

FY2017 ANNUAL REPORT

COLORADO CERTIFIED CREATIVE DISTRICTS



PREPARED BY



JULY 1, 2016 - JUNE 30, 2017
www.coloradocreativeindustries.org



Reach new heights

boettcher
FOUNDATION



DIRECTOR'S MESSAGE

Dear Partners and Friends of the Colorado Certified Creative Districts program,

As we move into the sixth year of the Colorado Certified Creative Districts program, it is remarkable to reflect on the transformative impact that has taken place in such a short time. The Boettcher Foundation, and Colorado Creative Industries (CCI), a division of the Colorado Department of Economic Development and International Trade, have worked hard to strengthen the Creative District program to fortify and promote creative communities throughout the State of Colorado. Since the Creative District enabling legislation was passed in 2011 (HB11-1031), 2013 (HB13-1208), and 2014 (HB14-1093), the Boettcher Foundation has ensured that Creative Districts selected by CCI in urban, rural, and suburban settings in Colorado have access to grant funding, technical assistance, networking, training programs, and other valuable tools.

From July 1, 2016 – June 30, 2017, Colorado Creative Industries and the Boettcher Foundation supported the development of 18 Certified Creative Districts across the state in:

- Attracting visitors, creative entrepreneurs and artists to a community, infusing new energy and innovation, and enhancing the economic and civic capital of the state;
 - Creating hubs of economic activity, enhancing the area as an appealing place to live, visit, and conduct business, as well as create new economic activity;
 - Revitalizing and beautifying communities; and
 - Providing a focal point for celebrating and strengthening a community's unique identity and showcasing cultural and artistic organizations, events, and amenities
-

FY17 marked a year of great accomplishments for the Creative Districts program. Districts progressed from growing a solid foundation to managing impressive projects that range from federal grants to develop artistic bike loops to advancing affordable housing for the creative sector. These initiatives indicate that the districts are empowered to evolve and strengthen their programming and economic presence in the state of Colorado through investments in staff, community partnerships, and strategic planning.

As we embark on FY18, we celebrate the many accomplishments of Certified Creative Districts and look forward to developing stronger, healthier, and more economically vibrant communities.

