



## DEPARTMENT OF ARTS & HISTORY

MAYOR: Lauren McLean | DIRECTOR: Jennifer Stevens

### AGENDA Arts & History Commission

Wednesday, June 4<sup>th</sup>, 2025  
5:00-6:30 pm  
Greenbelt Room, 3rd Floor, Boise City Hall  
150 N Capitol Blvd, Boise ID 83702

*Virtual and in-person attendance is offered.  
Watch via Zoom Webinar: [Registration Link](#)*

- I. **Call to Order** – Commission Chair, Kris Clegg
  - a. Land Acknowledgement – Commission Chair, Kris Clegg
- II. **Minutes Approval**
  - a. *ACTION REQUESTED:* Approve Minutes from April 2<sup>nd</sup>, 2025 (**Exhibit A**)
- III. **Director's Update**
  - a. Human Resources
  - b. Arts Advocacy
  - c. Upcoming Programs and Events
  - d. Needs From Commissioners
- IV. **Presentations/Updates/Approvals** *\*Pursuant to Idaho Code Section 74-204(4), all agenda items are action items, and a vote may be taken on these items.*
  - a. Informational Item: Cultural Plan Survey Results – Tilley Bubb
  - b. Informational Item: Public Art Project Updates – Stephanie Johnson
    - i. *Passage* at Redwood Park project update
    - ii. *Kaixo Corner* Public Art project update
    - iii. Boise Visual Chronicle 2025 update
    - iv. *One Man's Trash* ArtPort 2025 installation update
    - v. *Confluence* at Warm Springs Golf Course and Greenbelt project update
  - c. *ACTION REQUESTED:* Chair & Vice Chair Election (5 min)
- V. **Adjourn Meeting**



## DEPARTMENT OF ARTS & HISTORY

MAYOR: Lauren McLean | DIRECTOR: Jennifer Stevens

# MEMO

**TO:** Arts & History Commissioners

**FROM:** Jennifer Stevens

**CC:** Mayor Lauren McLean, Courtney Washburn, Kate Nelson, Council Member Luci Willits

**DATE:** 5/29/2025

**RE:** Director's Update

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## ACCOMPLISHMENTS OF THE MONTH

### Human Resources

We have been successful in our recent hiring and are pleased to announce new members of the Arts & History team:

- City Historian: Ashley O'Hara
- Education and Public Programs Manager: Christina Wilkens
- Collections Manager: Alaggio Laurino has been promoted to this position, and we will now backfill the position he is vacating.
- Cultural Sites Program Assistant/Hayman House: Cameron Stites-Stevens
- Rahel Gebrehiwot and Megan Kittridge: Temporary employees are guiding City Steps tours and will be with the department through the program's fall session.
- Summer Intern: Sophie Copple begins June 9 for 12 weeks.

### Remodel

The Arts & History Department will be moving back into its offices the week of June 16.

### Arts Advocacy

- The National Endowment for the Arts is under the scrutiny of the current presidential administration. However, the Idaho Commission on the Arts was able to maintain its annual grant, at least for now. Nevertheless, the Idaho Commission on the Arts is pausing its grant program for the arts community until they feel more certain about the federal landscape.
- For many years, there has been a contingent of arts organizations that have expressed their need for an alternate performing arts venue. The forces driving this need include various combinations of rehearsal space shortage, crowded calendars, and the expense of current venues. Members of the Department of Arts & History, the Mayor's office, the Greater Boise Auditorium District, and several leaders of local arts organizations met recently to discuss potential paths toward a new performing arts center. The city is convening the parties and

helping to facilitate possible partnerships. The same parties will meet again in June to continue discussions.

- To follow up on the cultural survey that was conducted in fall 2024, A&H staff, led by Cultural Planner Tilley Bubbs, held nine (9) public listening sessions in May: two for the public at large; four for relevant organizations (two for small/medium and two for large, defined by operating budgets); two for artists; and one for City of Boise employees. The comments and responses are currently being compiled and will be reported out during the summer.

## LOOKING FORWARD

### 2025 Mayor's Awards for Excellence in Arts & History

The 2025 Mayor's Awards for Excellence in Arts & History will take place on Thursday, September 18<sup>th</sup> at JUMP. Applications for the 2026-2027 City of Boise Cultural ambassador and nominations for the awards have been received, and the selection process is underway. Stay tuned for event updates and ways to support.

### America250

No new updates

## COMMISSION REVISION UPDATES

No update at this time.

## NEEDS FROM COMMISSIONERS

### Upcoming Events

- Please visit *Speaking Volumes: Transforming Hate* at the Erma Hayman House, being put on in partnership with the Wassmuth Center for Human Rights and Boise State University's Albertsons Library.
- Attend events put on by the current James Castle House resident, Ariana Martinez.
- Attend an evening with Story Story Night as they close out their Ambassadorship. Upcoming dates include: June 23, July 21, August 25, August 28, and September 30.
- Attend grantee events!
- Please join us for a City Steps tour.





# MEMO

**TO:** Mayor McLean, Courtney Washburn, Council Member Luci Willits, Arts & History Commissioners

**FROM:** Stephanie Johnson, Public Art Program Manager

**CC:** Jennifer Stevens, Director

**DATE:** 5/29/2025

**RE:** Public Art Program Update

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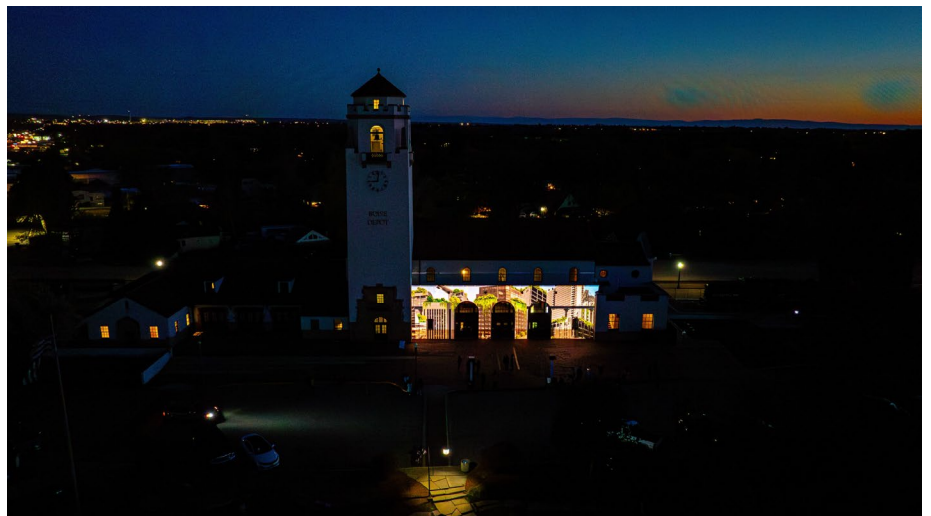
## GENERAL FUND PUBLIC ART PROJECTS

### **Boise Visual Chronicle 2025**

\$20,000; The BVC will take the form of an exhibition this year, opening in August 2025 and installed at the Erma Hayman House. This will include a jury that will award 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> awards, as well as a purchase award. Each artist selected for the exhibition by the jury will receive a small stipend for framing/display and will be able to offer their works for sale during the exhibition. Eight artists were selected by the jury and have begun work.

### **Boise Depot 100 Anniversary Projection**

\$50,000; Artist team Annika Kalac and Will Miller were selected for digital projection art for temporary display on the Boise Depot across 4 days. They collaborated with a contracted projection professional and developed artwork for display that varied daily. Their artwork was also informed by an activity at last year's Open Streets event. Their artwork was successfully displayed during the Boise Depot Centennial celebration event from April 13, 2025 – April 16, 2025, gathering a crowd for the "Flip the Switch" kick-off event, as well as each evening for nightly viewing.





## West Valley/Ustick NIP Public Art Project

\$216,000 (artist budget, \$100,000); *Passage*, a public artwork by James Peterson of Art + Contraptions is near completion. Construction and installation of the work is wrapping up in Redwood Park and the artwork will be accessible for the June 7<sup>th</sup> Ustick in Bloom event. The project will be highlighted through brief remarks during the event.



## Linen Fence 2025

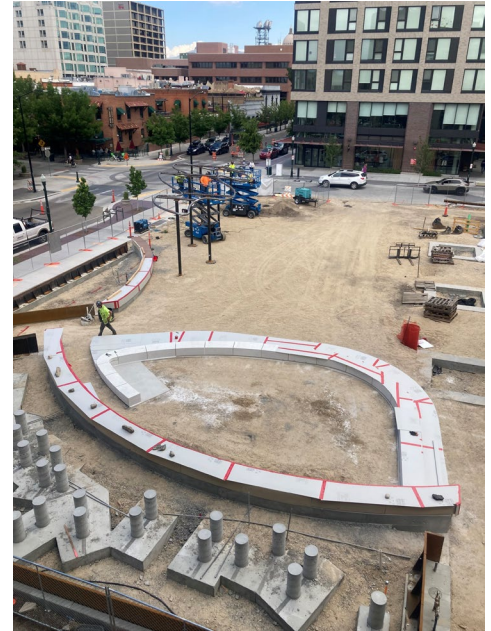
\$5,000; Selected artist Elizabeth Hilton has installed her artwork, *The Walk Home from Work*.



## CCDC PROJECTS WITH TYPE 4 AGREEMENTS

### 521 W Grove St. Public Space, Public Art

\$731,322 (artist budget, \$491,100); Artist team Hua Studio (Huameng Yu and Louis Chinn) are continuing to collaborate with CCDC, the site design team, architects, engineers, and the construction team as their works complete fabrication and begin to installation at the site. The artists are in Boise to assist with the installation process and will be in town through the dedication of Kaixo Corner (July 28 at 4:00 pm).



### Erma Hayman House T4

\$100,000; Interpretive signage added lighting for artwork on wall and vinyl murals. 5 artists (Miguel Almeida, Gracieux Baraka, Mungo Ligoya, Hallie Maxwell, and Carrie Applegate) are committed to design pairs of murals - one half to be displayed at the Erma Hayman House, the other half at Main Library. Artwork will be displayed for a 6-month cycle during a 2.5-year timeframe. Miguel Almeida's artwork came down and was replaced with Gracieux Baraka's artwork in April. The mural swap was honored through the "Between Two Murals" event on April 5. Upcoming programming will include:

- Archival scanning opportunities with Carrie Applegate in August (details in the works).





### **Linen Blocks T4 ArtPort Installation**

\$20,000 2nd art port sculpture installed on Grove St. between the 10<sup>th</sup> and 11<sup>th</sup> blocks. Partnership with sculpture class at BSU to select and display student artwork. Installation took place May 5<sup>th</sup>, 2025. Artist Grace Ott's sculpture *One Man's Trash* Responds to the statistic from the City of Boise's Climate Action Roadmap describing the average amount of waste from each Boise household per month, Ott's work features a Cooper's hawk on its nest atop a 138-pound pile of trash.



### **Traffic Boxes 2025**

\$42,500; 16 artists selected for new traffic boxes to be wrapped in summer of 2025. Boxes are located within CCDC's Westside Urban Renewal District. Selected traffic boxes are currently being wrapped and will be completed by September 1<sup>st</sup>, 2025.

## **PUBLIC WORKS PUBLIC ART PROJECTS**

### **Warm Springs Golf Course Asphalt Mural Invitational**

\$32,000; Project in conjunction with the opening of the new Warm Springs Golf Course Clubhouse. Traffic calming asphalt mural at the intersecting pathways of the Greenbelt and Warm Springs golf cart pathway. Selected artist Andie Kelly designed a piece that mimics a flowing river, steam rising from geothermal springs, and golden currant blossoms scattered throughout. Mural installation set for mid-June 2025.

### **Water Node**

\$330,000; Water Conservation & Resiliency Public Art Project at the Foothills Learning Center. Working with community stakeholders as well as Parks and Rec staff. Call set to release in June 2025. Installation Fall of 2027.

## **AIRPORT PUBLIC ART PROJECTS**

### **ConRAC (Consolidated Rental Car Facility)**

\$308,700; Vinyl banner mural installation on façade of building, first iteration of rotating installation every 3-5 years. Call opens March 2025, with installation to occur alongside opening of facility in Spring 2026.

### **Family Restroom Wall**

\$70,400; Concourse B, large wall to host installation of potentially 2D sculpture/wall mounted artwork – Project launching in fiscal year 2025.

### **Survey on Public Art in the Boise Airport**



Ran December through January, composed of 10 questions (3 multiple-choice, 7 short answer) focused on what travelers want to see regarding future public art projects in the Boise Airport. Responses will support artists on public art projects, not just the two upcoming projects but also to help guide the visual identity of public art throughout the Boise Airport as it undergoes expansion and upgrades over the next several years. Total survey respondents were 657!

## **NEEDS FROM COMMISSIONERS**

None this month







# MEMO

**TO:** Mayor McLean, Courtney Washburn, Council Member Luci Willits, Arts & History Commissioners

**FROM:** Danielle Grundel, City Archivist

**CC:** Jennifer Stevens, Director

**DATE:** 5/29/2025

**RE:** Archives Program Update

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## ACCOMPLISHMENTS OF THE MONTH

### Summary

The Archives program has continued working alongside the Department of the City Clerk merging of the city's records center and the city's archives into a single building. We are nearing the end with new shelving installation completed at the records center and the majority of the archives facility cleared out. The final move of collections, shelving, tables and equipment from the archives building into the records center facility will be completed later this month.



First section installed; Fully installed and loaded

## NEEDS FROM COMMISSIONERS

None this month





# MEMO

**TO:** Mayor McLean, Courtney Washburn, Council Member Luci Willits, Arts & History Commissioners

**FROM:** Ashley O'Hara, City Historian

**CC:** Jennifer Stevens, Director

**DATE:** 5/29/2025

**RE:** History Program Update

## ACCOMPLISHMENTS & EVENTS

### Boise Depot Centennial Celebration

The Boise Depot Centennial Celebration took place between April 13-16, 2025. History Division supported the overall event by writing a walking tour script for Parks & Recreation. The script was translated into Spanish, and Spanish and English language tours were given during the celebration. Additionally, History Division supported the Arts & History table located in the family activities area with the Fighting Bob books as well as other Fighting Bob activities (coloring pages, scavenger hunt). Lastly, we worked with HRA to develop a new permanent history exhibit for the Depot (photograph below).



Dedication of the Boise Depot. Courtesy of the Boise City Archives.

## Library Summer Reading and learning Celebration Kick OFF event Learning Event

On May 17, the History Program participated in the Library's Summer Reading and Learning Celebration at JUMP. Our table featured the *Fighting Bob* book series, which introduces young readers to Boise's rich historical and cultural heritage. In addition, the History Division supported the Arts & History table in the family activities area by providing *Fighting Bob* books along with related activities, including coloring pages and a scavenger hunt.



## City Steps: Join a tour!

On May 3, the first City Steps tour of 2025 began, highlighting public art and history in downtown Boise. This season includes two sessions, with the first running through June 26.

- Updated Eco-History guided tour to be more facilitator and constituent friendly.
- *Remembering Chinatown: Boise's Vanished Neighborhood* will be offered during the second session of City Steps, beginning in August 2025. This guided tour explores Boise's social and cultural history through the lens of Chinese immigration, highlighting themes of community building, industrialization, discrimination, cultural preservation, diversity, and the lasting impact of urban renewal, particularly as Boise's Chinatown was demolished not once, but twice.

## Grove Street Storywalk – Type 4 Agreement with CCDC

The Grove Street Storywalk porcelain enamel interpretive signs will be installed between May 28-30 along Grove Street between 3<sup>rd</sup> and 16<sup>th</sup> streets. The content includes subjects as far ranging as the history of Boise's Indigenous population (written by the Shoshone Bannock Tribes) to modern urban renewal. Additional historical interpretive signage detailing information about each of the neon signs located on Grove Street between 12<sup>th</sup> and 13<sup>th</sup> streets was installed on May 22, 2025.

## NEEDS FROM COMMISSIONERS

None this month







## DEPARTMENT OF ARTS & HISTORY

MAYOR: Lauren McLean | DIRECTOR: Jennifer Stevens

# MEMO

**TO:** Mayor McLean, Courtney Washburn, Council Member Luci Willits, Arts & History Commissioners  
**FROM:** Kristen Hill, Cultural Sites Program Manager  
**CC:** Jennifer Stevens, Director  
**DATE:** 5/29/2025  
**RE:** Cultural Sites Division Update

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## ACCOMPLISHMENTS

### **Ariana Martinez Residency**

The James Castle House welcomed artist Ariana Martinez for their residency term on May 14<sup>th</sup>. On-site at the James Castle House, Martinez hopes to draw inspiration as much from the material qualities of James Castle's work as from his ingenious spatial reasoning. Martinez plans to map and respond to the world with visual and tactile language and produce work that invites curiosity about all of our different navigational strategies. Throughout their stay, Martinez will host three open studios, one workshop, and a presentation with studio reception.

### **Be A Maker Program Launch**

The James Castle House has launched a new annual program to offer learning and engagement opportunities to intergenerational audiences. This year we are working with local artist Amy Nack, who has developed four workshops exploring various printmaking techniques. This program launched in May, with a workshop at the James Castle House on May 3<sup>rd</sup>, and another hosted at the Collister Library on May 10<sup>th</sup>. There will be two more workshops offered on Saturday, August 2<sup>nd</sup> and Monday, August 24<sup>th</sup>.

### **Future Public School at James Castle House**

The James Castle House hosted one hundred students and parents from Future Public School for a pop-up art exhibition of student work. Following an exploration of artists and art techniques, the students made works inspired by each of the artists (including James Castle) which was displayed in the studio and on the lawn at the James Castle House.

### **Where Art Begins Presentation with Byron Folwell and Andrea Merrell**

James Castle House Architect Byron Folwell and James Castle Collection and Archive Collections Manager Andrea Merrell provided a special tour and presentation at the house that provided insight into the history of the house and the artwork James Castle made of it during his life there.

### **Youth Day at Erma Hayman House**

The Erma Hayman House hosted our first-ever Youth Day on April 26<sup>th</sup> and it was a great event! We had a good turnout and the selection of site-related activities were very popular. We are likely going to turn this into an annual event.

### **Speaking Volumes: Transforming Hate Exhibition**

The Erma Hayman House, along with partner sites Wassmuth Center and BSU Albertsons Library, opened this collaborative exhibition on May 29<sup>th</sup>. The opening reception offered visitors a chance to engage with the exhibition, hear from each of the partner sites, the guest curator, and a proclamation from Mayor McLean to recognize May 29<sup>th</sup> as a day for transforming hate. This exhibition will be on view at all three venues through August 8<sup>th</sup>.

### **New Teammate at Erma Hayman House**

We are so happy to welcome Cameron Stites-Stevens to the Cultural Sites team! Cameron fills a two-year grant funded position at the Erma Hayman House that will enable us to begin concerted efforts with K-12 educational programming and provide our team with additional support to increase our neighborhood outreach.

## **NEEDS FROM COMMISSIONERS – Upcoming Cultural Sites Events**

### **JUNE**

#### **Thursday, 6/5, 5:30-7:00pm (Erma Hayman House): *Race, Place, and Grace***

This interactive workshop is designed to build bridges across diverse perspectives. Expect an engaging session filled with self-reflection, hands-on activities, and opportunities to connect with others in a supportive and inclusive environment.

#### **Tuesday, 6/10, 5:30 – 7:00pm (Erma Hayman House): *Evenings at Erma's: Music***

*Evenings at Erma's* is a three-part event series for those who want to get inspired, meet new people, and engage more deeply with the place they call home. Each month features a different theme, created with local artists, organizers, and community groups in mind, that invites reflection, conversation, and connection. Through interactive activities and informal networking, attendees can connect with others who share their interests and values.



**This month's theme: MUSIC**

Explore how music moves us, brings people together, and inspires change. Whether you're a musician, a music lover, or someone who simply finds joy in a good playlist, this evening is for you.

**Saturday, 6/14, 11:00am – 1:00pm (James Castle House): *Inside the Studio with Ariana Martinez***

Join us at the James Castle House for an intimate studio visit with Summer 2025 Resident Ariana Martinez. Learn more about Ariana's creative practice and see the work they've created while living and working at the James Castle House.

**Saturday, 6/14, 1:00-4:00pm (Erma Hayman House): *Taste of River Street***

Join us at the Erma Hayman House on Friday, June 14, from 1–4 p.m. for a delicious afternoon honoring the diverse food traditions that shaped Boise's River Street neighborhood. This special gathering features a prix fixe menu created and curated by Chef Kevin Huelsmann of KIN, inspired by the River Street Center Cookbook, a compilation of former River Street resident recipes and culinary customs.

**Saturday, 6/28, 11:00am – 1:00pm (James Castle House): *Workshop with Ariana Martinez***

Ariana will be offering a workshop exploring printmaking techniques with the Boise community.

**Saturday, 6/28, 10:00am – 1:00pm (Erma Hayman House, Wassmuth Center, BSU Albertons Library): *Speaking Volumes: Transforming Hate Crawl***

This event provides an opportunity for visitors to explore the exhibition inside all three host venues.

**AUGUST****Tuesday, 7/8, 5:30 – 7:00pm (Erma Hayman House): *Evenings at Erma's: Storytelling***

*Evenings at Erma's* is a three-part event series for those who want to get inspired, meet new people, and engage more deeply with the place they call home. Each month features a different theme, created with local artists, organizers, and community groups in mind, that invites reflection, conversation, and connection.



**Saturday, 7/12, 11:00am – 1:00pm (James Castle House): *Inside the Studio with Ariana Martinez***

Join us at the James Castle House for an intimate studio visit with Summer 2025 Resident Ariana Martinez. Learn more about Ariana's creative practice and see the work they've created while living and working at the James Castle House.

**Thursday, 7/17, 6:00 – 8:00pm (James Castle House): *Ariana Martinez Final Presentation***

This event will include an hour-long presentation from Martinez on their experience and work at the James Castle House, followed by a reception with light refreshments.

**Friday, 7/25, 5:30 – 8:00pm (James Castle House): *Persona and Place: Artists and Sites of the Historic Artists' Homes and Studio Program***

What can photographs reveal about the artists behind the art? Drawing from images featured in the James Castle House's current exhibition, *Where Art Begins: The People and Places of the Historic Artists' Homes and Studios Program*, Valerie Balint will guide attendees through a visual journey of artists across three centuries, exploring how portrait photography and preserved spaces offer insight into their lives and legacies.

This engaging talk places James Castle and his Boise home within a broader national context, connecting his story to other iconic figures and preserved sites in the Historic Artists' Homes and Studios (HAHS) network. From Georgia O'Keeffe's adobe compound in New Mexico to Wharton Esherick's handcrafted Pennsylvania home, Balint will introduce the personalities and places that make up this remarkable consortium of 80 sites across 31 states.

- *Desired Action:* Please join us for any and all of our events and share with your networks!







## DEPARTMENT OF ARTS & HISTORY

MAYOR: Lauren McLean | DIRECTOR: Jennifer Stevens

# MEMO

**TO:** Mayor McLean, Courtney Washburn, Council Member Luci Willits, Arts & History Commissioners  
**FROM:** Jennifer Yribar, Communications Manager  
**CC:** Jennifer Stevens, Director  
**DATE:** 5/29/2025  
**RE:** Communications, Grants, and Public Programs

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## TEAM UPDATE

We are excited to welcome Sophie Copple as our Arts & History Summer Intern from June 9 through August 29. Sophie is finishing her Junior year at Santa Clara University, studying English and French with a minor in Philosophy. During her internship, Sophie will focus on learning more about communications and community engagement, grants and outreach, and education and public programs in a government setting.

In April we welcomed Rahel Gebrehiwot and Megan Kittridge to our team in as our City Steps Tour Guides from April through September. Both will work collaboratively to deliver engaging and informative walking tours that explore Boise's rich history and public art.

## COMMUNICATIONS

### 2025 Communications Priorities

- Jan. - May: City of Boise Flag Design Contest - Stopped
- Apr. 13-16: Boise Depot Centennial Celebration - DONE!
- July: Arts & History Website launch
- Jul. 28: Kaixo Corner (521 W Grove St.) Public Opening
- Sept. 18: Mayor's Awards for Excellence in Arts & History and 2026-2027 Cultural Ambassador
- Jan. 2 – Jul. 4, 2026: America 250 (programming: April – July 2026)

### Arts & History Brand Marketing

In collaboration with our staff, the Office of Community Engagement, and Information Technology Department, we continue to work on applying many of the recommendations provided by Drake Cooper in our messaging and across our outreach materials, including in our website upgrade and redesign project (planned for July).

Alongside the Office of Community Engagement, we have also completed work on a City of Boise x America 250 mark and are working on digital and print applications to support the city's commemoration and celebration of America's 250<sup>th</sup> anniversary.

### **Arts & History Website Upgrade & Design Refresh**

We continue to work with the city's Office of Community Engagement and Information Technology Department on the A&H Website Upgrade & Design Refresh project ([boiseartsandhistory.org](http://boiseartsandhistory.org)). This project aims to upgrade our content management system to a current version, remediate accessibility compliance to meet new federal requirements (compliant by April 2026), and enhance the website user experience while honoring the unique features of Arts & History's brand. Project timeline remains July 2025. The James Castle House ([jamescastlehouse.org](http://jamescastlehouse.org)) and Erma Hayman House ([ermahaymanhouse.org](http://ermahaymanhouse.org)) websites will be upgraded starting in November 2025 through March 2026.

