

# Greeley...

quality  
variety  
unexpected



diverse  
infused  
refreshing

is an **Arts** Town

**Hear** amazing music pouring into the streets, **see** fantastic murals and visual works of art inside & out, **feel** the passion of quality theatre, **move** with the stunning power and grace of dance. **Experience** for yourself how the wonder of **the arts** lives and breathes in our town!

exciting  
valuable  
enriching  
imaginative  
entertaining



# GREELEY... the unexpected

**Our town** was originally conceived as a utopian community in 1869 with an **emphasis in the arts**. This **tradition of excellence** has continued and **thrived** ever since. Greeley has long standing entities such as the Greeley Philharmonic Orchestra, which **celebrated its centennial** in 2011, one of only a small handful of US orchestras to reach this **outstanding milestone**. The University of Northern Colorado's Little Theatre of Rockies boasts 77 years of **Broadway quality productions**, and the UNC/Greeley Jazz Festival has been **burnin' for more than 40 years!** These are just a few of the **wonderful assets** Greeley has to offer as an arts community. Throughout the years Greeley has added **phenomenal annual events** such as the Arts Picnic, the Greeley Blues Jam, Centennial Village Fiesta, High Plains Chautauqua, Union Colony Dinner Theatre, and so many more.

**Greeley** has such an **astonishing event calendar**. In any given week, it is **hard to choose which first-class event to attend**.

**COME ON!** Let us tell you more about who we are and **what we do best**.

1

powerful

great

wonderful

fantastic

# arts experience

## Then & Now

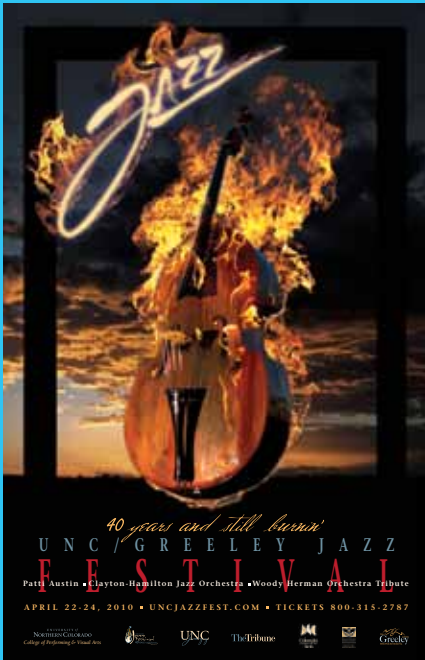
**An arts town is like a vibrant painting** that depicts true-blue interest, deep-down pride, and vast participation – **it's a lifestyle.** From every angle, it's obvious how much the **arts have shaped our town.** Within its first decade, Greeley sported two opera houses. **Music, theatre and fine art** were included in the first course catalog of the college. Our community **orchestra is the oldest west of the Mississippi.** Fast-forward to the present: the current City of Greeley Master Plan **envisions the cultural life of the community far into the future.** On a daily basis the **arts spirit spreads** like wildfire as **new and innovative programs** and events are added monthly.



Greeley Philharmonic Orchestra

Photo: ©John Blake

Greeley...  
 is an **Arts** Town



40th Year Celebration UNC/Greeley Jazz Festival Commemorative Poster, 2010

## UNC/GREELEY JAZZ FESTIVAL

**The largest event of its kind in the nation,** the UNC/Greeley Jazz Festival brings together internationally recognized artists, jazz lovers, award-winning clinicians, and more than 275 college, high school, and middle school big bands, combos, and jazz vocal groups from across the country. Each year, more than 7,500 participants enjoy the main stage concerts, after-hours sessions, daytime performances, and the many educational workshops. Groups have come from as far as Thailand to attend.

The UNC/Greeley Jazz Festival is now celebrating its 42nd year, and will continue the long-standing tradition of bringing some of the most prominent and highly respected names in jazz to Northern Colorado.

# Ongoing Events & Activities

**The creative spirit is alive and well in our town.** All you have to do is open the *Greeley Tribune's* **Arts and Entertainment** section in the newspaper to see an **extensive calendar each week**, including: **musical performances, art openings, dance recitals, art films** and many more **unique arts experiences.**

Catch an **exciting Broadway musical** at the Union Colony Civic Center, or an **exquisite opera** at the University of Northern Colorado, or the **vocal mastery** of the world-touring Greeley Chorale. Among these three **major resources for the arts**, you could be **very satisfied**, but there are many more **arts happenings to discover**, large and small.