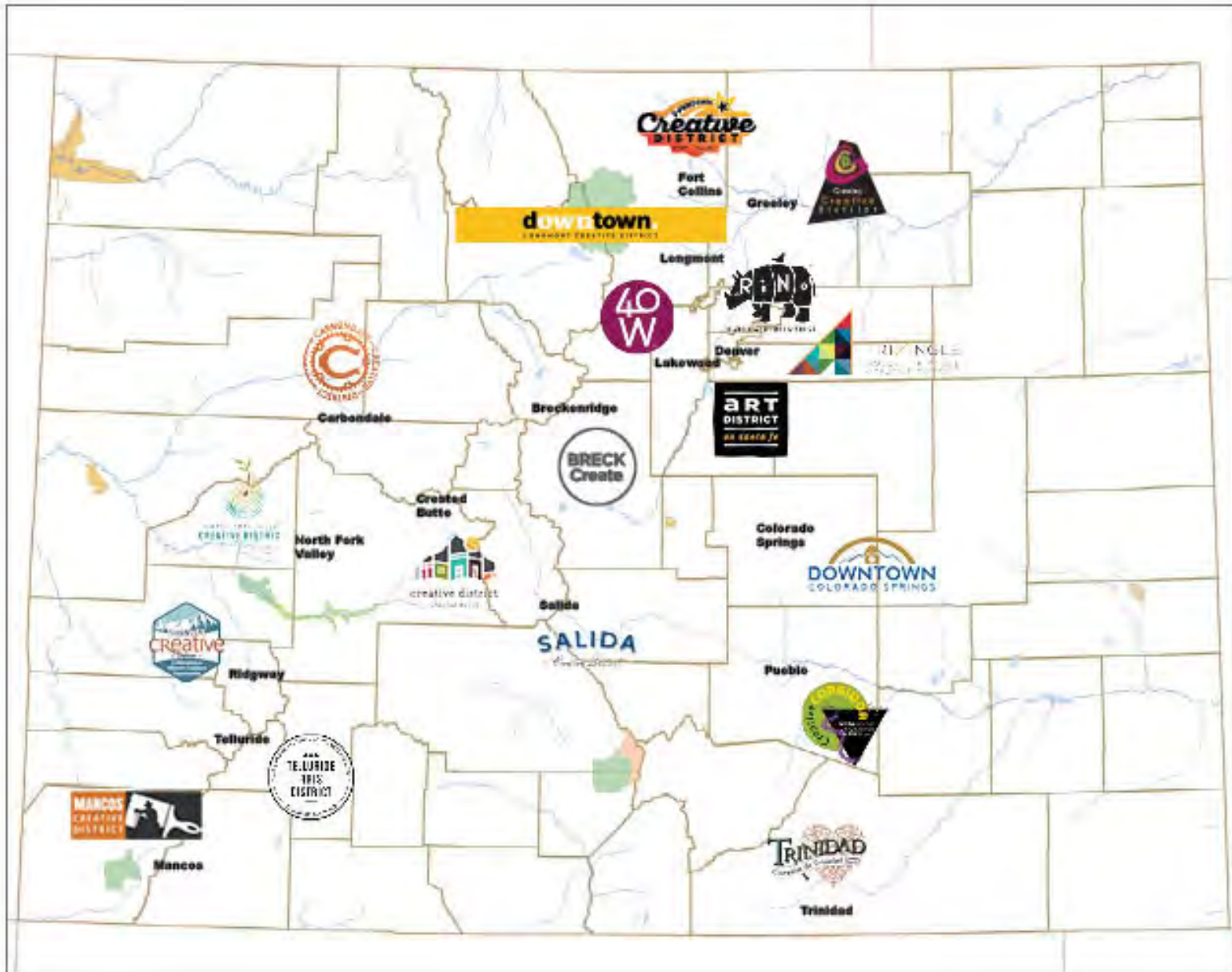


Margaret Hunt

MARGARET HUNT
DIRECTOR



COLORADO CREATIVE DISTRICTS FY17



CERTIFIED CREATIVE DISTRICT HIGHLIGHTS

18

CERTIFIED
DISTRICTS

6

DISTRICTS

CERTIFIED IN
FY17

\$1

BILLION

CREATIVE
INDUSTRY
EARNINGS

+3

PERCENT

GAIN IN
CREATIVE
JOBS

BY THE NUMBERS

IN KIND

\$531K

VISITORS

5.2M

CREATIVE
INDUSTRY
EARNINGS

+5%



PROGAM INVESTMENT

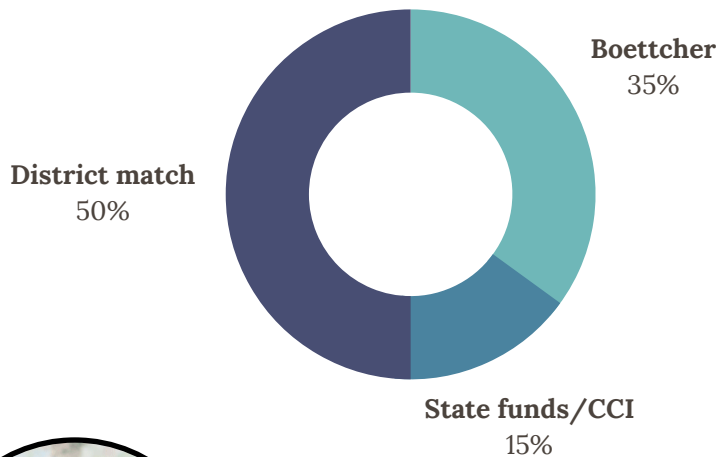


FY17 FUNDING FOR CERTIFIED CREATIVE DISTRICTS

During FY17, the combined cash investment of Colorado Creative Industries (CCI) and the Boettcher Foundation to certified creative districts totaled \$150K, \$105K from the Boettcher Foundation and \$45K in state CCI funds. This total includes matching grants to six districts certified in July 2016 and 40 West Arts District. Communities leveraged \$150,000 cash to match funding. Total revenues for all certified creative districts reached over \$6.3M.

