

Annual **Report** 2016



*Promoting the visual arts
in Boulder since 1995*



At OPEN STUDIOS, we believe that art can not only activate profound transformation in our communities, creating better relationships between community members, deeper understanding of our diversity and a population practiced in creative problem solving, but we also believe that access to art and the act of creating is fundamental to the human experience.

The mission of OPEN STUDIOS is to promote and enrich the visual arts and advance the role of artists in the Boulder community. We seek to meet our mission through programming designed to engage the public with visual arts, by creating opportunities for local artists to share their process and product with the public, by advocating for visual arts in our community and by employing local artists to do what they do best - make and share their art!

This report describes how we achieved our mission in 2016 through our programs and events with the dedication of numerous artists, volunteers and community supporters.



Cindy Sepucha
Executive Director

Thanks to the support of our OPEN STUDIOS' visual arts family and the broader Boulder community, OPEN STUDIOS has had a great year of financial recovery and programmatic growth. We have turned the corner on a difficult year or two and our revenue stream is growing back to a level under which we can provide a significant amount of meaningful community services. We are also now able to ensure that a greater portion of our revenue stream returns to our artists, as reflected in the financial information in this report. That information will also reflect the increasing health of the organization through the repayment and lowering of debt.

Programmatically, OPEN STUDIOS has made significant progress in revitalizing its current programs, in developing and implementing new programs that serve our visual arts community, and in emphasizing our commitment to underserved communities, as evidenced by our new Public Art Program and re-imagined Mobile Arts Lab. Thanks to the herculean efforts of our amazing new Executive Director, the organization has hosted a record number of events and programs providing high quality visual arts exhibits, visual arts education and a great dose of visual arts inspiration to the Boulder community.

Of course, none of this could be accomplished without the outstanding sponsors, donors and grantors who have provided the resources to make all this happen. Most importantly though, we need to thank the artists who make all this possible. During this past year, and in the years to come, our organization has and will place more emphasis on providing meaningful benefits to those artists and in ensuring that they have a place at the table in shaping the face of visual arts in Boulder.



Matt Cohn
Chairman of the Board, 2015-2016

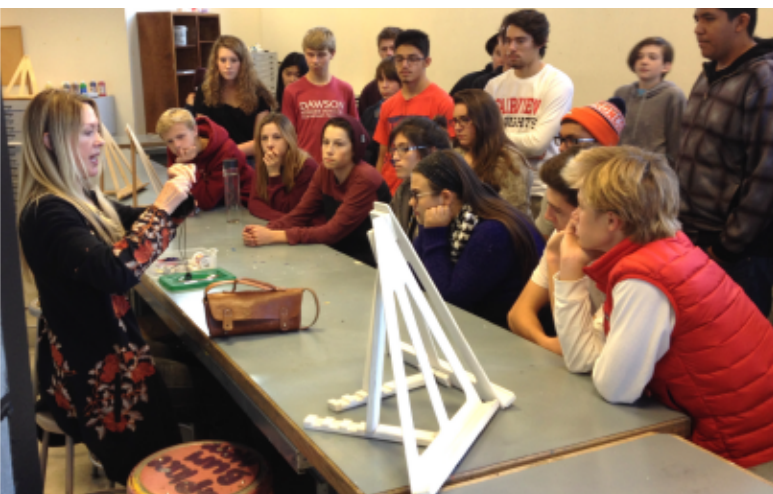
The **OPEN STUDIOS** Tour is our marquee and founding event. Through participation in the tour, hundreds of artists have opened their studios to the public for 2 weekends each fall for the last 21 years. In 2016, we welcomed an estimated 6,000-7,000 art appreciators to the tour for over 30,000 individual studio visits among the 113 participating artists.

In 2016, amazing weather and winning local football teams competed with the **OPEN STUDIOS** Tour for visitors. Even so, we hosted around 400 guests at the Preview Exhibit reception and welcomed over 1,400 visitors to the Canyon Gallery for the Preview Exhibit during its month-long run.

As we seek to promote local art, artists and the local creative economy, another important metric for the success of the tour is the sales of art. We don't require sales information from all participating artists and the feedback we have received shows that sales were varied. Sales for artists ranged from \$0 to close to \$20,000 for the 2 weekends (not including commissions and future purchases) with average sales of around \$2,975 per artist, based on the voluntary feedback we received from participating artists.

The **OPEN STUDIOS** Community Public Art Program completed its first project in 2016. The mural painted by Sally Eckert at Fairways Apartment complex was completed with the help of over 25 community members. It tells the story of a community that is diverse and celebrates that diversity through neighborhood festivities and everyday activities in their bustling central courtyard. We look forward to using art as a tool to tell the stories of our community more and more in years to come.