### **Press Releases (Published/Planned)**

- **April 1, 2025:** [Nominations for Mayor's Awards for Excellence in Arts & History and Cultural Ambassador Application Now Open](#)
- **May 1, 2025:** [2026 Grant Applications Open May 1 for Cultural Projects Benefiting Boise Residents](#)
- **May 22, 2025:** [Ariana Martinez Explores Disabled Lineages Through Art and Archival Practice at James Castle House](#)
- **May 27, 2025:** Media Advisory: *Speaking Volumes: Transforming Hate* Exhibition Opening

### **Media Coverage**

- [All aboard! City celebrates 100 years of historic Boise train depot](#) [Idaho Statesman]
- [4-day Boise Depot Centennial celebration begins Sunday](#) [Idaho Press]
- [Boise Depot celebrates 100 years with four days of events and activities](#) [KBOI Channel 2]
- [The Boise Depot turns 100 years old today; Celebrations, jazz, and more planned](#) [KBOI Channel 2]
- [Boise Depot celebrates 100 years of history](#) [KIVI Channel 6]
- [Boise Depot Centennial: City unveils 100th anniversary celebration schedule](#) [KTVB Channel 7]



- [Boise Depot centennial celebration sparks dreams of passenger rail revival](#) [KTVB Channel 7]
- [The 208 Boise Depot Centennial special](#) [KTVB Channel 7]
- [Art installation celebrates Boise Depot's 100th anniversary](#) [KTVB Channel 7]
- [Boise Depot celebrations + Car burglaries rise + Free health fair](#) [BoiseDev]
- [The Boise Depot is turning 100!](#) [Boise State Public Radio, Idaho Matters]
- The Life & Times of the Boise Depot: Boise, Idaho's Crown Jewel Turns 100 by Bill Anderson [*The Streamliner*, Vol. 39, No. 2, Spring 2025]

## GRANTS AND OUTREACH

### Mayor's Awards for Excellence in Arts & History and 2026-2027 Cultural Ambassador

Nominations for the Mayor's Awards for Excellence in Arts & History and applications to be the next City of Boise Cultural Ambassador are now closed.

- Total number of Mayor's Awards nominations received: 44
- Total number of Cultural Ambassador applications received: 11

Award recipients and the next Cultural Ambassador will be announced at the Mayor's Awards for Excellence in Arts & History on Thursday, September 18, 2025, at 5 p.m. at JUMP. Individual tickets and sponsoring opportunities will be available for purchase in early summer. [Learn more](#).

Story Story Night is the current City of Boise's [Cultural Ambassador](#) (2024-2025).

Upcoming events:

- 6/23, 15<sup>th</sup> Anniversary Special at The Shrine Social Club. MY OWN PRIVATE IDAHO: Stories of Wild States
- 7/21, Story Story Late-Night at The Old Idaho Penitentiary. HOT MESS: Stories of Getting Sloppy
- 8/25, Story Story Late-Night at The Old Idaho Penitentiary. LOCK HER UP: Stories of Getting Schooled
- 8/28, Story Story Studio at The Bishop's House. FREE
- 9/30, Slammer of the Year. REAP WHAT YOU SOW

Learn more on [Story Story Night's website](#).

### Arts & History Grants Program



The FY26 Arts & History Grant funding, totaling \$150,000, will be distributed through two opportunities:

- Annual Arts & History Grant: Opens May 1 – Closes June 16, 2025 for awards between \$1,000 and \$5,000 totaling \$120,000. This funding supports people in established and emerging cultural fields with projects designed to benefit the Boise residents.
- America 250 Grant: Opens in January 2026 (dates TBA) for awards between \$1,000 and \$5,000 totaling \$30,000. This funding supports individuals and organizations in established and emerging cultural fields with projects designed to support the City of Boise's commemoration and celebration of America's 250th anniversary between April and July 2026.

### **Boise City Writer-in-Residence**

We announced the [City of Boise's 2025 Writers in Residence: Susan Bruns](#) (October 1, 2024 – March 31, 2025) and [Alan Heathcock](#) (April 1 – September 30, 2025).

Upcoming events:

- 5/31: [Workshop with Boise City Writer-in-Residence Alan Heathcock: Writing with Authenticity](#)
- 6/21: [Workshop with Boise City Writer-in-Residence Alan Heathcock: Writing with Urgency](#)
- 7/19: [Workshop with Boise City Writer-in-Residence Alan Heathcock: Writing with Meaning](#)
- 8/16: [Workshop with Boise City Writer-in-Residence Alan Heathcock: Writing with Originality](#)
- 9/20: [A Community Reading and Celebration of the Written Word with Boise City Writer-in-Residence Alan Heathcock](#)

Application for FY26 Boise City Writer-in-Residence terms open June 23 – July 28, 2025. Selected writers will be announced in September 2025. Opportunity for an A&H commissioner to serve on review panel.

### **Outreach**

Upcoming outreach events (**Note:** This is a *tentative* schedule. Additional opportunities may be added throughout the year. Dates and events are subject to change.):

- May/June: City Steps Guided Tours
- June 5: First Thursday at City Hall Plaza
- June 7: Ustick in Bloom (West Valley Neighborhood Association)





- June 19: World Refugee Day
- June – August: Neighborhood Concert Series
- August 2: The Boise Farmers Market
- August 5: National Night Out
- August/September: Boise Comic Arts Festival (BCAF)
- September: Open Streets Boise
- October: Boise Neighborhood Interactive

## EDUCATION AND PUBLIC PROGRAMS

### Public Programs

We continue to engage department-wide teams in monthly Public Programs Roundtable, program team meetings, and Book Club discussions (optional), to develop shared language and best practices in public programming and community engagement. We met in May to reflect on the previous months' programs and events and review our programming calendar. We also brainstormed an "Where Art Begins Artist Panel" for the James Castle House.

Upcoming programs and events:

- May through June 28: [City Steps Guided Tours](#)
- 5/29: *Speaking Volumes: Transforming Hate* exhibition opening at the Erma Hayman House
- 5/31: Inside the Studio with Ariana Martinez
- 6/3: Coffee with the Curator: Katie Knight
- 6/5: Race, Place, and Grace: Origins - The Power of Personal Story
- 6/10: Evenings at Erma's: MUSIC
- 6/14: Inside the Studio with Ariana Martinez
- 6/14: Taste of River Street
- 6/28: Workshop with Ariana Martinez
- 7/8: Evenings at Erma's: STORYTELLING
- 7/12: Inside the Studio with Ariana Martinez
- 7/17: Ariana Martinez Final Presentation
- 7/25: Persona and Place: Artists and Sites of the Historic Artists' Homes and Studio Program
- 7/28: Kaixo Corner (521 W Grove Street) Public Opening

### Education

With a strong foundation laid for Public Programming, we plan to explore Goal 3 of our Strategic Plan focusing on building K-12+ programming. In collaboration with Boise School District, Boise State, and community partners, we plan to launch and Educator



Advisory Team which will serve as a resource to build, review, and ultimately implement focused programming for students and educators in our community.

## NEEDS FROM COMMISSIONERS

### Cultural Program Guide

The April-June Cultural Program Guide is here! Learn more by visiting our [Events Calendar](#).

- *Desired Action:* Pick up a copy at our offices or at any city facility. Please share widely!

### Upcoming FY25 Grant Recipient Events

- 5/24: Boise Philharmonic presents Chamber Music feat. Ballet Idaho
- 5/31: Common Ground Community Chorus presents A Look To The Future: Celebrating 25 Years of Choral Music
- 6/3: The Tree City Chamber Players present Musical Tales at the Library! at Hillcrest
- 6/5: The Tree City Chamber Players present Musical Tales at the Library! at Bown Crossing
- 6/7: The Tree City Chamber Players present Musical Tales at the Library! at Collister
- 6/7: The Ecogeoglyphic Observatory presents RIPARIA
- 6/14: Starbelly School of Dance presents Boise Raks
- 6/18: Boise Community Band Concert
- 7/12: Starbelly School of Dance presents Boise Raks
- 7/16: Boise Community Band Concert

Learn more by visiting our [Events Calendar](#).

- *Desired Action:* Please consider attending.





## EXHIBIT A

### Minutes

### Arts & History Commission

Wednesday, April 2<sup>nd</sup>, 2025  
5:00-6:30 pm  
Greenbelt Room, 3rd Floor, Boise City Hall  
150 N Capitol Blvd, Boise ID 83702

*Virtual and in-person attendance is offered.*  
**Watch via Zoom Webinar:** [Registration Link](#)

**Commissioners Present:** Kris Clegg (Chair), Gaby Thomason, Camryn Lafrenz, Amanda Ashley, Rachel Miller (virtual), Melissa Thom, Trish Walker

**Commissioners Absent:**

**Council Liaison:**

**Staff Present:** Jennifer Stevens, Jillian Whitehill, Tilley Bubb, Jennifer Yribar, Alaggio Laurino, Christine Evangelides Dodd (virtual)

**Public:**

- I. **Call to Order** – Commission Chair, Kris Clegg called the meeting to order at 5:04 p.m.
  - a. Land Acknowledgement – Commission Chair, Kris Clegg
- II. **Minutes Approval**
  - a. **ACTION REQUESTED:** Approve Minutes from December 4th, 2024 (**Exhibit A**)
    - i. Motion: Move to approve by Ashely at 5:04 p.m., seconded by Walker at 5:04 p.m. All in favor. Motion approved.
- III. **Director's Update**
  - a. Informational Item: Updates on human resources, History division programs, upcoming programs and events, and needs from Commissioners.
    - i. Commissioners asked the presenter questions and provided feedback on related topics.
    - ii. Motion: No motion, informational item only
- IV. **Presentations/Updates/Approvals** *\*Pursuant to Idaho Code Section 74-204(4), all agenda items are action items, and a vote may be taken on these items.*

- a. Informational Item: 2025 Communications Plan, A&H Brand Marketing and Website Update – Jennifer Yribar and Makenzi Dunstan
  - i. Commissioners asked the presenter questions and provided feedback on related topics.
  - ii. Motion: No motion, informational item only.
- b. Informational Item: Cultural Plan Survey Results – Tilley Bubb
  - i. Commissioners asked the presenter questions and provided feedback on related topics.
  - ii. Motion: No motion, informational item only

V. **Adjourn Meeting**

- a. Commission Chair Clegg asks commissioners to offer a motion to adjourn.
  - i. Motion: Ashley motions to adjourn, Thom seconds; all in favor. Moved at 6:38 p.m.





# DIRECTOR'S UPDATE

April 2, 2025



# HUMAN RESOURCES

- City Historian: Ashley O'Hara will begin on April 28.
- Public Programming/Education: Christina Wilkens will begin in early April.
- Cultural Assets Program Manager: Recruiting and hoping to fill in May.
- Two Tour Guides: Rahel Gebrehiwot and Megan Kittridge will begin on April 21st.
- Intern: To be hired in early May.



# ARTS & HISTORY DEPARTMENT REMODEL

- April to June
- Staff working in other locations
- Reach out via email or cell phone if you need us.



# DEPOT CENTENNIAL

- April 13-16
- New permanent exhibition
- New interpretive signage for the artifacts on display
- Tours
- Public art on Depot



# CCDC AGREEMENTS

- Grove Street Interpretive Signage
  - Install by May 31st
- Public Art Deferred Maintenance
  - Complete by May 31st
- 521 W Grove St. Public Space
  - Install by July 25th
- Linen Blocks Artport
  - 2nd art port on Grove St. between 11<sup>th</sup> and 12<sup>th</sup> streets. Install by May 16th.
- Traffic Box Art Wraps 2025
  - 16 artists selected. Wrap summer 2025





# CITY STEPS

- Spring Series (early May to late June)
  - Same tour content as 2024.
- Fall Series (mid-August to early October)
  - New tours added: Boise's Chinatown and Grove Street's Public Art.
- Nominal fee for registrants who can pay

# ARTS & HISTORY AMBASSADOR TEAM (AHAT)

- To serve as:
  - Ambassadors at department or department-sponsored events;
  - Serve on selection panels;
  - Serve as tour docents;
  - Potentially cultural site tour guides/visitor services aides.

# 2025 MAYOR'S AWARDS

- Award nominations and FY26-27 Cultural Ambassador applications open April 1-30, 2025.
- Awardees announced Thursday, September 18<sup>th</sup> at JUMP
- Tickets and sponsoring opportunities available early summer



# AMERICA250

- January 1, 2026 - July 4, 2026
- Includes A&H planned programs, partnership programs, and Independence Day weekend celebrations.



# UPCOMING SELECTION PANELS

- Annual Grants:
  - ~ 60-hour time commitment reviewing applications and selecting awardees
  - July
- Writer-in-Residence:
  - ~ 10-hour time commitment reviewing applications and selecting awardees
  - August





# NEEDS FROM COMMISSIONERS

- Join a selection panel.
- Spread the word that the 2025 Mayor's Awards nominations and Cultural Ambassador applications are open.
- Pick up a copy of our April-June Cultural Program Guide and share widely!
- Support & attend A&H and grantee events.
- Have awareness of upcoming campaigns.

# UPCOMING EVENTS

- Upcoming A&H Events
  - 4/5, 11:00am – 1:00pm (EHH and Downtown Library): *Between Two Murals*
  - 4/10, 5:30 – 8:00pm (JCH): *Hallie Maxwell Presentation and Studio Reception*
  - 4/13-4/16: Depot Centennial
  - 4/19: Workshop with Boise City Writer-in-Residence Alan Heathcock
  - 4/26, 11:00am – 2:00pm (EHH): *Youth Day*
  - 5/3, 11:00am – 1:00pm (JCH): *Be A Maker*
  - 5/7, 2:00 – 7:00pm (EHH): *River Street Spring Resource Fair*
  - 5/9, 5:30 – 7:30pm (JCH): *Where Art Begins Presentation with Byron Folwell and Andrea Merrell*
  - 5/10, 11:00am – 1:00pm (Collister Library): *Be A Maker*
  - 5/13, 6:00 – 8:00 pm (EHH): *Evenings at Erma's*
  - 5/18, 12:00 – 4:00pm (Birds of Prey Center): *International Museum Day*
  - 5/24, 11:00am – 1:00pm (JCH): *Ariana Martinez Open Studio*
  - 5/29, 4:00 – 7:00pm (EHH): *Speaking Volumes: Transforming Hate Opening*
  - 5/31: Workshop with Boise City Writer-in-Residence Alan Heathcock
- Upcoming FY25 Grant Recipient Events
  - 4/14: Pendulum Early Music feat. Jesus Nostri
  - 4/17-20: Idaho Dance Theatre presents *Resonance*
  - 5/3: Pendulum Early Music Concert
  - 5/24: Boise Philharmonic presents Chamber Music feat. Ballet Idaho



# ALIGNING VISION & VOICE

Strategic Impact for Community Impact



# PROJECT BACKGROUND

- We're like none other (arts + history).
  - We have so much to offer; it's challenging to communicate the ENTIRETY of our offerings in a clear/concise/consistent way.
  - We also have the added challenge of communicating that yes, we are a function of government, an essential one!
- The need for unified messaging and media strategy.

# PROCESS



**Secured \$30K.**



**Hired Drake Cooper  
agreed on scope.**



**Worked as a  
committee.**



## The Brief

- Utter clarity of task:** Communicate the community value (and economic impact) of engaging with the arts and history of Boise.
- Audience insight:** **There's where you're from *and* then there's where you belong.**
- Role of Brand:** To cultivate a distinct sense of place that reflects Boise's rich past, diverse communities, and unique natural setting.
- The proposition:** **Engaging with Boise's arts and history makes you more than a spectator; it makes you part of the story.**
- Supporting details:** **The Boise Department of Arts & History creates a sense of belonging that "brings to life" the *past, present, and future* of Boise through art, history, and inclusive community programming.**
- Media KPIs:** Boost awareness and attendance at community events. Increase organic website traffic. Increase social media engagement, event participation, grant applications, and workshop attendance.



# PRIORITY AUDIENCES

**Community Builders:** *Boiseans, families, K-12, newcomers, underserved groups*

**Creative Catalysts:**  
*Students, artists, creatives seeking growth*

**Cultural Stewards:**  
*55+, lifelong learners, long-term supporters, donors*



# PRIORITY AUDIENCES

**Community Builders:** *Boiseans, families, K-12, newcomers, underserved groups*

**EXPERIENCE**

**Creative Catalysts:** *Students, artists, creatives seeking growth*

**EMPOWER**

**Cultural Stewards:** *55+, lifelong learners, long-term supporters, donors*

**ENRICH**



# Connect audience to lines of service with invitational 3 pillars:

## Audience Group Comms Priority:

Boiseans, families, students, newcomers,  
underserved/underrepresented groups.

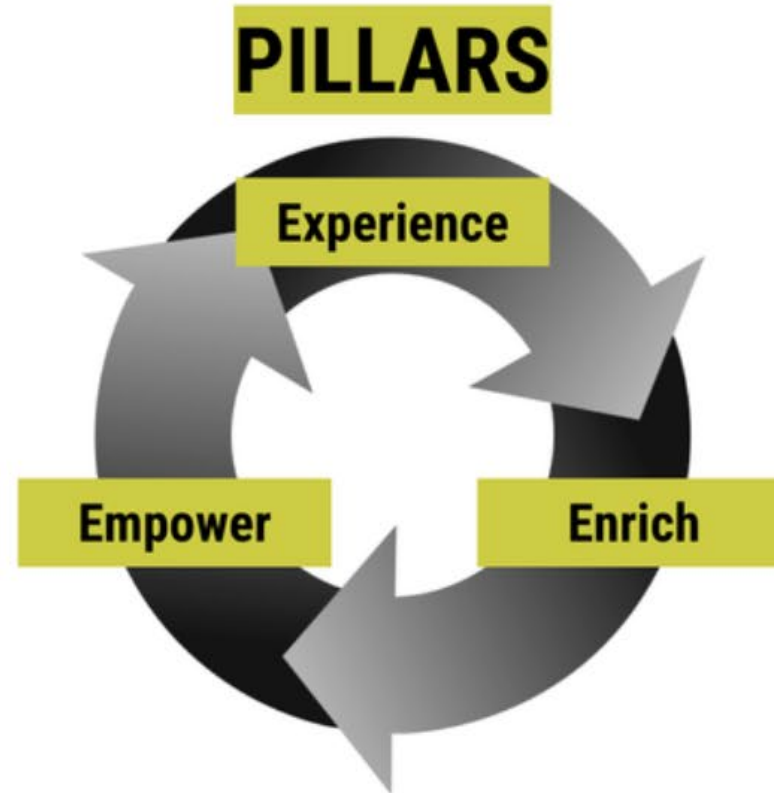


50+, lifelong learners, long-term  
supporters, potential donors.



Artists, historians, cultural and  
creative industries seeking growth.

**Audiences can enter at any point.**



# BRAND PILLARS

Pillar:	Enrich	Empower	Experience
<b>Target:</b>	50+ lifelong learners, long-term supporters, potential donors, and individuals passionate about learning and uplifting diverse, underrepresented stories in Boise.	Students across arts, history, urban studies, and humanities disciplines, young/emerging artists, cultural leaders, creative professionals and business owners, and cultural organizations.	First-time participants and early access seekers, including K-12 students, youth, families, Boise newcomers, and underrepresented communities.
<b>Objective:</b>	Learn about and honor Boise's rich history and cultural heritage through cultural site visits, research and donations to the archives, participation in oral histories, exhibitions, and public programs, and philanthropy.	Build Boise's visual and cultural identity by calling and empowering current and next-generation artists and creatives.	Engage a wide cross-section of Boise's communities and deepen their understanding of Boise's history, arts & culture through inclusive and accessible public programs and events.
<b>Tactical Focus:</b>	Archives, History, Cultural Sites, Public Programs	Public Art Calls, Grants, Cultural Contracts, Spaces/Funding for creative expression.	Family-friendly, accessible public programs and resources serving diverse interests and learning styles. <i>Across all service lines—Archives, Cultural Sites, History, Public Art.</i>
<b>Outcome:</b>	Ensure Boise's history and unique sense of place is preserved and accessible for everyone, for generations to come.	Strengthening Boise's creative economy and cultural impact.	Enriching Boise's cultural vibe with active community participation—Build awareness, excitement, and deepen engagement in Boise's history, arts & culture by providing first and/or early public access.
<b>Channel:</b>	Meta, Local Media & Arts	Reddit, LinkedIn, Pinterest, Meta	Meta, Influencers (Boise With Kids)



# MESSAGING MATRIX

Pillar:	Enrich	Empower	Experience
Target:	50+, lifelong learners, long-term supporters, potential donors and those who value learning about and uplifting diverse and underrepresented stories in Boise.	Students in all relevant disciplines (arts, history, urban studies, and humanities), young and emerging artists, artists and cultural leaders, creative professionals and business owners, and cultural organizations.	First and/or early access: K-12, youth, families, Boise newcomers, underrepresented communities
Offer:	Opportunities for <b>cultural stewards</b> to engage through donations, membership, and exclusive events focused on cultural vitality.	Grants, workspaces, and opportunities for <b>creative catalysts</b> to exhibit their work or collaborate on public projects.	Programs, tours, and events designed with <b>community builders</b> to be family-friendly, educational, and accessible, regardless of background.
Message:	"Your contributions make preservation possible—help us continue to protect Boise's cultural and historical treasures."	"We invest in your creative potential—gain access to resources, funding, and spaces that empower you to shape Boise's identity."	"Discover Boise's rich cultural landscape through inclusive, interactive programs that are open to all."
Proof/RTB:	Long-standing archives, cultural sites, and Boise's rich history as a testament to the work done by supporters.	Investment in public art, grants, and dedicated spaces for Boise's artists to showcase their growth and talent.	Public art, cultural sites, and a wide array of events that foster community connection and cultural exploration.



# Input for the Comms Plan (Informed Messaging Matrix)

<b>Audience</b>	<b>Needs</b>	<b>Relevant Services</b>	<b>Message</b>	<b>CTA</b>
<i>Our brand needs to reach these people</i>	<i>Our brand should help audience with these needs</i>	<i>Ways our audience will engage with our brand</i>	<i>We need to tell our audience these messages</i>	<i>We want our audience to do these things</i>
<b>Community Builders*</b> <i>Boiseans, families, students, newcomers, underserved groups</i>	Access to inclusive, diverse and educational programs	1. Admin 2. Cultural Sites 3. Public Art 4. Archives	Explore Boise's cultural landscape with accessible, inclusive, family-friendly programs.	Attend events Explore programs
<b>Creative Catalysts*</b> <i>Artists, creatives seeking growth</i>	Funding, networking, professional development opportunities	1. Public Art 2. Grants 3. Cultural Sites	We support your creative journey with funding and spaces to showcase your work.	Apply for grants Participate in projects
<b>Cultural Stewards*</b> <i>Older, long-term supporters, donors</i>	Recognition, exclusivity, meaningful involvement, value of Arts	1. History 2. Admin 3. Archives 4. Cultural Sites 5. Public Art	Your support makes preservation possible—be apart of the events that shape Boise's arts and history.	Sponsor events Contribute time Donate money

*\*Source: BCDA&H provided audiences + personas*





# Community Builders

**Audience:** Boiseans, families, students, newcomers, underserved groups

**Objective:** Drive event attendance and program participation through inclusive, family-friendly messaging.



- + Target people in the Boise city ages 25-54 to maximize budget with kids under 18 years old.
- + The audience is characterized by large households and a focus on family activities. They often engage in family-friendly entertainment and have a significant number of parents with young children. 71% of this audience is female.
- + The audience shows a tendency towards digital engagement through e-commerce on social media platforms and moderate internet use. They also exhibit skepticism towards traditional media outlets.

# Community Builders

## Recommended Platforms

**Go all-in on social media, specifically Meta.**

Both Facebook and Instagram are highly used within this audience. If budget allows consider **Pinterest** to focus on family targeting.

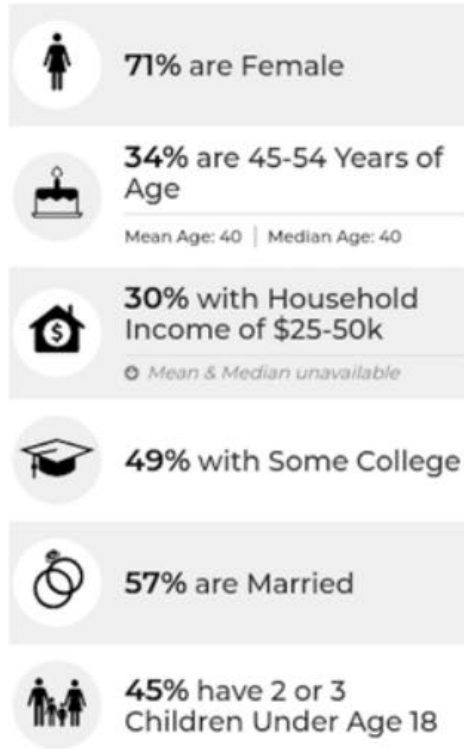
When setting up campaigns, limit age targeting to 25-54 and customize targeting to best fit the message. For example, if we're pushing an event, layer on entertainment interest, if we're pushing programs, consider leaving it more open.



