



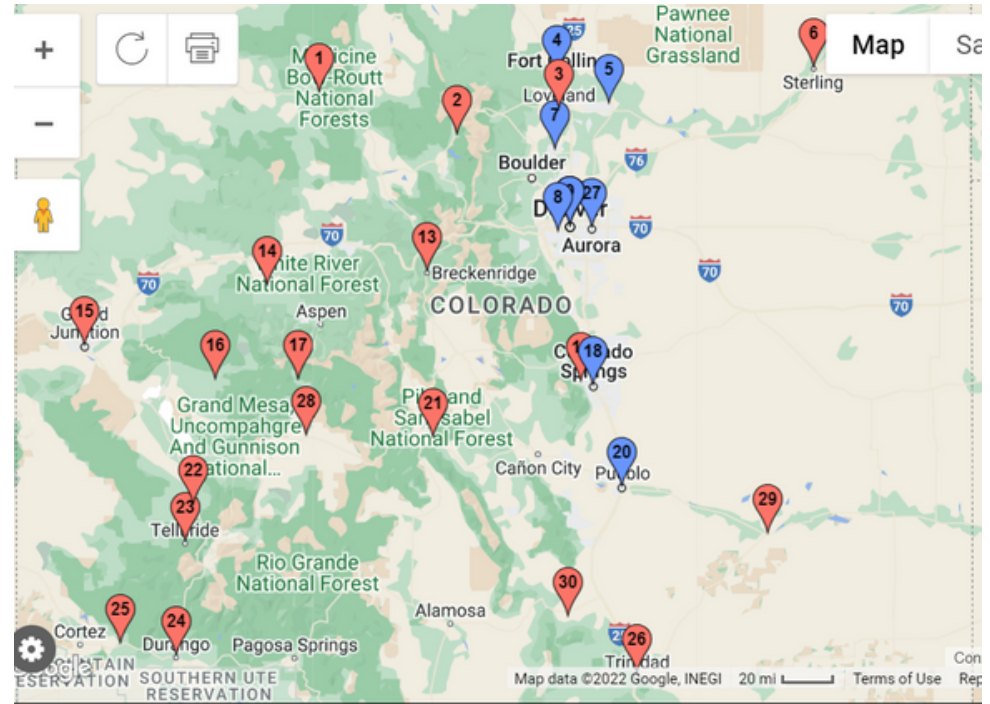
Colorado Creative Districts

Colorado arts + economic impact

- Colorado ranks #1 in arts participation
 - \$14.5B value added to the state's economy by arts
 - 3.8% of Colorado's GDP, more than mining or transportation
 - 97,408 arts employment
 - \$7B arts worker compensation
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Program overview

- Founded in partnership with the Boettcher Family Foundation
- 2011 legislation (HB11-1031) - funding technical assistance, networking, training and advocacy tools
- 2013 (HB13-1208) Creative District community loan fund providing access to capital
- Creativity-centered and people-centered economic development to build strong, healthy, and resilient communities
- 30 state certified creative districts



What is a Creative District?



Why do Creative Districts Matter?

- State-certified creative districts have significant economic impact for communities including increased sales tax revenue from events for local businesses as well as retention and attraction of young talent which is critical for business growth
- Between 1998 and 2015, the arts and culture sector's contribution to GDP grew by 40%
- Artists are highly entrepreneurial. They are 3.5 times more likely than the total U.S. work force to be self-employed
- Goals of creative placemaking investments are associated with GDP growth
- Each year, 76% of all American leisure travelers (about 130 million adults) participate in cultural activities while traveling, contributing more than \$171 billion to the U.S. economy

Benefits to the community

- Data from a three-year study show a significant link between resident attachment and local GDP growth, with the arts as a critical component. *Source: Americans for the Arts
- Creative Districts build social and civic capital to help address big problems
- Diversify the economy and create new ways for residents and visitors to engage with community
- Serves as an umbrella organization to promote and support arts, culture and creative experiences throughout the community

Sample mission, vision

BCA Profile

Vision + Mission

Scope + Focus

Management Team

Contact Us

Vision

Our vision is to see Breckenridge as a dynamic year-round creative community.