OPEN **STUDIOS** EdLinks program pays artists to teach and share their expertise with students at local schools. The fall of 2016 was used as a regrouping and planning time for the program. We are excited to offer a more robust program with more funding for extended opportunities for artists in schools: working alongside art educators and sharing their varied skills with students. A portion of our end-of-year campaign funds will pay for a part of the EdLinks program in 2017.

The OPEN **STUDIOS** 3D Exhibition took place during the Pearl Street Arts Fest and exposed some 12,000 visitors to the amazing sculptural work of local artists. We look forward to creating an annual show of local 3D work with the ultimate goal of creating a gallery that can exhibit local 3D work on a regular basis.

OPEN **STUDIOS** Gallery @ Rembrandt Yard hosted 9 exhibits of over 48 artists' work in 2016 and welcomed over 900 guests to our gallery receptions. The gallery is a partnership with the management of Rembrandt Yard and has established an opportunity for Open Studios to showcase the 2D art of local artists. We also began a program of pop-up shows of 3D art at each gallery reception, creating one-night opportunities for local 3D artists to exhibit their work.

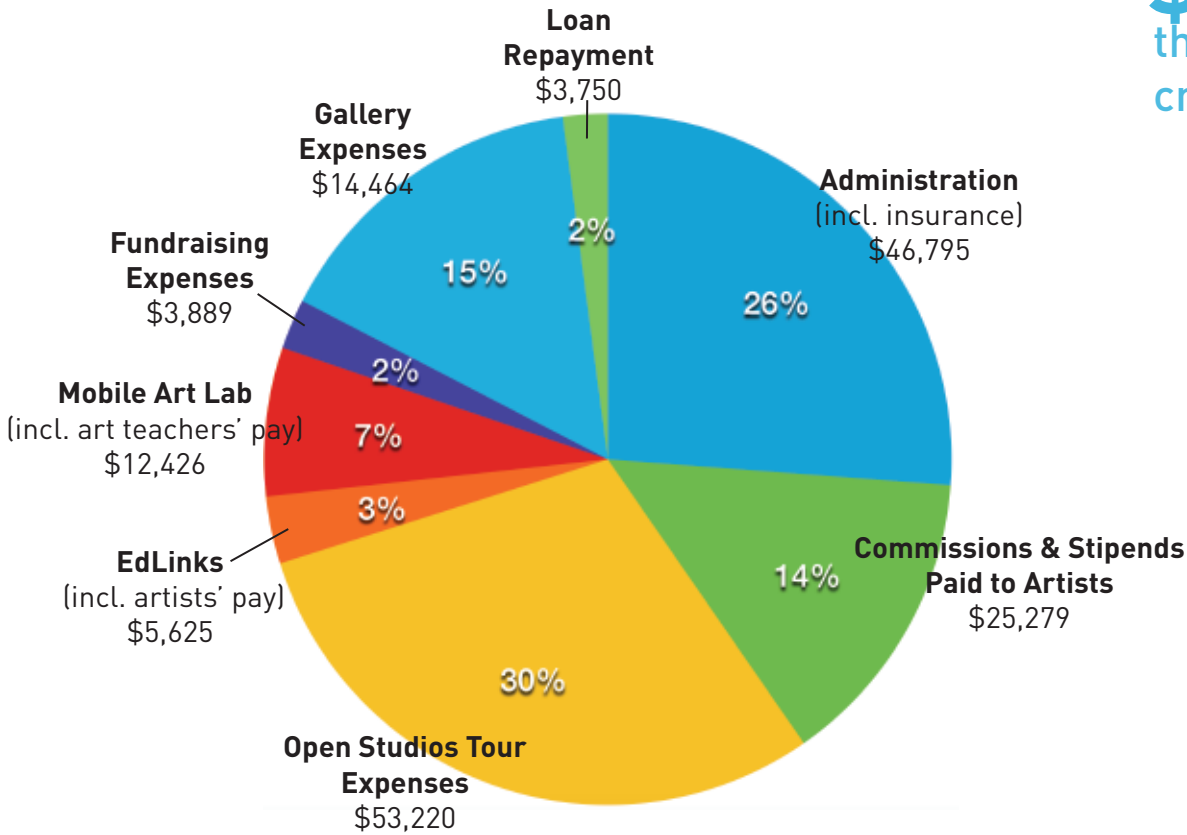
The OPEN **STUDIOS** Mobile Art Lab is still finding its place in the cultural offerings of Boulder County. There is much interest in the programming we offer through the Mobile Art Lab and we were able to secure a limited amount of funding throughout 2016. Our end-of-year campaign was specifically focused on generating more funding for the Mobile Art Lab and EdLinks and we are excited that we raised over \$5,000 to go towards the funding of these two educational programs for 2017.

