



Creative District Commission Agenda

December 5, 2018 9-11am
Town Hall 507 Maroon Avenue
Meeting Room Junior

9:00 – Call to Order

9:02 – Review Minutes, Budget, and Future Commission Meeting Dates

- Confirm upcoming commission dates:
 - o Commission Holiday Celebration: December 12, 2018, 5:30pm
 - o January Commission Meeting: No Commission Meeting
 - o January Retreat: January 16, 2019, 9am-3pm
- Select upcoming subcommittee dates:
 - o Professional Development: TBD
 - o Education: TBD
 - o Public Art: December 12, 2018, 9am
 - o Marketing: TBD

9:10 – Staff Report –Yemma

- Paid to Create Grants Discussion
- Holiday Celebration Update
- KBUT Underwriter Appreciation Party
- January Retreat Update

9:30—Public Art Report—K Woods/Tuck

- Snow Dance Event Update
- Public Art Maintenance Update
 - o Motion to allocate \$1,000 of remaining 2018 budget for Public Art Maintenance
- Overview of 2019 Projects

9:55 – Professional Development Report – Taylor

- Overview of 2019 Programming

10:05—Marketing Report—Birnie

- Website Improvements Update
 - o Motion to allocate \$1,200 of 2018 Budget to initiate website improvements
- Overview of 2019 Marketing Plan

10:20—Education Report—Rothman

- Overview of 2019 Goals

10:30 – Work Session: 2019 Project Timeline and Budget Allocations

- *Please see attached staff report and project chart*

11:00 – Adjourn



Creative District Commission Minutes

November 7, 2018 9-11am
Town Hall 507 Maroon Avenue
Meeting Room Junior

9:00 – Call to Order

Jenny called the meeting to order at 9:02 a.m.

Present: Jenny Birnie, Mary Tuck, Brooke MacMillan, Kimbre Woods, Harry Woods, Emily Rothman, Jeff Taylor, Melissa Mason, Kent Cowherd, Mel Yemma

9:02 – Review Minutes, Budget, and Future Commission Meeting Dates

Emily made a motion to approve the minutes, Mary seconded. All in favor, motion passes.

- Confirm upcoming commission dates:
 - o December 5, 2018, 9am-11am
 - o CBCD Commission Holiday Celebration: December 12, 2018, 5:30 p.m.
 - o Mel and Michael will coordinate details
- Select upcoming subcommittee dates:
 - o Professional Development: November 7, 2018, 3:30pm
 - o Education: No meeting
 - o Public Art: November 14, 2018, 1:30pm
 - o Marketing: November 19, 2018, 9am

9:10 – Staff Report –Yemma

- Annual Report Update
 - o Mel gave an update on the annual report. CV suite is sending out new 2017 data tomorrow and she will update the data in the reports with the new data. Mel asked what the Creative District would like to highlight in the newspaper ad. Jeff would like to include the events calendar and creative corridor. Kent thinks the ad should be a bullet point list of what we did in 2018 and emphasizing how the arts are a significant economic driver. Harry wants Mel to choose the bullet points to include. Jenny suggested emailing the proof to the marketing committee to approve.
- Chamber of Commerce Winter Economic Forecast
 - o Mel gave an overview of this. Everyone agreed that it would be a good idea to participate. Melissa, Brooke, Kimbre, and Jenny (for part of the evening) will represent the creative district at this.
- One Valley Prosperity Plan
 - o Mel said that after talking more with Cathie Pagano, she feels that working more with the ICElab will be a great start to becoming more included in this process. Kent said the creative industries were kind of represented in the report but the creative district wasn't mentioned specifically. Jenny thought we could be more represented. Emily thought a quick letter could be helpful. Kimbre and Jeff thinks we should just become involved instead. The professional development committee will keep the commission updated on programming partnerships with the ICElab.
- January Retreat—CBCD Self-Sufficiency Plan
 - o Mel talked to Christy Costello who recommended Bill and Kevin from Creativity lab to facilitate. However, they came in significantly over budget (\$4,500-\$5,000). Most commissioners didn't think this was worth it.

