



**Passed 2019
Implemented 2020**

MACH

**Manitou Springs Arts, Culture,
and Heritage Initiative**

THE ROCKSTARS



Natalie Johnson

Director of the Manitou Art Center and Director of the Manitou Springs Creative District



Michelle Anthony

City Planner and Founder of the Manitou Springs Heritage Center



Laura Ettinger-Harwell

Background in P/R and Library/ Art Advocate



Farley McDonough

Local business owner, has served on the boards of the Manitou Springs Chamber, the Manitou Art Center, the Urban Renewal Authority (and even more)



Matt Cavanaugh

Prolific writer and Library Advocate

The Timeline

December 2018 - A previous tax to upgrade Manitou Avenue sunsets.

January 2019 - Michelle Anthony and Natalie Johnson, while discussing how sad it was that the tax ended with no new initiatives, have a brilliant idea.

March 2019 - The campaign begins.

July 2019 - The group starts collecting signatures.

November 2019 - The initiative is on the ballot, albeit a bit changed - and it passes.....by a mere 6 votes.

November 2019 - * **CELEBRATION!!!** *

December 2019 - City Council declines to formally ratify the measure - and causes an uproar. Democracy feels dead.

January 2020 - A new City Council is sworn in. They immediately institute the tax.

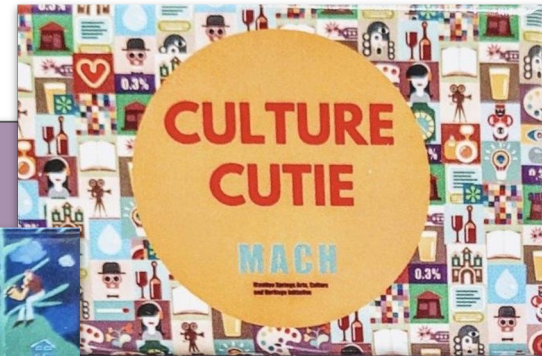
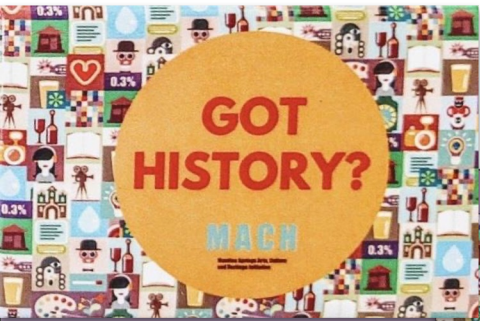
July 2020 - The tax collecting begins.

The Campaign

★ \$5,000

★ Dedicated Volunteers

★ Compelling Visual
campaign



The Tax Structure

- ★ Approximately \$2.1 million has been allocated as of 2024 - about \$95 per Manitou resident, per year
- ★ 66% paid to Tier One brick-and-mortar organizations - the Manitou Art Center, the Manitou Heritage Center, Miramont Castle, the Carnegie Library, and Hiawatha Gardens - \$337,402 in 2024
- ★ 34% distributed through grants, funding nonprofit groups, fiscally sponsored groups, and individual creatives - \$167,000 awarded to 47 separate projects, ranging from \$400 to \$14,400 in 2024

Selected

Art on the Avenue

Indigenous Peoples Day

Manitou Pridefest

Blue Hands Indigo Festival
Archive

Colorado Springs Philharmonic at MS Elementary School
Project

Manitou Death Cafe Commonwher

Middle School STEAM Night

Poetry and Pottery



Manitou Drum Circle

Rockey Art Museum

Creative Aging

y Festival

Creekwalk Mural Project

Lantern Parade

Clayfest

MAC Ceramics Classes

Projects

Carnivale Parade

Moonlight Market

Pollinator Festival

