photo submitted from a guest enjoying Sculpture Quest
OUR MISSION
Enriching lives and connecting our community through diverse arts and history experiences.
The past year is not just about what we did, but how we did it. It was another “non-typical” year, so this year’s reports share personal points of view on navigating 2021. The general expectation for 2021 was a reprieve from 2020 COVID challenges. Instead, the restrictions returned and everyone once again “pivoted” to often unclear and ever-changing guidelines. Public opinion about masks and social distancing was constantly changing. It created some challenging moments for staff, especially during crowded events, but everyone approached problems with grace, cooperation and creativity in an effort to make our activities work and be safe.

Expressions of support from our visitors have been greatly appreciated and the many members who renewed, even during closures, made us feel valued.

Even with the challenges, staff has continued to present quality exhibits, performance, programs and classes. I am hopeful that next year’s annual report will address COVID only through the rearview mirror. It’s affects will linger. We have learned and grown much. We are now ready to return to a “new normal.”

Susan P. Ison
Director Of Cultural Services

Participation has been all over the board. For the year it is down significantly, but as the year has progressed both Rialto Theater attendance and The Beet class attendance has increased dramatically. It warms our hearts to have full houses again.

Susan Ison
Director of Cultural Services

FACE MASK IS REQUIRED

all patrons 3 years of age and older are required to wear a mask inside of the Museum.

Larimer County public health order requires face coverings in public indoor spaces (3 years and older)

THELOVELANDMUSEUM.ORG

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In 1985, Loveland made a profound commitment to the arts by becoming the first Colorado city to pass an Art in Public Places Ordinance, which designates one percent of the City’s capital projects (valued at $50,000 or more) for the purchase and ongoing maintenance of art. Through vision, hard work, and collaboration, Loveland has amassed a large, diverse public art collection that creates a sense of place and purpose.
Time. I’ve thought a lot about time over the past two years as we, collectively, experienced disruption in our daily lives, a smattering of chaos and an overall sense that returning to the lives we knew may not be as straightforward as anticipated. Reflecting over the year 2021 through the lens of public art, I am reminded that there can be great joy and beauty amongst life’s challenges. Perhaps it is in precisely these moments that we can see all that creativity, and public art, offers.

Art in Public Places projects often take 18-months or more to come to fruition. The usual myriad of financial, legal and safety considerations are then combined with artistic vision. A multitude of voices and helping hands move these creative projects forward until... at last, installation day!

In February 2021 Colorado sculptor, Timmo Mang installed Sanctuary, a mixed metal sculpture that pays homage to the migratory birds which nest near the 37th Street Corridor onto the two endcaps of the newly constructed 37th Street Bridge. Loveland mosaic artist Sandra Nelsen was later commissioned by the Public Works Department to create four mosaic relief inserts for the 37th Street Bridge.

The first collaborative sculpture installation by the cities of Loveland and Fort Collins was installed at the Northern Colorado Law Enforcement Training Center along North Boyd Lake Avenue. Artist Mark Aeling was motivated by the intended use of this training facility and historical research of Northern Colorado. Acumen illustrates the journey required to achieve “The ability to make good judgments, take quick action and overcome challenge within a particular arena”, which is the definition of acumen.
Loveland artist Amelia Furman was commissioned to create *The Story of Our Rialto*, for the pass-through between the Rialto Theater 4th Street entrance and Backstage Rialto Alley. This multi-media installation features 14 collages paying homage to the history of the Rialto Theatre and celebrates a breadth of artistic expressions.

The 2020 AIPP Annual Report featured a full-page image of *The Water Carriers* being removed in mid-December due to corrosion of the metal base. A new sculpture base was designed and fabricated using stainless steel to ensure future stability. It was a joyful day when this iconic sculpture returned to the McWhinney-Hahn Sculpture Garden at the Loveland Visitors Center.

Eight applications were received for the January cycle for the Community Art Grant project, a Visual Arts Commission program to support local artists.

**The Art Advocacy Projects (TAAP)**

181 applications were received for the CAFÉ listing of the 2021 TAAP 2D project. The selection Committee chose seven to be on exhibit in the Loveland Library’s Galleries for one year.

Six new sculptures were installed in downtown Loveland for the 2021-2022 Art Advocacy Project. The artworks were chosen from 113 submissions received during a national call for entry.
The Loveland Museum is an accredited art and history museum that was founded in 1937 by local author, collector, curator, and mountain guide Harold Dunning. Today, the Museum is home to a variety of history exhibits; hosts world-class art exhibitions; and provides family events, adult and youth classes, lectures, poetry readings, and other programming opportunities for the Loveland community and visitors from around the world.
While 2021 had its share of ongoing challenges for Museum Education, we were still able to bring back some of the programming that we had traditionally done prior to COVID shutdowns. Our Lone Tree Summer School program and summer camps were able to accommodate quite a few more children than we had the year before. Tours, events and special programming also slowly made comebacks throughout the year. 2022 will see a major resurgence in these areas. However, our success story this year in Education continues to be The Beet.

The Beet Education Center has been in full swing since July 2020. Hundreds of people have participated in programs in our annex, next door to the Museum. This space has seen a variety of internal programming with art classes from tots—adults. But the space has also hosted artist workshops, Shadow in the Arts programming, fiber arts groups and more.