In the fall of 2016, **OPEN STUDIOS** partnered with the City of Boulder Water Department and the Center for Resource Conservation on an ad hoc project designed to highlight the passage of a new law allowing rain water collection and educate the public about how to use rain barrels. We were happy to help spread the word through artistically painted rainbarrels, created by local artists and placed at locations all over Boulder. 30 artists were given stipends to complete each rainbarrel. The project culminated with an event that drew over 130 guests to an evening auction event and raised over \$5,500, with beneficiaries of the auction including the artists, Boulder Housing Partners and **OPEN STUDIOS**.

OPEN STUDIOS began a community engagement/fundraising project in 2016 that will come to completion in Spring 2017 - our Community Paint-By-Number Mural. The mural began as a painting by local artist Jonathan Machen, was transformed into a paint-by-number and printed to 35'x50' on billboard vinyl. The overall design was cut into 42 5'x6' pieces and groups all over Boulder county are having fun filling in the paint by number. When all sections are completed and collected, the mural will be welded back together and hung from the side of the Colorado Building, downtown Boulder's tallest building, for a month. The PBN mural has been an exciting project that has involved help from other local nonprofit organizations, such as the Dairy Arts Center, Out Boulder, Studio Arts Boulder; as well as local businesses, such as Namaste Solar, WW Reynolds, Ramble on Pearl, Boulder Arts and Crafts Gallery and Sterling Rice Group. Many local schools have participated as well, including Centennial, Manhattan and Louisville Middle Schools. We are excited that this project has created such excitement across so many members of our community and look forward to its completion and unveiling in Spring 2017.



2016 EXPENSES



\$35,394

the amount of income **OPEN STUDIOS** created for local artists in 2016

\$22,500

the amount of funding **OPEN STUDIOS** received from new sources in 2016

246

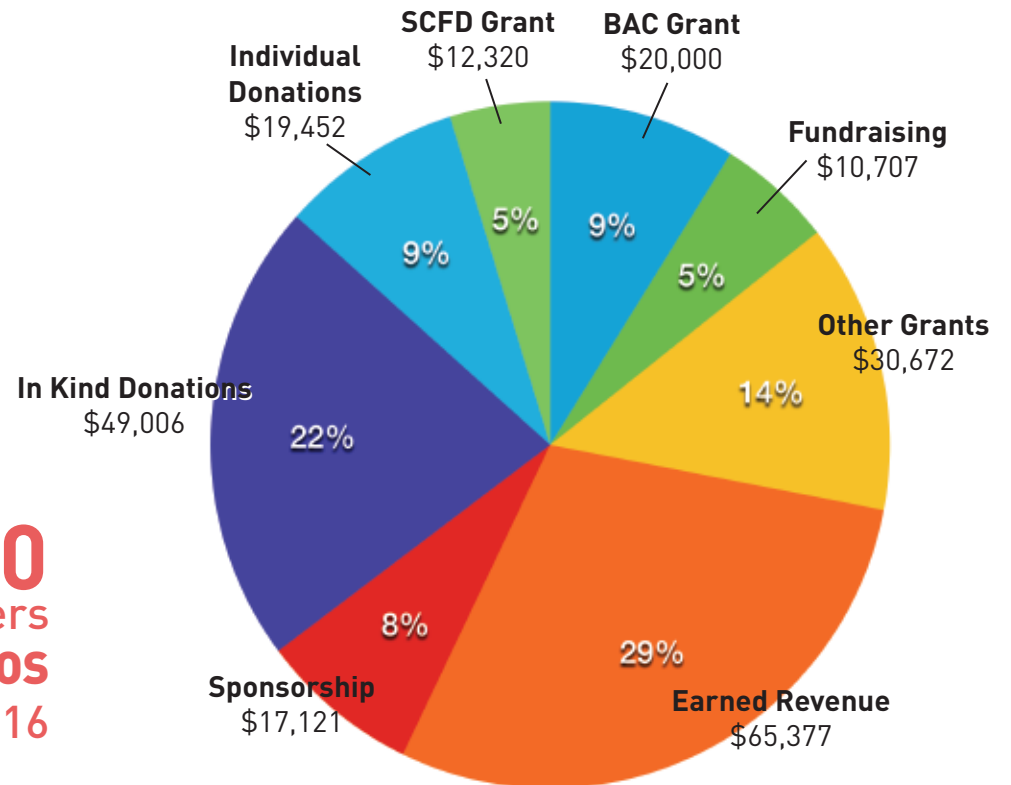
the number of local artists served through **OPEN STUDIOS** programming in 2016



24,800

the number of community members served through **OPEN STUDIOS** programming in 2016

2016 REVENUE



A HUGE thanks to all our generous donors and sponsors:



BOULDER ARTS
COMMISSION



TEBO
PROPERTIES



The Community Foundation
BOULDER COUNTY



vermilion
DESIGN + DIGITAL

Edward Jones
Magali Lutz

