

# Website Application: Live from the Hill 2023

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*2023 Community Project Grant - Organization  
Applicants*

***The Hill Merchant Association (DBA The Hill Boulder)***

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***Mr Jake Hudson-Humphrey***

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# Application Form

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## *Grant information and confirmation*

*Si prefiere leer esta información en español, por favor haga clic aquí. Se puede responder a la solicitud en español. Un miembro del personal de la Oficina de Artes y Cultura traducirá sus respuestas para que sean revisadas.*

*For this application in other languages please contact the Office of Arts + Culture Program Manager Lauren Click at [clickl@bouldercolorado.gov](mailto:clickl@bouldercolorado.gov).*

**DESCRIPTION:** Community Project Grants encourage innovation and exploration in order to achieve progress on the Community Priorities from Boulder's Community Cultural Plan.

**PURPOSE:** The Community Cultural Plan identifies a set of "Community Priorities" derived directly from the hopes and aspirations of Boulder's residents:

- Support the resiliency and sustainability of cultural organizations to enhance their ability to benefit the community.
- Create a supportive environment for artists and creative professionals, while fostering innovative thinking and leadership among them.
- Prioritize the civic dialogue about the ability of culture to positively contribute to the economy, social offerings, the environment, and the authentic expression of diversity.
- Develop Boulder's creative identity in becoming an innovative world leader in cultural matters and projects that identity to the region and the world.
- Focus on the expression of culture and creativity in the public realm through public art, the urban landscape, culture in the neighborhoods, and serendipitous encounters with the arts.
- Amplify the vibrancy of Boulder's cultural destinations: the lively mix of museums, performance venues, events, districts, studios, maker spaces, and other facilities that make Boulder an enticing place to visit, live, play, and work. Fill in the gaps and address issues of access and affordability.

These complex issues are the most important initiatives we can work on as a cultural community in the coming years. The purpose of the Community Projects Grant is to encourage innovation and exploration in order to achieve progress on these Community Priorities.

**Awards:** Organizations \$60,000 @ maximum \$10,000 each

**Details:** The award amount of \$10,000 for organizations is the maximum grant offered. Smaller requests will be accepted.

**Cycle:** Annual

### TIMELINE

- Wednesday, February 15 at 11:59 p.m. – Deadline for applications
- February 15 to 22 – Review by staff for eligibility and revision by applicants if necessary
- February 22 to March 8 – Preliminary review and score by panel (15 days)

- March 8 to 15 – Score processing by staff
- March 15 – Preliminary scores and comments sent to applicants via email
- March 15 to March 22 – Applicants prepare and send written responses to the panel’s questions. The written response should be emailed to Lauren Click at [clickl@bouldercolorado.gov](mailto:clickl@bouldercolorado.gov) by Wednesday, March 22, 2023, at 11:59pm.
- March 22 to 29 – Response processing by staff
- March 29 – Responses sent to panel
- March 29 to April 12 – Final review and score by panel (15 days)
- April 12 to 21 – Processing of final scores
- April 21 – Final scores sent to applicants via email
- April 26 – Arts Commission meeting. Discussion and final decisions on grants

#### ELIGIBILITY REQUIREMENTS

- **General eligibility.** Meets all <http://boulderarts.org/wp-content/uploads/2016/09/General-Eligibility-Requirements-only.pdf><http://boulderarts.org/wp-content/uploads/2016/09/General-Eligibility-Requirements-only.pdf> [general eligibility requirements](#).
- **Open to all.** Anyone may apply once the [general eligibility requirements](#) are met, including individuals, artists, non-profit organizations, organizations with pending non-profit status, fiscally sponsored organizations and for-profit organizations with a community focus.
- **Service area and programming.** Projects must have a significant component of public programming that takes place within the city limits of Boulder. This programming must meet the criteria described in the [Chapter 14-1-2 of the City of Boulder Revised Code](#). For organizations, the applicant must demonstrate that they are headquartered in the city limits of Boulder. For individuals, the applicant must demonstrate that they reside at a permanent household address in the city limits of Boulder. Applicants may also demonstrate that they are partnered with a Boulder-based artist or organization. Examples of documentation to demonstrate being headquartered or residing in Boulder may include a utility bill, phone bill, pay stub, renter’s or mortgage bill, lease, insurance policy, or other official document. P.O. Boxes are not acceptable. The term “city limits of Boulder” is defined in the Boulder Valley Comprehensive Plan. For additional information on the planning area and Comprehensive Plan [visit this link](#). As a shorthand, office staff use addresses with the zip code starting with 803— to determine if it is in the acceptable area.
- Projects must take place after the grant funding decision and be completed by June 30, 2024.