Education is all about watching people grow. In this space, I have been fortunate enough to listen in and participate in our programs. I have listened to adults who are grateful to our instructors for helping them find a way to discover which art mediums truly speak to them. I have watched children who have a rough time in traditional classrooms blossom with self-expression as they experiment with supplies and create art. And I have watched a group of teens who did not know each other when they entered the room, exit the room with beautiful, collaborative murals, as well as new friendships. And this is just a handful of the amazing experiences in this space. This space has so much more to offer and I am excited to see where it goes in 2022.
In 2021, many History Exhibits and Programs returned to the Museum.

**Gadgets Galore! Transforming the American Household** invited visitors to engage with history and explore the Museum’s unique collection through the lens of technology. It provided a closer look at the historic gadgets, and showed how they informed our modern technology.

**Gateway to the Rockies: A Visual Trip Down Highway 34** featured the museum’s collection of Property Record Cards tracing the development of support business along this heavily traveled corridor. Historic advertising materials provided additional proof that Highway 34 did indeed provide a Gateway to the Rockies.

**Loveland Museum Collects** provided a rare chance to see the art that resides in the Loveland Museum’s permanent collection. This eclectic group of paintings, prints and sculptures is the result of a collection built over many decades and represents the diversity of artwork shown at the museum, with artists hailing from the region and beyond.

**Speaking to Water: An installation by Loveland Artist Sharon Carlisle** explored the past, present and on-going development of Sharon Carlisle’s work to connect Loveland with the larger world community through flowing water. Visitors had the opportunity to do their own paper soakings. Community soaking will be included in a revised display and will be included in future hand-bound books.

**DITCHES** looked at the extensive ditch system that has helped agriculture in the region thrive for hundreds of years. Laura Cofrin’s wet plate collodion photographs of her own ditch system and gave a modern interpretation of this topic using a historic photographic process.

**Black and White in Black and White: Images of Dignity, Hope, and Diversity in America** showcased photographer John Johnson and his ennobling portraits revealed the dignity and hope of his friends and neighbors during a time of great promise for African Americans.

The Museum collaborated with the Windsor Museum and the Rocky Mountain YMCA to create exhibits of objects from the Museum’s collection at the Windsor Recreation Center exhibit.

To commemorate Martin Luther King, Jr.’s assassination, a celebration of his life and work was presented by Dr. Vern L. Howard in Part 2 of Behind the Scenes of His Ultimate Sacrifice.

For Hispanic Heritage Month and Día De Los Muertos, the Museum hosted a lecture with Dr. Manuel Del Real about Latina Trailblazers and Identity followed by a poetry reading by local Latin poets. A Mariano Medina scavenger hunt relevant to Medina’s history in Loveland was available on the Museum’s website. Nicho displays were placed in the History Gallery and at the Loveland Public Library.
Grants Awarded:

- Colorado Creative Industries, Colorado Arts Relief Fund for arts programming support – $100,000
- Colorado Historical Records Advisory Board to digitize photographs and provide online access - $5,000
- Colorado Historic Newspaper Collection to digitize historic newspapers for online access – $3,000.00
- Sponsorship for Black and White in Black and White digital exhibit – $500.00 CAP Replace the roofs on the Museum Building.

In 2019, the Museum was awarded a Conservation Assessment Program grant to hire an outside object conservator and an architect to assess the condition of the Museum’s collection and the buildings that house them. The pair was able to do a site visit in 2021 after a Covid-19 delay. After a successful two day meeting with Museum Staff and Volunteers, and the City Facilities Staff, a final report was provided with a list of priorities to address to ensure preservation of the Museum's unique and valuable collection. These included suggestions such as: install and maintain data loggers throughout the museum; replace Roof-top Units; re-grade entry area to eliminate low spots and provide safe, ADA compliant access at the main entrance to the building; repair areas of water damage and staining after roof leaks have been addressed. Repairs should occur shortly after completion of roof repairs to allow for observation of any new leaks that develop.
The main goals of the art exhibition program are to put a spotlight on the rich offerings afforded by Loveland’s artistic community and to bring a variety of art forms from nationally and internationally known artists to Loveland. The exhibitions presented in 2021 were notable for their variety in style and medium, pushing forward the discussion of what is defined as fine art and the many different access points available to museum visitors as they experience these unique interpretations.

Highlights from 2019 include a prestigious world premiere exhibition titled *Beyond the Mirror* from Studio Art Quilt Associates, the foremost organization for quilting as an art form; *The Art of Coping*, an exhibition gleaned from the 100 year old organization Women Painters West, which told the story of the pandemic through artistic eyes; and *Flashpoints and Light Affects*, both of which elevated the medium of encaustic to new heights through the work of nationally known artists, especially a group of 4 Colorado artists. The year ended with an exhibition that celebrated the extraordinary power of Jacob Lawrence, a master of design and color, who, through his rich narrative storytelling, fills in the gaps of African American history. The mission started by Jacob Lawrence continued with a concurrent exhibition of contemporary artwork by Sauda Mitchell, an archivist/artist who inserts QR codes into her beautiful prints, literally linking the art to a hidden history.

The year also included a series of exhibitions devoted to local and regional artists from Susan Wechsler mosaics to Eric Zimmer’s encaustic watercolors to Colby Brumit’s remarkable sewn collage portraits. *Loveland Museum Collects* provided a trip down memory lane as we came to appreciate the art holdings of the Museum and how they reflect exhibits from year’s past. Denver artists Tony Ortega, Javier Flores and Katie Caron lent their talents for multi-media installations and exhibits, expanding a depth of knowledge by questioning the individual’s role in social justice, the environment and the longevity of cultural influence.

