



TRI / NGLE
GOLDEN TRIANGLE
CREATIVE DISTRICT

GOLDEN TRIANGLE CREATIVE DISTRICT

A STRATEGIC PLAN

ADOPTED SUMMER 2019

STRATEGIC PLANNING COMMITTEE:

KATE BARTON - DOWNTOWN DENVER PARTNERSHIP
KRISTY BASSUENER - DENVER ART MUSEUM
APRIL CHASE - BROADWAY MARKET
PATTI CAPPS - RESIDENT
DOMINIQUE COOK - METLO
GERALD HORNER - KIRKLAND MUSEUM OF FINE & DECORATIVE ART
CHARLIE HUNT - RESIDENT
SYDNEY ILG - 11TH AVENUE HOSTEL
ERIC LAZZARI - CIVIC CENTER CONSERVANCY
LAURA LISKA - RESIDENT
JACKIE NOBLE - NOBLE ERICKSON

The Golden Triangle Creative District is an urban village located in the cultural and municipal epicenter of Denver with historic character, vibrant businesses and creative community.

MISSION:

To promote the Golden Triangle as an **urban village** through neighborhood improvements, ongoing activation, economic development and community advocacy for residents, property owners, businesses and visitors alike.

VISION:

To enhance this vibrant urban village in the civic heart of Denver. The Golden Triangle Creative District seeks to blend world-class cultural experiences, engaged residents and eclectic businesses in a thriving mosaic of creativity, connectivity, livability and workability.



OUTCOME OF THE STRATEGIC PLAN:



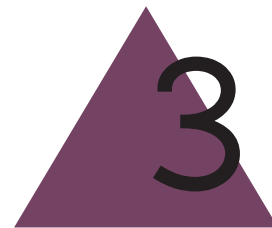
MULTI-YEAR STRATEGY

To develop, approve and begin enacting a multi-year Strategic Plan for the Golden Triangle Creative District (GTCD) in 2019 that allows the organization to evolve with the rapidly changing neighborhood and downtown as a whole, including a road map to be sustainable.



SUSTAINABILITY

To plan for the continued evolution of the GTCD into a strong and sustainable leader among City of Denver creative districts and residential neighborhood organizations.



LEADERSHIP DEVELOPMENT

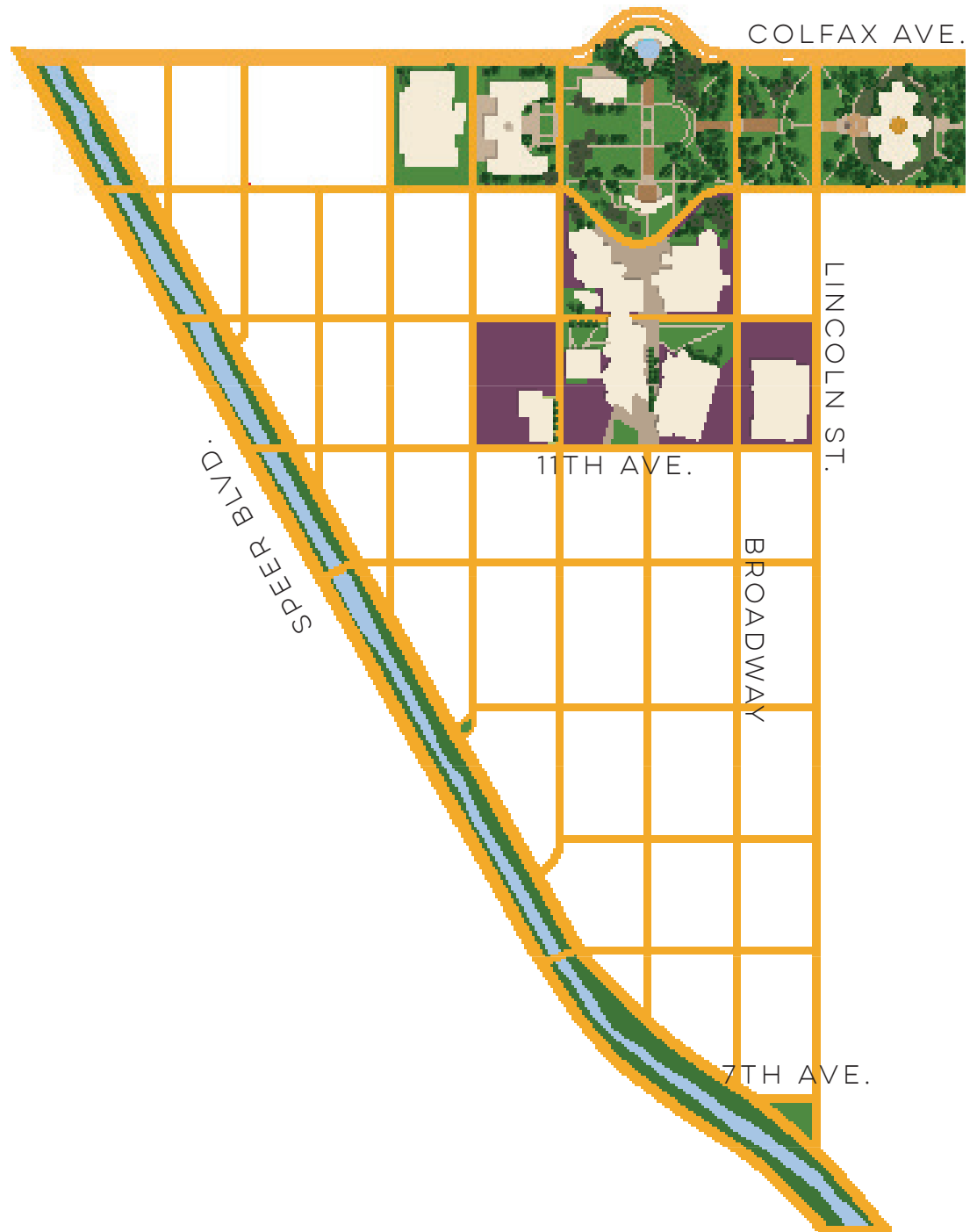
To develop a strategy to engage a pipeline of diverse leaders for the GTCD Board of Directors, with the skills required to deliver on organizational goals.