## ADDITIONAL INSIGHTS

### DEMOGRAPHIC HIGHLIGHTS

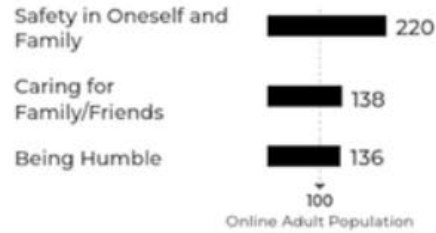
#### % COMPOSITION



### MOTIVATIONS & LIFESTYLE HIGHLIGHTS

#### Top Personal Values ★

##### BY INDEX



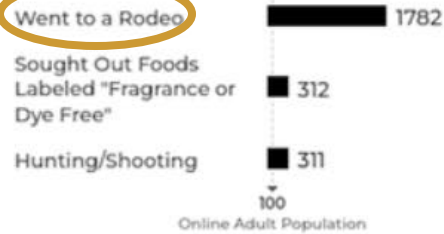
#### Top Psychological Drivers

##### BY INDEX with minimum composition: 10%



#### Top Hobbies

##### BY INDEX with minimum composition: 15%



#### Daily Routine ★

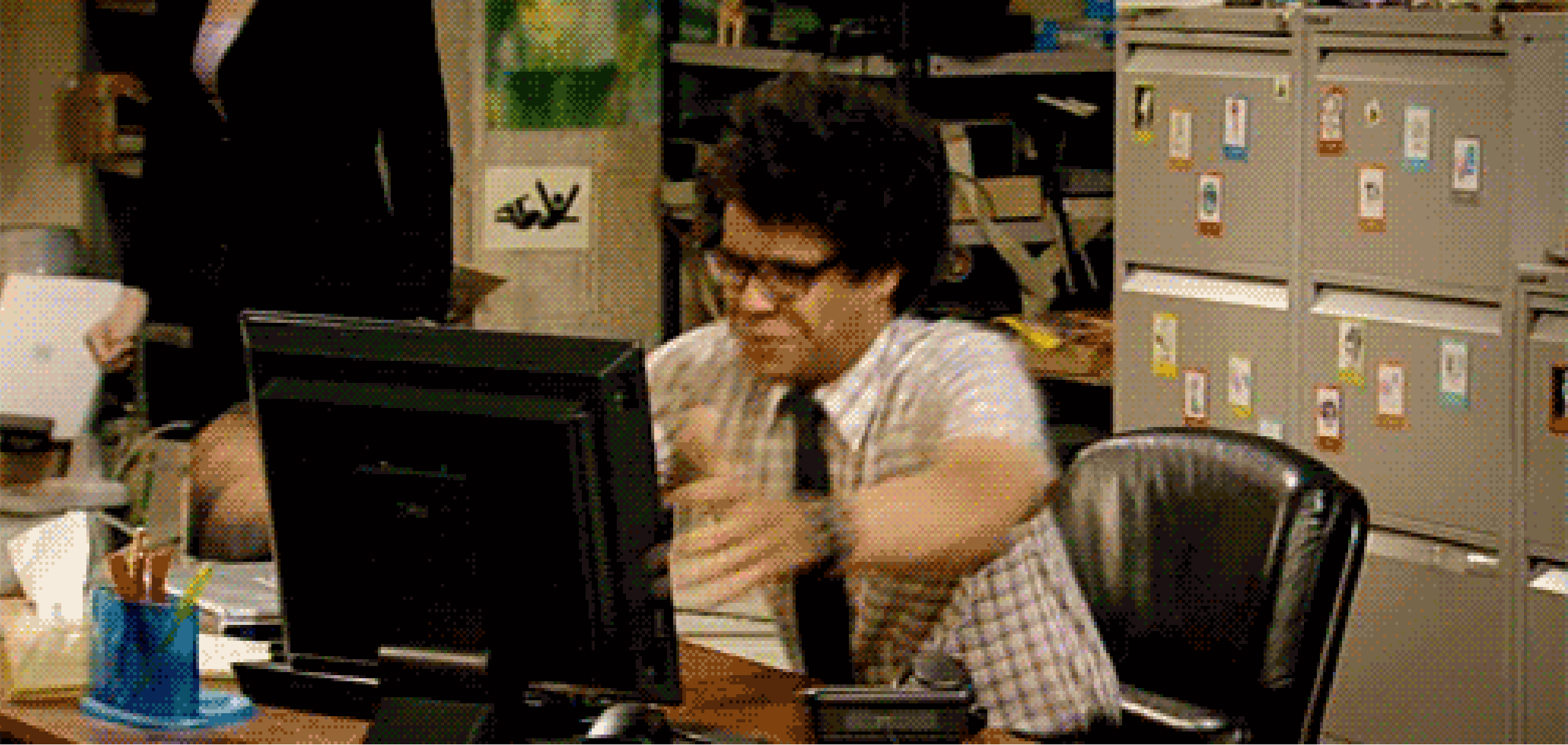
##### BY INDEX with minimum composition: 25%



Index indicates how likely your audience is to possess a trait, or attribute, as compared to the baseline, with 100 representing average. Percent Composition is the distribution, or proportion, of those in an audience who have that specific trait.

resonate





## The "Dandelion Proof"



Can each tagline variation can speak to or reference the meaning of the Department's dandelion symbol?

*Like a dandelion, Boise's arts and history are resilient, adaptable, and transformative. The seeds of creativity and stories take root, grow, and spread across generations, ensuring Boise's cultural essence is preserved and celebrated.*

# PAST. PRESENT. POSSIBILITIES.

Points to the mission of honoring Boise's history, celebrating its vibrant present, and empowering creativity to shape a limitless future.

**PAST. PRESENT. POSSIBILITIES.**





# WHERE BOISE BLOOMS

Calls out the unique way Boise can benefit from celebrating history, elevating art, and investing in a growing creative community.

**WHERE BOISE BLOOMS**



# **CULTURE. CREATIVITY. COMMUNITY.**

Outlines the key areas that prosper when we uplift Boise's inspiring past, dynamic present, and promising future.

**CULTURE. CREATIVITY. COMMUNITY.**



# SHOW. TELL. EMPOWER.

Builds on the departments commitment to make arts and history accessible to everyone, while investing in the creative community.

**SHOW. TELL. EMPOWER.**



# FOREVER BOISE

Speaks to the promise of cultivating Boise's enduring legacy, tying together its rich past, vibrant present, and transformative future.

**FOREVER BOISE**



# PAST. PRESENT. POSSIBILITIES.

Points to the mission of honoring Boise's history, celebrating its vibrant present, and empowering creativity to shape a limitless future.

**PAST. PRESENT. POSSIBILITIES.**



# 2025 COMMUNICATIONS PRIORITIES





# 2025 A&H COMMUNICATIONS PRIORITIES

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
City Flag Design Contest												
Boise Depot Centennial												
Cultural and Creative Industries Focus Groups												
Upgraded A&H Website Launch												
Kaixo Corner												
Mayor's Awards & Cultural Ambassador												
America250												

# ARTS & HISTORY WEBSITE REFRESH



# PROJECT OVERVIEW

- Upgrade our Content Management System to a current version
- Remediate accessibility compliance to meet new federal requirements (compliant by April 2026)
- Enhance the website user experience while honoring A&H's unique brand identity

# PROJECT TIMELINE

- October: Project Kickoff
- November/December: Design
- January – February: Design refinement/Content review
- March – April: Content prioritization and build
- May – June: Design work + Content population
- July: Test + Launch



# 2025 OUTREACH OPPORTUNITIES



# OUTREACH EVENTS

- Feb. 1: Idaho Chinese Organization: 2025 Lunar New Year Celebration at JUMP
- April 4: First Thursday on the Plaza: A Clean City for Everyone
- April 13-16: Boise Depot Centennial Celebration
- April 19: City of Boise Earth Day Celebration
- April 21- May 2: Cultural and Creative Industries Listening Sessions
- May/June: City Steps Guided Tours
- May 1: First Thursday on the Plaza: Movement for Everyone
- May 17: Summer Reading & Learning Celebration
- May 18: International Museum Day



# OUTREACH EVENTS (CONT.)

- June 5: First Thursday on the Plaza: A Safe and Healthy City
- June 7: Ustick in Bloom (West Valley Neighborhood Association)
- June: World Refugee Day
- June – August: Neighborhood Concert Series
- August 5: National Night Out
- August/September: Boise Comic Arts Festival (BCAF)
- August-October: City Steps Guided Tours
- September 4: First Thursday on the Plaza: Engaging Everyone
- September: Open Streets Boise
- October 2: First Thursday on the Plaza: Opportunity for Everyone
- October: Boise Neighborhood Interactive





# BOISE CULTURAL AND CREATIVE INDUSTRIES SURVEY FINDINGS

*Individual Artists, General Public, Creative and Cultural Organizations*

Survey Dates: November 4 – 25, 2025

Response Total: 614 artists  
470 public  
127 organizations



# RESULTS OVERVIEW

Non-scientific survey (respondents not random, participants self-selected to participate, no control variables)

Distributed online through the follow channels:

- City of Boise Press Release, Newsletters and web elements
- Social Media
- Direct emails to arts organizations, non-profits and other community partners
- Flyers and physical media
- Radio and news media

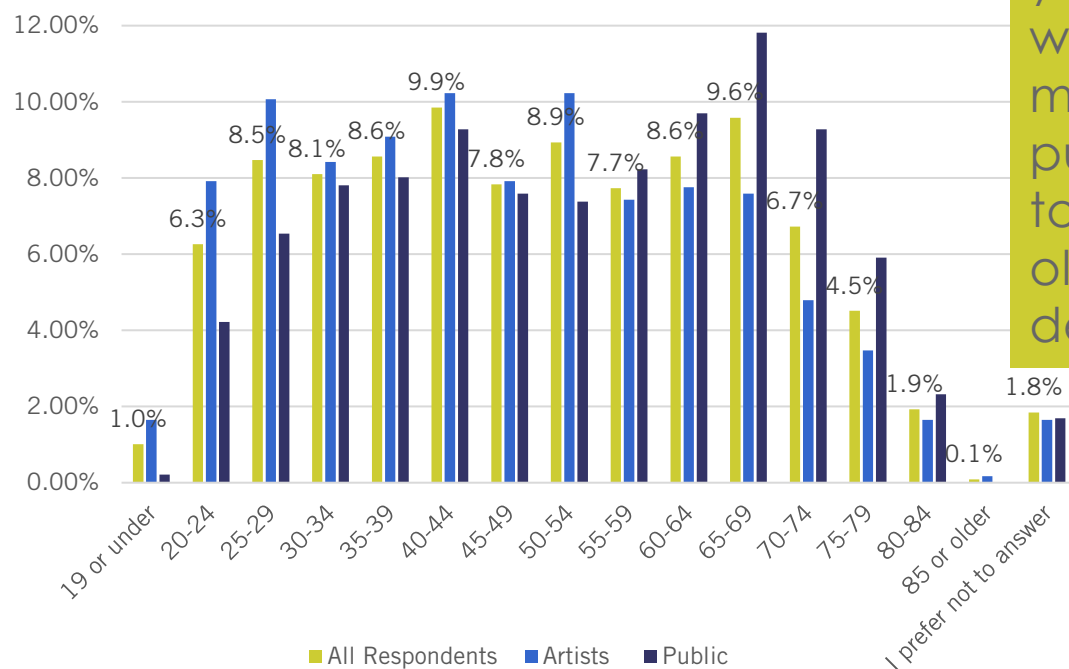




Cellist Dave Eggar visiting an Idaho school

# RESPONDENT DEMOGRAPHICS ARTISTS/PUBLIC

## RESPONDENT'S AGE



Artists tended to be on the younger side, while general members of the public skewed towards an older demographic.

83.5% White

72.5% Female

69.3% homeowners

62.7% live in household of 2

78% no children

63.1% have incomes between \$30,000-\$150,000

15.6% have a disability





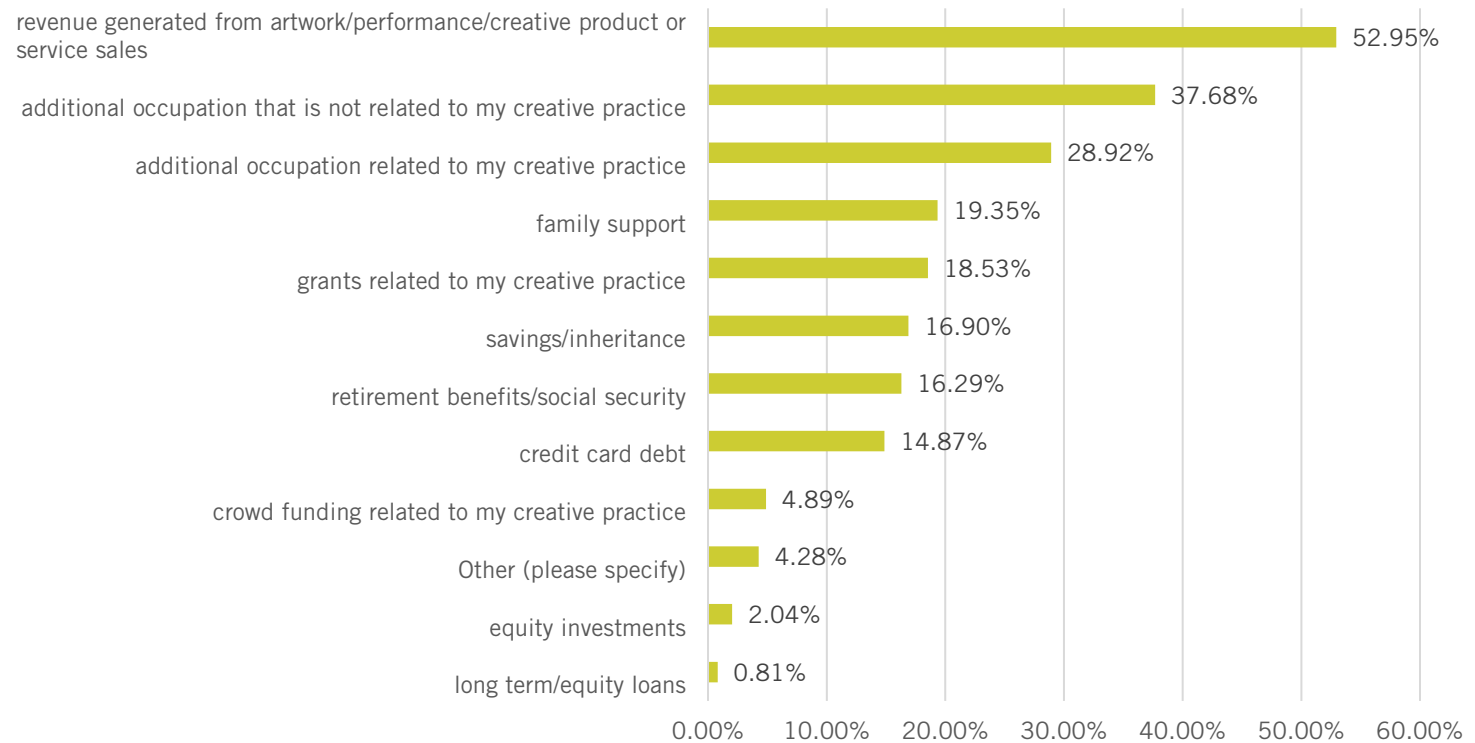
*Idaho artist Kerry Moosman hand building a pot*

# ARTIST RESPONDENTS

- 36% visual artists
  - 11.3% writers
  - 11% theater artists
  - 8.7% musicians
  - Remainder are in film, design, dance, gaming, architecture, culinary arts, storytelling, other
- 
- 42% mid-career
  - 29% Emerging
  - 29% Established

# ARTISTS & \$\$

- Over 60% of artists make less than 20% income from art practices
- Average income is \$29,840, median is \$20,000
- To finance their creative practices:



# ARTISTS & EMPLOYMENT



*Self-employed drummer Alison Miller*

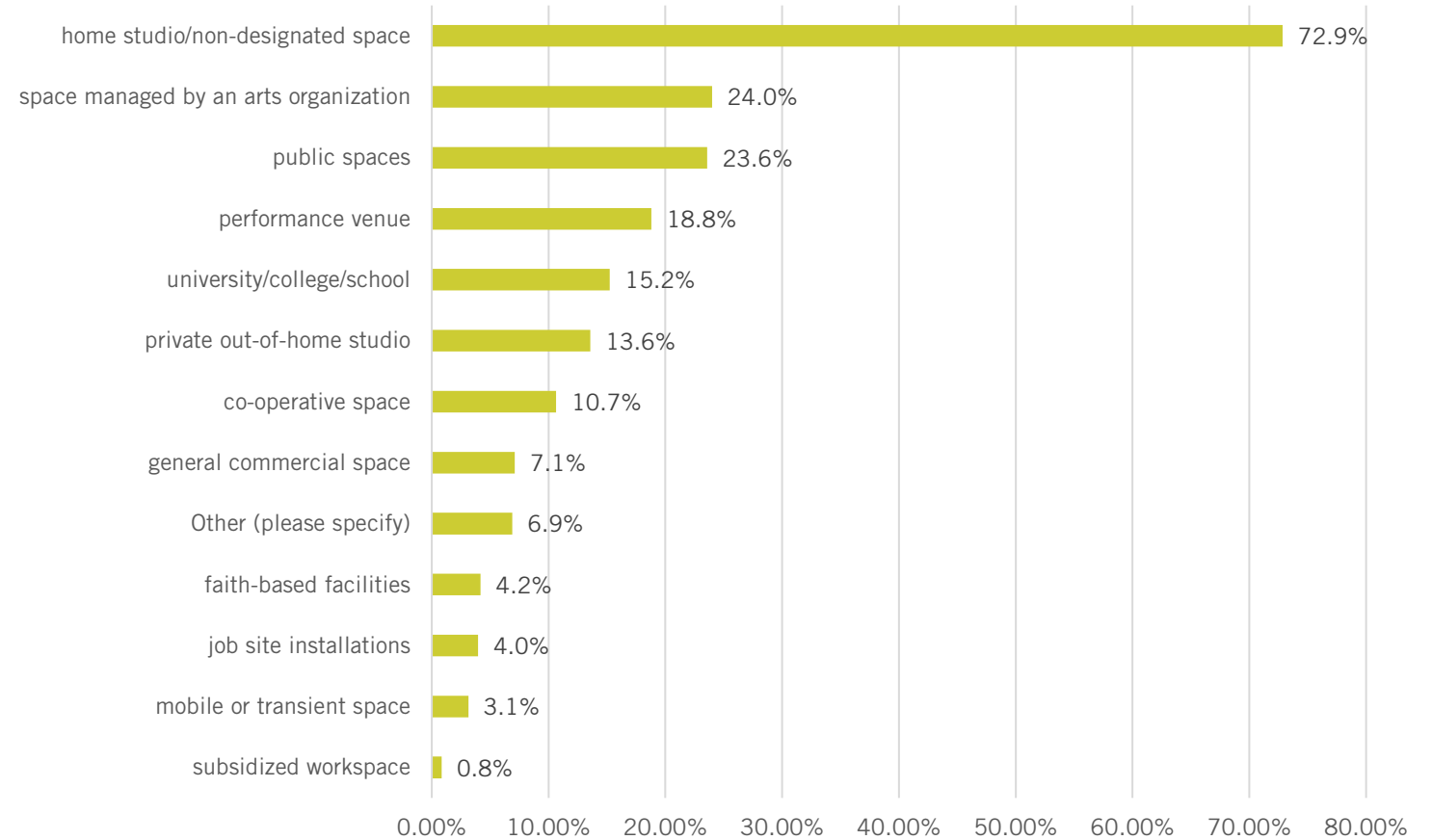
- 40% are self-employed
- 21% don't have an arts-related or creative job
- 10% are employed full-time by a creative organization
- 7% are employed full-time by a creative org & work additional creative jobs part-time
- 5% work several part-time jobs



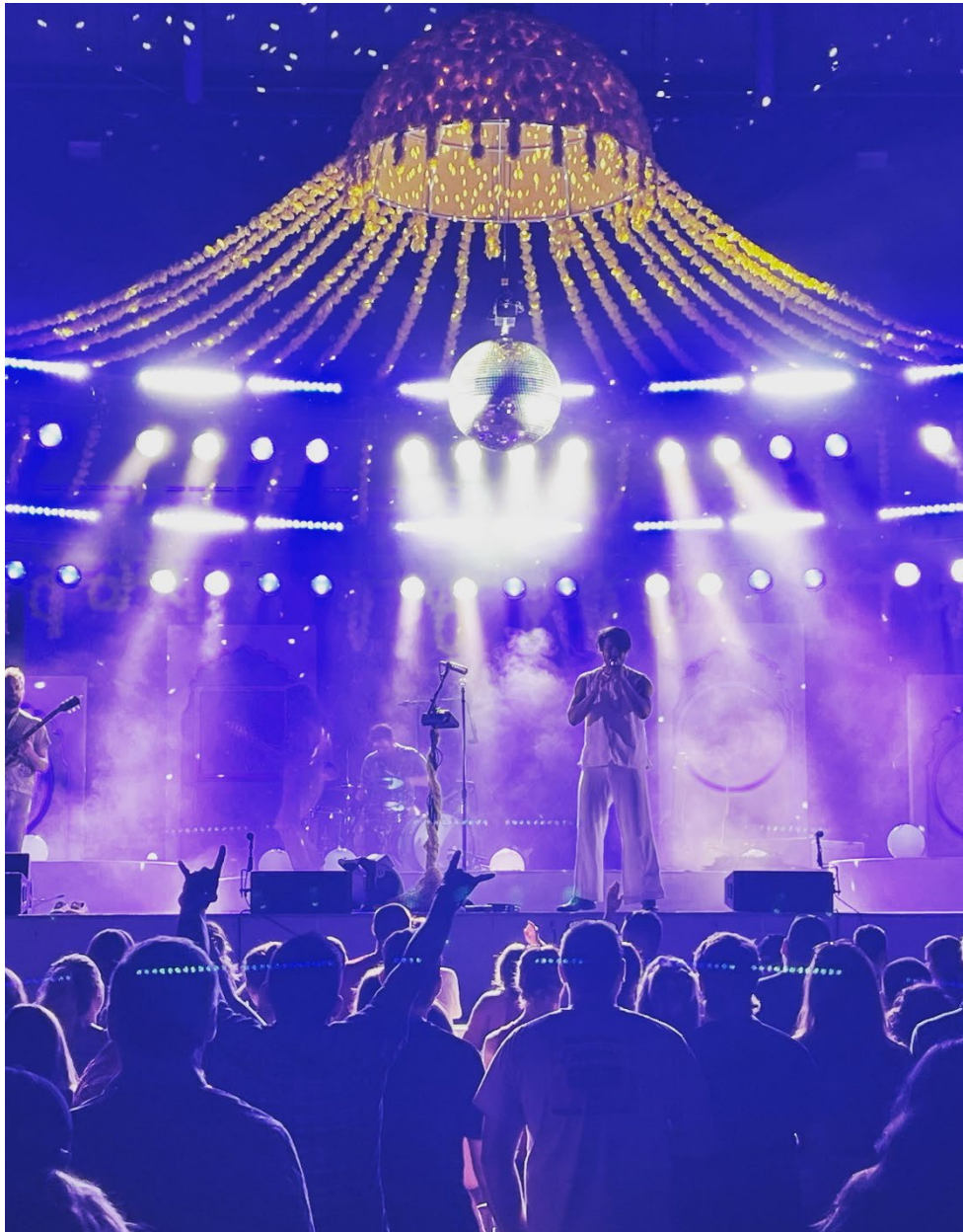


Artists in a home studio

# ARTISTS & PLACE MAKING ART



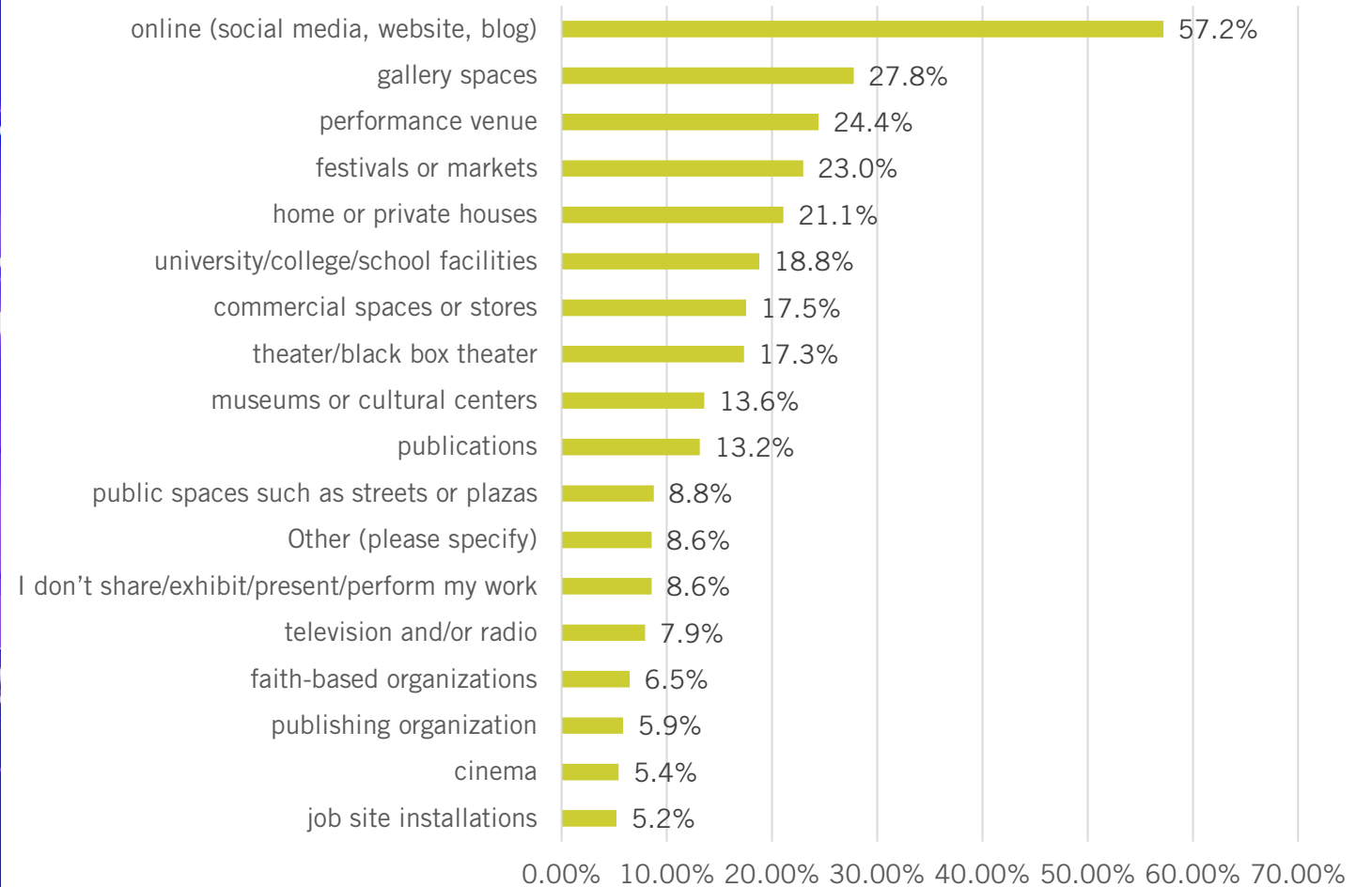




*National pop performer at the Ford Idaho Center*

# ARTISTS & PLACE

## SHARING ART





*Randy VanDyke at VanDyke Framing*

# ENTREPRENEURSHIP

- 40% (183 respondents) helped start an arts organization or creative industry business
- 87% of these organizations operate in Boise and the surrounding area