\$300K
total FY17 cash investment in seven Creative Districts

\$6.3M
total funding (revenue) for 18 Certified Creative districts



"We believe that CCI certification status is a game-changer. It helped drive civic engagement and is a source of community pride"

Bill Marino, Board Chair, 40 West Arts District

PROGRAM UPDATES



In 2016-2017 CCI continued to strengthen the Creative Districts program and promote best practices across the nation. Below are a few highlights:

- Designated a full time Colorado Creatives staff position to manage the Creative Districts program
 - Launched new and improved communication channels including a closed Facebook group for certified districts
 - Created six new web TV episodes featuring working creatives in newly certified districts
 - Published Colorado's Creative Districts: A Series of Special Reports in partnership with *Confluence Denver*
 - Replaced the candidate creative districts program with Call Yourself Creative – a broader resource for communities interested in the program
 - Announced the Project and Technical Assistance Fund providing up to \$10,000 in matching funds to support activities that advance strategic priorities in districts certified for one year or more
 - Formed a partnership with the University of Colorado Boulder Environmental Studies Department to improve Creative District evaluation protocols
 - Participated in numerous local and national panels promoting districts and sharing best practices
 - Advised the states of Washington and California on the successful development of Creative District program legislation
 - Provided scholarships for creative district members to participate in professional development opportunities
-

CUMULATIVE PROGRAM IMPACTS AND MOMENTUM

Since the Creative Districts enabling legislation in 2011, Colorado Creative Industries has become a national leader in the field of creative placemaking and creative districts. Over a five year period, program investment from the Boettcher Foundation has created a lasting impact and continues to build momentum across the state.

- The Boettcher Foundation investment of \$475K leveraged more than an 8 to 1 return in funding from the state and creative district community investments totaling \$3.9M
 - The state will continue to invest in communities with a projected total contribution of \$260K in FY18 and Blueprint 2.0 Creativity Lab initiatives that provide technical assistance in rural Colorado
 - 24 communities in 22 counties were served through the program
 - 1,183 creative jobs were established in Certified Creative districts from 2011-2015
 - An estimated 28 new full and part time positions were established to manage the Creative Districts
 - Three additional communities were certified in FY18, Manitou Springs, Steamboat Springs and Westwood Creative Districts
 - Creative Districts are becoming increasingly involved in innovative community planning and development projects from public safety and transportation to health and education
 - Creative district leaders have increased participation on national, state and local boards and commissions, including the Economic Development commission (EDC), and numerous city and town councils
 - The program helped illuminate creative sector affordable housing as a priority, leading to the development of Space to Create Colorado. Three projects have been initiated in Trinidad, Ridgway and Paonia
 - A new leadership development program, Colorado Change Leader, was established, creating a network of leaders in both Creative Districts and other communities across Colorado
-

Snapshot of the Arts in All Colorado Creative Districts

2015 80204, 80214, 80216, 80223, 80215, 80205, 80501, 80631, 80639, 80903, 81002, 81003, 81415, 81201, 81419, 81

Creative Vitality Index



2.05

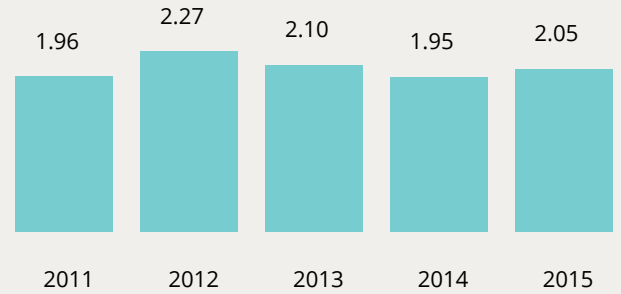
CVI Value

United States CVI = 1.0

Total Population

591,570

Past 5 years of CVI Performance



This regional snapshot report gives the big picture of a region's creative landscape. It provides an overview of creative jobs, industry earnings, FDR grants, and Nonprofit revenues.