COMMUNITY & MEMBER ENGAGEMENT

To re-engage previously involved residents and members of the Golden Triangle Association (GTA) and the Golden Triangle Museum District (GTMD), and widen membership appeal to residents and businesses as the neighborhood expansion continues.

OUR NEIGHBORHOOD



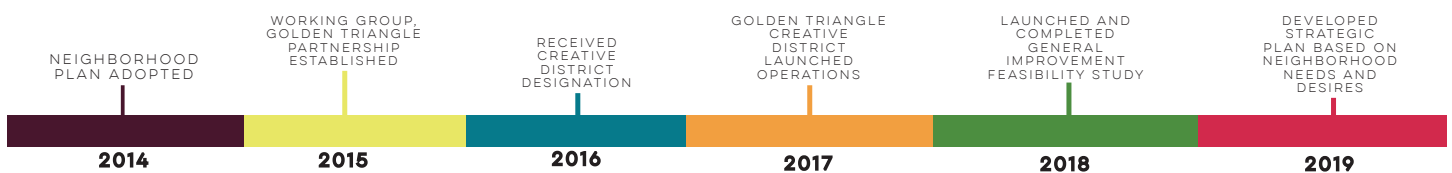
OUR HISTORY

As the cultural and civic heart of Denver, the Golden Triangle encompasses Civic Center Park, world class cultural facilities, active residents and diverse businesses. Laws are passed and history is made in the Golden Triangle – at both the State Capitol and the Denver City and County Building, which anchor the east and west ends of the historic Civic Center Park.

Civic Center is Denver's only National Historic Landmark, and the iconic park is where Colorado celebrates Super Bowl wins, the holiday season, Independence Day and creative culinary arts. The cultural institutions calling the Golden Triangle home include the Denver Art Museum, Denver Central Library, History Colorado Center, Center for Colorado Women's History at the Byers-Evans House Museum, Clyfford Still Museum, McNichols Civic Center Building, Curious Theater Company and the Kirkland Museum of Fine & Decorative Art. These organizations, alongside galleries, architecture studios, design studios, co-working spaces, hotels, hostels, and eclectic retail and restaurant establishments, make the Golden Triangle a creative destination in the heart of Denver for locals and tourists alike.

Bordered by Lincoln Street, Speer Boulevard and Colfax Avenue, the Golden Triangle has ideal access to 16th Street Mall, the Cherry Creek Bike Trail, and Civic Center Station. This accessibility allows locals and visitors the opportunity to experience the numerous independent specialty and retail shops, restaurants, nightclubs and music venues conveniently and organically within the neighborhood.

Through the decades, the Golden Triangle has served as an epicenter of catalytic growth and development. From the creation of Civic Center, to the automotive boom and beyond, the Golden Triangle has and will continue to serve as the vibrant cultural heart to the city of Denver.



THE CREATIVE DISTRICT:

The state of Colorado's Creative District program (overseen by Colorado Creative Industries, a division of the state's Office of Economic Development) offers selected districts access to grant funding, tailored technical assistance, networking, professional development and advocacy tools.

why?

As a Colorado Creative District, we have the opportunity to advance the Golden Triangle as an internationally celebrated arts and cultural destination - by encouraging neighborhood improvements, economic development and support for community businesses and creatives in the following ways:

Attract visitors.

Revitalize and beautify communities.

