

AUGUST 2019

LOVELAND'S  
PROPOSED

# CREATIVE DISTRICT

In fall 2018, the staff of the Loveland Cultural Services Department and Loveland Downtown Partnership met to explore the creation of a Loveland Creative District and seek certification through Colorado Creative Industries (CCI). Currently, there are 23 certified creative districts in Colorado, 3 of which are the neighboring communities of Fort Collins, Greeley, and Longmont. Recognizing that Loveland possesses unique and abundant cultural resources, each organization readily embraced moving forward through a collaborative partnership of shared time and financial resources.



From the onset, resident support for a creative district was viewed as paramount prior to moving the project forward. The initial stakeholder meetings provided an overview of the DIY: Call Yourself Creative process, information regarding current Colorado Creative Districts, boundary requirements and the benefits of the State of Colorado Creative District certification. Midway through the presentation, participants were asked the critical question,

"Is creating a creative district a worthwhile pursuit for this community?"

At each meeting, the response was overwhelmingly enthusiastic, with many individuals stating, "Loveland has all of the pieces" and that "we just need to put it all together." Of the 124 stakeholder meeting participants, 21 people committed to serving on the Working Group, which has been meeting since April to create the structure of the district.

What's Proposed for the Creative District?

A Stakeholder's Open House will be held on Wednesday, August 28, 2019 at the Downtown Development Authority, 350 N. Cleveland Avenue from 4:30-6pm. Please join us to view the work that's been completed. Highlights include the district boundaries, proposed goals and governance structure for the district. You will have an opportunity to speak with the members of the Working Group, receive answers to your questions and share your feedback. We want to hear from you!

Next Steps

A presentation to City Council will be given on Tuesday, September 3 at 6pm in City Council Chambers at City Hall, 500 East Third Street. At that time, we will seek permission to partnership with the Loveland Downtown Partnership for the creation of a downtown Loveland Creative District.

Questions or Comments?:

[www.LovelandCreativeDistrict.com](http://www.LovelandCreativeDistrict.com)

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**A creative district isn't just about the arts and cultural heritage.**

**It can also include:  
Breweries, Restaurants,  
Designers, Gaming Industry,  
Creative Retail,  
Makers Space, Architects,  
Landscape Designers, etc.**

**Stakeholder's Meeting  
Wednesday, August 28  
4:30-6pm  
Loveland Downtown  
Development Authority Office  
350 N. Cleveland Avenue**

**The Loveland Creative District values and welcomes inclusive community engagement, which inspires innovation, elevates quality of life and delivers meaningful experiences for locals and visitors alike.**