The art exhibitions throughout the Museum are connected by a clear pattern of influence that illuminates Loveland’s position in the annals of art history and as an active instigator within the world of contemporary art. In addition to the 7 Main Gallery exhibitions, Loveland Museum presented 10 additional exhibitions in four gallery spaces, including the 12 Ft. of Wall exhibit space, a small exhibit space that offers regional artists an additional venue option. From the unexpected grace of melted wax that defines encaustic, to the patterned video art of Surabhi Sharif, and group exhibitions related to individual lockdown experiences, visitors were continually challenged and engaged with new directions in creativity that emphasized art’s vast potential and value within a changing world.
2021 Museum Exhibit Visitors

15,102

- General Admission: 5,188
- Main Gallery Admission: 5,616
- Programs, Rentals, Classes, and Community Events: 4,298

Total Donations

$47,760
- General Donations
- Estate Contributions
- Grants

47 Volunteers

3,053 Hours

Encaustic exhibit at the Loveland Museum
Although COVID-19 continued to impact front desk operations throughout the year, the Museum remained open with limited hours on the weekend. We maintained our social distancing, symptom screening and masking signage to make sure our visitors had a safe and enjoyable experience. The front desk provided hand sanitizer and masks to those in need, and upheld consistent cleaning protocols throughout the Museum. A focus on connection and kindness was a core principal as we navigated the changing pandemic requirements. It was a joy to continue to provide a diverse art and history experience to our visitors from near and far.

I started my journey as Executive Assistant for the Cultural Services Department in November and was amazed at the knowledgeable, efficient and hard-working team at the Museum. Front desk staff and volunteers were committed to providing an excellent introductory experience, membership guidance for visitors and a fun and engaging gift shop. During the summer the Museum had the opportunity to hire a part-time clerk who helped boost our customer service availability. We also acquired grant funding through the American Rescue Act of 2021 to start the process of hiring a Business Services Specialist who will supplement the work of our Business Services Technician in 2022.

The year provided many opportunities to learn and develop as we streamlined front desk operations. With new staff and stellar volunteers, we were able to grow membership and start expansion of our gift shop. Providing exhibit information, class registrations, memberships, community resources and a revenue collection center for the Museum, the front desk strove to provide the best customer service to our community and out-of-town visitors.

Kristi Woolsey
Executive Assistant, Loveland Museum

Museum Visitors

- 88% Colorado
- 11.5% other states (48 states represented)
- 0.5% other countries (20 countries represented)
2021 brought twenty exhibits of contemporary art, permanent collection items and local historical interpretation in various sizes and complexity to our six rotating exhibition galleries. Whether that was dealing with unconventional objects such as in Gadgets Galore or the sheer quantity of pieces in the Governor’s Show each exhibit brought its own set of unique challenges. Even with the tight scheduling in those spaces, we were able to repaint and the change colors of the Foote Gallery and the Green Room. Stay tuned for more changes to the look and feel of our galleries coming up this year. There is one in particular that I am really excited about.

Also in 2021, we began to renovate a portion of the old main street area of our permanent historical exhibits. We removed the Millinery Shop and began the buildout of an exhibit that will share the history of the Loveland Fire Department. We have recreated the brick arch façade of the original firehouse and will have multiple objects on display that were once used by the firefighters in the early days of Loveland. Look for this newly remodeled space to be open later in 2022.

Behind the scenes, I’ve been getting settled in the new fabrication shop at The Beet. We now have a larger and more functional space to fabricate new exhibition furniture and refinish or repurpose the older existing casework that rotates through various spaces in the museum. Most recently the new shop has been utilized to construct 160 linear feet of shelving to display artwork for Jennie Kiessling’s exhibit In the Garden, In the Distance as well as a few other tables to display some artwork that needed to lay flat. The shop was also utilized to construct all the rough framing components for the arch in the new permanent firefighter exhibit.

2022 is off to a good start so far with some amazing exhibits. Pop in and see what we have been doing!
The museum’s historical collections have had a busy year, filled with activity. The collections consist of both 3-D objects and 2-D paper archives. Taking care of these large collections requires the assistance of several volunteers and interns. The museum is thankful for the 22 volunteers, interns, and work-studies that donated over 1,528 hours of their time in the historical collections. In 2021, volunteer hours mostly focused on processing our archival collections. 702 hours were worked in our main archives, with an extra 437 hours specifically in the Reporter-Herald newspaper archives.

The main project the volunteers focused on was processing old Larimer County tax assessor records dating from the late 1940s through the 1990s. The museum already had a large collection of old assessor records, but brought on an extra 19 boxes last year that needed to be sorted and integrated into our current files by address. The files do not always come to us with addresses, however, so volunteers have had to spend extra time looking up parcel numbers and researching where the properties are currently situated. Our mystery sleuthing volunteers have had a great time solving these puzzles! This project consumed 377.5 hours of our volunteers’ time. Several staff and volunteers at the front desk also contributed several hours to this project. There is still a lot of work to be done on this collection, but we hope it will provide a valuable tool for our community members interested in researching their historic homes.