GAIN

▲ **3%**
since 2014

2015 Creative Jobs

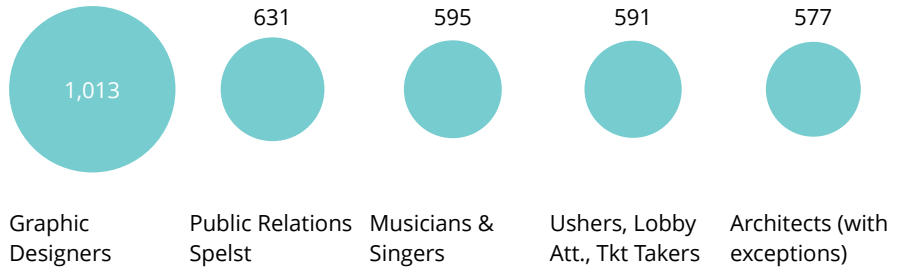


10,870

Total Creative Jobs

There are 307 more creative jobs in the region since 2014

Occupations with greatest number of jobs



GAIN

▲ **5%**
since 2014

2015 Creative Industries



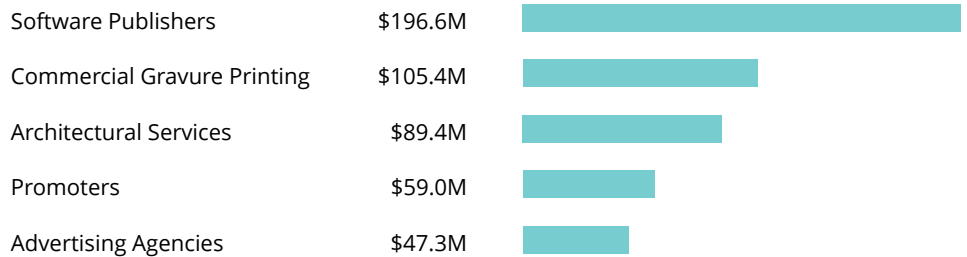
\$1.0B

Total Industry Earnings

There is a gain of \$48.9 million in creative industry earnings in the region since 2014

Industries with greatest earnings

Industry type



GAIN

▲ **14%**
since 2014

2015 Cultural Nonprofit



\$262.2M

Nonprofit Revenues

There are \$35.5 million more in revenues in the region since 2014

GAIN

▲ **10%**
for grant amount awarded (\$) since 2014

2015 State Arts Agency Grants



\$827.6K

Amount Awarded



77

Number of Grants



\$1.40

Award Amount per capita

There are \$85 thousand more in grants since 2014. There are 5 more grants since 2014.

DATA SOURCES: Economic Modeling Specialists International, National Assembly of State Arts Agencies, National Center for Charitable Statistics
 CREATIVE VITALTY SUITE: The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region. For more information on data sources visit: learn.cvsuite.org



infusion5.com/beyondthegallery



callyourselfcreative.org



confluence-denver.com



ANNUAL CONVENING

May 4, 2017 representatives from all 18 Creative Districts convened in Breckenridge for a day of celebration and professional development facilitated by the artist collective Meow Wolf.







Artist: Bobby McGee Lopez

40 WEST ARTS DISTRICT LAKEWOOD, CO

The 40 West Arts District is creating renaissance along West Colfax Avenue.

KEY ACCOMPLISHMENTS

- Awarded a \$100K National Endowment for the Arts grant to advance the 40 West ArtLine, a 4-mile walkable, bikeable loop activated with art
- Installed two large placemaking signs to anchor the district core
- Two established Denver galleries, NEXT and Pirate: Contemporary Art relocated to the district

CERTIFIED 2014

www.40westarts.org



BRECKENRIDGE ARTS DISTRICT



71%

local residents surveyed felt that the arts and culture scene in Breckenridge has been 'Very' or 'Extremely Impactful' for the community



CERTIFIED 2016

www.breckcreate.org

KEY ACCOMPLISHMENTS

- Ranked No. 1 on the 2017 Arts Vibrancy Index by the National Center for Arts Research
- Received 2016 Governor's Tourism Award for Outstanding Community Tourism Initiative
- Hosted the 6th annual Creative Industries Summit from May 4-5, 2017



CARBONDALE CREATIVE DISTRICT

CARBONDALE, CO

CERTIFIED 2016

www.carbondalecreativedistrict.com

The Carbondale Creative District is quickly becoming a national leader in youth engagement and creative placemaking.

KEY ACCOMPLISHMENTS

- Partnered with the Roaring Fork Transit Authority (RFTA) to advance the Rio Grande ARTway, a creative placemaking project that will transform a 1-mile stretch of the bike path into an artistic experience featuring a Youth Art Park, Latino Folk Art Park and more!
- Worked with the RE-1 school district to develop Creative Learning Labs aligned with the Creative district





CRESTED BUTTE CREATIVE DISTRICT

KEY ACCOMPLISHMENTS

- Developed town-wide wayfinding signage, designed and fabricated by local creatives
- Launched a new website for the Creative District
- Completed infrastructure projects including a bench, a mural at the local radio station, and a commemorative light post



CERTIFIED 2016

www.cbcreativedistrict.org



"Certification has given the Crested Butte Creative District the ability to work with a wide-variety of partners and to serve as an umbrella organization for the entire creative community."

