

# Whimsadoodle

Helping Create Wonderful Things!



# BARB MARSHALL

## THE LIVING LEGACY OF BARB MARSHALL

Whimsadoodle Inc. is more than an arts organization, it's the living legacy of Barb Marshall, a tireless soldier for the creatives in Estes Park. Barb believed that the soul of a town is reflected in its art and that the surest way to elevate a town was to enrich its artistic heart. She dedicated her life to nurturing that soul through the support of local artists, makers, and big dreamers.

Following her sudden passing in 2024, Barb's passion lives on through Whimsadoodle, the foundation she entrusted to continue her life's work: enriching the cultural landscape of Estes Park and empowering artists to thrive.





## OUR VISION

Whimsadoodle is dedicated to strengthening the fabric of the Estes Park community by supporting the arts and artists.

## OUR MISSION

Whimsadoodle will work in collaboration with the community to invest in programs and activities that enable artists to thrive. Our priorities include increasing access to housing, studios, collaborative work spaces and venues for exhibition and performance as well as retail spaces for artists, broadly defined as those working in all fields of the arts and creative endeavors, including those as diverse as culinary arts and craft beverages.

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# OUR BOARD OF DIRECTORS



Walter R. Dietrich  
President



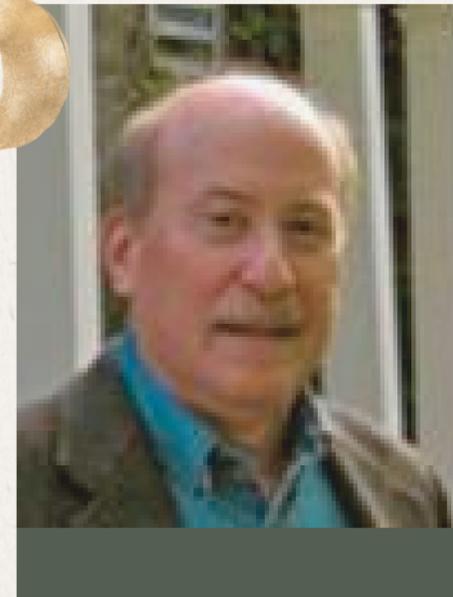
Heather Kline  
VP and Treasurer



Scott Martinsen  
Vice President



Nick Smith  
VP and Secretary



Dwight Arn  
Vice President

# OUR WHIMSADOODLE TEAM



Walter Dietrich  
President



Nick Smith  
Vice President



Victoria Endsley  
Director of Programming &  
Marketing



Bruce Darby  
Director of Properties

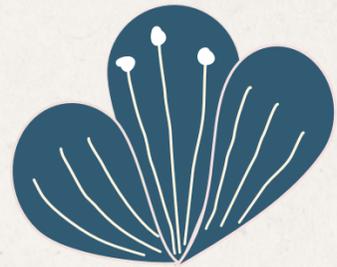


Jenna MacGregor  
Historic Park Theatre  
General Manager

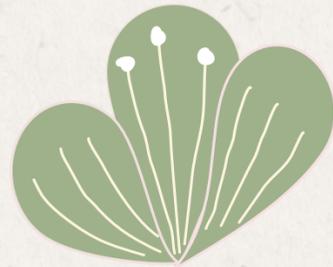


Sophie Frankel  
Project Coordinator

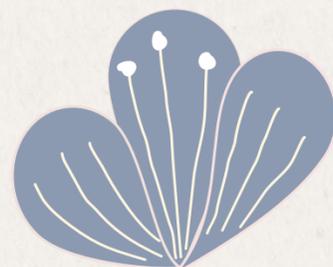
# KEY PROPERTY USES



**Live Music &  
Performance Venue**



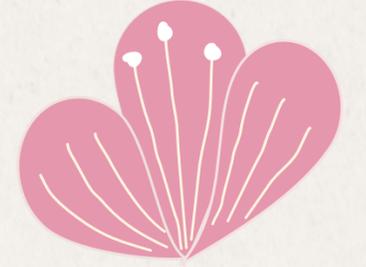
**Outdoor  
Performance &  
Gathering Space**



