherrycreekartsfestival.org/media>

On social media, Bring Art to Life with the hashtag **#cherryarts**

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## 2017 FESTIVAL HIGHLIGHTS

- This year's arts festival features **255 national and international artists**, including 82 first-time exhibitors. 30 of the exhibitors are from Colorado, providing an opportunity to highlight our local art community.
- The Janus Henderson Investors Main Stage on Detroit will feature **live music** performances throughout the Cherry Creek Arts Festival weekend. Experience performances by Wendy Woo, Trent Hughes Band, Buckner Funken Jazz Band, Mudra Dance, Ballet Folkorico Baile, and more.
- Elevate your experience at the **Opening Gala for Art Education** June 30: [cherryarts.org/gala](http://cherryarts.org/gala), and **Festival VIP Club** all weekend: [cherryarts.org/vip](http://cherryarts.org/vip).
- On Friday, June 30, from 7 pm to 10 pm on Clayton Street between 2nd and 3rd Avenues, join us for the **Artist Preview Event**. Featuring a sneak peek at 40 of the juried visual artists that will exhibit at the Cherry Creek Arts Festival, live music and more, the night is free and open to the public.
- Don't miss the **REBIRTH BRASS BAND CONCERT**, 8:00pm July 2! Info & tickets at [cherryarts.org/concert](http://cherryarts.org/concert)
- Arrow Electronics will partner with the **Handsome Little Devils** to provide spontaneous performances throughout the Festival weekend.
- The Janus Henderson Investors **Student Art Buying Program** engages students in an in-school exercise to help them explore the many medias of art, and then enables students to apply their knowledge through a hands-on art-buying opportunity at the Festival where they will purchase artwork for permanent installation at the school. The Student Art Buying Showcase will take place at the Festival on July 1 from 1:30 pm to 2:30 pm.
- The Art of Giving Back: **Volunteer** at [CherryArts.org/Volunteer](http://CherryArts.org/Volunteer)
- **FREE PARKING** is available at the Cherry Creek Shopping Center all weekend (excluding Safeway) and there are \$6 parking options at 11 garages throughout Cherry Creek North. Bike valet and B-Cycle are also available. Festival information: [cherrycreekartsfestival.org/festival-info](http://cherrycreekartsfestival.org/festival-info)

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## FESTIVAL POLICIES & GUIDELINES

- City ordinance does not allow business activity outside of the business property or in any common areas.
- As a nonprofit, the arts festival remains sustainable because of generous donations, sponsorships and food and beverage sales. We ask our Cherry Creek North partners to stay within their capacity as a retail or restaurant outlet. (e.g. we ask that a florist not sell beverages, a clothing store not sell ice cream, etc.)
- **Refraining from retail sales in direct competition with the arts festival fundraising activity is appreciated.**
- Public right-of-ways (sidewalks and areas of passage) are included in the arts festival permit and must be kept clear at all times for safety and security reasons.
- All local street signage and parking meter restrictions must be followed as posted, and the arts festival does not accept responsibility for ticketed or towed automobile.

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## DID YOU KNOW...

- 350,000 annual patrons visit the arts festival, and the Cherry Creek North BID has hosted the event since 1991.
- 2,100 artists annually apply, making the Cherry Creek Arts Festival one of the most competitive art shows in the nation and attracting more than 200 selected artists from all over the United States to Cherry Creek North.
- 54% of visitors intend to spend between \$100 and \$500 on art.
- 60% of our attendees have family household incomes over \$75,000.
- 91% attendees believe the Cherry Creek Arts Festival adds to Denver's reputation as an arts city.
- The arts festival's \$900,000 multi-media marketing and public relations campaign brings patrons to Cherry Creek North.
- Visual artists make \$3 million in annual sales and pay sales taxes as a result of the arts festival.
- 20,000 students annually participate in CherryArts education programs statewide.
- CherryArts strives to continue branding Cherry Creek North as a premier arts and culture destination and position the festival as Denver's highest quality combination of fine art exhibition, free admission and family entertainment – complemented by superior customer satisfaction and the unique setting of Cherry Creek North and its businesses.