Hilary Henry, Creative District Coordinator, Crested Butte Creative District



Artist: Sean O'Meallie

COLORADO SPRINGS CREATIVE DISTRICT

CERTIFIED 2014

www.downtowncs.com

KEY ACCOMPLISHMENTS

- Launched Otocast, a mobile audio guide for Art on the Streets public sculpture exhibit using GPS, images and soundbites from each exhibiting artist
- Downtown Ventures assisted the Cultural Office of the Pikes Peak Region in launching a free First Friday shuttle between the Downtown Creative District, the Old Colorado City gallery strip, and several of the city's flagship hotels

811

new businesses
formed



"The creative district designation is cited as a draw by developers looking to invest in Downtown Colorado Springs."

**Claire Swinford, Urban Engagement Manager,
Downtown Partnership of Colorado Springs**



CORAZON DE TRINIDAD CREATIVE DISTRICT TRINIDAD, CO

+29%

BUILDING
OCCUPANCY

+14%

TOURISM

+58%

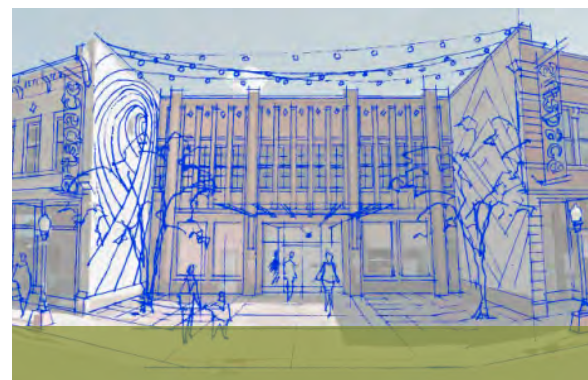
COMMERCIAL
BUILDING
PERMITS

KEY ACCOMPLISHMENTS

- Worked with Southern Colorado Council of Governments to train the board of directors and complete Theory of Change, a long-term strategic plan for the District
- Advanced Space to Create Trinidad, securing final funding. The project will transform an entire downtown block on Main Street into artist live/work housing, gallery, and flexible community space

CERTIFIED 2013

www.corazondetrinidad.org





DENVER'S ART DISTRICT ON SANTA FE

CERTIFIED 2012

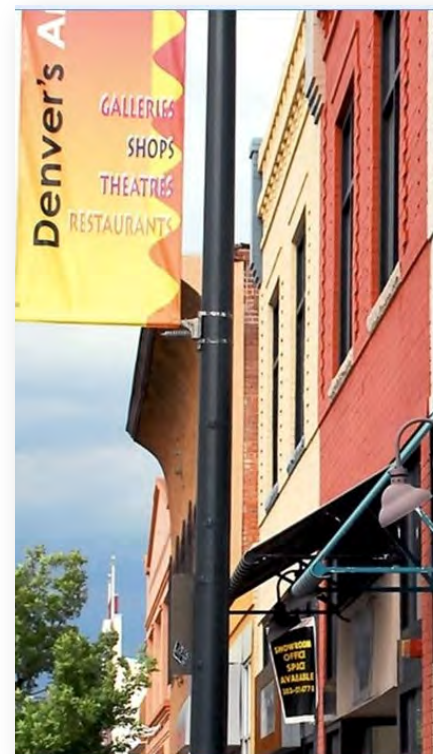
www.artdistrictonsantafe.com

KEY ACCOMPLISHMENTS

- Since 2003 membership in the Art District on Santa Fe has grown from 12 to over 60 creative industry members
- ADSF secured funding for a part time director
- The district launched *To Denver, With Love*, an inaugural city-wide initiative and pop-up exhibit

LOCAL ARTISTS, PUBLIC HOUSING + EDUCATION - A NATIONAL MODEL

Located in ADSF, Mariposa Service Providers is an award-winning, public-private partnership through the Denver Housing Authority that places youth arts programming at the core of urban development. This community development supports five youth arts nonprofits including Youth on Record, Art from Ashes, Arts Street and Osage Cafe.