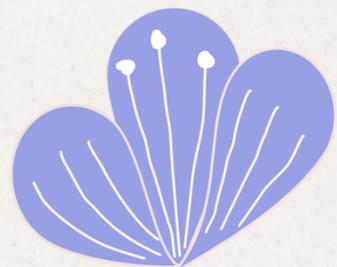
**Long-Term Artist  
Housing**



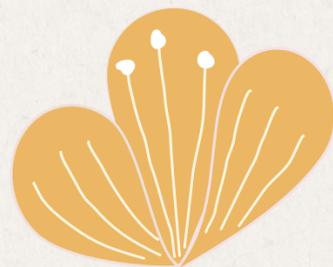
**Artist Retreat  
Housing**



**Gallery & Retail**



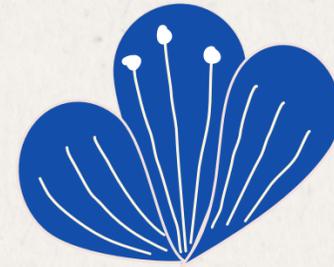
**Creative Residency  
Housing**



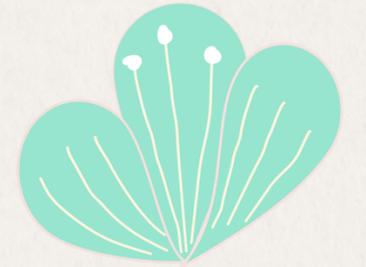
**Artist Studio Space**



**Makers Space**



**Food & Beverage  
Venue**



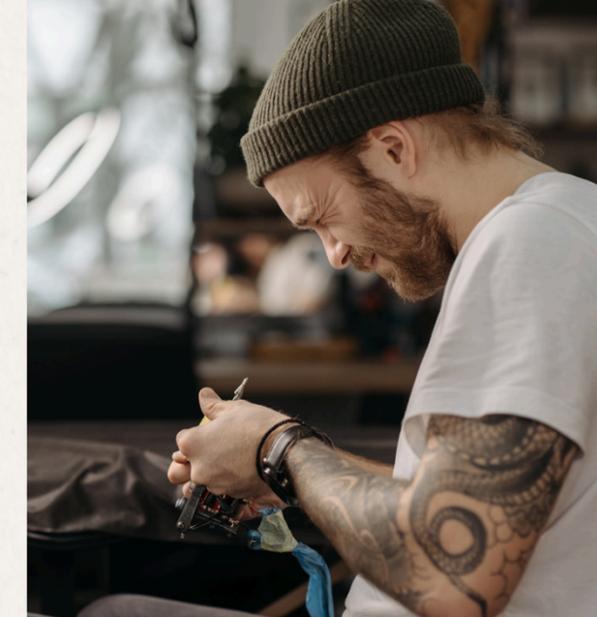
**Museum**

# ARTIST PROGRAMMING

## ARTIST MENTORSHIP & CAREER DEVELOPMENT

### Artist Retreat Housing

Artist Retreat Housing offers private or semi-private suites for 3 or 7-day retreats where artists can focus on creativity and renewal. Each retreat centers on themes such as ceramics, culinary arts, music, painting, photography, stained glass, writing, and more. Participants enjoy a balance of structured workshops led by professional artists, open studio time, and guided experiences like yoga, meditation, hiking, and kayaking. With access to fully equipped studios and the surrounding grounds, artists are encouraged to develop new techniques, deepen their practice, and find inspiration in both community and self discovery.



# ARTIST PROGRAMMING

## ARTIST MENTORSHIP & CAREER DEVELOPMENT

### **Creative Residency Housing**

Creative Residency Housing provides emerging and contemporary artists with 2–4 week stays designed to support deep focus and growth. Residents are offered comfortable accommodations alongside access to studios, resources, and the natural inspiration of the Rocky Mountains. The program fosters both independence and connection, encouraging artists to dedicate time to their practice while building community, exchanging ideas, and engaging in meaningful dialogue with fellow creatives.

