



creative district

— CRESTED BUTTE —

2018 Action Plan

The Creative District Mission:

The mission of the Crested Butte Creative District is to support a dynamic cultural economy where local creatives live, create, and thrive.

Desired Long-term Outcomes:

- Financial sustainability for the Crested Butte Creative District
- Provide creatives with opportunities and the resources that they need
 - Affordable housing and workspace for creatives
 - Arts education opportunities for students
 - Professional development opportunities for creatives
- Credibility with the community/Recognition as an important economic driver
- Crested Butte recognized as a creative destination
- Foster excellence in the local creative community for public art projects
- Increase in small, sustainable creative businesses and the creative class

Filters and Tests for the Creative District:

First Filter: Do we know why we are doing this project? Does it align with our mission?

Second Filter: Which outcome(s) above does this project align with?

Two Final Tests:

1. Does this help us achieve our goals?
2. Is this the best and highest use of our resources?

Priority Area #1 Marketing and Development

Long-term goals: Financial sustainability for the Crested Butte Creative District, Credibility with the community/Recognition as an important economic driver, Crested Butte recognized as a creative destination

Who: Marketing Subcommittee

Goal 1A. By January 2019, the Creative District will create a plan for long-term financial sustainability by the end of 2019.

Next steps to achieve this goal:

- Search for new grant opportunities
- Work with the town to identify upcoming capital projects that would provide 2% funding for public art projects
- Create a reasonable and consistent budget that is workable with anticipated funding sources.

Goal 1B. The Creative District will collect data that quantifies and qualifies the economic impact of creative businesses in CB by September 2018.

Next steps to achieve this goal:

- Identify sources of data and collect data utilizing CCI Creative Vitality Suite
- Develop compelling data points for target audiences
- Work with local creatives to develop quality storytelling examples of the impact of the Creative District.
- Define target audiences (town council, county commissioners, locals, visitors)
 - Define appropriate messaging for each target audience

Goal 1C. The Creative District will publish an annual report and present it to town council in Crested Butte by October 2018.

Next steps to achieve this goal:

- Develop format for layout of annual report
 - For 2018, it will be a digital annual report
- Review other creative district annual reports
- Develop plan for collecting content, graphic design, and distribution
 - Present the annual report to Town Council and other agreed upon audiences

Goal 1D. By January 2020, Crested Butte residents will understand the benefits of the Creative District

Next steps to achieve this goal:

- Get the website and directory in working order, follow through on keeping it updated and easy to use

Once PPE goals are enhanced/achieved, the CD will utilize the following marketing tools to effectively communicate what the Creative District offers to the community:

- Utilize an email blast campaign (and other press campaigns) that uses key data points with monthly communication (example: CD mentoring program article)
- Partner with strategic organizations (News outlets, KBUT, chamber of commerce, tourism association, public art tour, art history tour)
 - Work with the Crested Butte news to create a monthly column about the Creative District
 - Work more closely with the tourism association-Have CD representative at TA board meetings, have TA representative at marketing committee meetings

Goal 1E. The Creative District will work to host the 2021 or 2022 Colorado Creative Industries Summit

Next steps to achieve this goal:

Before deciding to host the summit:

- Discuss partnership possibilities with Gunnison, Mt. Crested Butte, and Tourism Association
- Center for the Arts Completed (phase 1, 2, and 3)

After deciding to host the summit:

- Submit application
- Select venues for summit
- Identify tours/opportunities for participants
 - Develop and organize historic art walking tour
 - Create experience guides and self-guided tours
- Collaborate with town of Mt. Crested Butte

Priority Area #2 Policy and Advocacy

Long-term goals: Provide creatives with opportunities and the resources that they need, Credibility with the community/Recognition as an important economic driver, Increase in small, sustainable creative businesses and the creative class

Who: Full Commission

Goal 2A. The Creative District will determine what type and how much space local creatives need.

Next steps to achieve this goal:

- Meet with housing experts on determining housing needs
- Survey types of housing and workspace solutions that have been used by other communities in the past
- Develop a strategy for surveying the creative community, using knowledge from experts and previous case studies

Goal 2B. The Creative District will advocate for projects, funding streams, and other initiatives that provide work force housing to creatives.

Next steps to achieve this goal:

- Attend meetings and speak publicly when projects or initiatives come before Council, BOZAR, BOCC, or Mt. Crested Butte Councils
- Write letters of support for projects or initiatives that provide work force housing
- Ask the Commission Council representative for updates on projects that the Council is discussing and provide input at Commission meetings

Goal 2C. The Creative District will work with Governmental, nonprofit, and private businesses to buy local and pay creatives for their work.

Next steps to achieve this goal:

- Promote the Creative Directory locally to connect creatives and businesses
- Ensure “Paid to Create Grants” pay creatives and advance their careers as creatives
- Publicize projects that highlight achievements of the creative industry in the Town of Crested Butte

Priority Area #3 Public Art

Provide creatives with opportunities and the resources that they need, Foster excellence in the local creative community for public art projects, Crested Butte recognized as a creative destination

Who: Public Art Subcommittee

Goal 3A. The Creative District will install two temporary art pieces for the next five years.

Next steps to achieve this goal:

- Decide on annual locations for each year
- Incorporate funding into the budget or develop a new funding source
- Develop and put out RFPs, hold selection committee public hearings
- Plan a small event surrounding the unveiling of each installation

Goal 3B. The Creative District will be ready to introduce a major project for public art in the capital budget by September 2019.

Next steps to achieve this goal:

- Identify the location of the project by looking at community needs/desires, feasibility, and budget
- Incorporate funding into the budget or develop a new funding source
- Develop and put out RFPs, hold selection committee public hearings
- Plan a small event surrounding the unveiling of each installation (use this is to market the creative district and increase exposure)

Priority #4 Professional Development

Provide creatives with opportunities and the resources that they need, Increase in small, sustainable creative businesses and the creative class, Credibility with the community/Recognition as an important economic driver

Who: Professional Development Subcommittee

Goal 4A. Implement a professional development program focused on increasing the success of local creative businesses by the end of 2018

Next steps to achieve this goal:

- Work with the Crested Butte/Mt. Crested Butte Chamber of Commerce and Western Ice Lab to talk about and develop strategies for small business/professional development programs.
 - Partner with the Crested Butte/Mt. Crested Butte Chamber of Commerce on the off-season professional development seminar series
 - Partner with the Ice Lab to develop other strategic professional development programming that will be of benefit for our creative community.

Priority #5 Education

Long-term goals: Provide creatives with opportunities and the resources that they need, Foster excellence in the local creative community for public art projects, Credibility with the community

Who: Education Subcommittee

Goal 5A. The Creative District will work in partnership with the school district and arts organizations to offer continuing, creative education opportunities for youth.

Next steps to achieve this goal:

- Meet with local teachers and parents to identify what areas need supplementing
- Allocate funds to Enrichment at CBCS for new categories of art classes
- Choose artist to give a series of master classes to students
- Continue to develop and enhance the art mentorship program