Artist: Amelia Caruso

FORT COLLINS CREATIVE DISTRICT

KEY ACCOMPLISHMENTS

- Last year six pianos, 17 transformer boxes and four murals were added in Downtown
- The Downtown Strategic Plan Update was completed after a multi-year process by the City of Fort Collins with input from the Creative District
- Played a leadership role in programming over 30 creative industry sessions at Fort Collins Startup week



CERTIFIED 2016

www.dfccd.org



"CCI and Boettcher Foundation investment and certification legitimizes our effort, the importance of creative industry in our city and secures a seat at the table that would otherwise not be afforded the DFCCD.

Peggy Lyle, Manager Fort Collins Creative District



GOLDEN TRIANGLE CREATIVE DISTRICT DENVER, CO

CERTIFIED 2016

www.goldentriangleofdenver.com

KEY ACCOMPLISHMENTS

- Established a brand and hosted several new events in partnership with businesses, residents, city agencies and community organizations
- Facilitated community dialogue with the Denver Police Department and the Mayor's Office to address concerns about safety, health and sanitation issues in the Triangle
- A 21 seat board of directors was developed with individuals representing residential, business, civic, cultural and property owners



KIRKLAND MUSEUM

Construction is underway on the Kirkland Museum opening in the heart of the Golden Triangle Creative District in 2018.



Artist: Armando Silva

GREELEY CREATIVE DISTRICT

CERTIFIED 2014

www.greeleycreativedistrict.org

KEY ACCOMPLISHMENTS

- Initiated a "Cacophony of Creatives", an informal networking event for creative professionals
- Developed a Welcome Kit and distributed to each creative business or venue in the district; kits include welcome letter, window cling, data, current events and more

4th

fastest growing
metropolitan area



"Certification of the Greeley Creative District has offered important credibility to the work of local Creatives, helped provide a means to help measure collective impact in real economic and social terms, and has provided a structure through which to support dialogue, expand offerings and expectations."

Becky Safarik, Board President, Greeley Creative District



DOWNTOWN LONGMONT CREATIVE DISTRICT

+7.4%

SALES TAX
REVENUE

96%

BUILDING
OCCUPANCY

\$21,439

INVESTED IN
DOWNTOWN
SIGNAGE

KEY ACCOMPLISHMENTS

- New Creative Businesses relocated into the Creative District, including music studios, an Art Bar and a non-profit dedicated to teach philosophy through literature and pop culture
- Completed an alleyscape and breezeway reconstruction project, transforming three blocks in the Creative District
- Welcomed Rob Warner, an AmeriCorps Vista to act as Creative District coordinator

CERTIFIED 2014

www.downtownlongmont.com





Artist: Brad Goodell

MANCOS CREATIVE DISTRICT

CERTIFIED 2016

www.mancoscreativedistrict.com

KEY ACCOMPLISHMENTS

- The district collaborated with The Mancos Common Press for the installation of a mural and beautification of the Ballantine Lot in downtown Mancos
- Designed and installed wayfinding signage including four signs on highway 160 and a 15' x 15' Mancos Creative District Cowgirl Banner in downtown Mancos
- Launched a successful website and marketing campaign, "Mancos: At the crossroads of Arts and Adventure"



"There is a synergy and a revitalization of the creative arts in downtown Mancos as a direct result of the Mancos Creative District forming."

**Sarah Syverson, Director
Mancos Creative District**



NORTH FORK CREATIVE DISTRICT

KEY ACCOMPLISHMENTS

- Partnered with the Town of Paonia on a successful application for Space to Create to address affordable housing for the creative sector
- Awarded a \$25K grant from the Colorado Tourism office for regional tourism promotion and a \$5K grant from Orton foundation for community asset mapping
- The district partnered with the Delta County Memorial Hospital to purchase \$20K in artwork from local artists for a new Clinic in Hotchkiss



NORTH FORK VALLEY
CREATIVE DISTRICT
From Our Hands to Yours

CERTIFIED 2013

www.northforkcreative.org



"Creative District status means a lot for our economy in transition from energy reliance to a more diversified, creative economy."