Other areas our volunteers help in processing is our historical objects collection and special archival collections. Volunteers worked on processing the Ted & Mabel Thompson collection as well as the Mary Blair collection, and other smaller specialized collections that have been donated to the museum. Processing collections like these and the objects we receive takes a lot time in order for everything to be accounted for and properly cared for in perpetuity. We simply couldn’t do it all without help.

We have had some wonderful acquisitions this past year and are also so thankful to our donors that have shared their history with us to preserve and make available for generations to come. We had great donations regarding Loveland businesses, including Great Western Sugar Company, Hewlett-Packard, The Dam Store, and The Proctor’s Alabaster Shop, as well as documents related to clubs, including Loveland Historical Society and the Big Thompson extension club.

Ashley Yager
Collections Manager, Loveland Museum

Alabaster Collection donation
Donations
Loveland Museum

We also received donations reflecting Loveland’s strong identity in the Arts, including prints made by local artists and posters of sculptures from Sculpture in the Park.

Last, but certainly not least, we received several donations that reflect the history of Loveland High School. We received photos of students and commencements from the 1930s, as well as yearbooks, newspapers, scrapbooks and other ephemera from the school.

All of these wonderful donations are being processed and are working to achieve the goal of strengthening our community’s collective memory.

Additions to the Collection

- **2020’s official Loveland Holiday Ornament**, Museum Purchase from Winter Holiday Ornament
- **2021 Loveland Valentine**, Museum Purchase
- **2021 Loveland Valentine cache stamp**, Museum Purchase
- **Loveland firetruck pictures**, Windsor Severance Fire Museum
- **Through the Leaves 1914-1919, Autumn 1961**, Kent Wimmer
- **HP 38108 Distance Meter and accessories**, Guy Stitler
- **Alabaster pieces**, The James L. Glenn Family (Janice & Christine Glenn)
- **Photo of “Free Auto Camp Loveland, Colorado”**, City Transfer
- **Usher’s chair from Pulliam**, City Transfer (Facilities)
- **Yearbooks, Newspapers, Scrapbooks, and other LHS items**, Loveland High School
- **LHS Commencements (34,35), LHS Theatre programs & photo (33,35), Summit Club quilt pieces and patterns**, Robert Drage
- **Book: Technology of Beet Sugar Production and Refining by P.M. Sillin, 1964**, Erma Clements
- **Records regarding the creation of the 1st Loveland Historical Society**, Diane Brotemarkle
- **Print- The Fall of Lucifer by Jack Orman**, Norman and Patricia Klumpp
- **Shoe polish brush in case; The Dam Store business card**, Linda Jeffers Sims
- **35mm slides of the Big Thompson River after the 1976 Flood**, Tom Pitts
- **Poster of Fritz White’s statue “Iron Shirt” signed by artist to Deny Haskew**, Linda Bersch
- **Marge Edmonds’ collection of Big Thompson Extension Club scrapbooks, meeting notes, etc.**, Jerry, Tom, and Dave Edmonds
- **3 framed posters of sculpture in the park artists/works**, Sally Buonpane
- **Collection of Sugar Press publications, articles, ephemera**, Tranfer- Loveland Public Library
- **Museum’s Covid Response items**, Staff Collected
- **LHS Student photographs, barbed wire fence stretcher, ice skates**, Robert Drage
- **Harold Dunning’s Remington typewriter**, Benjamin Bonner
- **Tony Ortega: Official English Only Map**, Museum Purchase
- **Tony Ortega: Northside Gothic**, Museum Purchase
The Rialto Theater Center opened as a silent movie theater in 1920 and is currently Loveland’s premier performing arts venue, welcoming nationally touring musicians, comedians, and performers as well as local performing arts groups.
2021 had its ups and downs. Yet, in some ways, it was the most gratifying and successful year in the theater’s history, even with the ever-present effects of the pandemic. This annual review highlights the positive accomplishments of the Rialto Theater.

For years, one of the theater’s issues has been a lack of staff in critical areas. Most notably, the theater lacked the administrative staff to handle our ever-increasing numbers of events. For example, we did 265 events in 2019 but had the same number of employees in 2015 when we did significantly fewer events. With the creation of the Event Coordinator position, we were able to fix this glaring issue by adding a staff member (Heather Rubald) whose role is to focus on scheduling, contracting, and house management, thus reducing the demands on other positions.

Another staffing win in 2021 was the position reclassification and hiring of a Technical Coordinator (Dan Minzer) that now focuses on theater lighting. As a result, the theater now has the luxury of employing dedicated audio and dedicated lighting professionals, significantly increasing our production capabilities.

One of my key goals since arriving in 2017 has been to improve our technical capabilities. 2021 saw many important updates in this area, including:

- A state-of-the-art video wall
- New subwoofers and amplifiers
- LED lighting updates throughout our lighting grid
- Updates to our live streaming system
- Software upgrades, including Qlab 4 and Resolume, which control show content

With these upgrades and our professional tech staff, the Rialto is positioned to produce world-class events for the Loveland community for years to come.

Another achievement in 2021 was the theater’s successful Shuttered Venue Operators Grant and Colorado Creative Industries program that led to $313,537 in additional funding. The theater will use these federal dollars to accomplish many projects, including the previously mentioned equipment purchases and staffing upgrades. But another area of focus is the long-overdue renovations of our box office and concessions area and the addition of a permanent bar in the Rialto Events Center.