**Take an art walk** downtown at Greeley's First Friday Gallery Walk & Music event. It's **thriving with local artistic talent** and a **great opportunity** to enjoy an evening of the arts. Visit Patrick's Irish Pub to hear **lively Irish music**, or drop into the Kress Cinema and Lounge to enjoy **a work of art independent film**. The Atlas Theater always has **something terrific** going on from **art openings and dance performances to poetry readings and live music**. And, what about **dinner and a play**? We have that too at the Union Colony Dinner Theater.

Feeling like an **arts learning experience**? Join UNC's Community Arts Program featuring **excellent classes and workshops** for all areas of the arts. **Explore your inner passion** to become a painter at Showcase Art Center, or **create your very own masterpiece** at The Clay Center of Northern Colorado. Bring your **budding Mozart** to the Union Colony Children's Music Academy, or **get your groove on** and take a hip-hop class with Colorado Dance Collective.

These fine ongoing events and activities mentioned are only a sampling of what our town has to offer. It's all here in one place...

**Greeley, who knew?!**

**Honestly—there are more than 400 arts and entertainment events in Greeley annually!**

**FOR EXAMPLE:**

- Little Theatre of the Rockies at UNC
- Greeley Blues Jam
- Friday Fest & Rio Grande Summer Concerts Downtown
- National Juried Art Mart
- Stampede Theatre Troupe
- Greeley Stampede Western Art Show
- Stampede Concerts & free stages
- Neighborhood Nights concerts & movies
- First Friday art & music every month
- Concerts Under the Stars at UNC
- Arts Picnic
- Summer Under the Big Top
- High Plains Chautauqua
- Village Fiesta at Centennial Village
- University Galleries
- International Piano Camp
- Youth and Family Connections mural project for at-risk youth
- Goat Roast and Metal Fest
- Garage Sale Theatre – benefit for Women's Place
- My Favorite Bands
- Transitional House Summerfest: Comedy for a Cause
- Union Colony Civic Center Series and Tinton Gallery
- UNC@UCCC Series and Artist Faculty Recital Series
- Greeley Philharmonic Orchestra Series
- Greeley Chorale Series
- Greeley Chamber Orchestra Series
- OktoberFest
- UNC International Film Series
- Greeley Indie Artists Markets
- Peakview Jazz
- UNC Performing Arts Series
- BellyHallow
- Arts Alive! Awards
- Western States Honor Orchestra
- Colorado Piano Festival
- Sunset Jazz Artists Series
- UNC Opera Theatre
- Stampede Troupe Children's Show
- Festival of Trees
- Indie Holiday Art Market
- Colorado Dance Theatre *Nutcracker*
- UNC Arts Gala
- Big Band Boogie Ball
- BellyGras
- Festival Chicana/o de Artes
- UNC Open Space Festival of New Music
- Annual Walter and Virginia Charles Concerto Contest
- Rosenberry Writers' Conference
- All-State Band
- UNC/Greeley Jazz Fest
- Cinco de Mayo





## ARTS PICNIC

**One of northern Colorado's summer highlights**, this annual visual and performing arts festival draws more than 30,000 to downtown Greeley with more than 150 juried artists and crafters.

While visitors can definitely fill the day just looking at the various booths, there is also an incredible amount of free and diverse entertainment. There are more than 25 local and regional musicians performing too. There is plenty to eat and drink, as well, where many food vendors display their culinary arts.

Arts Picnic is truly a family event. There is a special area for kids with art projects they can make, kids' entertainers and booths that sell wares specifically for the younger crowd.

**"We love the Greeley Arts Picnic, and know many of our readers do also...It is the event some people wait the entire year for, and frankly, we don't blame them."**

– *The Greeley Tribune*

# LET US paint a picture of our arts town for you!

**"I am very pleased at the degree of collaboration that is now happening among all the entities of the arts. The way our community is supporting the arts is phenomenal."**

– Pam Bricker, chairperson of the Greeley Blues Jam,  
Executive Director of the Downtown Development Authority,  
and owner of Mariposa Flowers

**"The downtown area has been designated as an Arts and Entertainment District, so we've taken a really powerful stand in saying, *yes indeed, that's what we want!*"**

– Colette Pitcher, Owner of Showcase Art Center

**"It is so awesome for me, as an artist, a muralist, to walk into any business and see how accepting and willing they are to help."**

– Armando Silva,  
Painter, Dancer and Muralist



Photo: ©John Blake

**"MY FAVORITE VENUE IN GREELEY IS THE UNION COLONY CIVIC CENTER because an investment of this nature in a community can only increase in value over time. I think it has certainly proven itself."**

– Bob Tointon, President of Phelps-Tointon Inc.  
Chairman of the Downtown Development Authority  
(Bob and Betty Tointon received the 2009 Arts Alive! Award to honor their long-standing support of local arts.)