#### MORE INFORMATION

2023 Grant Application Schedule  
 2023 Scoring System  
 General Eligibility Requirements  
 General Grant Guidelines & Process  
 Grant FAQs

#### REVIEW PROCESS

- **Deliberation.** Applications are reviewed by the Boulder Arts Commission grants panel. Final funding decisions are made at public Boulder Arts Commission meetings. See schedule.
- **Evaluation criteria.**

- o Community priorities (Maximum 8 points)
- o Cultural offerings (Maximum 8 points)
- o Cultural equity (Maximum 8 points)
- o Proposed outcomes and evaluation strategy (Maximum 8 points)
- o Encouragement points (Maximum 4 points)
- The complete scoring system and rubric for the Community Project Grants can be found here.

## GRANT AWARDS

- **Notifications and dispersal of funds.** Staff notifies all applicants if their Application has been successful and begins the process of securing supporting information and issuing payment for successful applicants. Grantees must contact the grant coordinator to arrange for payment. Checks are sent by mail or electronically to bank accounts designated by the applicant.
- **Communications.** All official communications and notifications will be made to the named individual applicant or person designated as the organization contact. It is this person's responsibility to communicate Boulder Arts Commission requirements of the grant award to collaborators or other participants. This includes, but is not limited to, requirements for compliance with grant agreements, identifying Boulder Arts Commission sponsorship on publicity materials, and reporting.
- **Implementation.** Grantees shall implement programs / projects as outlined in the grant application. Any change to the project, venue, Grantee address, schedule, or staff / team members must be reported to [culturegrants@bouldercolorado.gov](mailto:culturegrants@bouldercolorado.gov).
- **Award amount.** The Boulder Arts Commission reserves the right to adjust the amount of a grant award offered to an Applicant.
- **PERA impacts.** Retirees affiliated with the Colorado Public Employees Retirement Association (PERA) will be impacted by a withholding requirement enacted by the Colorado State Legislature if awarded an arts grant. Details are available on the PERA website. See "Disclosure of Compensation."
- **Vendor forms.** Grantees must submit a City of Boulder vendor form and current IRS W-9 form in order to receive the grant award. The W-9 must be in the same name as the Grantee named on the grant application. Individual Grantees must also submit a Determination of Independent Contractor / Employee Status for Payment document and copy of their Driver's License. Applicants will receive the appropriate forms from [payments@bouldercolorado.gov](mailto:payments@bouldercolorado.gov). Failure to supply a proper W-9 may invalidate the grant award.
- **IRS taxation.** Grant awards are non-transferable, taxable and are reported to the federal government.
- **Agreement.** When a grant award is made by the Boulder Arts Commission, the successful Applicant will be contacted by staff to sign a Grant Letter of Agreement. In that agreement, the Grantee will indicate the completion date of the project and the date a grant report will be submitted.
- **Issuance of funding checks.** Once the agreement is signed, staff of the Office of Arts and Culture will submit it to City Finance along with the invoice. Funds/checks are delivered within the next three weeks. Grants are initially funded at 80 percent of the grant amount awarded. The remaining 20 percent of the grant awarded is paid out upon receipt and Boulder Arts Commission approval of the grant report. Failure to submit a final grant report will result in ineligibility to apply for future grants.
- **Acknowledgment of Boulder Arts Commission funding.** All publicity for Boulder Arts Commission-funded projects must include the following credit line: *This project is funded (or funded in part) by a grant from*

*the Boulder Arts Commission, an agency of the Boulder City Council.* In lieu of the credit line, the Boulder Arts Commission Logo may be used. The Grantee must sign a release form and submit photographs and/or videos of the project that the Office and Arts and Culture may use on its website, social media, printed materials or for any other publicity purpose.

