

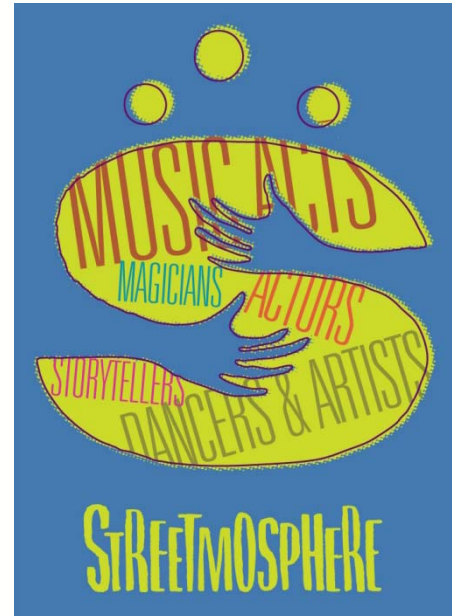
Streetmosphere

Expect surprise around every corner.

Streetmosphere is Beet Street's signature summer program that transforms downtown Fort Collins into an outdoor performing and visual arts scene. In 2010, Streetmosphere auditioned, hired and scheduled more than 50 local acts including classical, jazz, country, bluegrass, and pop singers, musicians and bands; dancers, actors, comedians, jugglers, magicians, painters, weavers, and even a cowboy poet. Our paid performers ranged in age from 4 to 82.

After an exceptional inaugural year, Streetmosphere will be improving the audience experience and adding new locations. Auditions for 2011 will begin in January.

In 2010, nearly 60,000 people stopped and watched Streetmosphere performances – an average of 3,100 every weekend. 56 different acts were hired to perform over the summer totaling 185 performers and nearly \$60,000 went back to the local economy and artists



Production description:

Beet Street ensures a high standard of quality and professionalism while allowing the creative energy of our community to shine. *Streetmosphere* will showcase:

- Up to five different experiences per day, performed in multiple locations in downtown Fort Collins
- Performances every weekend, Fridays through Sundays, May 13 - September 4, 2011
- Auditioned, paid, professional talent
- Daily schedule designed to reach specific yet varied audiences based on location and pedestrian traffic patterns
- Performances will be identified for visitors using transportable signage