**CONNIE WILLIS** has won eleven Hugo Awards and seven Nebula Awards. Willis most recently won a Hugo Award for *Blackout/All Clear* in August 2011. She was inducted to the Science Fiction Museum and Science Fiction Hall of Fame in 2009.



Willis at Anticipation, Worldcon 2009  
Photo by Kyle Cassidy

She is known for her accessible prose and likable characters. Her writings include several pieces involving time travel by history students and faculty of the future University of Oxford. These pieces include her Hugo Award-winning novels *Doomsday Book* and *To Say Nothing of the Dog*, the short story "Fire Watch", and the two-volume novel *Blackout/All Clear*. All but one of the Oxford University Time Travel tales have won both the Hugo Award and the Nebula Award.

Willis is a 1967 graduate of Colorado State College, and also from the University of Northern Colorado. She lives in Greeley, Colorado with her husband Courtney Willis, a professor of physics at the University of Northern Colorado.

**"Personally, my attitude is that I learned everything I ever needed to know about writing at UNC, and everything I needed to know about life, I learned as a member of a church choir."**

– Connie Willis, *New York Times* Best-Selling Author and Science Fiction Hall of Fame Member

**The City of Greeley reserves 1% of capital improvement funds for acquiring or commissioning artworks.**

While this is a **deep sign of dedication**, our town has gone even further by **incorporating artistic efforts into the City's plans** for development. This includes architectural development, **artistic use of established spaces**, community outreach endeavors, and much more.





## THE SHOWCASE ART CENTER

**A picture is worth a thousand words**, so the saying goes, but art is really much more. Soak up the art scene at the Showcase Art Center, owned and operated by artist Collette Pitcher. Through its variety of activities and services, the Showcase Art Center helps to foster community awareness of the arts.

As an artist and art gallery owner, Pitcher has diversified the organization to satisfy a variety of needs. The Center's services include displaying art, framing art, and art classes for local students of any skill level. In addition to these services, her gallery is a place where people can come to view art, buy art, commission independent works of art, and learn about works of art.

You might even be inspired after seeing Pitcher's representations in watercolor, acrylic, oils, and bronze, to try art yourself!

# Creative Industries and Organizations

**An arts town is like a well-crafted story that weaves a trail of imagination** through your mind. Nothing influences and **shapes a culture** as much as the art its community **supports, practices and celebrates**. This growth cannot be measured on a graph or charted in a spreadsheet, but in our town, it **becomes** the story of how **a bit of entrepreneurial spirit applied to a creative idea makes a business thrive**. In every aspect of Greeley arts the constant theme is **quality and quantity**.

## A sampling of our creative industries...

- Children's music and art education studios
- Music and Art Promoters
- More than 10 dance studios
- More than 20 professional photographers
- More than a dozen graphic/communications designers
- More than 125 visual artists working in a variety of media
- A dozen plus galleries
- So many musicians there is no way to count them
- 10 architects and 7 interior designers
- 4 music stores and more than 25 full time private music teachers
- Dozens of coffee shop galleries and music venue pubs
- Antique marts and flower shops and bed and breakfasts infused with art & music –

### *Uniquely Greeley*

- The Clay Center of Northern Colorado
- Crabtree Brewery
- Syntax Spirits
- Distortions Unlimited - "Making Monsters" featured on the Travel Channel
- Greeley Monument Works
- Mirage Video Productions
- Showcase Art Center
- Squid Productions - producer/sound engineer
- Union Colony Dinner Theatre
- Whistle and Drum Irish Instruments & Instruction on-line
- Reusche & Co of T.W.S., Inc - world-wide distributor of specialty art supplies
- Bluedoor Promotion
- The Crew Presents Inc
- Magnolia River Manufacturing