- **Thanking City Council.** It is suggested that all grant recipients write the Boulder City Council members to thank them for supporting the Boulder Arts Commission and the Office of Arts and Culture. Please let them know how this grant will be used, and the difference it will make to your organization. Please also invite them to attend your events and programs. Visit the City Council website page to find out more about contacting City Council members.

#### REQUIRED REPORTING

- **Timeframe for reporting.** The grant report is due one month after the project is completed.
- **Method.** Submit the report through the online system access through the boulderarts.org website. Log in with the same user name and password utilized to submit the application. After logging in, go to the 'Dashboard', then you'll see a 'Follow Up' section for the grant. On the far right is the 'Edit' button. That will take you to complete the final report.
- **Extension requests for reporting.** If circumstances delay the Grantee's ability to complete the project and/or the report, the Grantee must notify the Boulder Arts Commission before the original report deadline by submitting an email addressed to the Boulder Arts Commission at [culturegrants@bouldercolorado.gov](mailto:culturegrants@bouldercolorado.gov) with the following information:
  - an update on the project status,
  - a request to change the project completion date, and
  - new report due date.
- **Responsibility.** The Grantee is responsible for submitting a report by the due date. The Boulder Arts Commission recommends reviewing the online report form well in advance. There is no grace period for the report.
- **Consequence of Delinquent Report.** Unless an extension request is approved by the Boulder Arts Commission in advance of the due date, all individuals or organizations / businesses attached as collaborators on the project will no longer be eligible to apply for Boulder Arts Commission grants until the delinquent report has been received.

#### Certification\*

I certify that I have read the above information and that this project meets the Boulder Arts Commission's eligibility requirements and, if a funding award is made, will continue to comply with the Boulder Arts Commission's requirements and meet with guidelines for high artistic quality, community impact, inclusiveness, funding acknowledgment and reporting.

I certify

## ***Applicant information***

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### **Discipline\***

Select your discipline. If multi-discipline, please check all that apply.

Music  
Festivals, exhibitions, and art in public places  
Contemplative arts

### **Tax status\***

Cultural organizations/businesses are eligible. Nonprofit status is not required for this category.

Nonprofit

### **Date established\***

Add the date your organization was established. If not applicable write N/A.

2014

### **Mission statement\***

If not applicable write N/A.

The Hill Merchant Association (“The Hill Boulder”) is a non-profit organization (501c3) committed to renewing vibrancy of arts and culture, producing community events, and promoting year-round business in the University Hill district. We are a joint effort of business owners who want to share the neighborhood with residents, students, and visitors.

### **Annual budget**

If applying as an organization.

\$20,000.00

### **Geographic area served\***

If not applicable write N/A.

The University Hill commercial area and neighborhood, as well as Boulder as a whole.

### **For individuals: organizational affiliation**

Even if an organizational affiliation is stated, awards will be made to the individual whose account is associated with this application. If no organization affiliated, please state 'none'.

Director of Communications & Marketing

**Number of full time employees\***

If not applicable write 0.

0

**Number of part time employees\***

If not applicable write 0.

3

**Number of volunteers\***

If not applicable write 0.

1

***Project information***

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**Project title\***

Live from the Hill 2023

**Amount requested\***

The maximum award amount offered is \$10,000 for organizations. Smaller requests will be accepted.

\$6,000.00

**Project summary\***

Provide a brief overview of the project.