### **Long-Term Artist Housing**

Long-Term Artist Housing offers a 1–3 year commitment for artists who want to become part of a vibrant creative community. Residents receive affordable housing, dedicated studio space, mentorship, and career development opportunities, while engaging in our open studio format. By easing financial pressures, the program empowers artists to experiment, take risks, and grow professionally, all while fostering collaboration, building lasting networks, and creating meaningful connections with the local community.

# ARTIST SUPPORT

## WORK EXCHANGE PROGRAM

At Whimsadoodle, we believe artists are the heartbeat of a thriving community. We create spaces where they can live, work, and create in Estes Park—becoming part of the town’s daily rhythm while enriching culture, supporting small businesses, and strengthening a vibrant local arts ecosystem.

Through discounted housing and work-exchange, artists contribute 12–20 hours per week within our creative network in exchange for reduced residency fees. By sharing their talents and energy, they gain meaningful experience and connection, while helping cultivate a community where artists truly belong.



# COTTAGES ON VIRGINIA LANE

## IMMERSIVE ARTIST RETREAT EXPERIENCES

The Cottages on Virginia Lane are dedicated exclusively to artist retreat programming. These cottages provide housing for visiting artists participating in curated, all-inclusive retreat experiences.

Artists are invited to step away from daily demands and immerse themselves in focused creative exploration. Retreats integrate lodging, studio access, instruction, materials, and meaningful connection, often utilizing multiple Whimsadoodle studio spaces across properties.

These retreats are designed to:

- Deepen artistic practice
- Encourage collaboration across disciplines
- Connect visiting artists with our local creative network
- Position Estes Park as a destination for transformative art experiences

The Cottages reflects our belief that creativity flourishes when artists are given both time and space.





# WONDERFUL THINGS

A PLACE TO CREATE, GATHER, AND BE INSPIRED

Wonderful Things is a vibrant creative hub where artistic practice and community connection naturally intersect. It brings together studio space, exhibition opportunities, and welcoming gathering areas in one thoughtfully designed environment. Here, creativity is not something to observe from a distance, it is something to participate in.

This space strengthens the local arts landscape by:

- Offering Bear & Bee pottery and makers studio experiences
- Hosting rotating gallery exhibitions
- Providing workshops, classes, and artist talks
- Creating culinary delights in a café and wine bar with an atmosphere centered around conversation and connection

Wonderful Things reflects our commitment to creative participation as a shared experience, where art is made by hand, meals are crafted with intention, and live music fills the space with warmth and energy. Here, the culinary arts, visual arts, and performance come together under one roof, transforming an ordinary evening into a shared creative experience that nourishes both community and spirit.

# CLEAVE STREET COMMONS

## A LIVELY OUTDOOR GATHERING SPACE

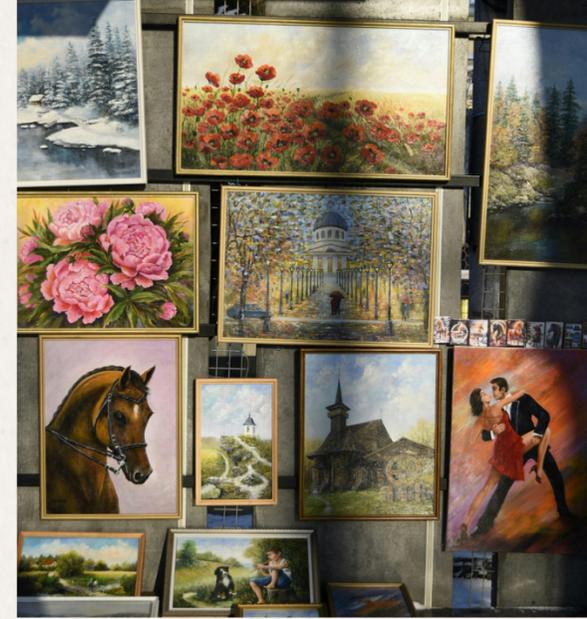
Cleave Street Commons is a lively outdoor gathering space designed for food, music, and art, a place where creativity spills into the open air and community forms naturally. With room for food trucks and local musicians bringing the space to life, it becomes more than a venue; it becomes an experience.