## Some of our non-profit & civic organizations...

- Aims Community College of Visual & Performing Arts
- Arts Poetica
- Arts Alive! (9 years)
- Arts Picnic (33 years)
- Atlas Theater & Gallery (6 years)
- Colorado Dance Collective
- Colorado Dance Theatre
- Colorado Jazz Orchestra
- Envision
- Greeley Area Arts Alliance
- Greeley Area Music Teachers Association
- Greeley Art Association
- Greeley Blues Jam (8 years)
- Greeley Chamber Orchestra
- Greeley Children's Chorale
- Greeley Chorale (47 years)
- Greeley Downtown Arts & Entertainment District
- Greeley Independence Stampede (89 years)
- Greeley Historic Preservation Commission
- Greeley Philharmonic Orchestra (101 years)
- Greeley On Fire
- High Plains Chautauqua
- High Plains Library District
- John Mills Orchestra
- Kream of the Krop Big Band
- Madison & Main Artists Coop (24 years)
- NoCo Concert Band
- Peakview Jazz
- Poetry Slam
- Rodarte Center
- Rosenberry Writers' Conference
- Stampede Art Show
- Stampede Theatre Troupe
- Teatro UNC
- Union Colony Civic Center (23 years)
- University of Northern Colorado  
College of Performing & Visual Arts (122 years)
- Weld School Dist. 6 Arts Programs & Arts Magnet Schools
- Write With Matches

**"LOOK AT THE SHOWS AT UNC. THEY ARE FULL OF ACTORS AND ACTRESSES WHO ARE BROADWAY CALIBER. In fact, John Moore, the fantastic theatre critic for the *Denver Post*, has a running roster he keeps of Coloradoans who are currently on Broadway. Go down that list at any one time and probably close to 50% of them have UNC ties."**

—Bryan VanDriel, *Greeley Tribune* Theatre Critic





## THE UNIVERSITY OF NORTHERN COLORADO

**The University of Northern Colorado's contribution to the arts is internationally-recognized.** The College of Performing and Visual Arts houses highly regarded programs in theatre, visual arts, music, and dance. Each year a plethora of professionals emerges ready to make an impact in their art form.

The community around the university benefits from more than 250 concerts, performances, and exhibitions each year.

UNC would not find such success without the support of the community. Each year, more than 30,000 people attend University art events, and the 2011 UNC PVA Gala fundraiser saw \$100,000 donated to support scholarships for current and future students.

# Arts Venues

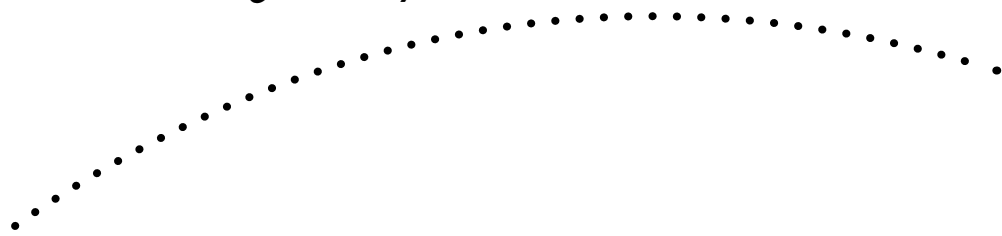
**An arts town is like a beautiful piece of music** that you want to hear over and over, and Greeley has many **fabulous places to hear that music** – from large venues such as the Monfort Concert Hall, which showcases **world-renowned artists**, to small coffee houses that have opened their doors to **local artists and entertainers**.

In the summer you can **spread a blanket on the lawn with your favorite picnic** and **enjoy** UNC's Concerts Under the Stars at Garden Theatre, or **boogie to Big Band** at St. Michael's outdoor amphitheater. Take your **whole family** to Lincoln Park for Greeley's **highly-anticipated** Arts Picnic to enjoy all the **delightful sights and sounds** it has to offer. The Downtown Arts and Entertainment District presents Friday Fest, a free concert series in the **perfect setting to mingle, watch, eat or dance**.

**Galleries galore!** From the **distinguished** Tointon Gallery in the Union Colony Civic Center to the **alfresco indie art** at the Farmers Market, you can shop for **top-notch art** that will **bring a smile** to all those around you. **Take a tour** of UNC's Mariani Gallery or the Oak Room Gallery to see pieces created by a **national award-winning illustrator** or by the **many talented students** who attend UNC. Enjoy a cup of joe at Margie's Java Joint while listening to **live music** and viewing the **art items for sale**.

While **Broadway caliber actors** fill UNC's Langworthy Theatre, across town a **tremendous** billowy Chautauqua tent holds actors portraying **personalities from the past** who you can **meet and engage** in conversation. Greeley's **diversity in the arts** is paralleled by its variety of venues.