In 2020 and 2021, The Hill Merchant Association successfully hosted "Live from the Hill," a free outdoor summer event series. Thanks to Boulder Arts + Culture funding, local artists and performers gave two-hour live performances on Fridays at the Hill Event Street in Boulder's University Hill district. We worked with over 20 artists to successfully provide diverse and engaging programming. This summer, we plan to revive the event series with 13 free outdoor performances on Friday evenings. The events will help activate the Hill Event Street, bringing Boulder residents and tourists alike to the cleanest, newest, and safest part of The Hill to eat, drink, and enjoy music under the sunset. This historical area has taken a leap forward into the future by integrating the people to innovate in a creative space. Previous performances have included local bands like the Kind Hearted Strangers, the Boulder Philharmonic, poetry readings, open mics, and more. Some performers from 2020 and 2021 intend to perform again this summer, but at least six performers will be new to the series, with priority given to artists from underrepresented communities.

### **Project calendar\***

Projects must take place after the grant deadline and be completed by June 30, 2024.

Performance dates (June-August 2023):

- 6/30
- 7/7
- 7/14
- 7/21
- 7/28
- 8/4
- 8/11
- 8/18
- 8/25

### **Project location\***

Where do your projects take place?

The Hill Event Street (Pennsylvania Ave. between 13th St. and the alley)

### **Collaboration\***

Describe your and/or your organization's most significant interactions with other organizations and efforts. If this is a solo project with no partners beyond the applicant, respond with "None."

We have worked with groups like the University Hill Neighborhood Association, Visit Boulder, the Fox Theatre, Innisfree Poetry Bookstore & Cafe, the Boulder Philharmonic, BIPOC Boulder Creatives, Studio Arts Boulder, as well as a huge range of individual musicians and poets who have performed at our events in past summers. We also receive support from and collaborate closely with the City of Boulder's Community Vitality department.

### **Art in Public Places**

By checking this box, I consider this project to include an art in public places component (for example, a public sculpture, mural, projection, or performance in the public realm). I have contacted [publicart@bouldercolorado.gov](mailto:publicart@bouldercolorado.gov) and received feedback from staff which inform my understanding of project review, permitting, and timing considerations.

I confirm

### **Project completion date\***

This is the last day of any public event related to the project. Project must be completed by June 30, 2024.

08/25/2023



## Date grant report is due\*

One month after the project completion date.

09/25/2023

## Panel evaluation

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Bulleted responses are encouraged in these sections.

**Community Priorities.** The City of Boulder’s Community Cultural Plan is a visioning and strategic document that describes how the people of Boulder will align efforts, with the support of the municipal government, to achieve our collective vision: *Together, we will craft Boulder’s social, physical, and cultural environment to include creativity as an essential ingredient for the wellbeing, prosperity, and joy of everyone in the community.* The Community Priorities are six points that summarize the community’s most common responses in answer to the question, “What is your vision for Boulder’s culture and creative economy?” Reference: Cultural Plan and Community Priorities.

### Community Priorities\*

Examples of ways to demonstrate impact on the Community Priorities may include descriptions of how your project or organization:

- Supports artists and creative professionals by providing professional development programming.
- Contributes to Boulder’s creative identity and creates a vibrant cultural destination through high artistic merit and excellence in the practice of a medium or discipline.
- Engages the community in civic dialogue about the arts through interactive outreach in the neighborhoods.
- Adds creativity in the public realm by engaging underserved populations in art making for their community.

In what way will this project contribute to one or several of the Community Priorities described in the Community Cultural Plan? Does the project contribute to one priority thoroughly?

The organization’s founding principles encourage innovation and exploration and we achieve progress on the Community Priorities through our mission. The Hill Merchant Association is a joint effort of business owners who want to share the neighborhood with residents, students, and visitors. When the pandemic began, we created a supportive environment for artists and creative professionals by helping The Hill businesses respond to COVID-19. Our Friday events are have always been free and open to the public. The business owners and creative community stepped up to become leaders for and in this area. The Hill Merchant Association has funded digital art by local artists of color as part of the series' virtual offerings. The Hill understands that we keep money in our community by supporting our local, independent businesses. By hosting events that bring people to the doorsteps of our small businesses, we promote the vibrancy and resilience of not only our economy, but our city as a whole. These events also create spaces for art in a district that often gets left behind and engage neighbors who have long felt underserved by the student-dominated Hill district. We're supporting and promoting a range of local artists, bringing new and returning visitors to a unique part of Boulder with a rich creative history and potential, and bolstering our local economy--all by hosting community events like these on The Hill.