## Challenges they face:

- Financial barriers
- Social perceptions “art is not a real job”
- Lack of business training
- Need of mentors, workspace, resources
- Limited time for multiple roles (create, market, sell, social media, finances)
- High competition locally/nationally





# WHERE DO ARTISTS FIND CAREER SUPPORT?

- 53% Non-profits & for-profit cultural orgs
  - 38% Universities/educational sector
  - 28% Public sector (governments)
  - 26% Community
  - 26% for-profit businesses
- 
- Only 25% of artists have all the training they need in Boise
  - Only 22% can make a living as a creative industry employee

*April VanDeGrift interviewed by Brooke Burton at James Castle House*



*Lost Grove Brewing Neighborhood Concert Series*

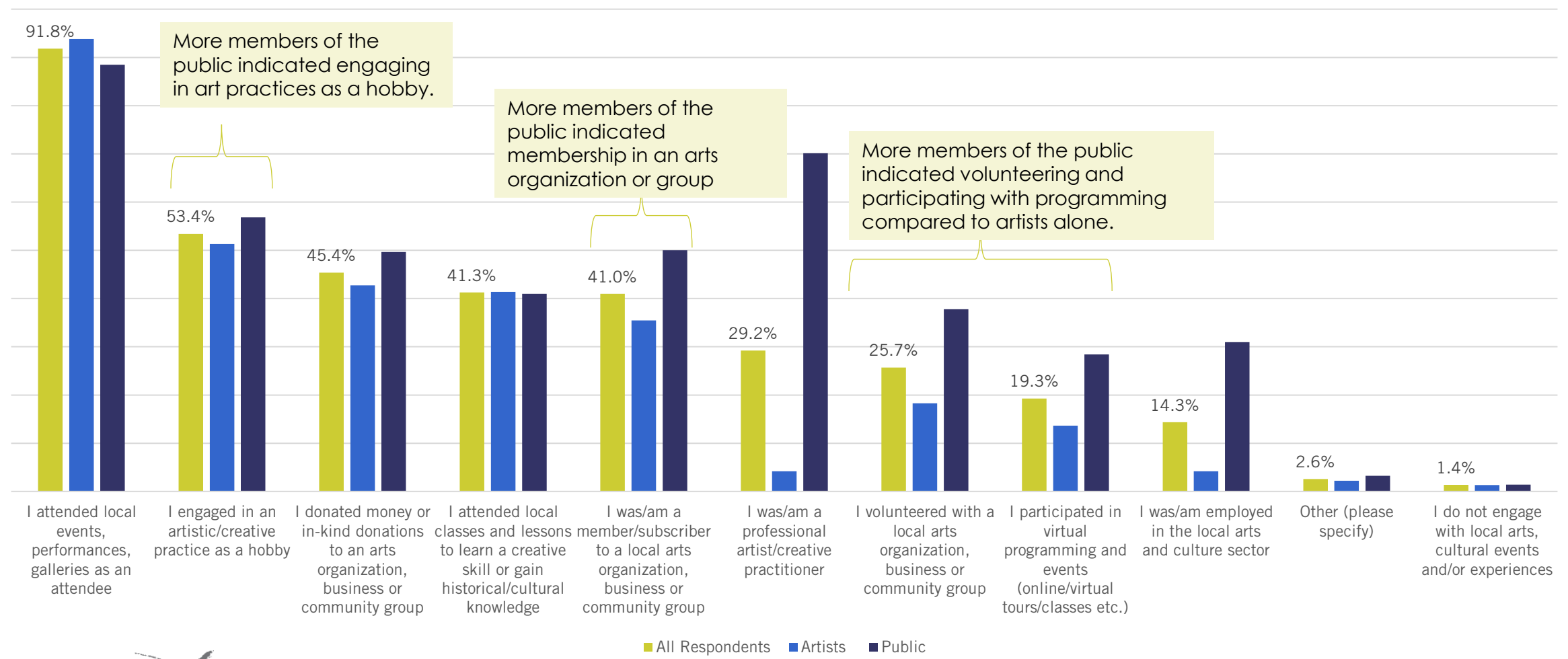
# STAYING IN BOISE?

- 76% of artist respondents plan to stay in Boise in the next 1 – 3 years.
- 18% were unsure
- 5% said they were planning to leave

## **Reasons to NOT stay in Boise include:**

- Better economic opportunities elsewhere
- Better education/training elsewhere
- More art-friendly culture elsewhere
- Affordable housing/cheaper cost of living
- Idaho's unfriendly political climate towards LGBTQIA, women, indigenous and non-white people

# ARTISTS AND THE PUBLIC RESPOND

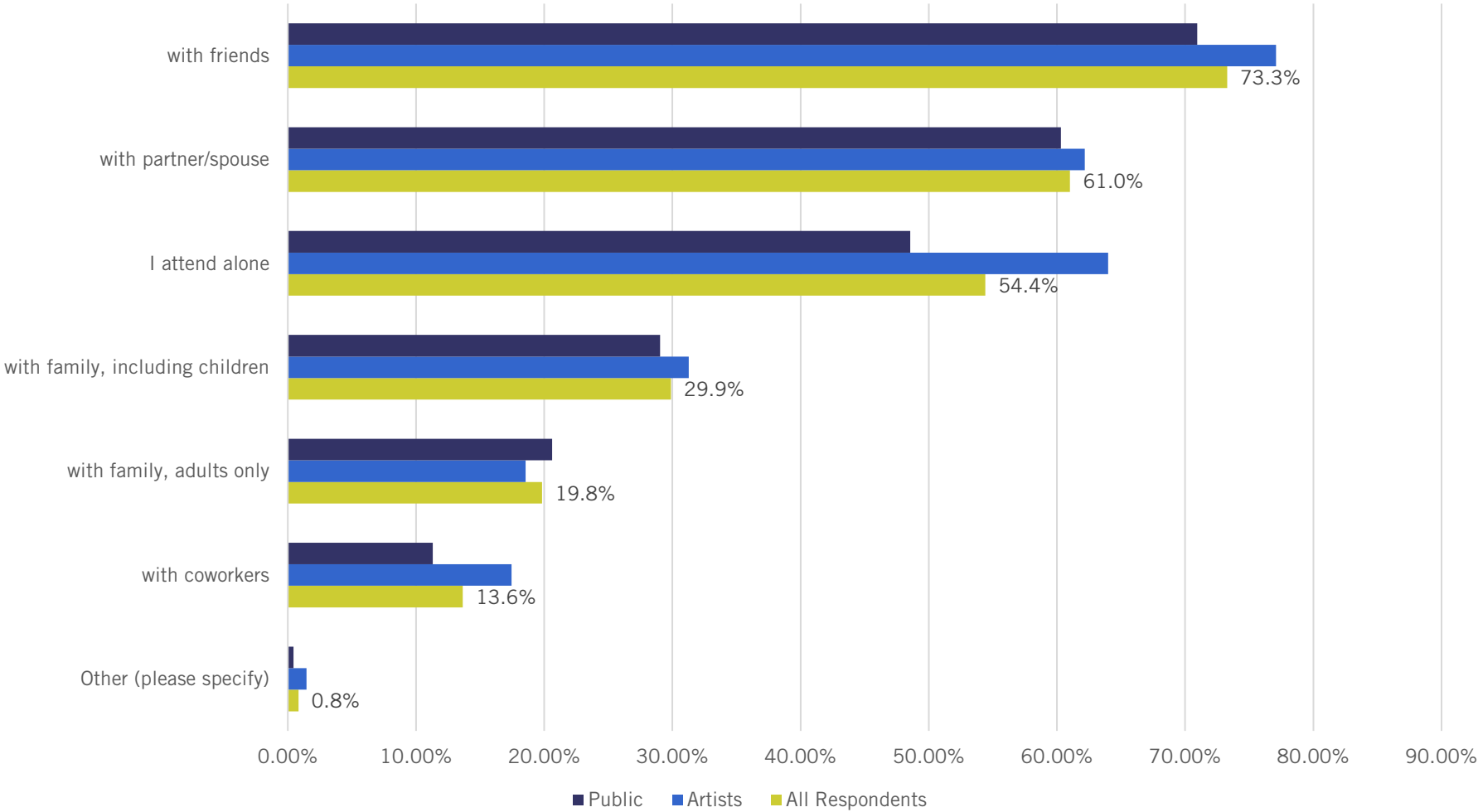




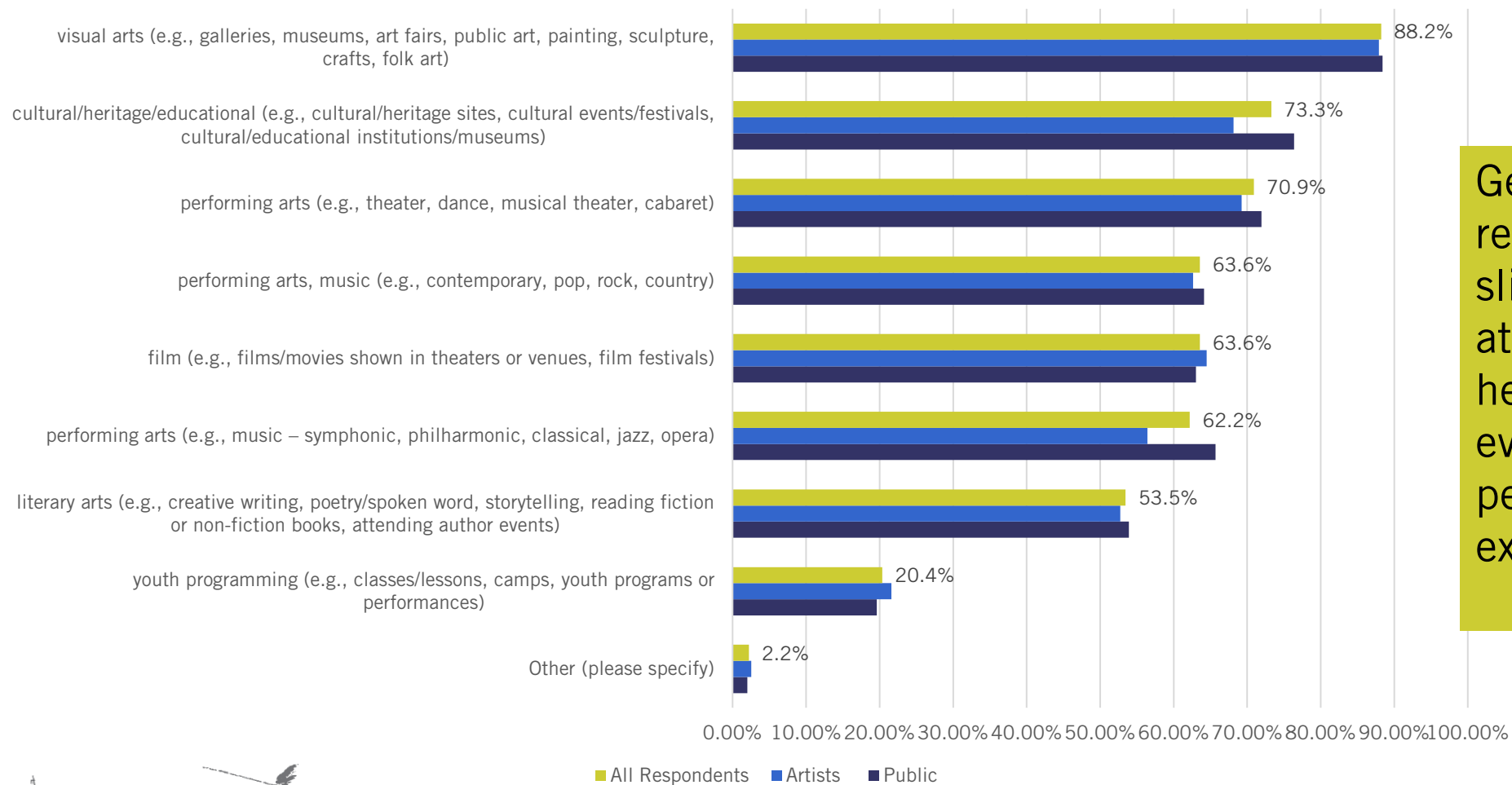
# WHO DO RESPONDENTS ATTEND ARTS AND CULTURAL EXPERIENCES WITH?



Boise Community Band at Julia Davis Park



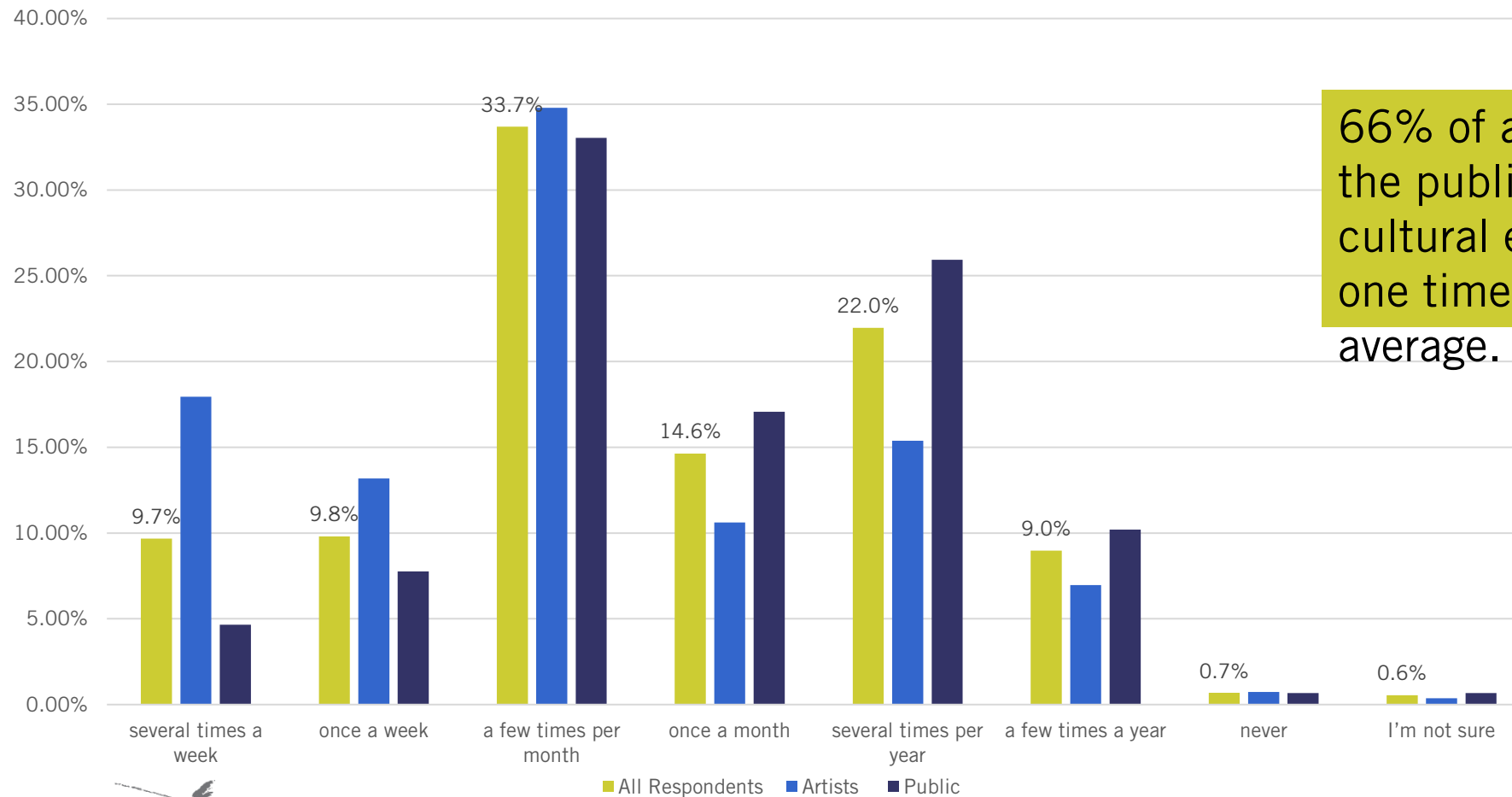
# TYPE OF EXPERIENCES ATTENDED



General public respondents were slightly more likely to attend cultural/heritage/educational events as well as performing arts experiences.



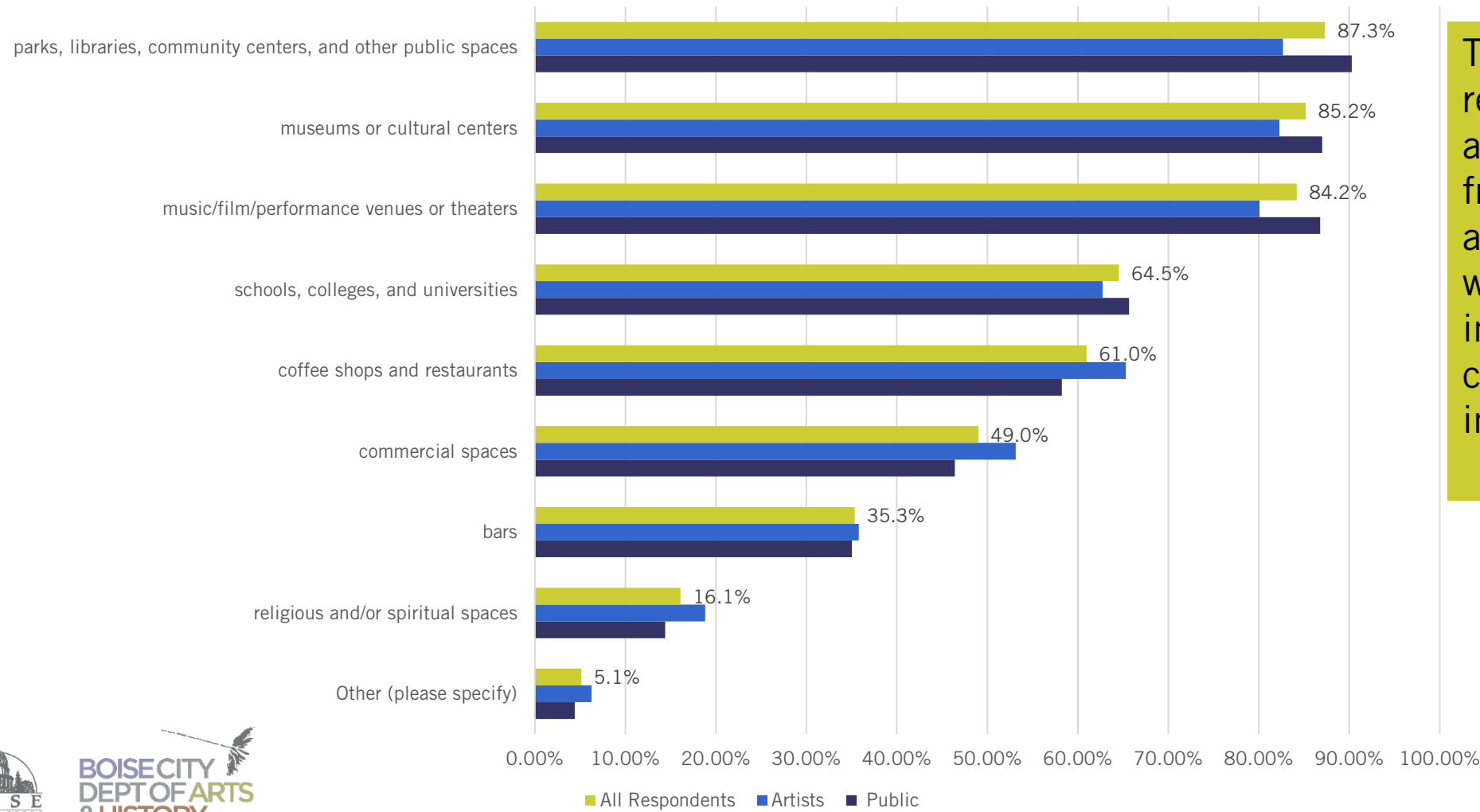
# FREQUENCY OF ATTENDANCE



66% of artists and 45% of the public attend arts and cultural events more than one time per month on average.