***There is something for everyone!***



# Just a few of our arts venues...

## CITY OF GREELEY

- Union Colony Civic Center
- Monfort Concert Hall
- Hensel Phelps Theatre
- Tointon Gallery
- Downtown Plazas
- Lincoln Park
- Island Grove Regional Park
- Farmers Market
- City Parks
- Greeley Museums

## UNIVERSITY OF NORTHERN COLORADO

- Langworthy Theatre
- Norton Theatre
- Garden Theatre
- Foundation Hall
- Milne Auditorium
- University Center
- Mariani Gallery
- Oak Room Gallery
- Lindou Auditorium
- Michener Library Gallery

## IN THE COMMUNITY

- Atlas Theater & Gallery
- Kress Cinema and Lounge
- St. Michael's Square
- Aims Community College
- High Plains Library District
- Greeley Churches
- The Clay Center of Northern Colorado
- Sod Buster Inn
- The Rio Grande Mexican Restaurant
- AF Ray's
- Cheba Hut
- The Dragon's Cache
- Patrick's Irish Pub
- Zoe's Cafe
- The Jager Bar and Pizzeria
- Margie's Java Joint
- Crabtree Brewery
- Your Place Coffee
- Union Colony Dinner Theatre
- Tavola Restaurant
- Madison & Main Gallery
- Lincoln Park Emporium
- Café Panache
- Bean Plant Studio
- Thunderbird Art Gallery
- Rodarte Center
- Whiskey River
- Chalice Arts

- Doug's Hang-up
- Eden Gallery
- The Showcase Art Center
- Maxims Gallery
- The Studio
- Randy's All-American Grill

University of Northern Colorado  
World Premiere of *Clean Cut*  
concerto for cello & power tools



# Awards, Assets & Community Resources



## GREELEY BLUES JAM

**The Greeley Blues Jam offers an absolutely stunning line-up,**

bringing to you several of the worlds' most highly regarded blues artists. The Blues Jam is presented by the City of Greeley and the Greeley Chamber of Commerce.

The "Blues 101 Stage" offers kids of all ages the opportunity to learn about this music that is part of our national heritage.

Not to be missed is an additional ten hours of Friday festivities in many of the Downtown bars and restaurants, and all are free! This is an integral part of the Greeley Blues Jam and is 100% guaranteed to put a smile on your face and get your feet moving!

**How does an arts town count its blessings?** Well, in Greeley, it's **Grammys, national peer-review awards, hall of fame** musicians, actors, teachers, **internationally recognized** artists and **world-class** art collections. We **treasure** the **ability** to hear **world-premier compositions**, to see **first-run road shows or the** endless opportunities for **life-long learning** in the arts.

### Assets:

Leadership, Commitment, Support, Vision, History, Pride

### FOR EXAMPLE:

- Grammy Award-winning music faculty at UNC
- Science fiction genre's most decorated author
- DownBeat Awards:
  - UNC Jazz program has won more than 100 ensemble & student awards
  - UNC Symphony Orchestra – Winner Classical Group 11th win in the last 11 years
- Arts Educator Awards – numerous awards on the State and National levels have been awarded to UNC and Greeley schools Arts Educators in visual art, theatre and music
- City of Greeley's indoor and outdoor Public Art Collection
- UNC International Women's Art Collection, including the Lydia Ruyle Room of Women Artists study center
- UNC Recording Studio & UNC Jazz Press
- Union Colony Civic Center first class performance halls
- Internationally recognized composers and performers
- Noteworthy public & private art collections
- Center for Integrated Arts Education
- North Colorado Medical Center Art Collection and Healing Gardens
- A recent count puts 19 Alumni from the University of Northern Colorado's School of Theatre Arts and Dance have appeared in 38 different Broadway Productions!
- Multiple grants awarded by NEA, Colorado Creative Industries and others throughout the years to support several Greeley organizations
- Learning opportunities everywhere for all ages and interests
- 2011 Next Generation Indie Book Award Winner Regional Non-Fiction: *The Greeley Philharmonic Orchestra: A Century of Musical Magic, 1911-2011*
- KUNC Public Radio
- Chappelow K-8 & Greeley Central High School arts magnet schools
- Infinite Volunteers

# Spirit of Collaboration

Tribe Sidysaan  
BellyGras

**So many things are possible** with our small town **sense of community** and our big city **resources**. We find unlimited ways to **work together** for the good of the arts. **Endless cross-pollination of ideas and resources** make us **efficient, inventive** and fueled by the sense that **together we are better**.