## Cultural offerings\*

In what way does your project fill a gap in the variety of cultural offerings in Boulder? What is exciting or new about your project?

Each summer, between one and three of our performances are poetry readings or poetry open mics. With these special performances, we hope to carry on the legacy of Innisfree Poetry Bookstore & Cafe, one of the few poetry bookstores in the country that sadly closed during the pandemic. This event series always was and always will be free to attend. Our project is also unique because it provides cultural programming on The Hill during the summer when CU students are away. The summer is typically the time when Hill business owners find themselves struggling to make ends meet, and The Hill is almost completely empty. Some businesses even close during summer and winter breaks, knowing that their main source of business is students. By hosting a weekly live music event series on The Hill in the summer, we provide opportunities for non-student Boulderites to come up and see what The Hill has to offer. We help attract tourists to The Hill and expand their perception of what Boulder can be. The residents of the adjacent University Hill neighborhood have been particularly appreciative of our event series, as it has provided family-friendly programming in an area that can sometimes feel unwelcoming to non-student demographics.

## Cultural equity\*

Among the goals of the Boulder Arts Commission is to encourage the equitable, fair, and just distribution of funds in support of the community. This includes providing support to applicants whose organizational leadership or audience represent groups who are typically underrepresented, i.e. culturally diverse groups, organizations focused on age diversity, etc.) Describe how your project does or does not fulfill one or several of these categories. Describe how your project will address affordability, availability, accessibility, accommodation, and acceptability to diverse groups. For reference, please review the Boulder Arts Commission and Americans for the Arts Statements on Cultural Equity.

References:

Boulder Arts Commission Statement on Cultural Equity

Americans for the Arts Statement on Cultural Equity

We support the small businesses that make up the backbone of Boulder's economy and community. A majority of Hill businesses are minority- or woman-owned, and by hosting summer live music events on The Hill, we help people discover these small businesses and support local entrepreneurs from all walks of life. The event series itself is free and open to the public, and because the events take place on an open-air street closed to traffic and not in a seated auditorium, they are more accessible to folks using a wheelchair or other mobility device or those who require less stimulating environments. As for the performers, we devote specific effort to recruiting underrepresented artists and art forms. For example, in past years we featured slam poetry from local Black and Brown poets and funded the creation of a digital zine by local artists of color. Our target audience is primarily local to Boulder County and the surrounding areas, with a diverse demographic of different ages, races, and genders. We aim to increase attendance this year, as travel restrictions due to the pandemic have been lifted since our 2021 event series. We expect the number of older attendees to increase this year as health concerns decrease.

## Proposed outcomes and evaluation strategy\*

Describe your evaluation strategy for this project and how you will collect data. Please also include your goals for this project and how the benefit to the community will be measured.

We will be taking surveys by hand at events as well as debriefing the experience at post-event meetings. We enjoy being a center of the Hill community, so we will also gather data organically from Hill business owners and community members through word-of-mouth and informal outreach. Our goals are to continue bringing

art, culture, and community to The Hill and Boulder as a whole. We hope to activate the Hill commercial district during an otherwise-quiet time of year and elicit new and returning visitors. We will count the event series as a success if the performances not only help tourists discover The Hill, but also help longtime Boulderites reconnect with a part of their city they might be overlooking. Average attendance for each event is expected to be between 50-100, including people who enjoy the events from the outdoor patios of The Sink and Cafe Aion. Across all 13 events, we estimate between 650-1300 attendees. Due to funding issues, we were unable to produce Live from the Hill in 2022, but our 2021 event series attracted more attendees from a wider geographic area than our original 2020 event series. This was as expected, and we expect our 2023 series to be the best-attended yet.

## *Additional Questions*

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### **Encouragement Points**

Among the goals of the Boulder Arts Commission is to encourage the equitable, fair, and just distribution of funds in support of the arts community. Panel members use these “extra points” to balance the scoring, emphasizing applications which tend to score lower in standard categories or historically are underrepresented in grantmaking. Commissioners will be looking for these elements in your responses above.

