

CHERRY CREEK ARTS FESTIVAL

JULY 2, 3, 4, 2016

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WWW.CHERRYARTS.ORG

We are grateful to Cherry Creek North businesses for support of the Cherry Creek Arts Festival, since 1991. The streets of the district will be **Alive with Art** during the festival on July 2, 3 and 4, with a special “Artist Preview Event” July 1 on Clayton Street. Through engaging cultural and arts education experiences, we are proud that 350,000 citizens interact with more than 250 artists, sponsors, partner organizations and local businesses to create a community that is year-round, not to mention the economic impact of our festival for Cherry Creek North businesses.



FESTIVAL SET-UP SCHEDULE

Thursday, June 30

Set-up of sidewalk corner tents in the district

Friday, July 1 at 6 am

The entire festival site closes Friday for public safety and city regulation, for overall event set-up, and we strive to condense set-up and teardown as much as possible for citizens and businesses alike. 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:

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

FESTIVAL HOURS

Friday, July 1	7 pm to 10 pm	FREE Artist Preview (Clayton Street, 2nd to 3rd Avenues ONLY)
Saturday, July 2	10 am to 8 pm	6 pm to 10 pm Festival Nights Concert on Fillmore
Sunday, July 3	10 am to 8 pm	6 pm to 10 pm Festival Nights Concert on Fillmore
Monday, July 4	10 am to 6 pm	NOTE: Site teardown begins immediately at 6 pm. Monday July 4 and streets open back up at 12:00 midnight.

Please encourage your patrons to punctually follow these times to prevent any inconvenience. Meters will be bagged in advance of the street closure, based on the City of Denver's installation schedule. The no-parking policy will be enforced in accordance with the messaging on the bagged meters.

VEHICLE ACCESS DURING FESTIVAL JULY 1-4

Delivery trucks and local merchants will be allowed on site prior to 8 am and after 8:30 pm 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 1. (2 Steele Street, Suite B-100, Bank of the West – Lower Level – Steele and Ellsworth)

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

CONNECT WITH US

Main Site: www.CherryArts.org

Facebook: Facebook.com/CherryArts

Twitter, Pinterest, Instagram: [@cherryarts](https://twitter.com/cherryarts)

Media, Map, Newsletters, Artist Listings: www.CherryArts.org/Media

Share art and education experiences with the hashtags **#cherryarts** and **#alivewithart**



2016 FESTIVAL HIGHLIGHTS

- This year's arts festival features 250 national and international artists, including 75 first-time exhibitors. Twenty-six of the exhibitors are from Colorado, providing an opportunity to highlight our local art community. The arts festival continues to support emerging artists, with five emerging artists exhibiting on site this year; four of the emerging artists are Colorado-based.
- The Janus Main Stage and Blue Moon Beer Garden on Fillmore will feature live music performances throughout the Cherry Creek Arts Festival weekend. Experience performances by Megan Burtt, Global Soul Experience, Spinphony and more. Also plan to join us for Festival Nights from 6 pm to 10 pm on Saturday, July 2 and Sunday July 3: dance to the tunes of Taylor Scott Band and the Mary Louise Lee Band.
- This year, Arrow Electronics will partner with the Handsome Little Devils to provide surprise onsite activations throughout the Festival weekend. These spontaneous mobile performances will pop up all over the site and disappear as quickly as they appear.
- On Friday, July 1, from 7 pm to 10 pm on Clayton Street between 2nd and 3rd Avenues, join us for the Artist Preview. Featuring a sneak peek at 28 of the 250 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.
- The Janus Student Art Buying Program engages students in an in-school exercise to help them explore the many facets 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 art-buying experience will take place at the Festival on July 2 from 9:30 am to 2 pm.

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 automobiles.

DID YOU KNOW...

- 350,000 annual patrons visit the arts festival, and the Cherry Creek North BID has hosted the event since 1991.
- 2,000 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.