## FOR EXAMPLE:

- Countless business sponsors & underwriters
- UNC & City of Greeley
- Sod Buster Inn & Opera Theatre
- Greeley Independence Stampede & Stampede Troupe
- Greeley Philharmonic Orchestra & Opera Theatre
- Greeley Philharmonic Orchestra & Greeley Chorale
- Greeley Chorale & the Stampede Troupe
- Greeley Philharmonic Orchestra & District 6 Schools
- Arts Picnic & numerous community partners
- UNC Jazz & Peakview Jazz
- High Plains Library District – Chautauqua & UNC Theatre
- Downtown & UNC
- The Kress Cinema and Lounge & UNC
- High Plains Library District & UNC Community Arts & Colorado Dance Collective
- Greeley Paint the Town & UNC Community Arts
- Greeley Farmers Market & Indie Artists
- Galleries, Musicians, Venues for First Fridays
- City of Greeley & Greeley Philharmonic
- City of Greeley & District 6 Schools
- Weld County Youth Conservation Corps & UNC Community Arts
- Community Foundation and partnerships
- **Plus many, many more...**



## The Kress Cinema and Lounge

is Greeley's Independent art film theater. Located downtown in the historically renovated Kress Building, the theater programming is diverse with foreign, classic, cult and alternative content. It is also a popular venue for local events such as the Blues Jam and weekly featured music groups.



# Greeley's Art Master Plan



Photo: ©John Blake

Luminarias by artist Barbara Grygutis was voted one of the Colorado Top Five Public Art pieces by the Colorado Council for the Arts.

## THE CITY OF GREELEY ART COLLECTION

**The City of Greeley recognizes the importance of art forms in public buildings and places** and

acknowledges the diversity of the public which appreciates such art. The City accepts art which recognizes and fosters a broad range of social, cultural and historic values, and encourages public art which is memorable, thought-provoking, enduring, and which can be located in a setting appropriate to the environment and the art form.

The Art Collection consists of more than 355 pieces of indoor and outdoor art that have been donated, gifted or purchased since 1967 with an estimated value of 1.6 million dollars.

The **Greeley Public Art Master Plan** will guide the **creation of distinctive places** through art projects that build **awareness, appreciation and understanding** of the qualities that have made Greeley great. The Art Master Plan has been developed to **enhance and reinforce** the goals, visions and values of the City of Greeley and its citizens **through art**.

**THE PLAN SUMMARY:** The term "public art" refers to any art or design that has been created specifically to be sited in the public domain. All forms of public art attract attention and heighten our awareness of and encourage our interaction with public space. Public art has a very positive impact on a community and it helps to define and reveal the unique character of a specific neighborhood. Art helps to create a community that is a unique destination for visitors, travelers, and conferences that expose newcomers to the city's vitality and diversity, thereby enhancing its image and economic development appeal.

Greeley promotes a healthy, diverse economy and high quality of life responsive to all its residents and neighborhoods, thoughtfully managing its human and natural resources in a manner that creates and sustains a safe, unique, vibrant and rewarding community in which to live and work. The economic and cultural diversity of Greeley contributes to a quality of life that residents enjoy. Greeley not only is an economic hub within the region, but is also an educational hub with such educational institutions as the University of Northern Colorado and Aims Community College.

City of Greeley 2060 Comprehensive Plan references the arts and cultural life of the city more than 40 times, including appreciation of cultural riches, cultural offerings, community engagement in the arts, the protection of cultural resources, and the fostering of a rich arts and entertainment environment.

**GREELEY PUBLIC ART INCLUDES** *Art In Public Places, Sculpture on Loan and Gallery Spaces. The beauty and function of the art projects encourages public interest, involvement and education. Collaborations with private developers and other organizations will maximize funds for the purchase of art.*

“One of the things we’re doing is the *Sculpture on Loan program* that places ten sculptures annually along the (arts) corridor. We’ve also have a mural program called *Paint the Town* which encourages artists to use the buildings as extraordinarily large canvases.”

– Mark Breimhorst, Director of the Union Colony Civic Center

“Some go above and beyond what city code requires. The City sponsors a *Community Design Excellence Award* to recognize these buildings, structures and developments that are promoting excellence in sense of place and community design.

– Becky Safarik, Community Development Director for the City of Greeley

## THE POUUDRE RIVER TRAIL

Board and the Greeley Art Commission **combined forces** to **create functional artwork** on more than twenty miles of trail. The local artist Debbie Dalton and Michael McBride designed and manufactured the artistic markers to be **sensitive to the natural ambience** of the trail. The artwork represents the importance of the Cache la Poudre River as a **National Heritage Area**, a resource designated by Congress in recognition of the **historical importance** of this river in the development of Western Water Law and water distribution in the arid west. Weld County is also a **popular birding destination** with its variety of ecosystems and habitats from the prairie buttes to its rivers, lakes and ponds and close proximity to the foothills and mountains. The trail markers provide an **important venue for people to explore and learn** about this location and its importance.