- Melissa asked for a leader from the RINO district or another district to be the facilitator. Emily agreed to look to creative districts that have become independent.
- Kimbre doesn't think an outside person coming in would be effective. It will squash the ability to brainstorm and work on ideas. Kimbre would like to see a retreat where we just go and do it.
- Harry would like to have two people, one from the outside and one from the community (someone who understands giving in the community).
- Emily suggested Maryo Ewell who was fundamental in creating creative districts. Emily asked why we want to have this conversation. Emily thinks that the Town has a fundamental obligation to support the creative community.
- Mel said becoming a non-profit is not necessarily the answer. The retreat is to have this discussion and figure out what we want to do in the future (if we we're to not have funding from the town in the future) and that this has been one of our major goals for a while.
- Melissa said we're looking for someone who can help us facilitate a conversation not someone who can solve this issue.
- Melissa agrees that Maryo would be great. Jenny said she politely declined when asked last year, but she's worth asking. Jenny thinks it's really important to have this conversation and figure this out.
- Kent reiterated the importance of this. The council is going through some big budget decisions right now and the council is hoping that the creative district will become independent by the end of next year. It's very realistic that the creative district will not have any funding from the Town in 2020. Kent has advocated that this needs to be phased. Kent encouraged commissioners to come to the next council meeting on the 19th to advocate for the Creative District.
- Kimbre thinks that the Town has made it clear that we need to do this and she is ready to pursue this because we could do more with a different funding model. Kimbre knows that we don't want to fundraise and compete with the non-profits and she wants to come up with a plan that's unique, creative, and specific to this area. We can't keep having this conversation, we need to do this.
- Mary thinks our website should be our business site, where artists can sell their work through our website.
- Harry asked Kent if the Town has a mission statement or philosophy about why the town supports the creative district. Emily said it's our mission statement that the town has embraced. Harry thinks we need to look back at our marketing, like the creative corridor. We're doing all of these things that will bring economic success to our towns and the towns around us. We always have a lot going for us, and we always settle for the back of the bus. We need to promote our successes more. Kent agrees that this needs to be communicated to the Town more.
- Mel will reach out to other creative district leaders and Maryo to see about facilitation options and will return with more info. The commission selected Wednesday, January 16th from 9am-3pm for the retreat.

9:35—Education Report—Rothman

- Update on Education Awards
 - Emily gave an update saying that the event was rolling along and there is now a new music mentor in the mentor program.
 - Emily gave an update on what has happened with the other education award funding (celebrate the beat, ceramics wheel, enrichment classes, etc).
 - For 2019, Emily would like to see the mentor program continuing. Another potential is that the new music teacher has started some fundraising to create a fund to fix broken instruments and for their annual concert.

- Emily and Melissa are going to meet with Sally Hensley to develop wish lists of what teachers need relating to the arts in their classroom. Melissa wants to paint the picture to the teachers before they develop their wish lists.

9:40—Public Art Report—K Woods

- Current Public Art Projects Update
 - Kimbre and Mary are planning a mural unveiling on Friday, November 23rd from 5-6pm with tea and cookies. Mel will help coordinate advertising for this and can print flyers for Heather.
 - Mel is making plaques for both public art installations.
- December Event Update
 - Kimbre said the party planning is underway. The idea is to do a snow dance as part of the Christmas tree lighting. Melissa talked to the School of Dance Company and they already wanted to do a dance. It will be a combination of performance and involving the community. It will be before the lighting at 5pm.
 - The Chamber already has the PA system ready. Everyone is really excited about the event.
 - There was discussion about the potential need to pull a special events permit with the Town, although the timing is tight. The public art committee will continue working on this.
- Event Budget Allocations
 - There is a total of \$2,023 left in the 2018 events budget, and the public art committee recommended the following allocations:
 - \$50 for red lamp post maintenance
 - \$100 for public art plaques
 - \$300 for additional mentor for mentor program
 - \$50 for 3rd street mural unveiling
 - \$1,523 for December event (lights, mic, stage, permit, etc)
 - Melissa made a motion to approve the 2018 event budget allocations as written on the agenda. Jenny seconded. All in favor, except Harry. He felt uncomfortable with the events budget not being broken down more. Mel said this is a general budget for the event to take place within. Harry decided to approve. All in favor. Motion passes.
- CCI Matching Grant—Sculpture Garden Project Update
 - The Public Art Committee scheduled a tour of the Center for the Arts scheduled for Friday, November 9th at 11am to visit the site.
 - Kimbre said that the committee would like to recommend shifting 2019 funding from the end of Elk public discussion to putting sculptures in the sculpture garden. Kimbre said there are a lot of options for how the sculptures could work: temporary, permanent, for sale, etc. Kimbre said the end of Elk process will be more of a community discussion/outdoor living room about what the community would like to see there. Everyone was excited about both of these projects.
- Public Art Catalog—2019 Project
 - Kimbre gave an overview of this idea. This will be more work than money. It will be a collaboration with marketing and public art during 2019 when marketing is updating their public art assets.