Create hubs of economic activity, enhancing the area as an appealing place to live, work, and play, as well as expand and create new economic activity.

Provide a focal point for celebrating a neighborhood's unique identity.

Showcase cultural and artistic organizations, events and amenities.

OUR GOALS AS A CREATIVE DISTRICT AND REGISTERED NEIGHBORHOOD ORGANIZATION:

BUILD

... a better community that reflects
and connects the intricate and unique
makeup of our neighborhood.

ADVOCATE

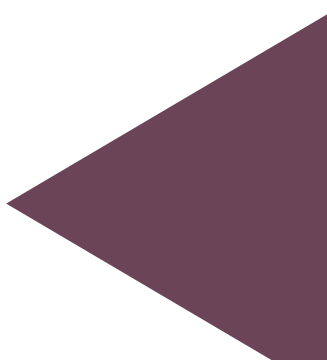
... for the best connected, walkable,
safe and vibrant community for our
neighbors, guests and businesses.

ACTIVATE

...our neighborhood for the enjoyment
of residents and visitors alike.

& SERVE

...our members and the Golden
Triangle community.



HOW DO WE GET THERE?

We believe in the hard work of dedicated members who care about their community. We believe that a blend of marketing, programming, advocacy, catalytic development, financial stability, and member service are necessary to build our vision.

MARKETING

Build out a robust Marketing Committee to address and implement plans, including promoting member businesses, GTCD programs, exhibits and events.
Promote GTCD for membership development and growth.
Develop and implement a placemaking strategy and wayfinding executions, most importantly, promoting Golden Triangle as a Creative District.
Creative storytelling in relation to placemaking through member stories.

MARKETING &
BRANDING

ADVOCACY

Develop and implement an advocacy strategy and policy approach to ensure GTCD has a significant role in processes and decisions that affect the neighborhood, GTCD members, residents and organization - including development, zoning, safety and infrastructure investment.

COMMUNITY AFFAIRS
COMMITTEE

NEIGHBORHOOD
IMPROVEMENTS

URBAN DESIGN
COMMITTEE

EXECUTIVE
COMMITTEE

FINANCIAL SUSTAINABILITY

Develop an engaged and inclusive Finance Committee and craft a strategic financial and business plan to create a sustainable GTCD for the future, including exploring the pros and cons of the development of a stand-alone 501(c)3 organization independent of CNDC, hosting of the annual fundraiser, as well as investment in neighborhood improvements and infrastructure to create a more connected, walkable, creative and enjoyable environment for residents, employees, visitors and businesses in the district.

EXECUTIVE
COMMITTEE

EVENTS
COMMITTEE

FINANCE
COMMITTEE

GOVERNANCE
COMMITTEE

CATALYTIC DEVELOPMENT

In collaboration with GTCD members and neighborhood residents, businesses and cultural, work to develop plans and secure funding resources for key catalytic neighborhood improvement projects identified in the 2014 Neighborhood Plan and supported by Golden Triangle community feedback.

NEIGHBORHOOD
IMPROVEMENTS

URBAN DESIGN
COMMITTEE

PROGRAMMING & EVENTS

Serve GTCD membership and expand foot traffic to member businesses and cultural institutions with an achievable and successful suite of annual, signature creative events to engage residents and the public. We will start small and build as time goes on and budgets stabilize.

EVENTS
COMMITTEE

EXECUTIVE
COMMITTEE

FINANCE
COMMITTEE

MEMBERSHIP
COMMITTEE

MEMBER SERVICE

Serve GTCD membership with exemplary organizational stewardship and service. This is the responsibility of the board and all committees. Member service work includes promoting membership and fulfilling membership agreements, raising funds to deliver on membership, promoting GTCD as a great place to live, work and explore, delivering on placemaking and wayfinding goals, and working to create a sustainable leadership pipeline for the future of the organization.

COMMUNITY
AFFAIRS

MARKETING &
BRANDING

URBAN DESIGN
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COMMITTEE

GTBN

PROPOSED TIME LINE

2019

- Finalize Strategic Plan
- Execute P.S. You Are Here Grant pilot project
- Develop Finance Committee
- Assign all committees to complete an annual and five year work plan by early 2020 to track goals and progress
- Restructure committees to best serve GTCD and plans

2021

- Achieve consistent funding to allow for two staff persons and dedicated office space
- Construction design completed for the Broadway Corridor from 7th Avenue to 16th Street
- Funding for Broadway corridor secured from federal, state, city and sponsors

2023

- Completed Broadway Corridor
- Develop new Five Year Plan

2020

- Complete one (1) large project that aligns with neighborhood goals
- Expand on original P.S. You Are Here project for large scale implementation and completion
- Investigate starting GTCD Internship program

2022

- Start construction on Broadway Corridor Project
- Secure two (2) or more grants aimed at creative activation in the neighborhood