While the theater continued to grapple with the ups and downs of the pandemic in 2021, which severely impacted our revenue numbers, some important signs point to returning to our pre-COVID numbers. Even with a mask mandate in place, which required concessions to be closed and limited bar service for most of the year, the Rialto realized the third highest-grossing quarter in its history during the fourth quarter of 2021.

In closing, none of these accomplishments would have happened without our dedicated staff’s willingness to overcome the challenges we faced in 2021. To a person, the Rialto staff tackled challenging COVID mandates with positive, can-do attitudes as they used creativity and innovation to solve our ever-changing rules.

Read more about each Rialto team member’s accomplishments and projects from 2021 on the next few pages.
2021 found us better prepared than 2020. So much had stayed the same, but now procedures are in place to adapt quickly when another mandate/variant happens. The adjustments were swift and painless; our new normal shifted back to just plain normal. Hmmmm…does anyone remember what normal looked like before the pandemic?

The box office has seen changes over the past year. Most noticeable are new volunteer faces! We have had several new volunteers signing up to help run the box office. These new individuals and our veteran box office volunteers keep the box office staffed and open to the public. We are so grateful!

Another clear change is the increase in online ticket purchases. More patrons opt to purchase online versus in person or over the phone. It is simply more convenient to buy on-demand as the cost is the same, and the option of touchless transactions (from ordering to scanning tickets directly from a phone) is more appealing with today’s technology.

While 2021 started slowly on events that continued through the summer, our fall schedule was ambitious and paid off. The seats were full, and patrons were ready to start their holiday season early. Despite the county mandates, with sold-out events and the bar open in a limited capacity, everyone was in good spirits.

Our rental partners were back in full force as well. Again, the county mandates caused adjustments, but variances were granted to groups that met the criteria so they could perform on stage without masks. Working together to find solutions has strengthened our relationships, and we are thrilled to see them back on our stage doing what they love!
Before becoming a full-time Rialto employee in August 2021, I worked with Backstage Rialto, our non-profit partner, as their Development Assistant. I also worked part-time as the Assistant Theater Coordinator. 2021 was a growing year for their organization. Despite the pandemic, Backstage Rialto added four new board members and had a variety of successful fundraising projects. Special events produced by the group included a virtual concert for Valentine’s Day, the Silver Screen Reimagined capital campaign, and, The Festival of Frights in October. This event was a week of creepy fun that included Ghost Tours of the Rialto Theater, a repeat showing of The Blob Movie, and the Ooze and Smooze, a costumed cocktail hour before the Blob Movie.

With Covid-19 causing shut-downs and other restrictions in 2020, 2021 was the first full year we could use our new Event Temple scheduling software. It has helped streamline the process of scheduling and contracting rental events in the Rialto Theater, the Devereaux/Hach Room, and Walbye Conference Room.

In July, the Theater Manager created the position of Events Coordinator. This job combined the scheduling and bar inventory management I had already been doing with the duties of the House Manager. I have enjoyed working more closely with the volunteers and the public, even during a mask mandate.

Reopening the theater to full capacity reactivated our volunteers, and although a few of our veteran volunteers opted to retire, we added 26 recruits to our ranks. Many volunteers also opted to take the extra alcohol server training required to work in the bar area, which reduces staffing costs.

Moving the Bridge Bar up to the Hach Room and adding some decorative components improved the patrons’ experiences, eased congestion in the lobby, and made it possible to keep the service open during the mask mandate.
2021 brought some exciting technical updates to the Rialto. We purchased and commissioned three new subwoofers and an Alcons Sentinel 10 amplifier, completing our house reinforcement system as a fully integrated system. Patrons and long-time rental partners continue to remark on the elevated quality of the sound system in the theater.

Thanks to the funds raised from our community, Backstage Rialto, and a generous donation from Loveland Chocolate, the Rialto now boasts its very own 10’ x 16’ LED video wall. Those who’ve been to the Rialto and seen the LED wall in action can attest to the creativity and production value this piece of equipment brings to productions on our stage.

Our upgraded live streaming system delivers professional-quality video to our virtual audiences, as well as creative live image magnification capabilities. Our live stream offerings were not just convenient for our patrons who preferred to stay home in 2021; our live streams allow the Rialto and its rental partners to reach much broader audiences across the country and the globe.

While we have been able to add updated and upgraded gear, bells, and whistles, I am extremely grateful to produce shows with a team of technicians, administrators, and volunteers who value the artistry and creativity so vital to producing live performances.

Phil Baugh
Rialto Theater Technical Coordinator-Audio

The Summer Concert Series at Foote Lagoon saw significant technical growth with upgraded sound equipment and additional LED stage lighting.
I’m happy to introduce myself as the newest member of the Rialto Staff; bringing twelve years of professional experience as a lighting designer and technician in Theatre, Dance, Concert, and Live Event Production. Although I only joined the Rialto Theater team in late October, I’m quite pleased with the work I’ve been able to accomplish on the lighting systems so far.

I started with a fresh redesign of the Rialto Theater lighting plot, and an update to the paperwork. These changes allow for easier operation of the lighting systems and a better handoff to any guest companies using our space. In addition, the lighting control console has a new layout for real-time live lighting design, a necessity for many of our music concerts and dance performances.