10:05 – Professional Development Report – Taylor/MacMillan

- 2019 Programming Updates
 - Jeff and Brooke gave an overview of one program that we're working on in January in conjunction with the Literary Arts Department that's a headshot and bio workshop on January 16th and 23rd. There will be a professional photography sitting at the 23rd.
 - A goal could be to pay the instructors and then make it free to creatives. Otherwise, it would cost \$65 per person. Melissa would like to see a mix, we would pay for the classes, but there would still be a small administrative fee (\$25 per person).

- Mel said this funding could come out the \$5,000 for the professional development mini-conference in the 2019 budget.
- Jenny is wondering if we need to do an RFP to find a photographer.
- Harry gave an example where each person got one free headshot and then they could charge for additional shots.
- Melissa suggested \$500 for the photography evening, and then \$300 for the instructor.
- There was a discussion about whether or not there should be an RFP for the photographer. The commission agreed to not issue an RFP but to talk to photographers who have been interested.
- The workshop would be put on by the Center for the Arts but sponsored/partnered on by the Creative District.

10:15 – Work Session: 2019 Project Timeline and Budget Allocations

- The commission did not have time to work on this today. This will be reviewed during all subcommittee meetings and then finalized in December.

11:00 – Adjourn

The meeting adjourned at 10:58 a.m.

2018 Crested Butte Creative District RUNNING Budget

Updated 11/29/18

GENERAL	BUDGETED	ALLOCATED	EXPENDED	DESCRIPTION
TRAINING				
CCI Summit	\$ 1,500.00			
			\$439.50	CCI Summit Registration
			\$725.25	Hotel
			\$20	Gas
			\$280	Mel and Jeff Per Diem
Retreat	\$ 500.00			
			\$300	Payment to Kelly Sudderth
			\$150	Queen of All Saints Rental
			\$130	Creative Catering - Lunch
OFFICE SUPPLIES				
Printing	\$ 150.00			
Legal Notices	\$ 300.00			
			\$21.75	January Ads/Legals - Crested Butte News
			\$74.00	March Ads/Legal-Crested Butte News
			\$25.74	July Ads/Legals-Crested Butte News
			\$32.40	August Ads/Legals-Crested Butte News
SUBTOTAL	\$ 2,450.00	\$ -	\$ 2,140.50	

General Funds Remaining	\$ 309.50
Budget - Expenses	\$ 309.50
Budget - Allocations - Expenses	\$ 309.50

MC	BUDGETED	ALLOCATED	EXPENDED	DESCRIPTION
Digital Marketing	\$ 5,000.00			
			\$300	Annual Report Photo Needs (up to \$500-Lydia Stern)
		\$660		Annual Report newspaper ad
			\$3,040	Annual Report Costs
			\$1,000	CTO Creative Corridor Grant Match
Video	\$ 1,800.00			
		\$ 340.00		Annual report newspaper ad
			\$1,000	Shaffer Nickel "Art History of CB" Video
Radio	\$ 1,200.00			
			\$1,200	KBUT Underwriting
Print	\$ 2,000.00			
		\$340		Annual report printing
			\$285	Brochure design changes-Keitha Kostyk
			\$357	Ro Sham Bo-1,000 Creative Corridor Brochures
			\$595	Ro Sham Bo-2,000 CBCD Brochures
			\$300	Arts Alliance Magazine ad
Website Maintenance	\$ 1,000.00			
			\$520	Website maintenance with Petar Dopchev
			\$480	Community Calendar Payment to Thin Air
SUBTOTAL	\$ 11,000.00	\$ 1,340.00	\$ 9,077.00	

MC Funds Remaining	\$ 583.00
Budget - Expenses	\$ 1,923.00
Budget - Allocations - Expenses	\$ 583.00