Mission

Our mission is to deliver inspiring creative experiences that enrich the quality of life for residents and quality of place for visitors.

Values

To achieve our vision and mission we are guided by the following values:

- Excellence and relevance
- Engagement and interactivity
- Diversity and inclusion
- Collaboration, cooperation and communication
- Respect for our natural and cultural environment

Sample profile

At the core of the Breckenridge creative community are a number of long-standing cultural organizations, including: Breckenridge Backstage Theatre, Breckenridge Film Festival, Breckenridge History, and National Repertory Orchestra.

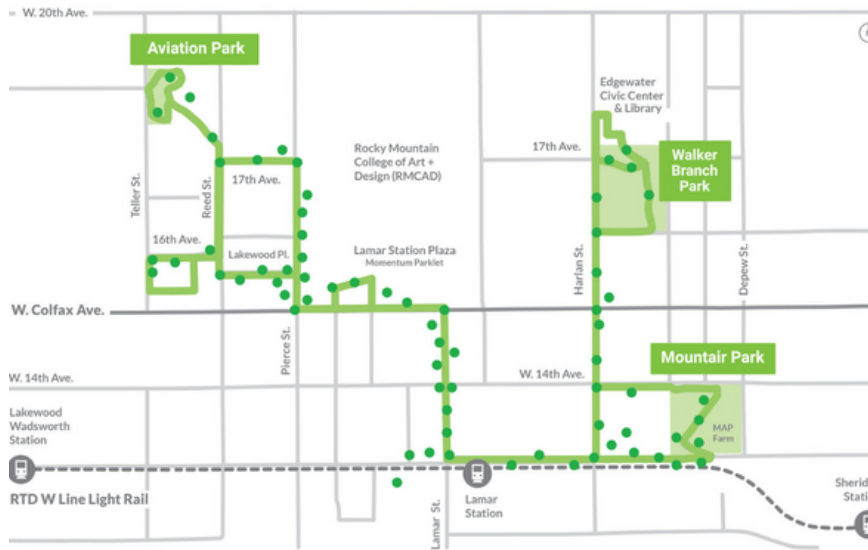
Established in 2014, Breckenridge Creative Arts (BCA)—or BreckCreate for short—was developed by the Town of Breckenridge to support and promote arts, culture and creative experiences throughout Breckenridge. This

BCA leads the creative economic development of the Town of Breckenridge by:

- Cultivating the town's cultural assets and promoting the community as a leading year-round creative destination
- Supporting and collaborating with local artists, organizations and businesses that are mission-aligned and foster mutually beneficial relationships
- Maintaining exceptional venues for resident companies, special event partners, promoters and rental groups
- Presenting high-quality performing arts events and visual arts exhibitions
- Providing education and community engagement opportunities with a focus on art-making experiences and opportunities for creative play
- Curating and organizing public art projects, culture walks, studio visits and residency programs

It is BCA's hope that, amidst the stunning vistas and spectacular landscape of Breckenridge, visitors and residents will find an interdisciplinary arts environment allowing them to exchange ideas and find collaboration and inspiration in the most unique of places.

Case Study: 40 West Artline



Case Study: Space to Create

SAVE THE DATE JUNE 11, 2018



TRINIDAD SPACE TO CREATE GROUNDBREAKING

Join us for the groundbreaking of the **TRINIDAD SPACE TO CREATE**, the demonstration project for the Space to Create initiative. Please RSVP at artspace.com/trinidad.

Monday, June 11 / 12:00 – 5:00 PM *Program at 2:00 PM*
200-228 West Main Street, Trinidad, CO

How CCI supports your community

- Resources and guidance during the planning phase
- Framework of best practices and standards in the application process
- Ongoing technical assistance
- Ongoing funding opportunities
- Advocacy and support