2021 was a big year in the expansion of our lighting inventory. Nearly all of the stage lighting fixtures used in the theater are now either static or moving head LED, which means our stage consumes roughly a quarter of the energy it used to. Additionally, having access to this technology allows us to change brightness, color, direction, and more at the tap of a button. This update gives an unprecedented level of flexibility and the tools to create high-quality designs for any performance that takes the stage.

In mid-December, we also purchased eight new professional quality LED stage lights, expanding the depth of our color palette. As a result, you may see bright, vibrant looks or deep saturated tones, all carefully crafted to fit the aesthetic of the moment.

It has been a joy to work with this team at the Rialto Theater. I would highly encourage anyone reading this to come in and see a show; within this historic building is the cutting edge of stage production!
Rialto Theater Visitors

13,711

Number of Events

114

Total Revenue

$506,291

(Includes $313,537 in grant money)

Event/Rental Visitors

2,701

Number of Events

57

Total Revenue

$13,839

The Hillbenders live at the Rialto Theater Center
2021 was a year of firsts for the Cultural Services Department Marketing Team. I was brand new starting in January 2021 and our Graphic Designer, Jason Lewis, was new starting in April 2021. With starting new positions for the city during a pandemic, it was a lot of firsts trying to navigate the return of events, exhibits and programs in essentially a new world. We supported 20 art and history exhibits, a full line-up of art classes for kids and adults, the Loveland Sculpture Quest with over 400 participants and more than 35 Rialto events and rental partners. Our now six seasonal AHA! brochures are always the backbone of our marketing and we worked on finalizing the Cultural Services Master Plan that was paused in 2020 to be prepared for release.

Division Highlights:
- We re-designed all three division websites this year with vendor Madwire (Museum, Rialto and Public Art). They are now more modern, easier to use and easier to update. We have seen tremendous growth in communicating with the public through our contact forms.
- We refreshed and designed new monthly e-newsletter templates for all three divisions to bring more cohesiveness to the branding and communications going out digitally. This has increased our base of e-news subscribers for our department.
- Public Relations was an area of emphasis for 2021. We distributed over 50 press releases for events, exhibits, programs and art installations.

Public Art:
- We designed and marketed the Loveland Sculpture Quest in partnership with Visit Loveland. It was a virtual scavenger hunt that allowed participants to visit all four Loveland sculpture parks and interact with art. It was a tremendous success with over 400 participants.
- We created the first Public Art annual report to detail highlights, additions to the collection and more.
- We created a monthly e-newsletter and added two additional social media channels (Instagram and Twitter) to the Public Art online presence.

Rialto:
- Silver Screen Re-Imagined capital campaign was supported by marketing staff in the spring and summer of 2021 to raise funds for a permanent video wall for Rialto events.

Museum:
- Re-imagined and designed membership cards for the Museum along with pricing and benefits in preparation for 2022 and beyond.
## ONLINE PRESENCE SNAPSHOT

### WEBSITE TRAFFIC

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<th>Rialto Theater</th>
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<td>Homepage, Classes &amp; Workshops, Art Exhibits</td>
<td>Homepage, Calls for Entry, Benson Sculpture Garden</td>
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*Set Up AIPP Analytics in March 2021*

### SOCIAL MEDIA

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<th></th>
<th>Rialto Theater</th>
<th>Loveland Museum</th>
<th>Public Art</th>
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</thead>
<tbody>
<tr>
<td><strong>9,104 social media followers</strong></td>
<td>9,104</td>
<td>7,943</td>
<td>3,417</td>
</tr>
<tr>
<td><strong>7,943 social media followers</strong></td>
<td>(FB, IG &amp; Twitter)</td>
<td>(FB, IG &amp; Twitter)</td>
<td>(FB, IG &amp; Twitter)</td>
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<tr>
<td><strong>3,417 social media followers</strong></td>
<td>(FB, IG &amp; Twitter)</td>
<td>(FB, IG &amp; Twitter)</td>
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### E-News

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<th>Rialto Theater</th>
<th>Loveland Museum</th>
<th>Public Art</th>
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<tbody>
<tr>
<td><strong>Email Subscribers</strong></td>
<td>6,945</td>
<td>557</td>
<td>471</td>
</tr>
<tr>
<td><strong>Avg. Open Rate</strong></td>
<td>35%</td>
<td>58%</td>
<td>57%</td>
</tr>
<tr>
<td><strong>Avg. Click Rate</strong></td>
<td>13%</td>
<td>20%</td>
<td>18%</td>
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I joined the Cultural Services Marketing Team in April of 2021. I have been in the design world for almost 20 years in varying roles. Feels really weird to say that out loud.

Starting a new position during a pandemic was challenging to say the least, as there is nothing to compare it to. The old normal is thrown out the window, and all new rules apply. I was required to definitely hit the ground running in my new role, especially in a department that designs, creates, and manages projects for three separate divisions within Cultural Services.

This last year we designed over 220+ print and digital ads, printed and produced around 125 posters and pole banners, as well as created countless fliers, rack cards, postcards, gallery guides, and again that was just in 9 months for the remainder of 2021. We also finalized a Cultural Master plan, produced several AHA! brochures, and an Annual Report or two.

Trying to bring a new fresh perspective to market, design and communicate for all three departments, while learning all the nuances and details of how each operates has been very challenging, but extremely rewarding all at the same time.