Now in my fourth year as a music major at UNC with the “real world” just around the corner, I look back on my education with a smile. I’ve had such a fantastic time, and such great educational and musical experiences. I enjoyed fabulous music and theatre experiences at Greeley West High School, being in the various bands, playing in musical pits and exploring music at a new level in IB Music. By choosing to stay here in town for college, I was eligible to receive the Arts Alive! Scholarship for the past three years. Knowing all this is behind me, I am very much looking forward to what lies ahead.

– Gerard A. Heise, University of Northern Colorado student majoring in music and business





**GREELEY  
RODARTE DANCERS**

**For almost 20 years, the Rodarte Dancers of Greeley have taught kids and adults to enjoy the heritage of folk dances** which have their origin in various regions of Mexico. The group began with the realization that many people could not afford some of the activities that the society offers. Organizers offer a chance to be part of the group for only \$5 per family per year. Adults and children alike perform folkloric dances which originated in places like Yucatan, Jalisco, Sinaloa, Vera Cruz and Michoacan.

Part of the performances are the colorful traditional garb, which sometimes include flowing dresses and Aztec influences. The group makes a lot of the costumes itself, although its volunteers also apply for grants to make the program possible.

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# Greeley Arts Mean Business

**FOR EXAMPLE:**

With only 15 of our civic and non-profit organizations reporting their figures for the September 2010 through August 2011 season, their combined totals for that year equal:

<b>Attendance:</b>	277,815
<b>Sales:</b>	\$2,817,689
<b>Expenses:</b>	\$14,243,887

Those figures using Americans for the Arts and Economic Prosperity Calculator computations tell us:

**Total Industry Impact**

<b>Total Expenditures:</b>	\$20,536,397
<b>FTE Jobs:</b>	606.3
<b>Household Income:</b>	\$11,919,132
<b>Local Government Revenue:</b>	\$735,797
<b>State Government Revenue:</b>	\$847,715

**SOME EVENT SPECIFICS:**

Beyond the income and expenses of the organizations themselves, visitor dollars come into the community because of destination events. Sample tourism figures\* as reported by the Greeley Chamber of Commerce:

<b>UNC/Greeley Jazz Festival</b>	\$450,000
<b>Greeley Blues Jam</b>	\$270,000
<b>High Plains Chautauqua</b>	\$350,000
<b>Arts Picnic</b> (without lodging)	\$1,350,000
<b>Stampede</b> (without lodging)	\$ 902,070

*\*Does not include ticket revenue.*

**“The great thing about the Dance Collective is that it is designed for dancers who are out of high school, who otherwise wouldn’t have an opportunity.”**

– Vickki Klingman, Board Member and Dancer with Colorado Dance Collective



## University of Northern Colorado's Lydia Ruyle Room of Women's Art

is an archival space designed to provide viewing and study, for students and the public, of our current and future art collections. The only room of its kind, it was made possible by a generous donation from Bob and Lydia Ruyle. An impressive collection of prints and drawings by women artists, donated to UNC by Bob and Chris Petteys of Sterling provided the impetus for this space. This collection of 48 original works by 40 artists such as Mary Cassatt, Bridget Riley, Louise Nevelson, and Kathe Kollwitz can be viewed by visitors. The Petteys family also donated more than 500 books, mostly pertaining to women artists. These books and files enhance the research possibilities for students and faculty.



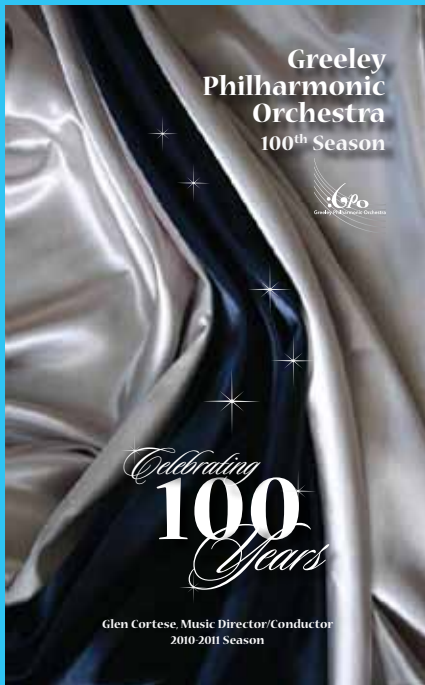
"In the Omnibus"  
Mary Cassatt, 1891.  
Drypoint  
and Aquatint.