Susie Kaldis Lowe, Board Chair, North Fork Valley Creative Coalition

PUEBLO CREATIVE CORRIDOR



Artist: Teresa Vito



The district partnered with the City and City-County Health Department on the Stormwater Education Art Project, commissioning four visual artists to paint five storm drain inlets. This project showcases how art can fulfill a public need - providing signage for the drain inlets.

KEY ACCOMPLISHMENTS

- The Pueblo Arts Alliance started to implement the National Endowment for the Arts, Challenge America Unified Signage grant of \$10K
- The Arts Alliance Studios continued to grow, adding glass artists of Kolibri Factoria del Arte, puppet maker with Rooster Socks, Cory Moosman with WhyNot Theatre Group and more
- The district collaborated with El Pueblo History Museum and School District 60 to paint the first exterior wall mural within the district at Heroes Academy K-8. Over 300 kids participated

CERTIFIED 2013

www.puebloarts.org



Clinton and N. Cora St. before and after RAMP Up Ridgway!

RIDGWAY CREATIVE DISTRICT

CERTIFIED 2013

www.ridgwaycreativedistrict.com

KEY ACCOMPLISHMENTS

- Progressed RAMP Up Ridgway!, a \$10.5M creative placemaking project to execute downtown improvements including sculptures, artistic benches and bike racks
- Purchased property for the Space to Create project to advance affordable housing downtown. Additionally a feasibility study and arts market survey were completed



"With each passing year, I'm more and more convinced that our Creative District designation has been the primary driver of our growing reputation and recognition around the state."

John Clark, Mayor of Ridgway



Artist: RTD Crew

RINO ART DISTRICT

KEY ACCOMPLISHMENTS

- Installed three new gateway signs with pedestrian and directional signage coming in 2017
- Worked with the City of Denver and local artists to draft the Safe Occupancy bill to help creatives and artists stay in their spaces
- Worked with the Interfaith Alliance and the City of Denver to support the City's first tiny home village for those experiencing homelessness
- The district budget, which includes both a business improvement district (BID) and a general improvement district (GID), surpassed \$2M



"Colorado Creative District funding was the catalyst for creating buy-in for the BID and GID, as community stakeholders wanted to further support the efforts of the District."

Jamie Licko, President, RiNo Art District

CERTIFIED 2014

www.rinoartdistrict.org



Trademarked this year, RiNo Made supports RiNo creatives by helping them market and promote their work. A retail store will open January 2018.



SALIDA CREATIVE DISTRICT

98%

building
occupancy



CERTIFIED 2012

www.salidacreatives.com

KEY ACCOMPLISHMENTS

- Worked with the Salida Public Art commission to install an interactive art piece in the playground area at Riverside Park as part of a playground update
- Held classes and workshops that were well attended by the public in areas of marketing, merchandising and social media
- Worked with the Salida Public Art Commission to select creative picnic tables to be installed at the SteamPlant Event Center



TELLURIDE ARTS DISTRICT

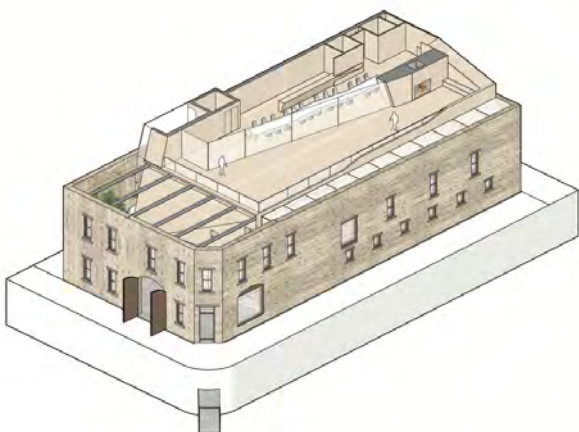
CERTIFIED 2013
www.telluridearts.org

KEY ACCOMPLISHMENTS

- Implemented the Telluride Wayfinding Plan with the installation of first kiosk with Arts District identity and arts venues included as key destinations
- Expanded the Telluride Gallery Guide and Telluride Art Walk to include 25 galleries and exhibition spaces

\$60K

annual Town
budget line item
for the Arts
district



- The Arts District accrued the final earnest money payment of \$100,000 from the Town for the Telluride Transfer Warehouse project. The historic warehouse will be a light-filled space where people will gather for arts experiences in world-class architecture. The Warehouse is quintessential Telluride, and a magnet for artists from across the globe