Some of the highlights of the past year for me personally have been—designing a new look for both the “Summer Concert Series” as well as the “Rialto Presents Season.” The Art In Public Places “Sculpture Quest” was also a ton of fun this fall. It has also been really great to be a part of all the incredible historical and unique art exhibits offered at the Museum, and playing a very small part in that.

I am looking forward to the upcoming year and the challenges it has in store. I hope each of you has the opportunity to see what we have going on over the next year and are able to join us for several of our offerings at the City of Loveland.
Young guest enjoys the Sculpture Quest last Fall
Members
Cultural Services Department

Lifetime
Erion, Doug
Jensen, Chris
and Deborah Shields

Patron
Cook, Dierdre and Don
Garnand, Nanci
James, Carol and Scott
Kipper, Patrick and Nancy
Sethre, Earl and Lisbeth

Contributor
Colgate, Jana and Bruce
Drage, Robert and Susan
Dunnington, Ken and Mary
Franke, George and Barbara
Gaylord, Harvey and Suzanne
Hammond, Lynn and Norma
Hvizda Ward, Lori and Ken
Love, Harry and Jody
Raymond, Dorothy and Peter
Reynolds, Chuck and Sandy
Sloan, Cathy
Valdivia, Sal and Laurie Wells
Winters, Connie and Donald

Supporter
Aaron, Patricia and Arthur M.
Adams, Steve and Gretchen
Atwater, Susan
and Vince Deely
Bentrott, Craig and Karen
Boehner, Dianna
Boynton, Bruce and Teresa
Boyum, Carolyn
Bretting, Denise and Mark
Bunde, Becky and Con
Cada, Dot and Frank
Childers, Dan and Patty
Davis, Alfred and Marilyn
Dodge, Robin
Dunham, Jennifer
and Michael
Ellsworth, Sarah
Fernandez, Jorge and Ellen B.
Fernley, Rochelle
Field, Holly
and Thomas Knebel
Frasier, Bill and Gail
Freeman, John and Judy
Heaton, James and Arline
Hendrickson, Lynn
Hoff, Greg and Miriam
Hunt, Pat
Ignacio, Cynthia Pagaduan
Ingram, Peggy
Ison, Susan
Johns, David and Debra
Kathka, Timothy
Kenyon, John
Kissling, Jennie
and Andrew Michler
Kincanon, Lynn
Lamb, Dennis and Patricia
Skrentny-Lamb
Linden, Susan
Moore, Douglas
and Rosemary
Moskowitz, Daria and Larry
Nicholson, Sandra
Niemeyer, Lynne
Nowack, Gerhard
and Caroline
Osmundson, Linda
Patterson, Jon and Rachel
Peterson, Carl and Dianne
Pilts, Sarah
Riblett, Charles
and Carolyn Taylor
Ross, Elizabeth and Claude
Schell, Stephen and Susan
Shea, Jill and Kevin
Smith, Jan and Nora
Stahlin, Rick and Bonnie
Taylor, Melissa
Tucker, Colleen
Tully, Mary and Wanda Rice