This work was on display at the Mariani Gallery, September 1 - October 23, 2010 as part of the exhibition of Selected Works by Women Artists from Bob & Chris Petteys Collection.

**"People share ideas and resources. We need something for a show and someone says 'I know a guy who....' The best way to build an arts community is networking."**

– Diane Cays, Assistant Director for the Office of Community Arts at UNC and Stage Director and Board Member of Stampede Theatre Troupe





**GREELEY  
PHILHARMONIC  
ORCHESTRA**  
**Ten Decades  
Four Generations  
100 Anniversaries  
A Century!**

“Music plays an important role both culturally and economically in Colorado. It enriches the lives of individuals and it contributes to a strong and vibrant community. Music and the arts can boost Colorado’s economic development efforts, improve education, and build on our quality of life. Once again, congratulations on marking the centennial year of the Greeley Philharmonic Orchestra. You have my best wishes now, and in the years to come.”

– Governor John Hickenlooper on the Greeley Philharmonic’s centennial season.

## ROSENBERRY WRITERS CONFERENCE

The UNC Department of English, the Walter S. Rosenberry III Charitable Trust, and corporate and academic sponsors present the conference each year. This event **brings notable writers in poetry, fiction, and non-fiction**. The conference is dedicated to promoting **cultural creativity and diversity** through free public readings and classroom conversations that identify and **support exceptional contemporary writers**. These events focus on **crossing the boundaries** between campus and community, between writer and reader, and between text and genre.

“I am very proud to be part of this wonderful community. Greeley embraces and supports the artists that make it all happen. I can truly say this town embodies the arts.”

–Ann Martinez, AM Studio Graphic Design



“Our facility hosts more than 900 individuals a year from around the country...it is important that people see the level of detail we put into what we do. When they come in for the first time and see the artwork all around them, it points out that you’ve paid attention to every detail.”

– Horace Elliott, Chief Operating Officer, National Board of Chiropractic Examiners.

# Greeley Area Arts Alliance's

mission is to facilitate and nurture the creation, appreciation, promotion and education of the arts and culture in the greater Greeley Area.

A recent census of individual artists and performers, non-profit and educational organizations, arts related businesses and creative industries shows this area to be a vibrant, diverse and active creative community. It is a primary goal of the Greeley Area Arts Alliance to encourage public awareness of these valuable community resources.

## Arts Alliance Members enjoy the opportunity to:

- Network with other arts organizations and individuals
- Share information
- Find advocacy support
- Gain strength in numbers
- Enjoy greater visibility for all the arts
- Inform the community and leaders of the impact of the arts
- Provide a centralized point for communication among artists, organizations, and the community

## Founding Members

8th Street Dance Company  
Pat and Gerald Alles  
John Blake  
Sherrill Bostron  
Mark Breimhorst  
Dulcie Camp  
Kathy Christmann  
Tim and Betany Coons  
Francis Denning  
Ann Martinez  
Amy Fahrenbruch  
Sally Goble  
Greeley Art Association  
Greeley Children's Chorale  
Downtown Development Association  
Greeley Philharmonic Orchestra  
Susan Haskins  
Mari Hein  
High Plains Library District  
Bonnie J. Hoffman  
Monica Kahn  
Jeannette Kolokoff  
Mark Kolokoff  
Madison & Main Artists Coop Gallery

Marilyn Betts Matthews  
Judith Meyers  
Dik Munson and Jane Altberg  
Susan Nelson  
Colette Pitcher  
Ed Rogers  
Lydia Ruyle  
Joan Shannon-Miller  
Stampede Theatre Troupe  
Union Colony Children's Music Academy  
Union Colony Civic Center  
University of Northern Colorado Community Arts  
UNC School of Theatre Arts & Dance  
Bryan VanDriel  
Shawn Waggoner  
Rhonda Welch

## Officers:

Susan Nelson, chair  
Dik Munson, secretary  
Joan Shannon-Miller, treasurer

## Special Thanks to:

Greeley Area Arts Alliance Chair: Susan Nelson  
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University of Northern Colorado - Theatre Production



Greeley Chorale's Pops & Pasta

For more information contact the

**GREELEY AREA ARTS ALLIANCE**  
[www.gaartsalliance.org](http://www.gaartsalliance.org)  
 Email: [gaartsalliance@gmail.com](mailto:gaartsalliance@gmail.com)

Thank You to Our Sponsors



Greeley Children's Chorale



High Plains Library District-Hip Hop Night



**NCMC, Inc.**



Greeley...  
 is an **ARTS** Town