Examples include:

- First-time applicants and those who have never been awarded a grant.
- Youth applicants who are applying with the help of a mentor of legal age.
- Have the potential to support community and participatory culture and non-professional artmaking.
- Applicants for whom English is not their first language.
- Non-western European art forms or other forms of culture that have typically been disadvantaged by the systems and traditions of grantmaking.
- Elements of the application that the panel member determines will significantly advance stated priorities of the Arts Commission, important issues in the community outside of the arts, or other impacts that are not expressed in the other scoring criteria.

### **Encouragement Points 1\***

Please check yes if any of these are addressed in your application.

Yes

### **Encouragement Points 2\***

Are you a first time applicant or have you not been awarded a grant before from the Commission?

Yes

## Attachments

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### ATTACHMENTS

The following attachments are required. Please title your attachments according to the headings listed below.

#### **Budget summary\***

Provide a brief budget summary for this project including all revenue (monetary and in-kind contributions, including this grant) and expenses. Please title the attachment "Budget summary". Permitted file types: xl, xlsx, pdf.

Budget summary.pdf

#### **Venue confirmation letter\***

Attach confirmation from the hosting venue that the project is approved and scheduled. Please title the attachment "Venue confirmation letter". Permitted file types: doc, docx, pdf

Venue Confirmation Letter.pdf

#### **Service area confirmation\***

Attach confirmation to demonstrate that you are headquartered Boulder, reside in Boulder, or are partnered with a Boulder-based artist or organization. Examples of documentation to demonstrate being headquartered in Boulder may include a utility bill, phone bill, pay stub, renter's or mortgage bill, lease, insurance policy, or other official document. P.O. Boxes are not acceptable.

CURRENT COI 2022 Certificate.pdf

#### **Partner/Collaborator List**

Provide a list of each individual / organization that has a significant coordinating role in this project. Please title the attachment, "Collaborator list". Include their name, contact information, and role. Permitted file types: doc, docx, pdf.

#### **Letters of support**

Attach any letters of support that will be useful in understanding community involvement and enthusiasm for the project. This is optional. Please title the file, "Letters of support". Permitted file types: doc, docx, pdf

Letters of support.pdf

#### **Other support materials**

Attach any documents that will help the jury fully understand the project, including videos and other materials that may help the commission evaluate artistic quality. This is optional. Please title the file, "Support materials".

Permitted file types: doc, docx, xl, xlsx, pdf

## ***Submission and signature***

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### **Application on the website (optional)**

I certify that, if funding is awarded, my application may be presented on the boulderarts.org website. The Office of Arts and Culture staff will send a copy of the document to the applicant listed for approval in advance of posting on the website.

Yes

### **Certification\***

I certify that all information contained in this application and attachments is true and accurate. All funded activities must provide equal access and equal opportunity in employment and services and may not discriminate on the basis of disability, color, creed or religion.

I certify

### **Full name\***

John ("Jake") Hudson-Humphrey

### **Submission date\***

02/15/2023

#### **TO COMPLETE AND SUBMIT YOUR APPLICATION**

All required fields must be filled in with the appropriate information and/or attachments. Click on the "Submit Application" button and an email notification that your application has been received will be sent. If you do not receive a confirmation email, please notify staff immediately. Note that once the application is submitted, it cannot be revised or added to. Please make certain that you have included all information and attachments prior to submitting.