Certification overview

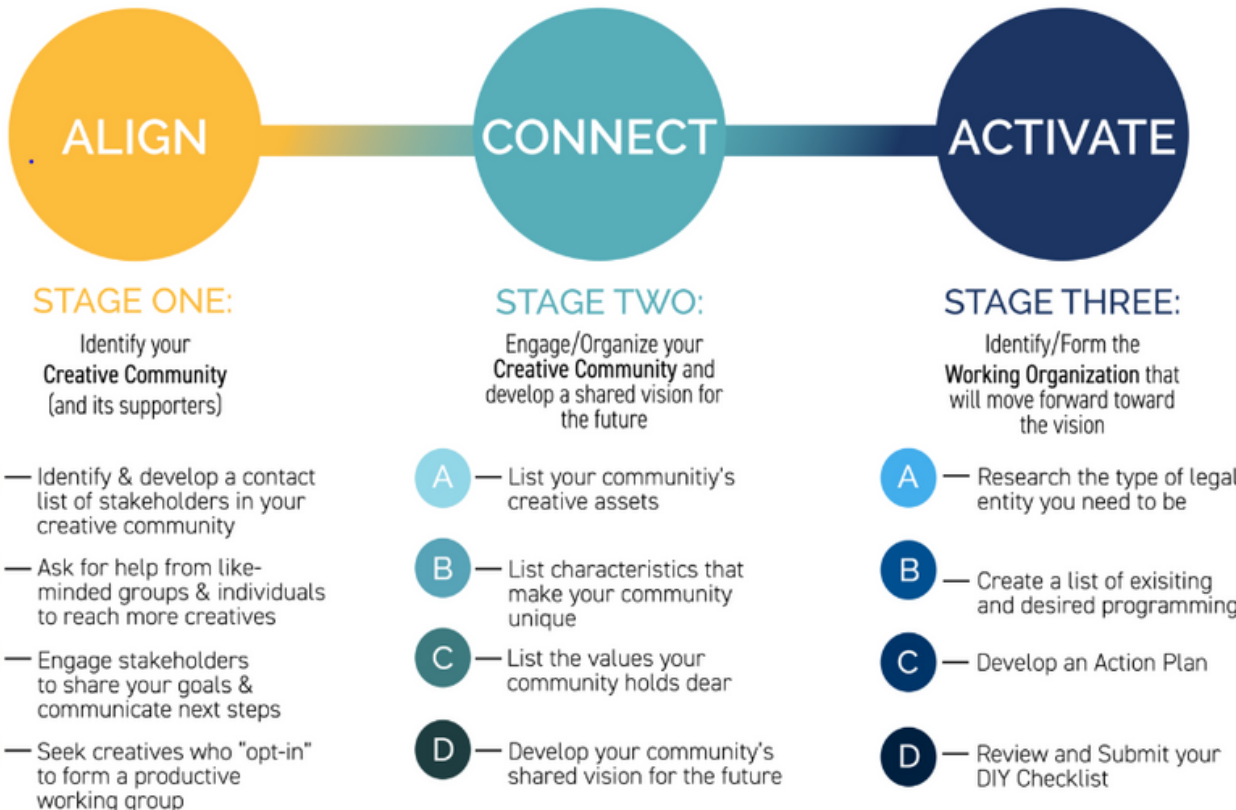
CREATIVE DISTRICT CERTIFICATION PRE-APPLICATION CHECKLIST

Communities applying for Colorado Creative Industries (CCI) Creative District Certification should meet the following minimum requirements:

- ☐ Formally recognized organization by local government
- ☐ Broad community support and buy-in
- ☐ Sustainable funding source(s)
- ☐ Paid district program manager (this can be a dedicated percentage of time)
- ☐ Strategic plan (preferably covering 3-5 years)
- ☐ Advisory or governing board
- ☐ Easily recognized for creative assets (have authentic story or creative brand)
- ☐ High concentration of creative organizations, businesses, venues, etc
- ☐ Walkable and/or easily navigable
- ☐ Minimum \$10,000 operating budget

Call Yourself Creative

THE CALL YOURSELF CREATIVE DIY PROCESS



Resources

- Callyourselfcreative.org
- **Springboard for the Arts:** Explore toolkits that are designed to help artists, organizations, businesses and city governments build community - from artist-led creative placemaking to uses for vacant spaces to new modes of community planning.



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Springboard Staff



[Carl Atiya Swanson](#)

Associate Director, Operations & Communications

Contact information

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www.oedit.colorado.gov/colorado-creative-industries