TOTAL MEMBERSHIPS SOLD
523

TOTAL MEMBERS COVERED
1,155

TOTAL MEMBERSHIPS REVENUE
$26,484
Members
Cultural Services Department

Della Ripa, Sandra
DeBell, Ann
Denovellis, John
DesJardin, Jan
Devine, Lia
Dickmann, Ellie
Dildine, Chris and John
Dillon, Michael
Disney, Jim
Divet, Kay
Docampo, Isabel and Scott Somers
Dodge, Deborah
Donaldson, Susan and Dave
Dornseil, Steve and Karen
Dowling, Karen
Drew, Mary Jo
Driver, Susan
Dubois, Lisa
Eads, Renote
Ebell, Vicki
Edwards, Diane
Eichmann, Sylvia
Ellis, Roxanne
Ellsworth, Judith
Elsworth, Peter
Espach, Becky
Foresad, Karen
Farr, Anne
Feinerman, Frances
Fine, Cathy
Fiore, Anne
Fischer, Anne
Fish, Carol and Robin
Fortin, Ken and Carol
Foster, Ann
Franklin, Elizabeth
French, Linda
Frey, Ed and Celia
Fryer, Karen and Cameron Begg
Fulmer, Karen and Gerald
Gallagher, Peggy
Garcia, Fred and Nancy
Gay, Steva
George, Marilyn
Getz, Camille
Gilroy, Judith
Girardeau, Lynn
Gomez-Smith, Kari and Bill Smith
Gordon, Hazel
Gorun, Alex
Grant, Ann M.
Grassi, Catherine
Green, Marica
Guilikson, Mary
Gunter, Lisa
Gutierrez, Cecil and Kay
Gutowski, Joeann
Hadden, Beverly
Haesemeyer, Elizabeth
Hagedorn, Susan
Hagge, Curt and Carmen
Haines, Nancy
Hall, Sara
Halverson, Dolly
Haner, Sharon
Harding, Darrell and and Jo Ann
Hovanec
Hart, Lois and Ann
Hartman, Kathy
Hartshorn, Sally J. and Ed Ogle
Haskett, Karen
Haupt, Charles and Sethia
Hautamaki, Bonnie
Head, Beverly and David
Heller, Marilyn
Hennen, Jayne
Henry, Mary
Herrmann, Ann and Robert
Hilty, Stephanie
Hines, Shelley
Hisey, Regina
Hofer, Rebecca
Hog, Lorella
Hogsett, Karen
Hood, Kay
Hueske, Vern and Jane Hawk
Hult, Stina
Huth, Stephen and Patricia
Hutson, Elizabeth
Hyde, Kari and Dave
Hyde-Bohn, Mary Kay and James Bohn
Ireland, Faye
Jakobsson, Nancy
Jansen, Deborah
Javernick, Ellen
Jessen, Ken
Jeune, Donald
Johannsen, Darlene
Johnsen, Bernie and Ann
Johnson, Bonnie and Kevin McManus
Johnson, Bruce
Johnson, Mary Claire
Jones, Sue Ellen and Richard R.
Jones, Susan
Jones, Terri
Jones, William and Sylvia
Jordan, Joan
Julian, Dorothy and William
Kanowitz, Martin and Chris
Kauffman, Louise
Kaye, Shannon
Kearns, Jeanne M.
Keenan, Denise
Keil, Ann
Kelsic, Beth
Kelton, Ronald and Susan
Klug, Ellen
Knight, Gwen
Koenig, Judith
Kokkin, Kristen
Komar, Clara M.
Kopper, Beverly
Kreiner, Karen
Lack, Philippa
Ladd, Mary
Lambert, Barbara
Landis, Mary
LeBlanc, Linda
Lederer, Dr. Peter and and Jane
Lines, Marilyn
Lingenfelter, Carol
Lipp, Dan and Ronnie
Littlefield, Diane
Lilrein, Jan
Long, Janae and Mark Greenwald
Lorenz, David
Lucke, Liz
Lucy, Bob and Susan Honstein
Machin, Anne
Marander, Carol
Marie, Sherri
Mathis, Katherine
McCulloch, David E. and and Thelma Riggs
McDonald, Ann
McDonald, Annie
McDonald, Jim and Nancy
McDonald, Martha
McGee, Pam
McGill, Carol A.
McGrath, John and Marlys
McIntosh, Jan and Tom
McKnight, Judy
McKnight, Robert
McMaster, David
McNamara, Linda
Mehrer, Renee
Merlo, Kathy
Meurer, Diane
Middleton, Sue
Mingony, Herb and Sherry
Mihajlovic, Lynda
Miller, Linda
Mills, Diane and Dave
Molohan, Judy
Morgan, Maryjo
Morger, Janet
Morris, Giles
Moser, Carol
Neisen, Sharon
Nesmith, Sherry
Nevvity, Jane
Nofsinger, Linda
O’Brien Gonzales, Annie
O’Farrell, David and Nancy
Olson, Kathleen and Jim
Orlovski, Lynn
Oswald, Donna
Parker, Els
Patterson, Evan and Veronica
Peeler, Kayo
Pericival, Geri and Dave
Perkins, Lequetta
Perry, Joe and Sandy
Perry, Mike and Sharon
Perry, Shannon
Petruska, Greg
Phillips, Jerry
Pitcher, Merritt and Judy
Platz, Charles and Cheryl
Pomerin, Sherry and Pattie Cowell
Pomranka, Carl
Popa, Jami and Merry
Prueitt, Sandra
Rabe, Carol Sue and and Richard
Greenwall
Racicot, Rhonda
Rathbun, Tad
Rayburn-Wolle, Ann Marie
Reynolds, Juanita
Rice, Jane K.
Rike, Carole
Riley, Debe
Robertson, Sharon
Robinson, Beth
Roos, Sheri
Rowland, Tom
Rupple, Fred
Rush, Richard and Carol
Seelens, Kay
Solazaro, Roxane
Samson, Jeff and Sharon
Saunders-White, Pat
Schaefler, Kimberly
Schaffner, Dave
Schiller, Rick
Schmich, Jacqua
Schmidt, Jo
Scofield, Sherri
Scott, Ruth
Sebern, Pat
Sebern, Steve
Sebern, Terry
Sems, Peggy and Charles
Severance, Janet
Sibell, Janet E.
Sigg, Jerry and Kathy
Skeffington, Julie
Skold, Melvin and Faith
Smith, Darlene
Smith, Lillian
Sorel, Doug
Spring, Sarah
Spurin, Guidilla
Stragiel,Neil and Linda
Steele, Susan
Stein, Robin
Steinruck, Jeanne B.
Stone, Ronda
Stronberg, Jim and Sharon
Stroyer, Connie
Stumpf, Ken and Joyce Devine-Stumpf
Tanner, Roy and Edith
Thorp, Marty and Ken
Thayer, Susan
Thatcher, Bonnie and Dale
Thomburg, Brenda
Tippett, Delores
Todd, Stella
Toomey, Midge
Tapolnick, Sue
Vandervert, Eve
Wahlen, Wally
Waldner, Lucille
Walker, Leslie
Wall, Jo Anne
Wallace, Jacklyn
Walsh, Barbara
Warner, Jo Anne
Warren, Karen
Watrack, Lyn
Washecke, Gail
Waters, Mary
Watson, Kathye
Waukau, Ruth
Weber, Philip and Betty
Wells, Jerilyn and Dr. Richard
Westdahl, Gordon and Lola
White, Ina
Whitenight, Jim and Nicole
Worrall, Nell
Wright, Judith
Wray, M.
Wrought, Judy
Zastrow, Georgia
Zdenek, Vonne
Zimmerman, Carle
Zimmerman, Herb
Zuniga, Janet

New museum membership card
60th anniversary