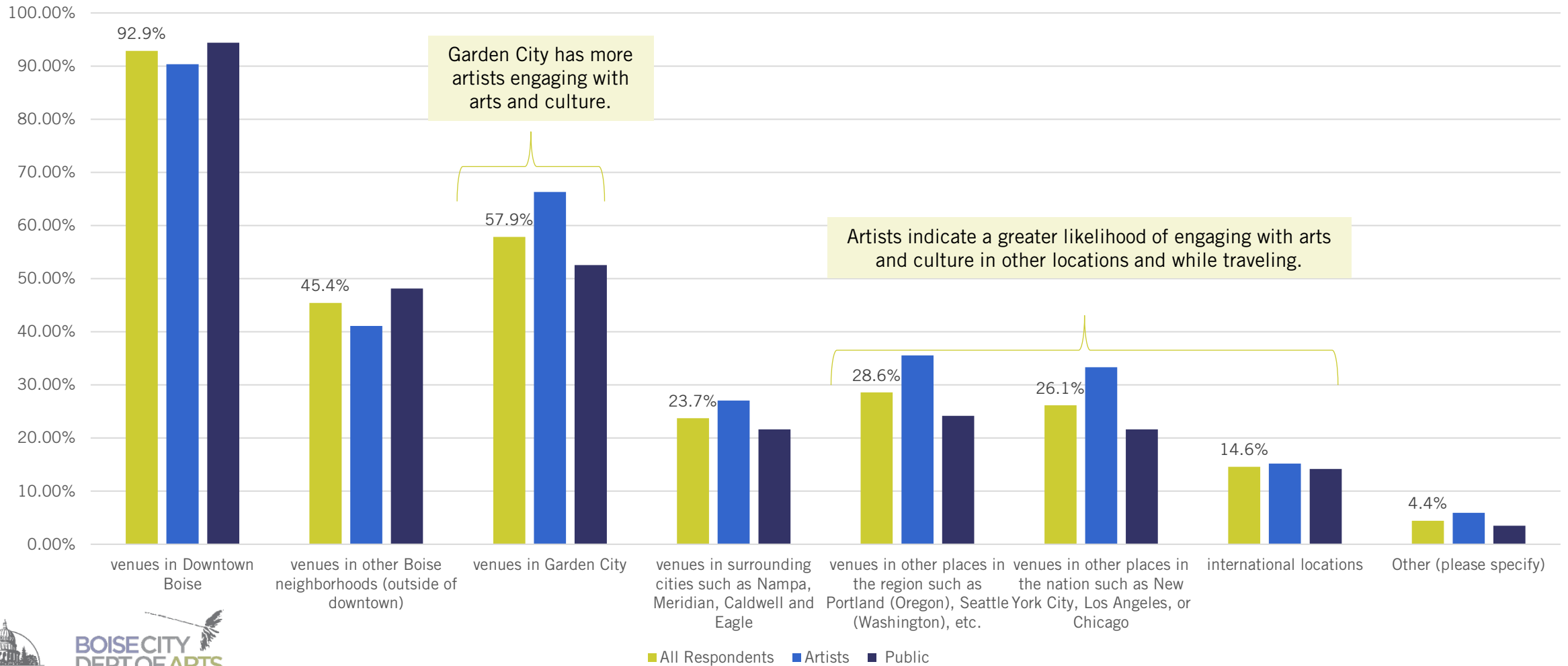


# SPACES WHERE THEY ENGAGE WITH ARTS AND CULTURE

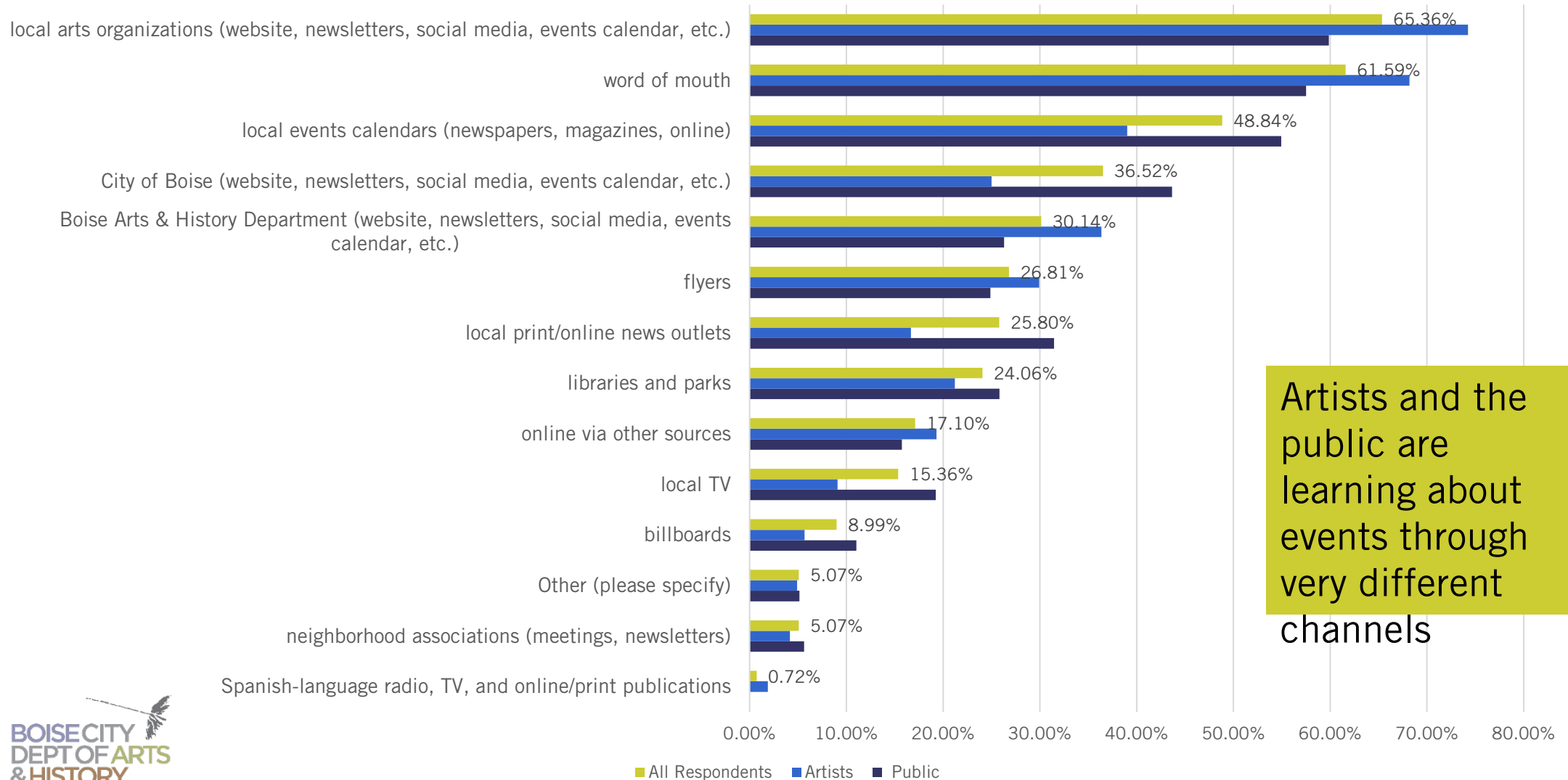


The top spaces represent free or affordable and family friendly locations. This also seems to align with City strategy to incorporate arts and cultural experiences into everyday places.

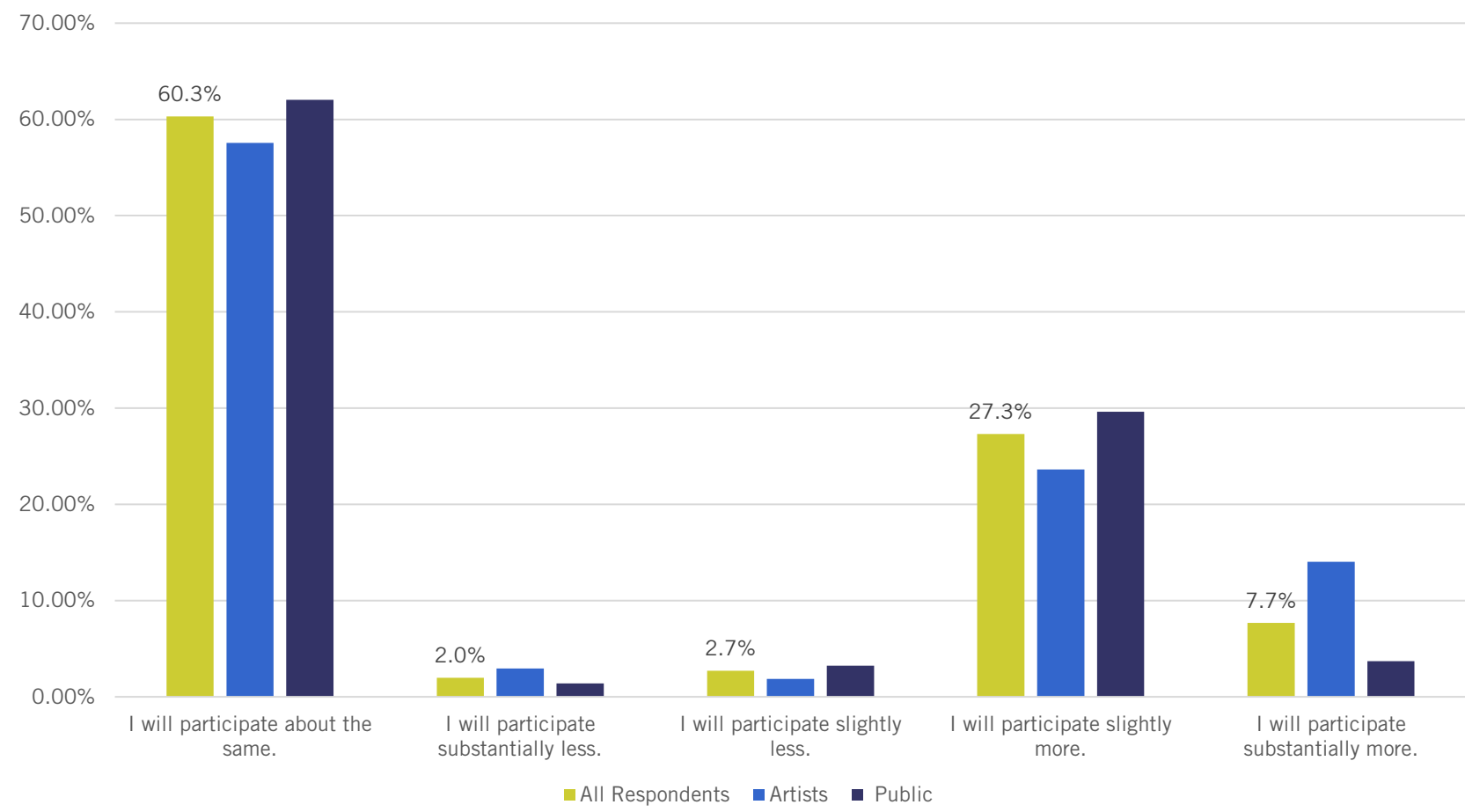
# LOCATIONS WHERE THEY ENGAGE



# HOW THEY HEAR ABOUT EVENTS

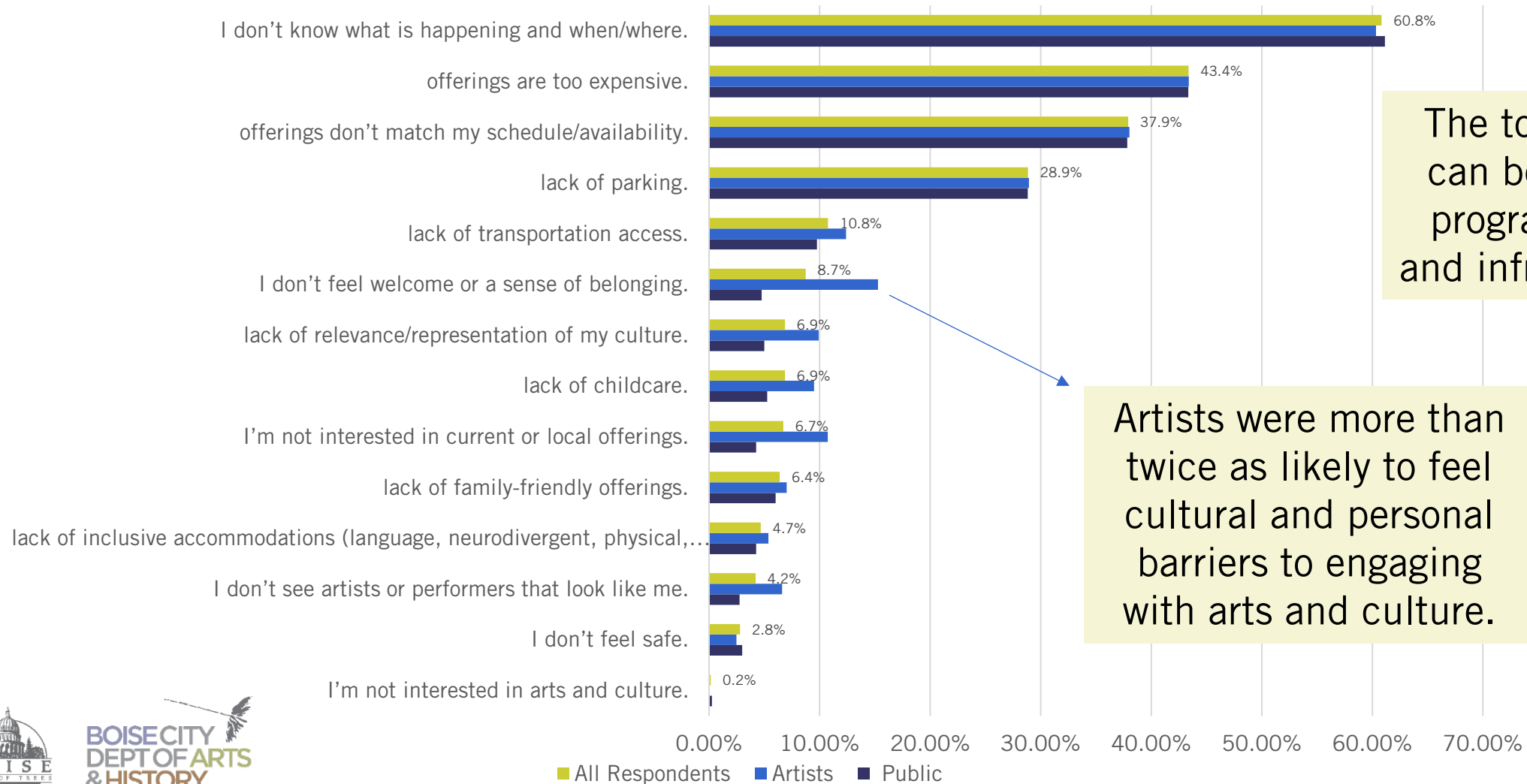


# WHAT WILL FUTURE ENGAGEMENT BE?

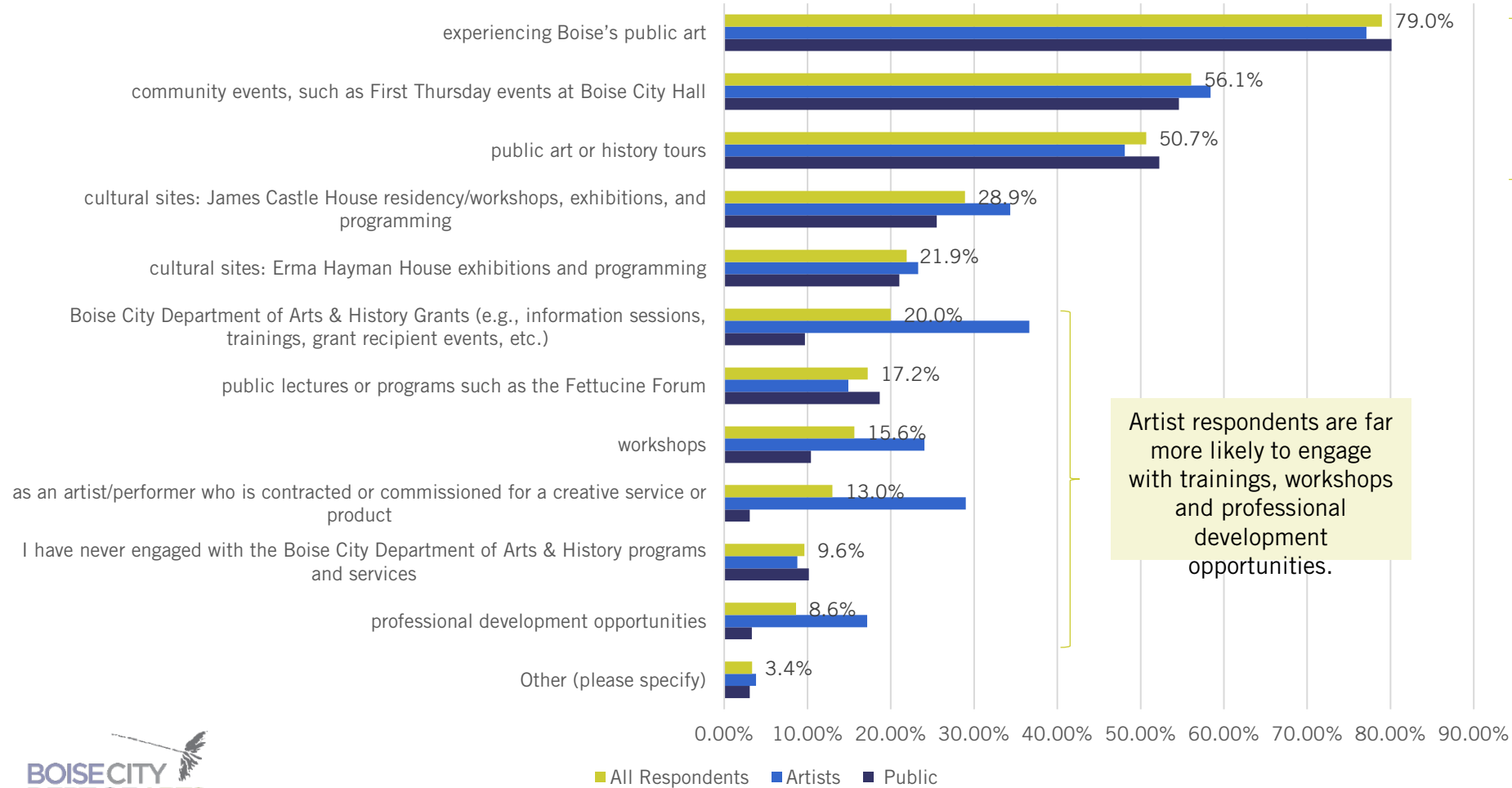


Only 4.7% of respondents indicated that they were going to engage less than in previous years while, 35% indicated a plan to participate more.

# BARRIERS TO ENGAGING



# HOW DO THEY ENGAGE WITH A&H?



All respondents interact with public art and community events at around the same levels.

Artist respondents are far more likely to engage with trainings, workshops and professional development opportunities.



# TODAY'S BOISE'S ARTS & CULTURAL SCENE

Insular Eclectic Potential LIMITED thriving  
Unique active quality Hidden  
underfunded accessible Fun Friendly  
creative opera Varied  
Inclusive Vibrant Lacking  
variety engaging Welcoming  
Available growing diverse interesting Great  
white Ok small local emerging Safe  
Expensive Music Good trying  
Boise Inspiring Upcoming cool Relevant





# FUTURE BOISE ARTS & CULTURAL SCENE

A word cloud representing the future Boise Arts & Cultural Scene. The words are arranged in a circular pattern, with the most prominent words in the center. The words include:

- Thriving
- diverse
- growing
- Accessibile
- Vibrant
- engaging
- Abundant
- variety
- continue
- Good
- plentiful
- beautiful
- Music
- affordable
- innovative
- Unique
- options
- better
- Safe
- exciting
- Welcoming
- established
- crowded
- Promising
- community
- Amazing
- Expensive
- Big
- Funded
- interesting
- Bigger
- Fantastic
- Hopeful
- Fun
- Art
- Local
- Bold
- Varied
- Active
- Robust
- Class
- broad
- Open
- Inspiring
- Supportive
- Progressive
- Talented
- expansive
- Ubiquitous
- quality



# CHALLENGES FACING ARTS & CULTURE



*DBA street performers*

490 comments were left in response to this question. Key themes included:

- Finances and increasing cost of living/producing art
- Too few affordable venues for performing arts and gallery space for visual art
- An unfriendly political/cultural climate
- Education and funding cuts
- Limited to non-existent transportation options and automobile dependance
- Expense of events and arts experiences
- Poor marketing of events and difficulty of finding out about events
- Downtown concentration of events
- Boise's isolated geography and limited connect to other markets



# OPPORTUNITIES TO IMPROVE BOISE'S ARTS & CULTURAL SCENE



*Dance Boise free event at BSU*

446 comments were left in response to this question. Key themes include:

- Financial supports, both direct and indirect such as artist grants, more affordable housing, wage increases, etc.
- Additional affordable and accessible venues/performing/practicing/making spaces
- Expanding geographic reach beyond downtown, new venues throughout the City
- Affordable arts education classes, workshops
- Programs to serve specific demographics, such as youth seniors, new Americans, etc.
- Partnership and collaboration with Boise State, other public and private institutions
- Tiered ticket prices to engage broader audiences
- New ways to expand diversity and inclusive offerings