## File Attachment Summary

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### *Applicant File Uploads*

- Budget summary.pdf
- Venue Confirmation Letter.pdf
- CURRENT COI 2022 Certificate.pdf
- Letters of support.pdf



**Jake Hudson-Humphrey**  
 Director of Communications & Marketing  
 The Hill Merchant Association (d.b.a. The Hill Boulder)

1-30-2023

## Live from the Hill 2023 Projected Budget

Submitted with application for Boulder Arts & Culture Grant Program

<i>Item</i>	<i>Revenue</i>	<i>Secured/Pending</i>	<i>Expense</i>
Funds from The Hill Boulder	\$625	Secured	
Grant from Visit Boulder	\$5000	Pending	
Grant from Boulder Arts & Culture	\$6000	Pending	
Payment to Len Marques/COB Transportation for traffic plan & street closure			\$1200
Payment to performer on 6/2/23			\$225
Payment to performer on 6/9			\$225
Payment to performer on 6/16			\$225
Payment to performer on 6/23			\$225
Payment to performer on 6/30			\$225
Payment to performer on 7/7			\$225
Payment to performer on 7/14			\$225
Payment to performer on 7/21			\$225
Payment to performer on 7/28			\$225
Payment to performer on 8/4			\$225
Payment to performer on 8/11			\$225
Payment to performer on 8/18			\$225
Payment to performer on 8/25			\$225
Sound equipment borrowed from the Library & Fox Theatre		Secured	\$0
Payment to Jake Hudson-Humphrey for event planning services (~80 hrs @ \$50/hr)			\$4000
Payment to event staff for setup, staffing, and cleanup (~50 hrs @ \$16/hr)			\$800
Payment to event photographer (~22 hrs @ \$100/hr)			\$2200
Facebook & Instagram advertising costs			\$400
Twitter advertising costs			\$100
<b>Totals</b>	<b>\$11,625.00</b>		<b>\$11,625.00</b>



## Venue Confirmation Letter – Hill Event Street

The Hill Boulder Merchant Association

February 15, 2023

The Hill Event Street is a section of Pennsylvania Avenue within the University Hill commercial district that has been specifically designed to accommodate street closures for events. As the marketing arm of the University Hill commercial district, The Hill Boulder Merchant Association has “first dibs” on use of the Hill Event Street. We have confirmed that the Event Street will be available during the performance dates this summer. When funding for this event series is confirmed, we will contract with Len Marques from the City of Boulder’s Transportation department to sign off on the Traffic Management Plan that we have used for every event on the Hill Event Street. Although there is no formal venue reservation process for the Hill Event Street, we have confirmed with the City of Boulder and Hill businesses that the Hill Event Street is available for use during each of our performance dates this summer. Unfortunately, we cannot formally “reserve” the venue, but since we oversee marketing and booking this venue, we can guarantee its availability on our proposed performance dates on Friday evenings, summer 2023.

Jake Hudson-Humphrey

Director of Communications & Marketing

The Hill Boulder Merchant Association



## Letter of Support for The Hill Boulder's "Live from The Hill" 2023 Event Series

To Whom It May Concern:

We are writing to express our support for The Hill Boulder's "Live from The Hill" 2023 event series. As owners of businesses adjacent to the Hill Event Street, we have witnessed the positive impact that this event series has had on our district.

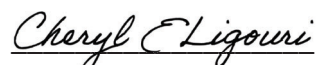
As you may know, The Hill district struggles during the summer months when CU students are away. However, in the summers of 2020 and 2021, the "Live from The Hill" events brought first-time and returning visitors to The Hill, providing a much-needed boost to the local economy. The event series featured a diverse array of performers, drawing diverse audiences to patronize The Hill and its businesses. Customers dining on the outdoor patios of nearby businesses were able to enjoy the live music while they ate, which created a lively and welcoming atmosphere on a street that's usually quiet.

As business owners, we are grateful for the additional traffic and business that the "Live from The Hill" event series brings us in the slow summer months. We are confident that restarting the event series this summer will continue to bring increased life, culture, and energy to The Hill, benefiting not only our district but Boulder as a whole.

Therefore, we wholeheartedly support The Hill Boulder's plan to restart the "Live from The Hill" event series this summer, and we encourage you to do the same.

Thank you for your time and consideration.

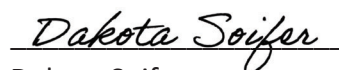
Sincerely,



Cheryl Ligouri  
Owner, The Fox Theatre



Mark Heinritz  
Owner, The Sink



Dakota Soifer  
Owner, Café Aion



Gwynedd Bailey  
Marketing, The Sink