Two shipping containers anchor the Commons. One serves as a mini gallery and shop, giving local artists a platform to showcase and sell their work. The second transforms easily into retail space or a workshop studio for classes and demonstrations.

Cleave Street Commons is designed to support:

- Artist exhibitions and small-scale retail
- Outdoor art markets and fairs
- Workshops and live demonstrations
- Community-centered creative events

In this dynamic setting, art, food, and fellowship intersect, reinforcing Whimsadoodle's commitment to creating spaces where creativity is visible, shared, and celebrated in everyday life.





# HISTORIC PARK THEATRE

HONORING THE PAST, EXPANDING THE FUTURE

The Historic Park Theatre stands as a symbol of shared experience and storytelling in Estes Park. For generations, it has brought people together under one roof — to laugh, reflect, celebrate, and be inspired. Preserving this landmark ensures that future generations will continue to gather for film, performance, and meaningful cultural dialogue. Its next chapter builds on this legacy, expanding programming while honoring the architectural character and historic significance that make it so beloved.

The theatre will continue to serve the community through:

- Independent and classic film screenings
- Live cultural performances and speaker series
- Community celebrations and special events

Looking ahead, the vision includes the evolution of the campus into a fully realized Performing Arts Center, a flexible cultural venue designed to support film, theatre, music, dance, and multidisciplinary performance.

Through thoughtful stewardship and expanded artistic opportunity, this project safeguards a treasured landmark while strengthening access to performing and cinematic arts for the entire region.

# THE BRONCO

A DYNAMIC HUB FOR CREATIVITY, COMMUNITY, AND COMMERCE

The Bronco blends creative learning with community activation. Building 1 provides flexible space for hands-on programming that connects artistic expression with practical skills, while The Yard extends that energy outdoors, creating room for gathering, celebration, and shared experience.

Building 1 & The Yard supports:

- Culinary arts in a commercial kitchen
- Woodworking studio
- Youth programming
- Music performance and practice space
- Podcasting & recording studio
- Outdoor performances and markets
- Seasonal festivals and community events

Building 2 will continue operating as a nonprofit thrift store, maintaining its role as an affordable and valued community resource.

Together, The Bronco demonstrates how creativity can anchor neighborhood connection and shared purpose.





# CLEAVE STREET BEACON

PARTNERSHIP, CREATIVITY, COMMUNITY, AND COMMERCE

The Beacon on Cleave Street is envisioned as a transformative mixed-use development and a shining example of what a thoughtful collaborative partnership can achieve. Designed to extend the energy of downtown up Cleave Street, it will create a vibrant social and commercial corridor while serving as an architectural icon at the corner of Cleave St. and Big Horn Dr.

The development will include:

- Nine new retail units
- Fifteen new apartment units with two dedicated to artist live/work units
- Over 150 concealed parking spaces to maintain a walkable, welcoming streetscape
- Accessible and welcoming public spaces for the Estes Park community

Blending housing, studios, galleries, and vibrant retail, The Beacon will serve as a cultural hub where art and everyday life naturally connect. With inviting public spaces and seamless access from plaza to upper levels, it is designed to welcome people in and strengthen the creative energy of Estes Park for generations to come.

# WHIMSADOODLE

## A CONNECTED CULTURAL ECOSYSTEM

Each Whimsadoodle property serves a distinct purpose, yet all are unified by a shared commitment: to invest in artists, activate community spaces, and create lasting cultural infrastructure.

Through thoughtful stewardship and intentional programming, we are building more than projects, we are cultivating a living, breathing creative community designed to benefit generations to come.

## THANK YOU!

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