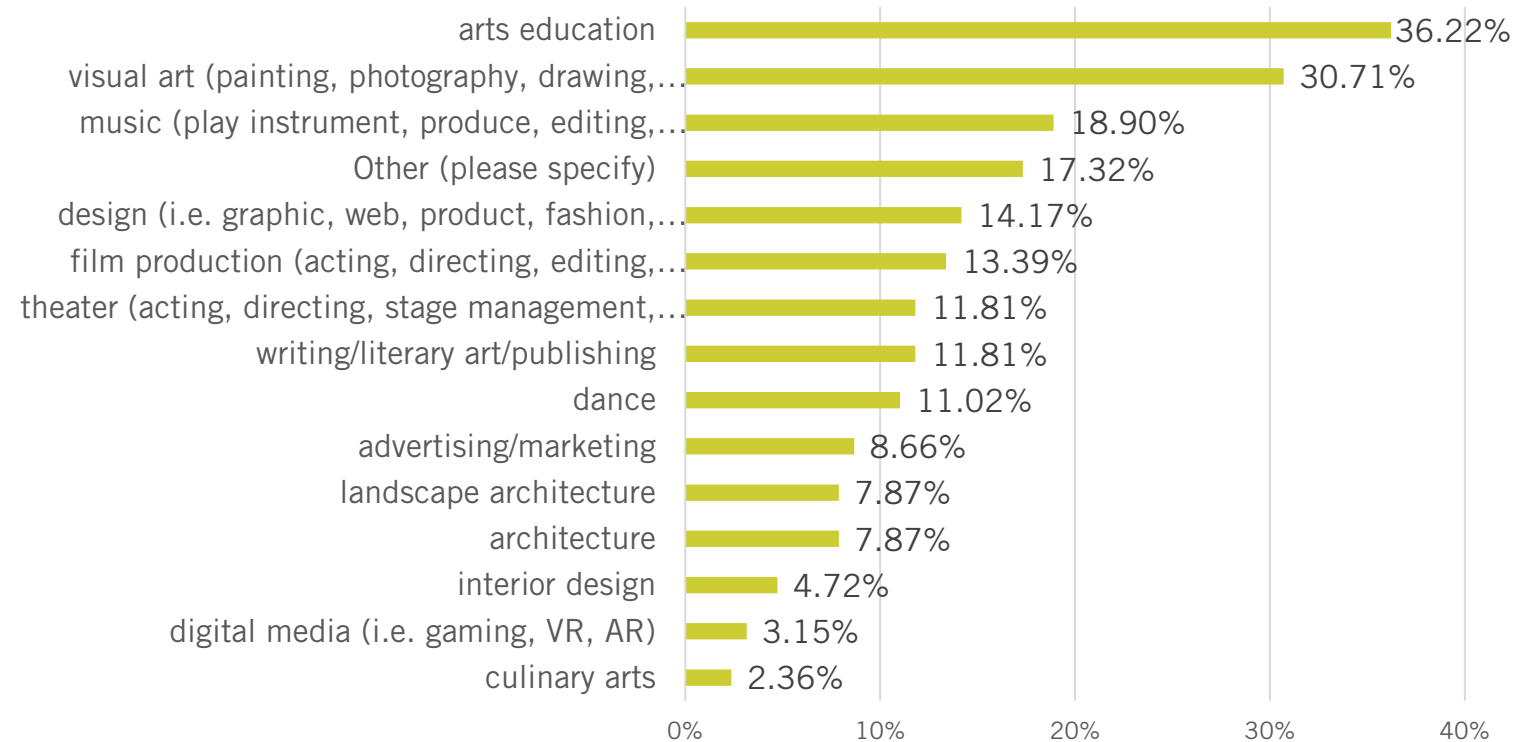




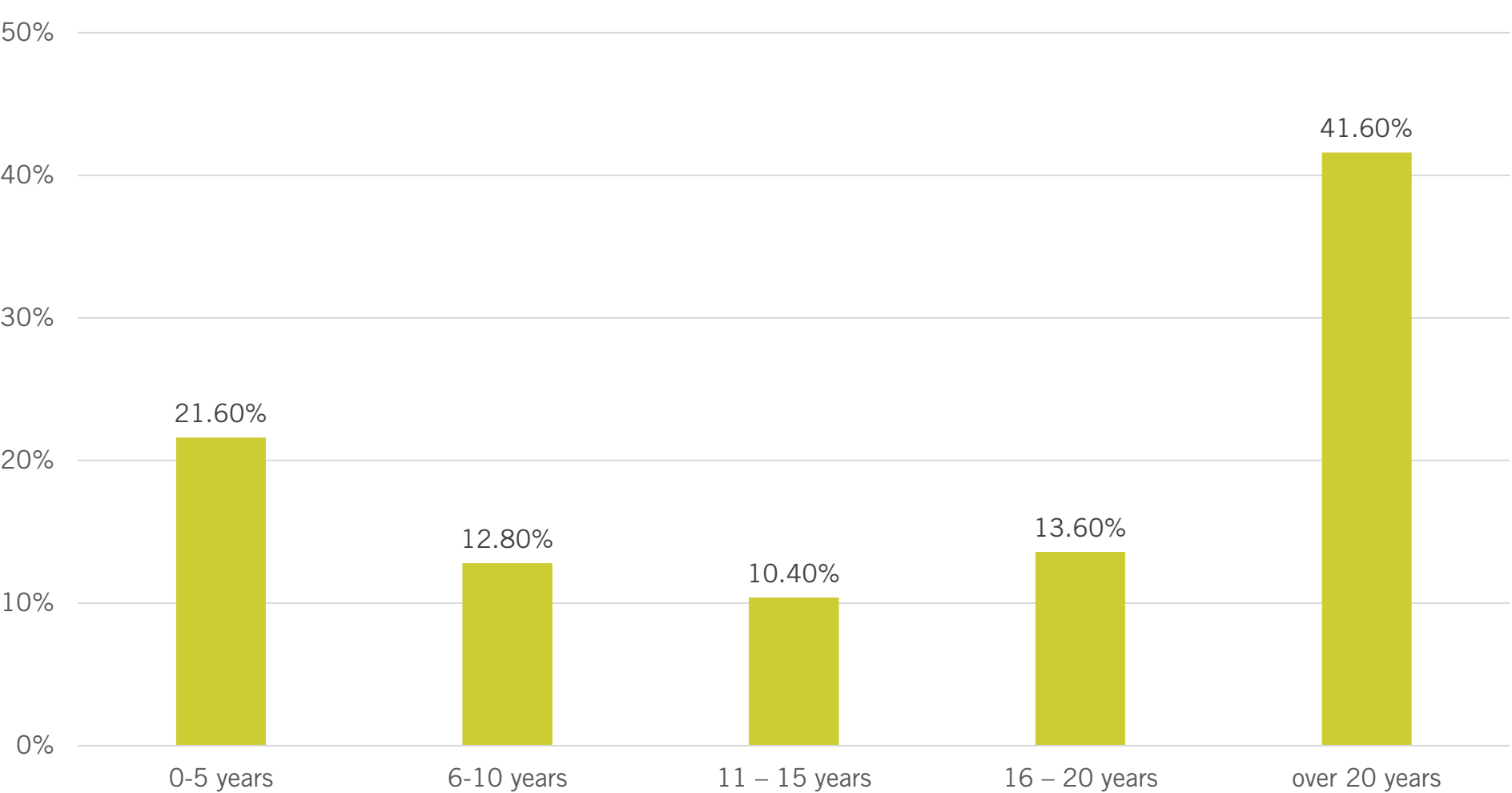
Idaho Shakespeare Festival

# ORGANIZATIONS

Response Total: 127



# LENGTH OF TIME IN BUSINESS



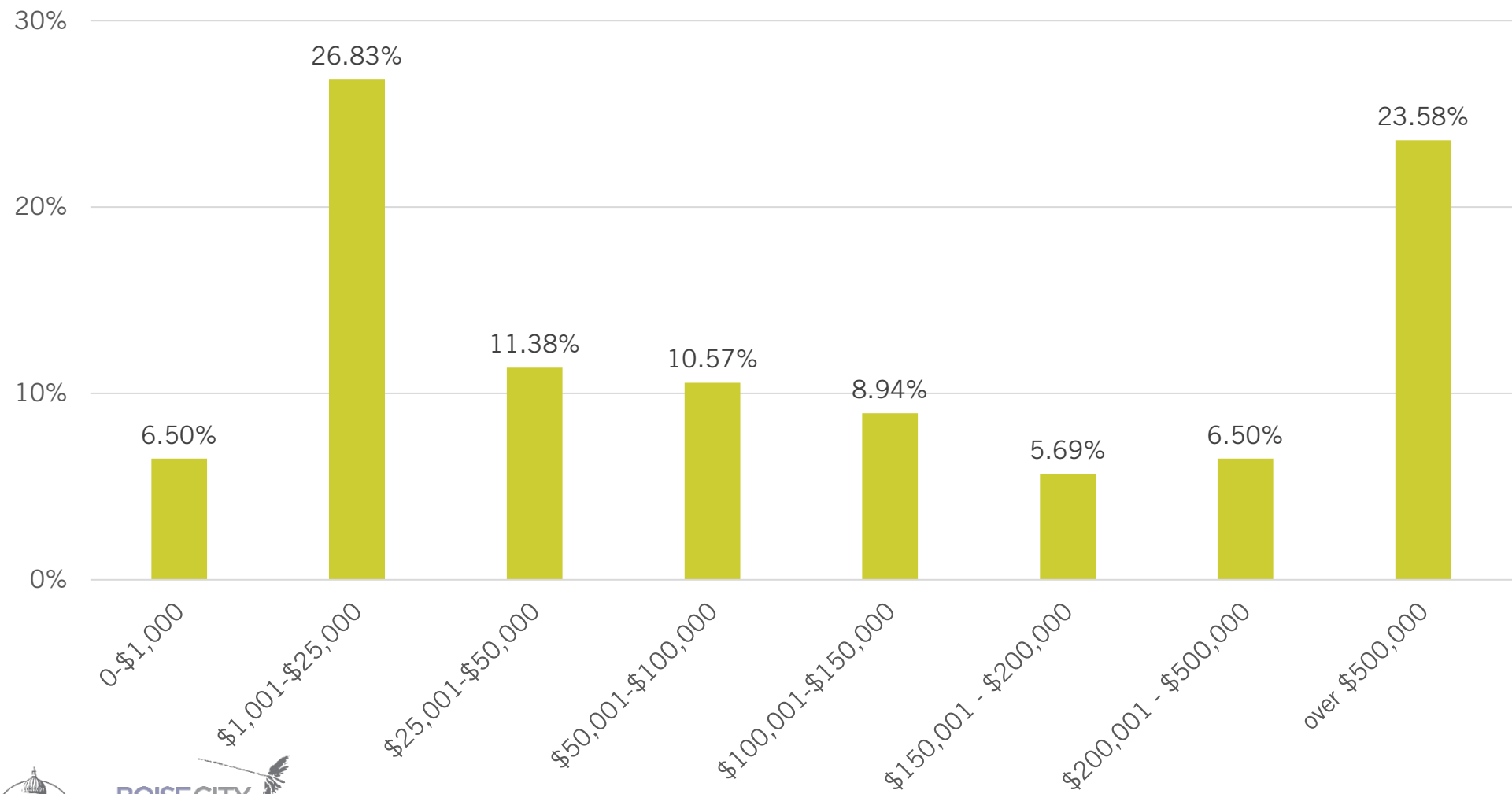
55% of respondent organizations have been in operation for over 15 years.

What isn't captured here are the arts/cultural organizations that





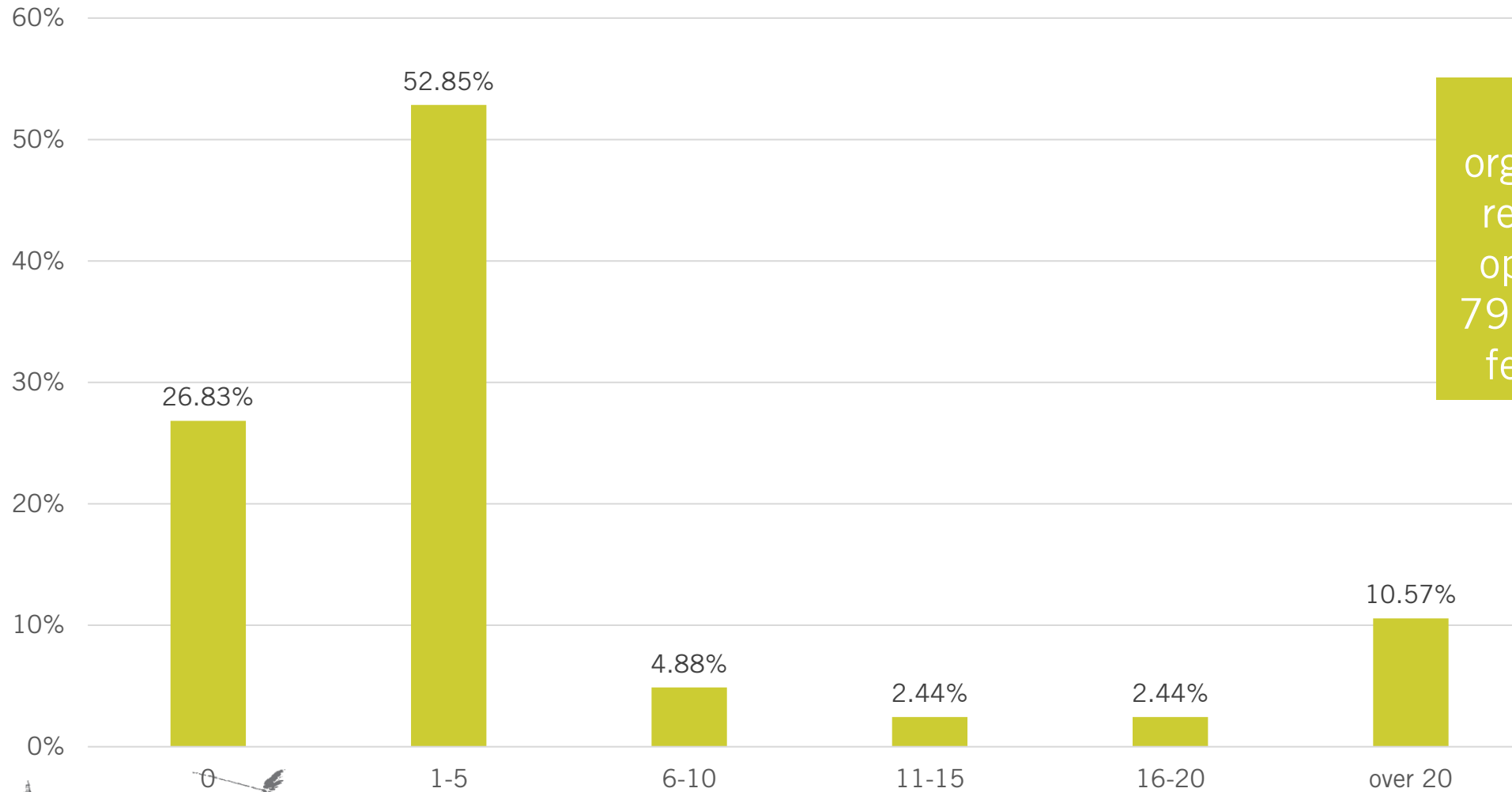
# ANNUAL BUDGET



Respondent organizations have a wide range of annual budgets.

Spikes in responses under \$25,000 and over \$500,000 are indicators of organization size and scale.

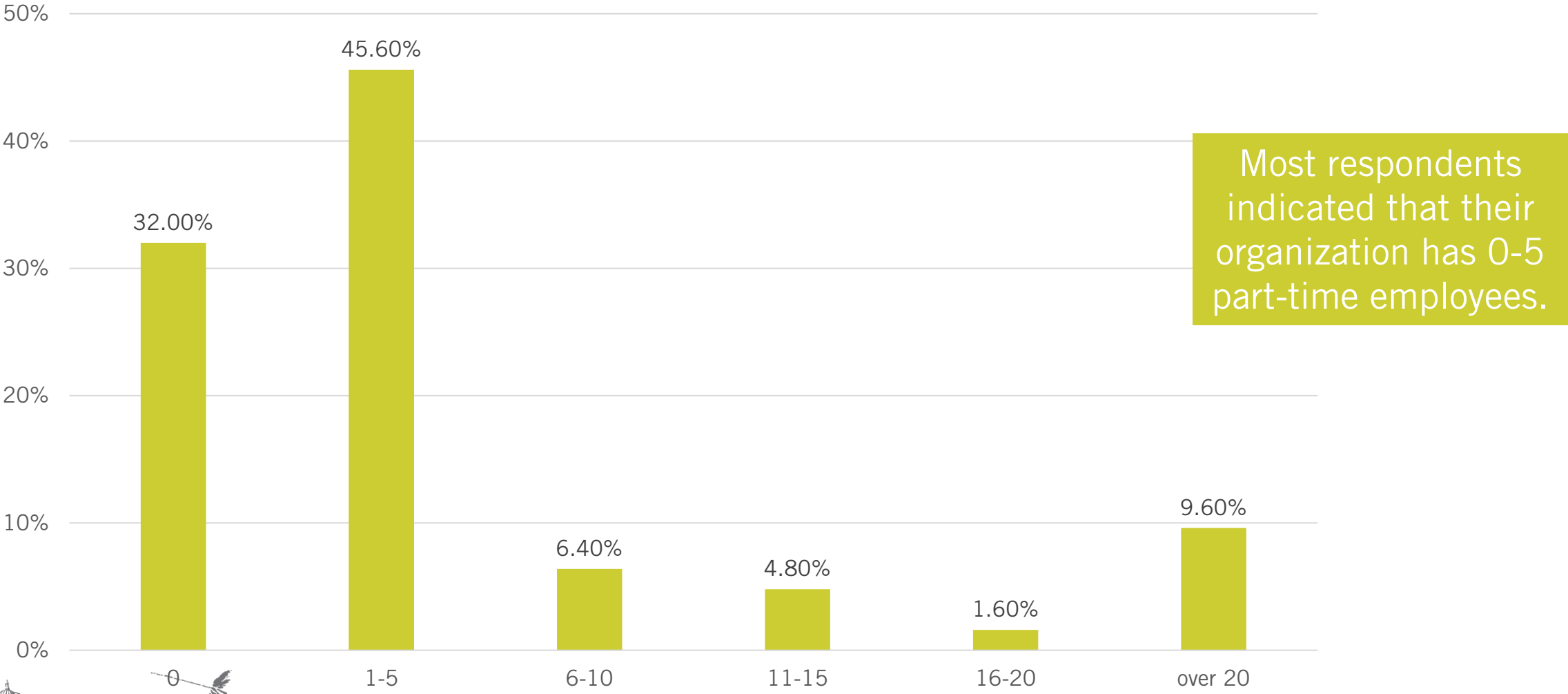
# FULL-TIME EMPLOYEE COUNT



Most organizations are relatively small operations with 79% having 5 or fewer full-time

