WELCOME

Stakeholders' Meetings February 21 – March 9, 2019
WHAT’S AHEAD

• What is a Creative District?
• Process for Creative District designation
• Sharing thoughts about forming a Creative District
DIY: CALL YOURSELF CREATIVE

A division of the Colorado Office of Economic Development and International Trade, Colorado Creative Industries (CCI) administers the Colorado Creative District Program.

The Creative District offers vetted districts access to grant funding, tailored technical assistance, networking and training programs and access to advocacy tools.
WHO CAN BE “CREATIVE”

6 CREATIVE ECONOMY ENTERPRISE SUB-GROUPS

Film & Media Production  History / Heritage  Performance Arts
Literary and Publishing  Design  Visual Arts & Crafts

A creative district isn’t just about the arts and cultural heritage. It can also include:

Breweries & their creative brewers  Restaurants & their creative chefs
Software companies, gaming industry  Creative retail
Co-working spaces (creator spaces)  Architects/Landscape Architects
COLORADO CREATIVE DISTRICTS

- 40 West Arts District Lakewood
- Breckenridge Arts District
- Carbondale Creative District
- Colorado Springs Creative District
- Corazon de Trinidad Creative District
- Crested Butte Creative District
- Denver’s Art District on Santa Fe
- Fort Collins Creative District
- Golden Triangle Creative District
- Grand Lake Creative District
- Grand Junction Creative District
- Greeley Creative District
- Longmont Arts & Entertainment District
- Mancos Creative District
- Manitou Springs Arts District
- Pueblo Creative Corridor
- Ridgway Creative District
- RiNo Art District Denver
- Salida Creative District
- Steamboat Springs Arts District
- Telluride Arts District
- North Fork Valley Creative District
- Westwood Creative District
BENEFITS OF CREATIVE DISTRICTS

• Create hubs or clusters of economic activity

• Promote a community’s unique identity

• Enhance areas as appealing places to live, conduct business and attract visitors

• Showcase community’s arts & cultural amenities

• Creates a tourism destination
BENEFITS OF CREATIVE DISTRICTS

- Expanded marketing & social media opportunities
- Certified Creative Districts signage on state highways
- Customized economic impact data (Creative Vitality Suite)
- Coaching from other Certified Creative Districts
- Networking - industry best practices
- Access to OEDIT funding and CCI community loan fund
OVERVIEW OF PROCESS

ALIGN  
Jan-March  
- Identify Creative Community, Stakeholders, Supporters  
- Form Working Group

CONNECT  
March - April  
- Engage Community Dialogue  
  - Identify Characteristics  
  - Develop Shared Vision

ACTIVATE  
April - May  
- Identify Structure and Legal Entity  
  - Identify Programming  
  - Create Action Plan
ASSEMBLE
June - August • Compile Application Materials

APPLY
September • Submit Application to CCI

OVERVIEW OF PROCESS
GOALS

• Increase the economic power of Downtown and the entire community

• Increase the visibility of our Downtown as Create a sense of excitement and feeling of vibrancy in Downtown, that brings pride to the community, and encourages people to spend time and buy things

• Partnerships with the Thompson School District to provide educational experiences and opportunities for all ages to meet the needs of a creative economy

• Centralize resources for creative entrepreneurs to create connections between artists and businesses

• Build a stronger community across the variety of sectors that make up Loveland

What’s missing?
BOUNDARY REQUIREMENTS

• Contiguous area -- a mix of uses within its boundaries
• Walkable, distinguished by physical, artistic and cultural resources
• Concentration of arts & cultural organizations, creative enterprises, non-arts businesses, an arts/cultural facility
• Vigorous arts & cultural activity, such as history & art walks, festivals, concerts and gathering places
MAP THE DISTRICT

Draw or outline your boundary concept

Present your map
IMAGINE...

Choose FIVE WORDS to describe your vision of Loveland’s Creative District
What role(s) do you see for yourself and/or your business/organization within a Creative District?
### WHAT’S NEXT

#### Stakeholder Meetings
- Who and what are we missing?
  - Refine Goals
- Develop Working Group

#### Working Group
- Inventory Community Assets
  - Loveland’s Unique Characteristics
  - Strong Community Values
- Develop Shared Vision

#### Application Process
- Legal Entity
- Existing / Desired Programming
- Action Plan
  - Submit