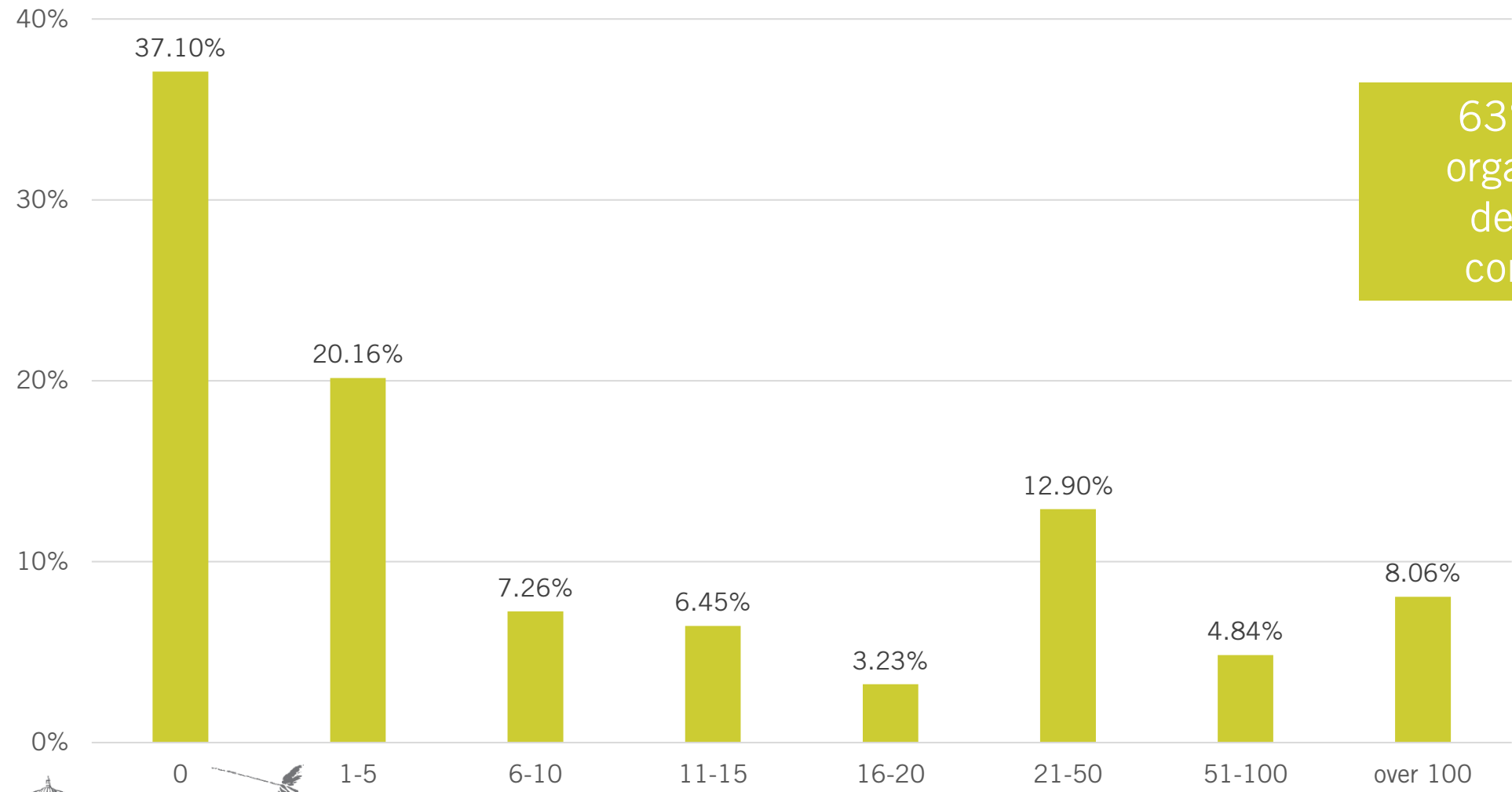


# PART-TIME EMPLOYEE COUNT



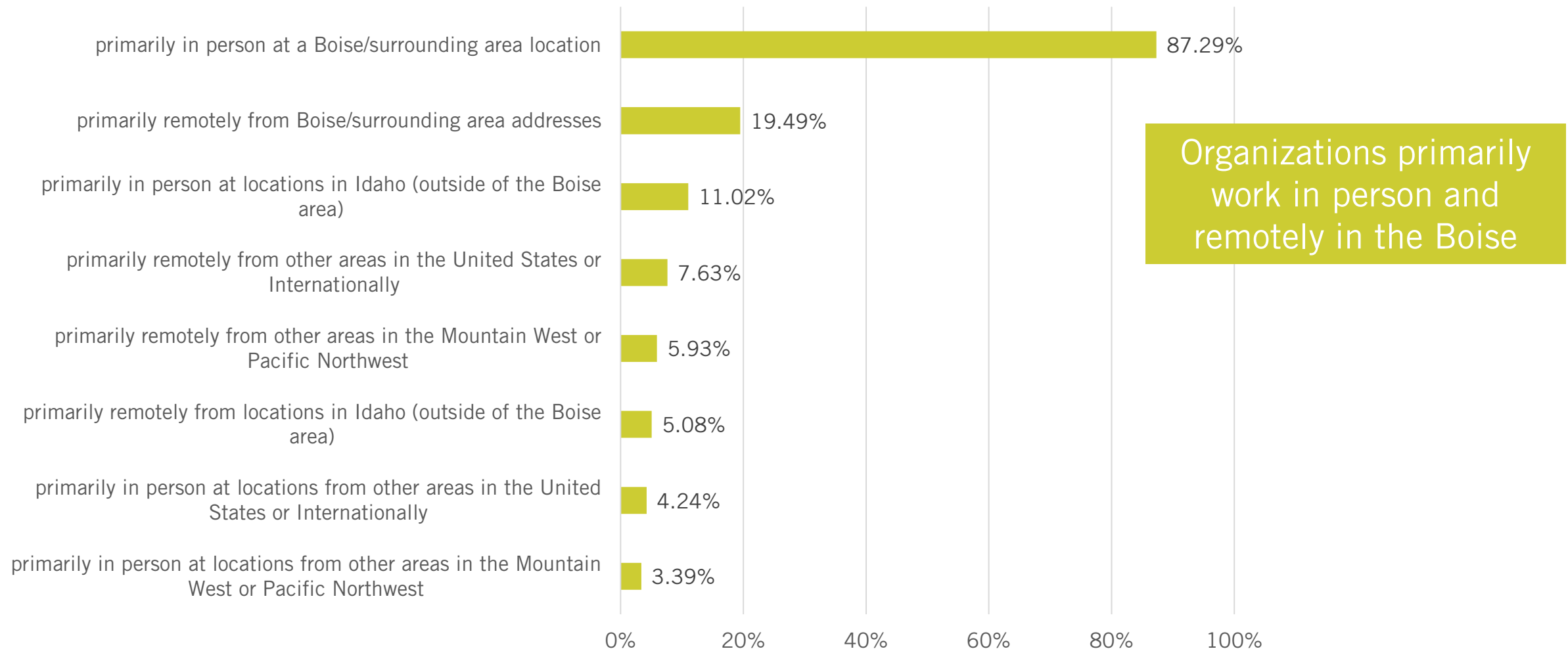


# ANNUAL VOLUNTEER COUNT

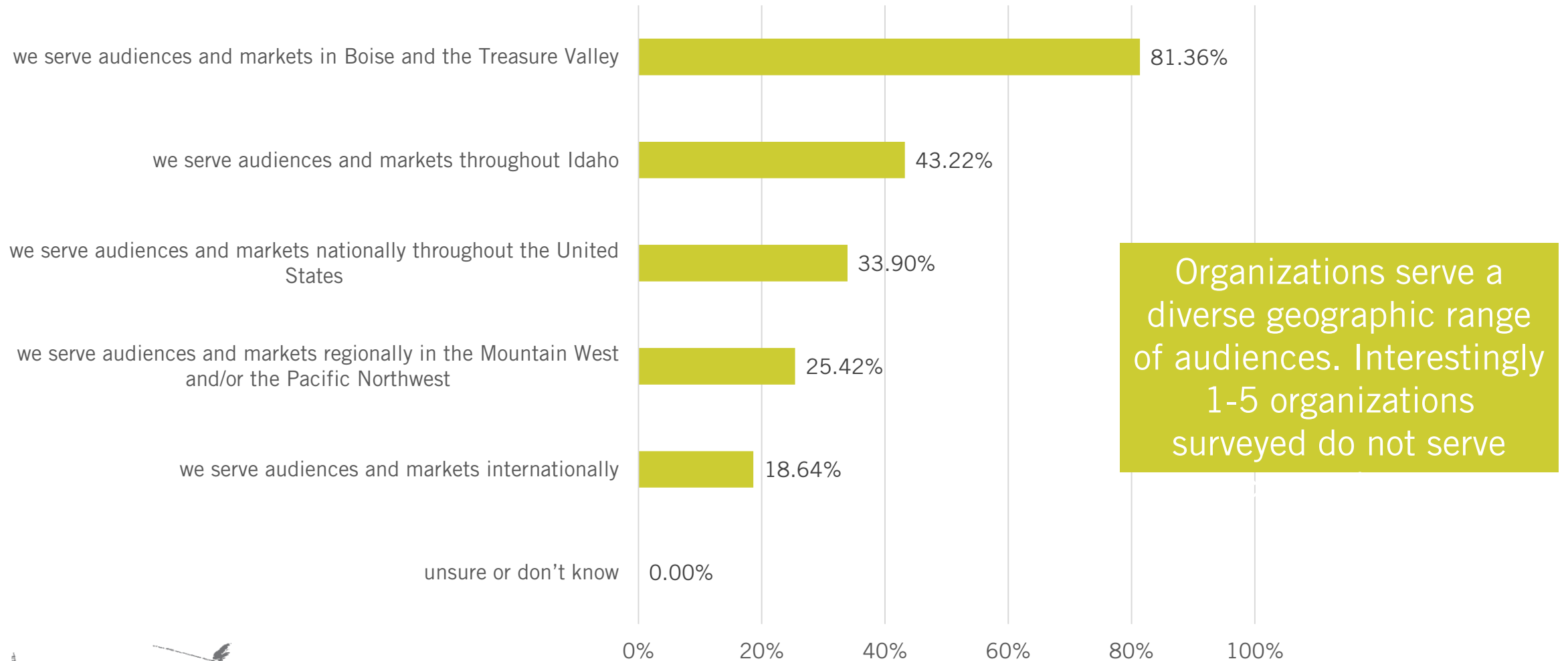


63% of arts organizations depend on community

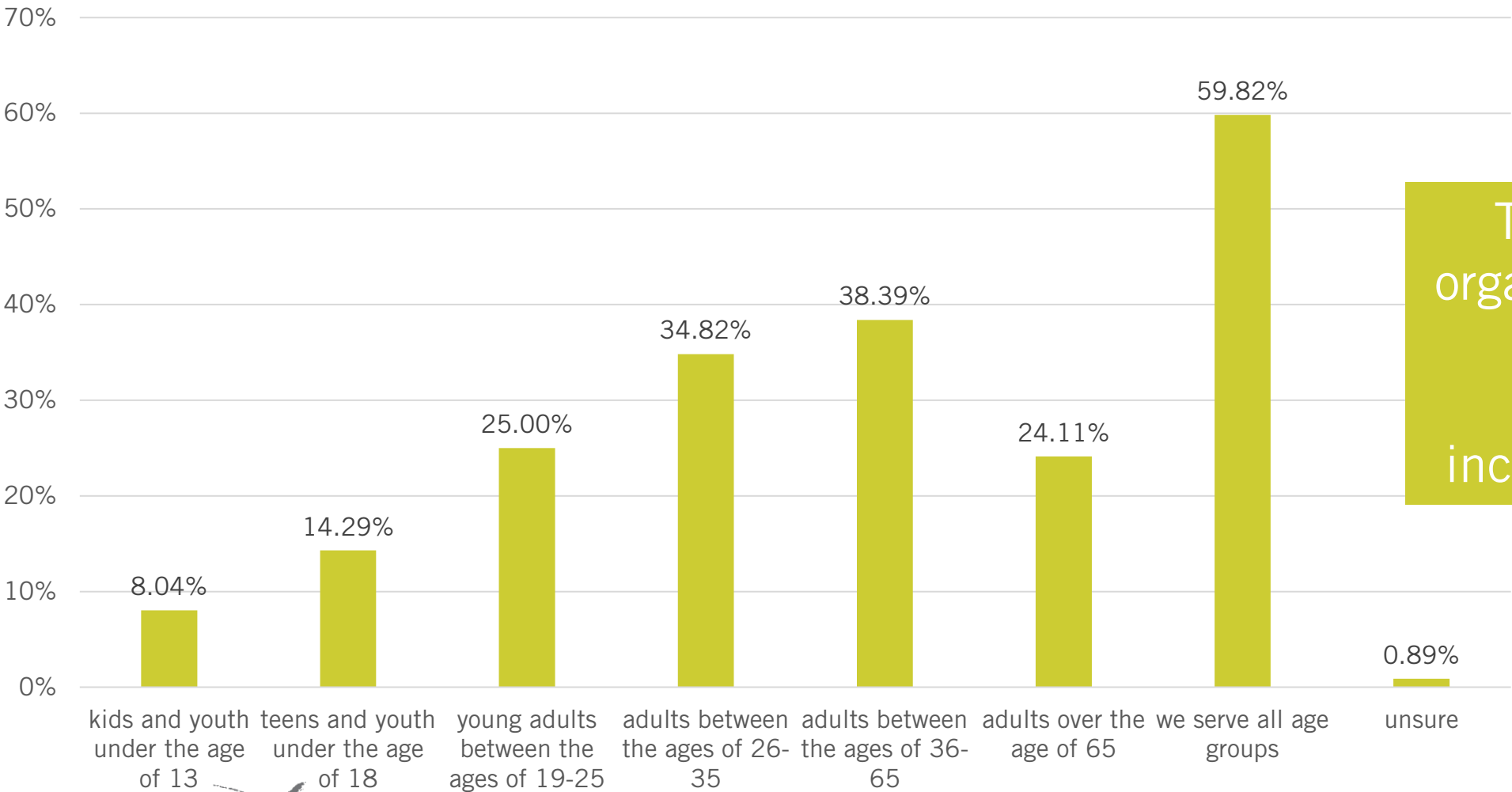
# WHERE ORGANIZATIONS OPERATE



# GEOGRAPHIC AUDIENCES

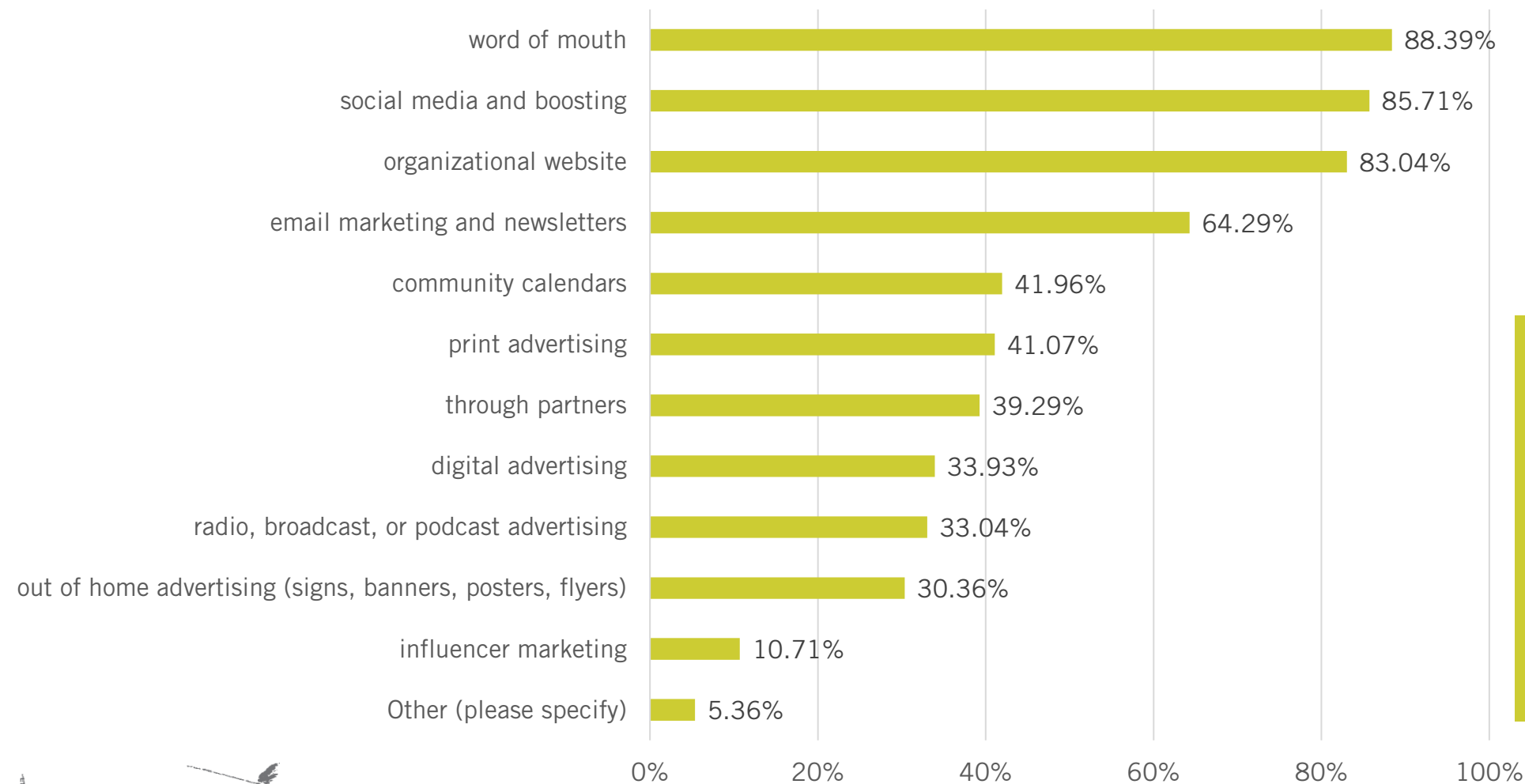


# AGE GROUP FOCUS



There are fewer organizations serving specific age demographics including youth and

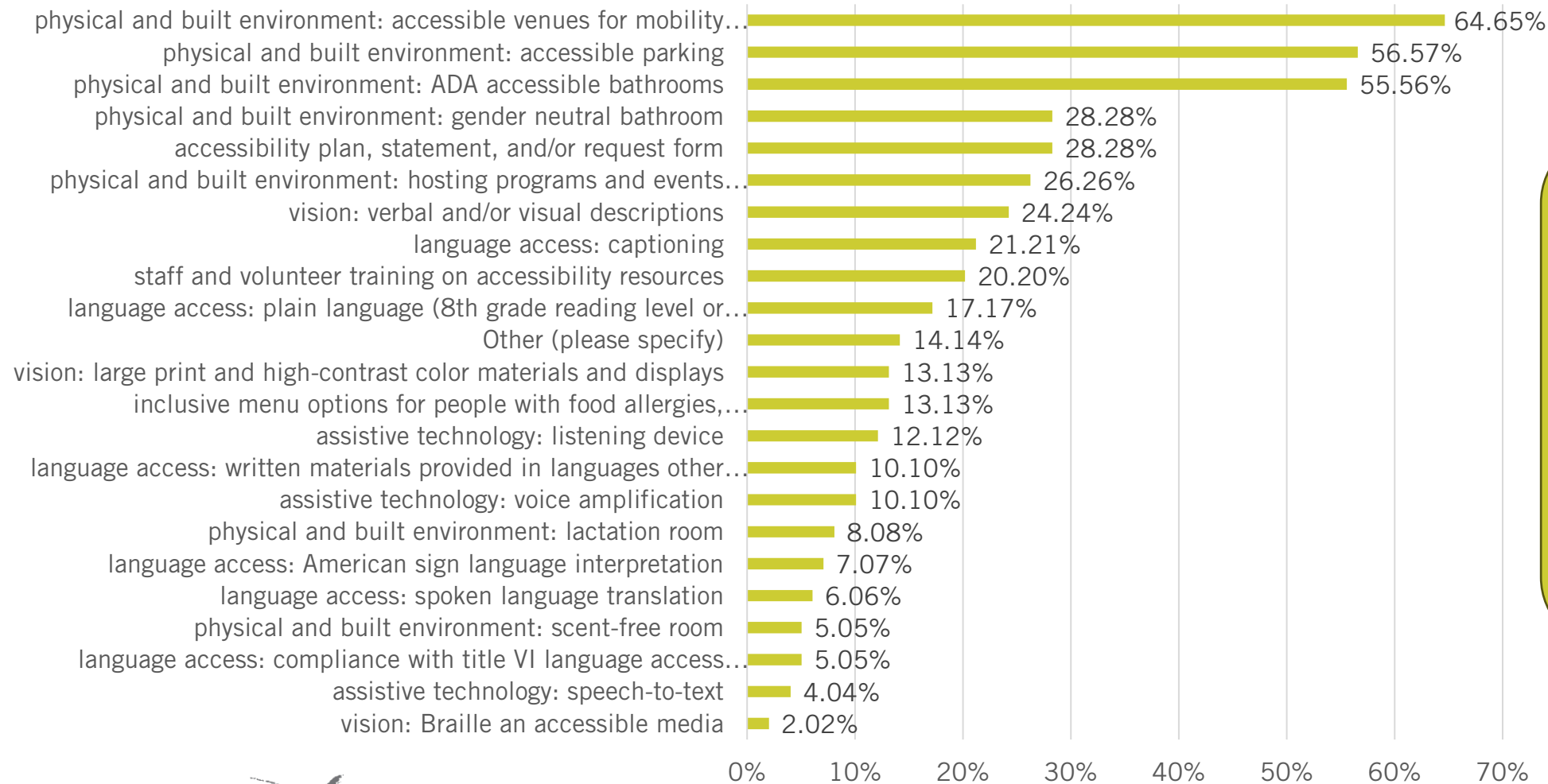
# MARKETING STRATEGIES



Other responses included:

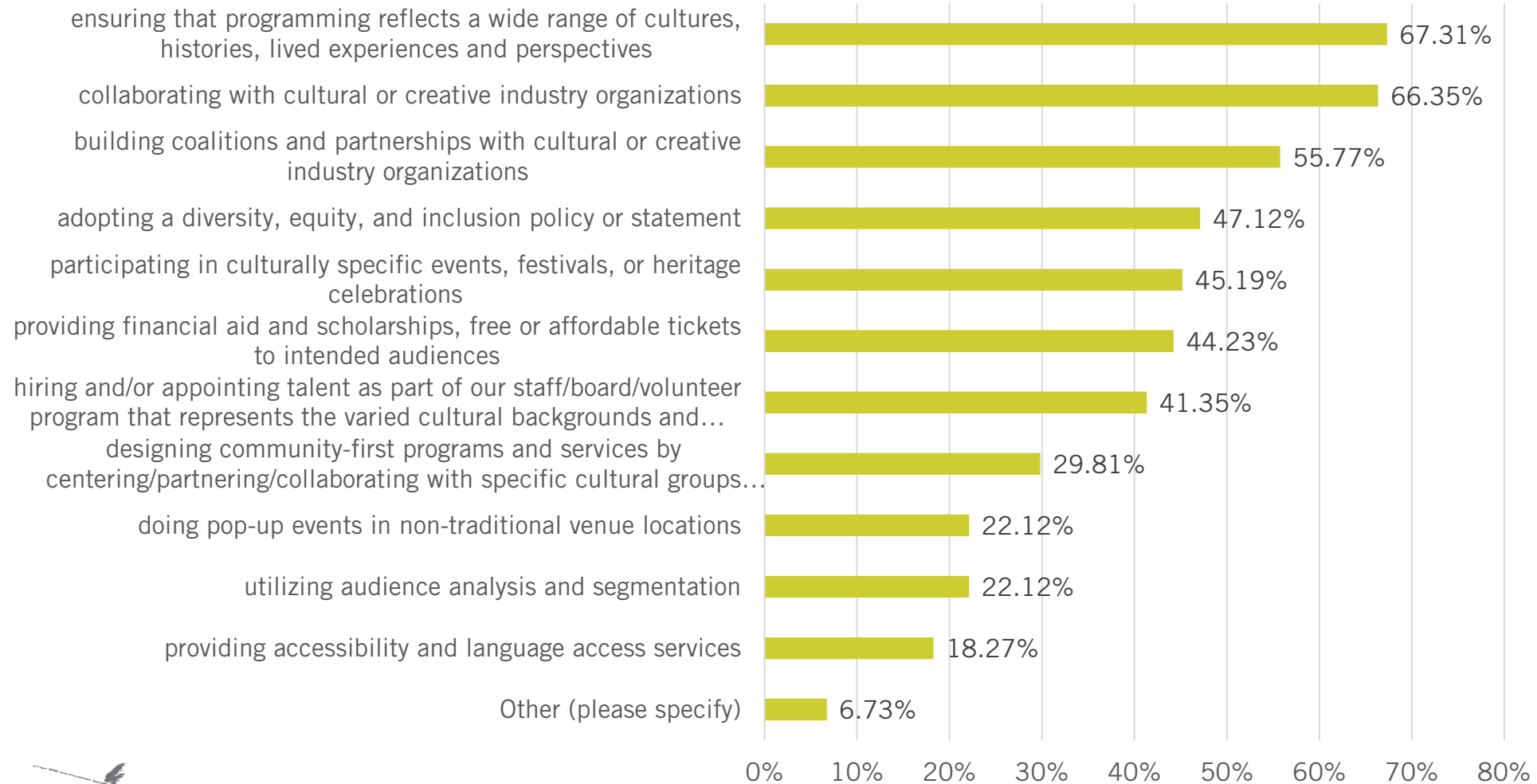
- *Community Events*
- *Flyers*
- *Philanthropic Interests*

# ACCESSIBILITY STRATEGIES



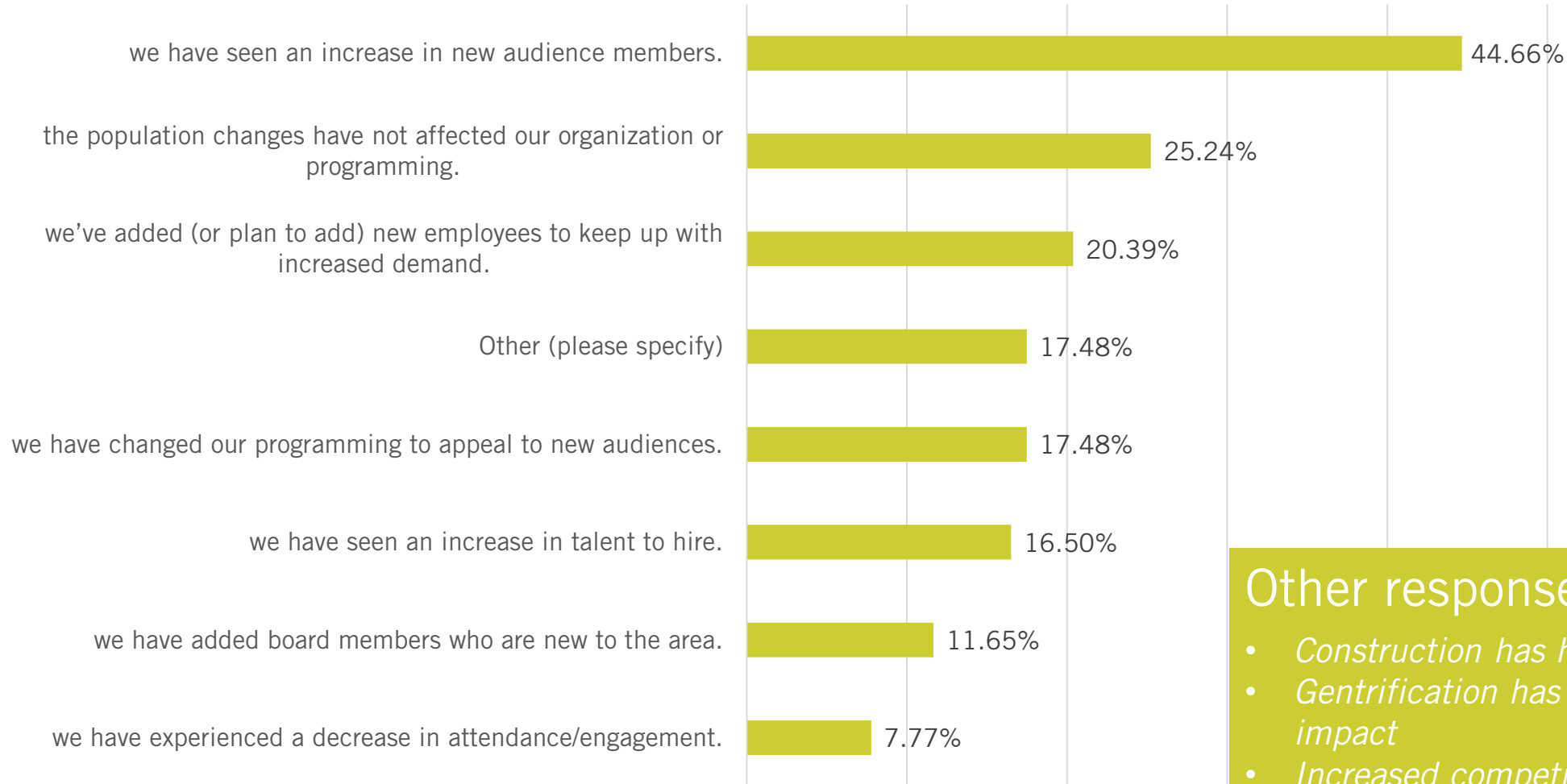
“Our art making process is entirely focused on accessibility. However, we need more funding to make our audience experience equally accessible.”

# INCLUSIVITY STRATEGIES





# POPULATION INCREASE IMPACTS



## Other responses included:

- *Construction has had a negative impact*
- *Gentrification has had a negative impact*
- *Increased competition in the arts*
- *Not applicable (outside of Boise)*



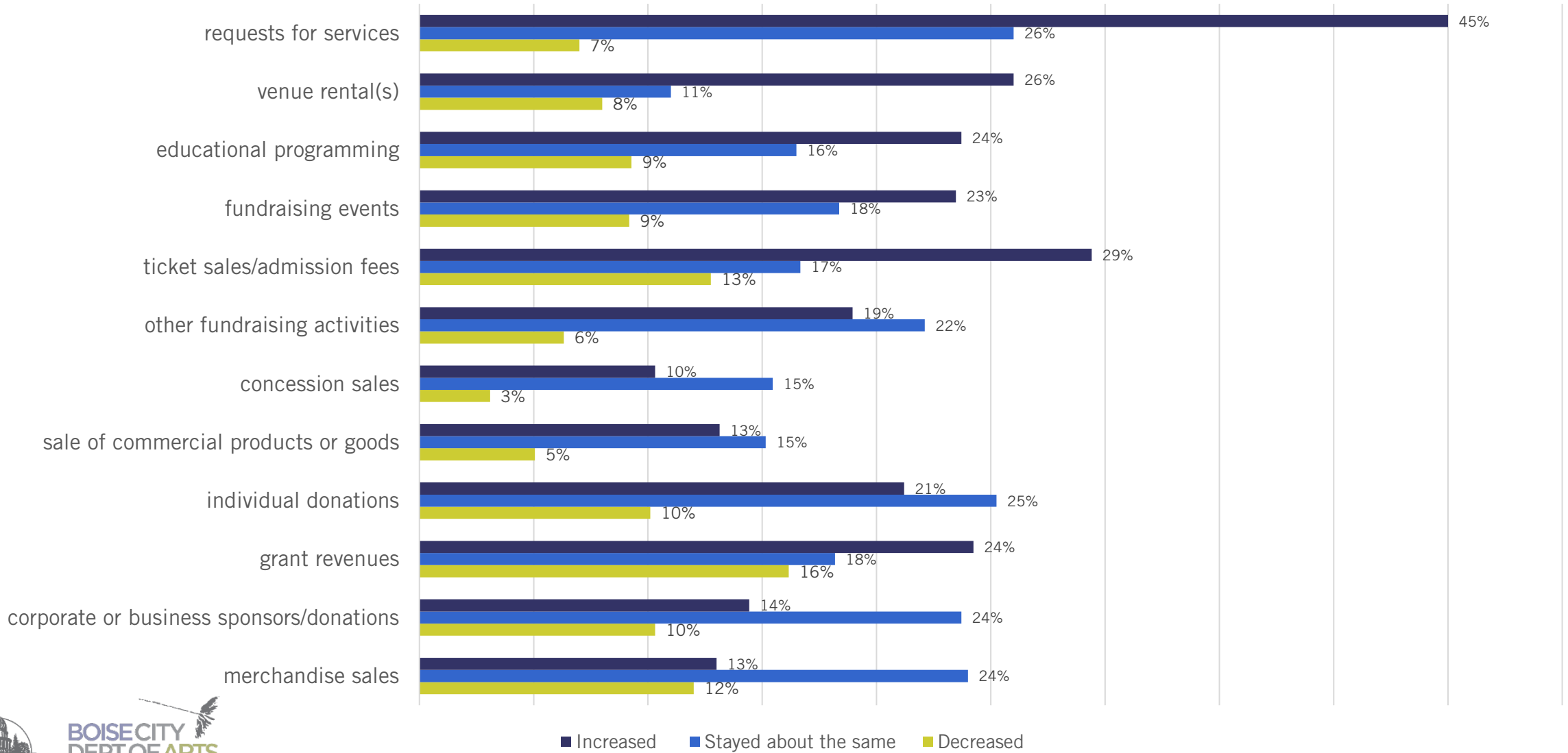
# COMMUNITY TRENDS

- Audiences are looking for **more diverse options**, i.e. offered to different age ranges, various art forms, increase in Spanish language offerings, different cultural expression, events located in spaces outside of downtown Boise
- Audiences want **interactive experiences**, i.e. where they learn to dance or act, or engage with the performers in some way
- Interest in **live music** has increased; music scene is growing rapidly.
- Interest and support of **public art** is growing
- Awareness of the **value of film production** is increasing
- Audiences are becoming **more selective**
- **Marketing for arts organizations is more fractured** with traditional methods like newspapers not covering the arts; communication reaches smaller audiences.
- **Art cooperatives** and shared creative spaces like the Common Well, Surel's Place are drawing attention
- **Maker markets** and spaces are gaining traction
- **Volunteerism** opportunities in the arts, especially community-based events
- Audiences are interested in **historical content** in cultural production

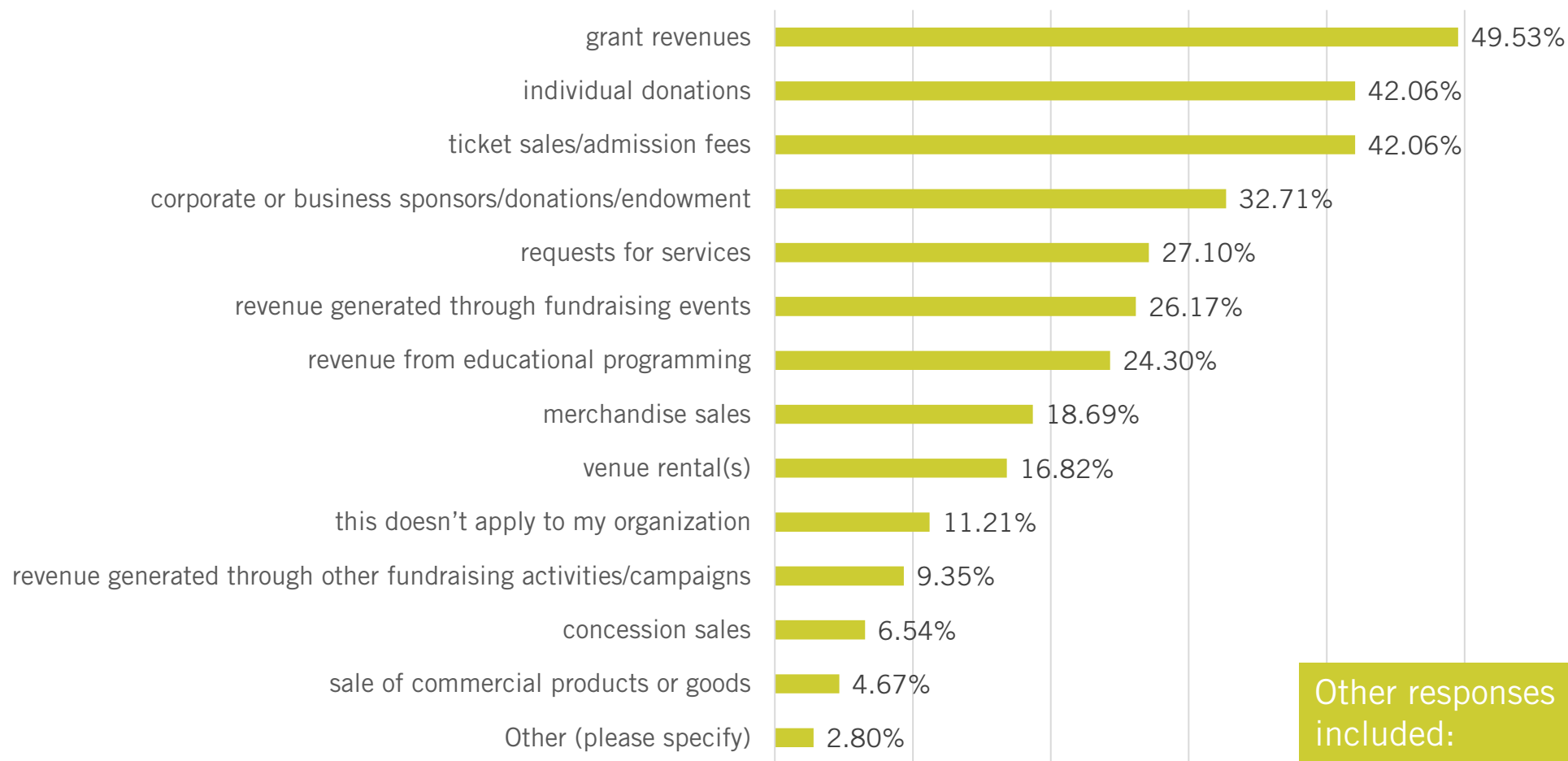
## Down Trends:

- Small theater companies and school theater are hurting (rehearsal space hard to find)
- Less general interest in the arts overall (not recovered fully from pandemic)
- Art galleries and art purchases are down

# FUNDING CHANGES SINCE 2022



# TOP REVENUE STREAMS

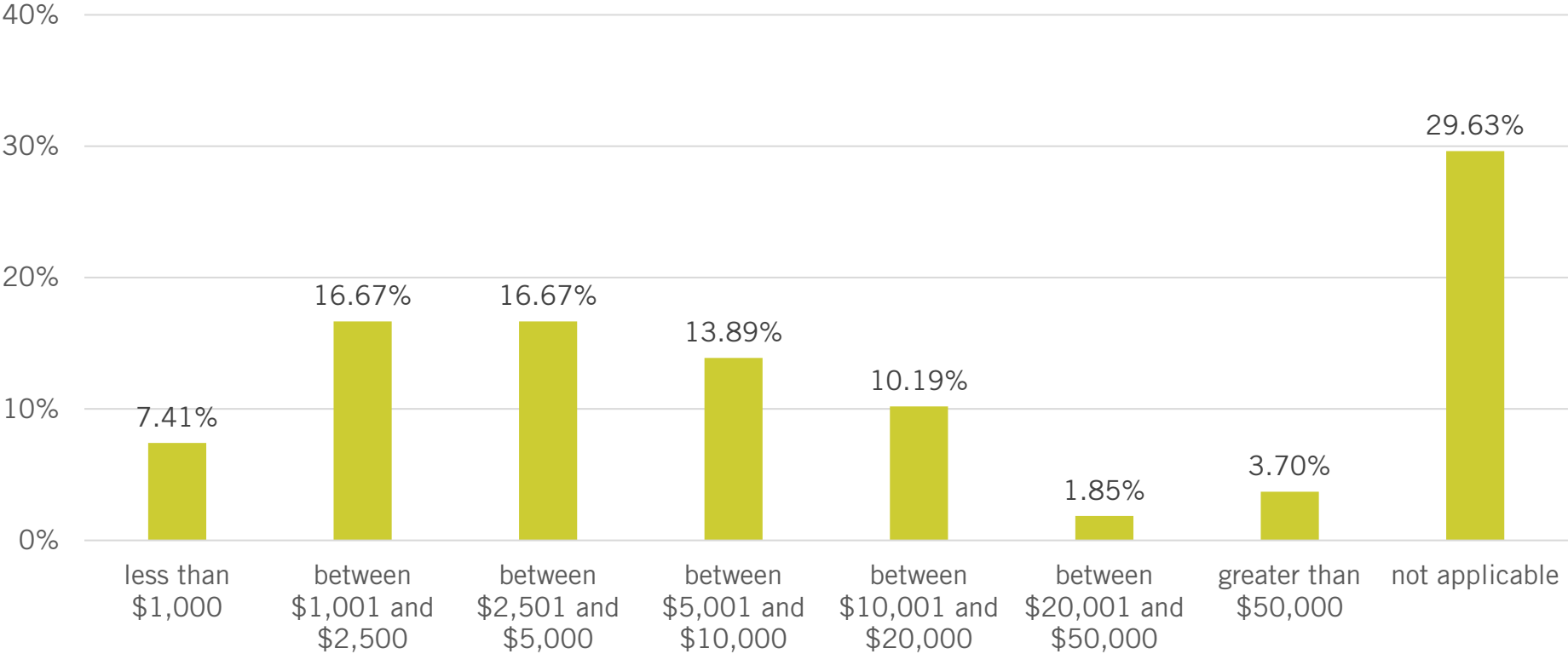


Other responses included:

- *Film Submissions*
- *State Funding*

# GRANT FUNDING MINIMUM

What is the minimum amount of grant funding that would make it meaningful and worth the time to apply?

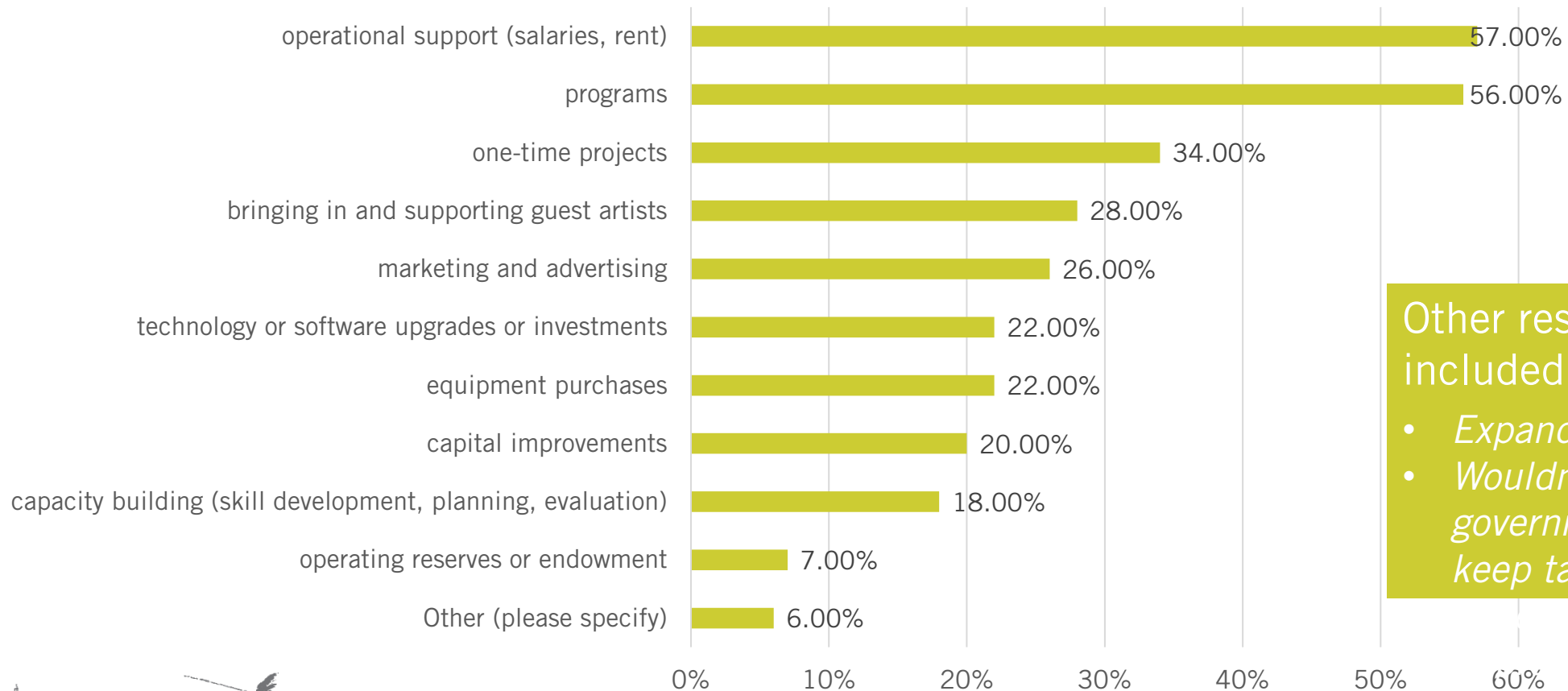


Over half (54%) of organizations felt that grants under \$10,000 were meaningful and worth applying for.

30% of organizations are not applying for grants – which we assume to be creative industries like architecture and

# DESIRED AREAS FOR FUNDING

If your organization received a pool of additional funding, what areas would it most meaningfully impact? (Please select only your top three choices)



Other responses included:

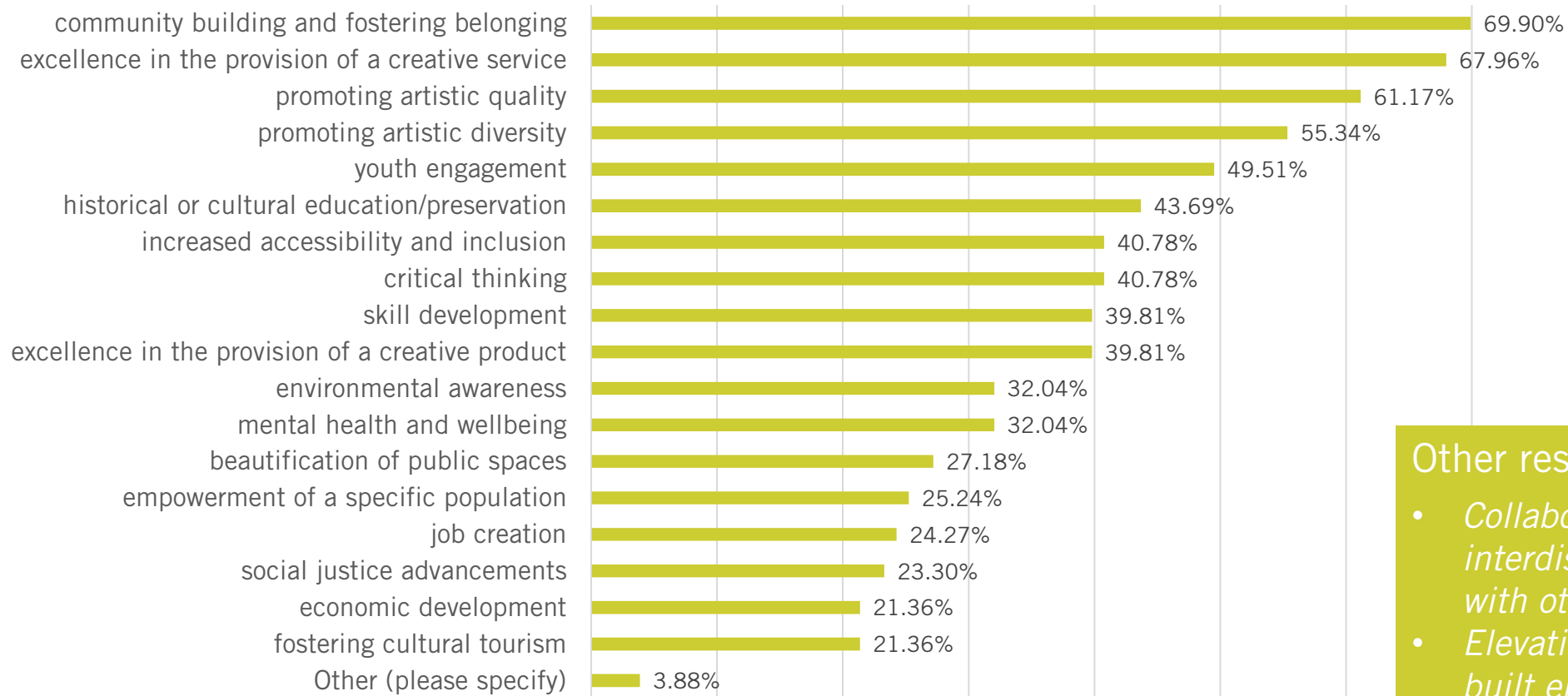
- *Expand geographic reach*
- *Wouldn't use government funds to keep taxes low*





# COMMUNITY IMPACT

What specific impact does your organization/business aim to achieve within the communities you serve?



Other responses included:

- *Collaboration and interdisciplinary integration with other industries*
- *Elevating the quality of the built environment*
- *STEM Education*



# ORGANIZATIONAL SUCCESSES

**Successes within respondent organizations were largely centered around the following areas:**

- Programming expansion/improvements (25)
- Community recognition and engagement (23)
- Renovated, completed, or adaptively used facilities and/or capital (13)
- Collaborative partnership (13)
- Staff expansion (11)
- Philanthropic, DEI and policy/advocacy efforts (11)
- Internal procedural and organizational updates (10)
- Budget/revenue increase (7)
- Awards and recognition (6)
- Valuable space (3)
- Execute the organization's mission (3)
- Landscape and urban beautification (3)
- Capital campaigns (3)



# ORGANIZATIONAL CHALLENGES

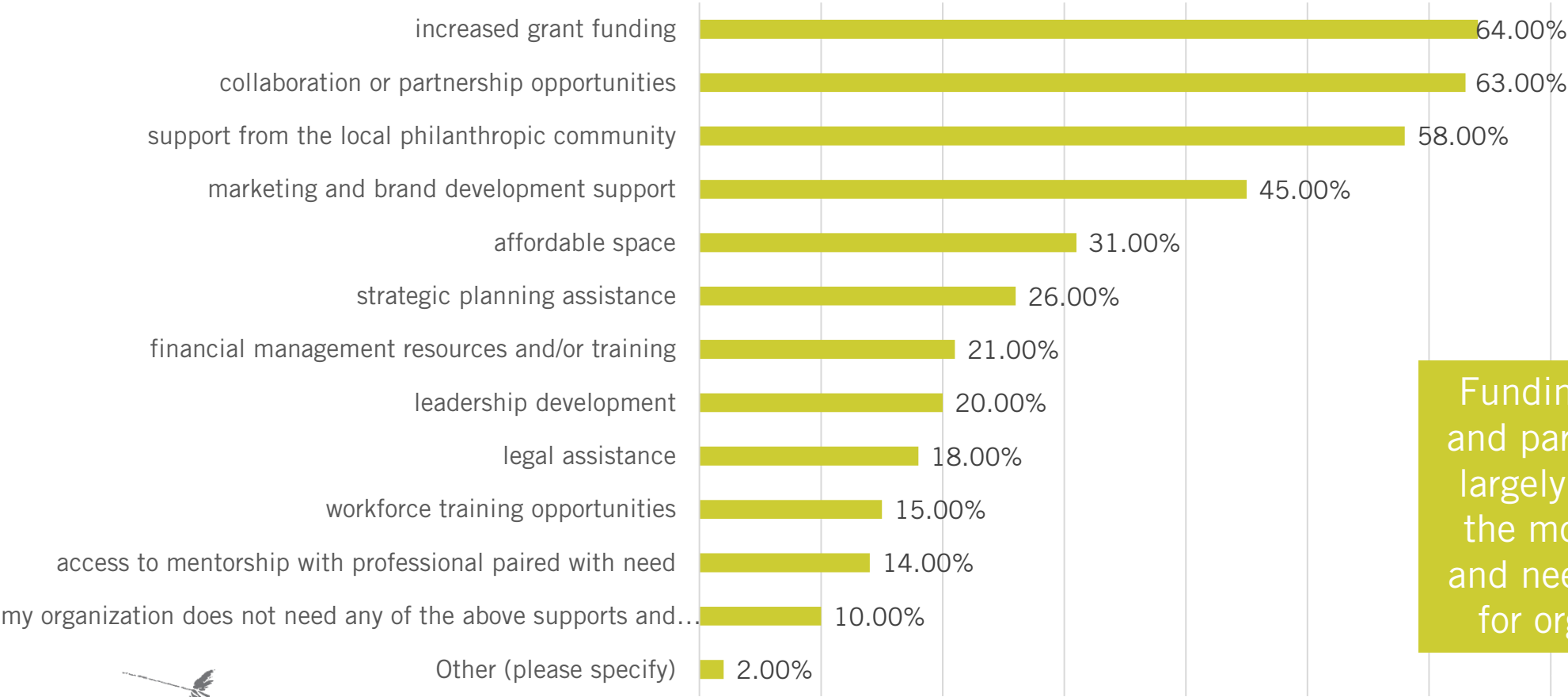
**Organizational challenges were centered around the following themes:**

- Financial stability (47)
- Need increased salaries / added capacity (14)
- Lack of space / Low-cost facilities (14)
- Public education and engagement / attendance (10)
- Advertising and marketing (8)
- Need improved donor base engagement (7)
- Grant writing (5)
- Lack of qualified, diverse hiring candidates and artists (4)
- Political landscape of Idaho (4)
- High construction costs and lack of laborers (3)
- Lack of time (2)
- Volunteers (2)
- Operational expansion (2)
- Expanded language access (1)
- Lack of RFP / competition-based awards (1)
- Too much competition in a small market (1)
- Weather and smoke for outdoor events (1)



# SUPPORTS TO OVERCOME CHALLENGES

What resources, training or other support would help your organization address challenges and capacity issues?

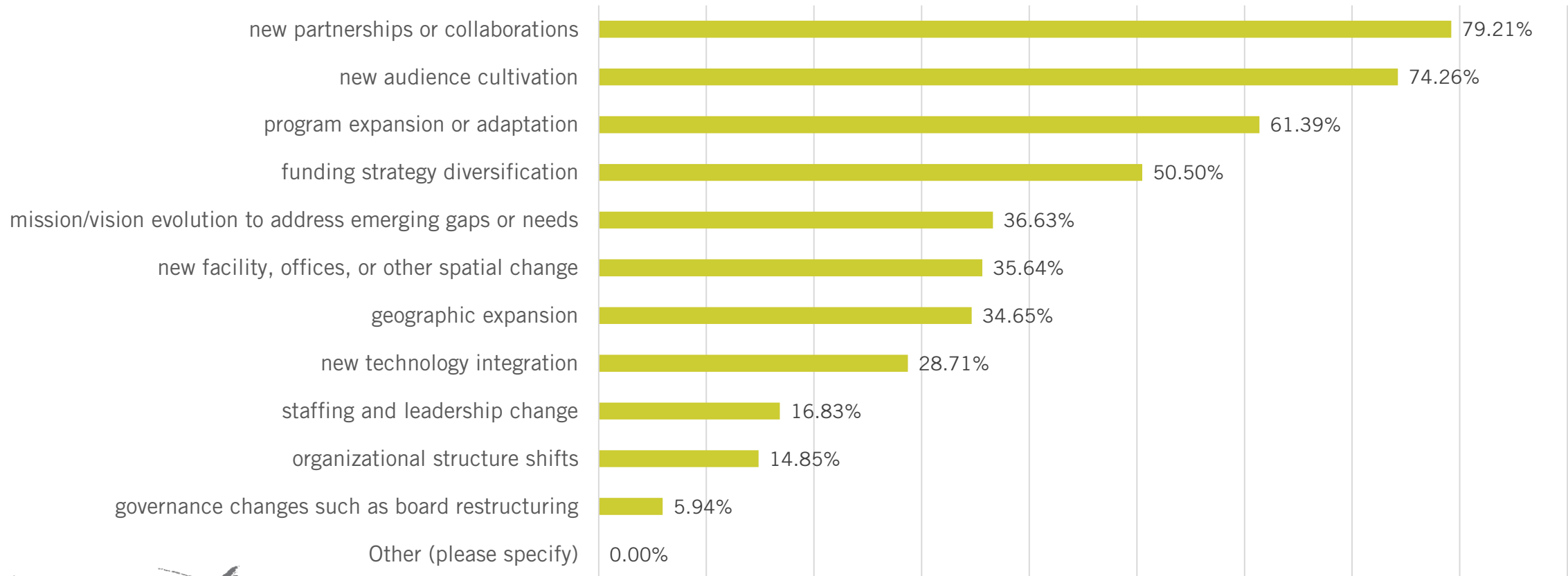


Funding, promotion and partnership were largely identified as the most impactful and needed supports for organizational



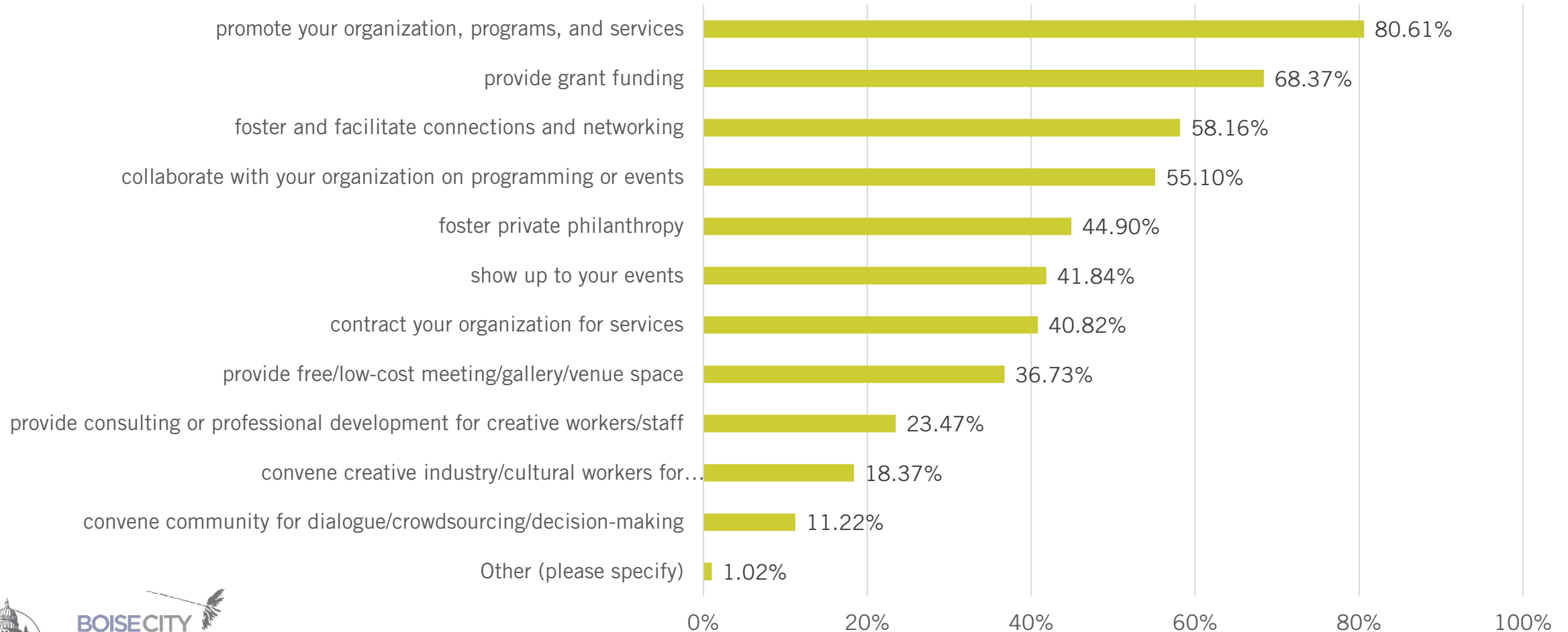
# DESIRED ORGANIZATIONAL GROWTH

In what ways would you like to see your organization/business evolve or grow in the coming years? (Select all that apply)



# HOW CAN A&H HELP ORGANIZATIONS?

Top ways respondent organizations would like to receive support from Arts and History





# HOW IS A&H DOING?

How well is the City of Boise's Department of Arts & History doing in the following categories/service areas?



# WHAT DO ORGANIZATIONS WANT?

- Public space and venues for art programming, i.e. invest in the Linen District, performance spaces, black box theater (15)
- Ways to increase collaboration and connection among community partners, i.e. for-profit creative industries, independent film, construction, Indigenous Tribes, design and planning (14)
- Increased focus on providing funding, grants, and connections to philanthropy (11)
- Provide more support, i.e. small organizations, teachers/mentors, STEM, minority populations (6)
- Investment into a wide range of varied public art (6)
- Increased community outreach and engagement (4)
- Professional development trainings (3)
- Increase historic focus (2)
- Accounting, legal, and accessibility consulting services (2)
- Expanded strategy, i.e. music, yearly growth strategy (2)
- Youth-related programming (1)
- BIPOC employees in the Department (1)
- More diverse public performances, especially free options (1)
- More input from artists during architectural development (1)
- Healthcare planning for creative workers (1)



# WHAT ELSE?

- Respondents expressed a high level of gratitude towards A&H Department.
- Increased visibility/promotion of who is operating in the creative space, especially for women, cultural arts.
- A desire to see expanded funding opportunities with less performance-based outcomes, including donor base expansion.
- Increased local collaboration, especially outside of Boise and in the Greater Treasure Valley.
- A reflection that art is for everyone and is vital to creating community connection.



# NEXT STEPS



- Assessment and Report on Qualitative Answers
- Listening Sessions with artists, public members, and organizational representatives
- One-on-one Interviews
- Cultural plan writing, document review & editing