EEP	BUDGETED	ALLOCATED	EXPENDED	DESCRIPTION
Youth Education	\$ 6,000.00			
			\$1,000	CBCD enrichment programs
			\$1,500	New wheel for Ben McLoughlin's class
			\$2,500	Art mentorship program
			\$1,000	Celebrate the Beat
Professional Development	\$ 3,000.00			
		\$800	\$1,400	Digital marketing project manager -Holly Harmon
			\$300	Chamber Off-Season Prof Dev Series
			\$500	Alpen Hong master class
Small Public Art Projects	\$ 6,380.00			
			\$2,500	Creative District sign embellishment-Ira Houseweart
			\$3,500	308 3rd St Restrooms Mural-Heather Bischoff
Paid to Create Grants	\$3,620			
			\$250	Sustainable CB
			\$1,000	Chalk Walk Grant
		\$480		Yoga Co-Op Grant
		\$420	\$420	CBMF "Play Outside"
			\$519.65	CB Library Building (Rob Lindsey)
			\$220.00	CB Library Painting (Kate Seeley)
			\$160	CB Library Door Handles (Levi Rughheimer)
Events and Public Meetings	\$ 2,500.00			
			\$143	Professional Development series poster
			\$200	Mallardi art celebration/unveiling (food)
			\$134	Pizza with creatives
			\$78	public art plaques
		\$50		red lamppost maintenance
		\$300		extra art mentor
		\$30	\$20	3rd street mural unveiling
		\$1,523		december event
SUBTOTAL	\$ 18,999.65	\$ 1,700.00	\$ 10,769.65	

EEP Funds Remaining	\$ 6,530.00
Budget - Expenses	\$ 8,230.00
Budget - Allocations - Expenses	\$ 6,530.00

FISCAL TOTAL	\$ 32,449.65	\$ 3,040.00	\$ 21,987.15
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TOTAL Funds Remaining	\$ 7,422.50
Budget - Expenses	\$ 10,462.50
Budget - Allocations - Expenses	\$ 7,422.50



Staff Report

December 5, 2018

To: Crested Butte Creative District Commission

From: Mel Yemma, Open Space/Creative District Coordinator

Subject: November Updates

The following lists Creative District related updates from November that were not covered in the subcommittee updates and minutes.

Paid to Create Grants Discussion: CB Yoga Co-Op and CB Music Festival

There are currently two outstanding payments/projects from our 2018 Paid to Create Grant program: the CB Yoga Co-Op Mandala and the CB Music Festival “Play Outside” Painted Piano.

CB Yoga Co-Op: The Crested Butte Yoga Co-Op has not painted the Mandala yet. Kristi had set an original deadline with their selected artist, Lucious, for October 1st, but I received very little communication about when it was happening. On our grant guidelines, it states that all projects must be complete by December 1st, which is why I continued to try to clear up the situation with Kristi. I originally spoke to Kristi in September when their grant was approved, however, she submitted an incorrect invoice (which I did not hear back from her/was not able to clear up with her until last week). She originally submitted an invoice for the full amount of the grant (although we ask for 50% of the payment up front, and 50% of the payment upon completion), and she asked for the check to be made out directly to the artist, which we couldn't process because the invoice was from the Yoga Co-Op (this is due to auditing issues). They have still not been paid for any amount.

During our original communication, I indicated that Lucious could start painting the mandala pending their official approval from the Town's parks and recreation department. When I heard back from Kristi last week regarding the invoice, she indicated that Lucious would start painting soon. I spoke to Joey from parks and recreation to confirm that they had received permission, but he stated that he had not heard anything from them. In this time, Joey spoke with Dale from facilities to ensure that they were still on board with the mural happening, which they agreed to. Simultaneously, because December 1st was coming up, I emailed the full commission to ensure that they wanted to grant an extension to this project, which a majority responded in favor of.

Additionally, during this time, Dale mentioned that they would be re-doing the floors in that room next year, which would likely result in needing to repaint the whole room (and paint over the mandala). Joey and Dale then offered an alternative to Lucious for him to paint a border around the mandala to try to save it from being painted over (and make it easier for facilities to do the paint job). Joey indicated that Lucious felt comfortable with this arrangement, but then I received an email from Kristi saying that he wasn't sure that he wanted to do it anymore. I still have not received the final word from Kristi/Lucious as to whether they would still like to proceed. **If they decide to continue to paint the**

mural, the commission will need to decide if the grant award should be reduced by 10%, due to the policy in the grant guidelines which states: projects that fail to meet the grant due date would result in a 10% deduction of the final grant installment.

Music Festival: The Crested Butte Music Festival completed their “Play Outside” painted piano on July 30th this past summer, but I haven’t received their final report and final invoice. Throughout the summer and fall, the Music Festival experienced turnover of two directors, and the original grant applicant, Erin, left the music festival prior to the project happening. I reached out to the music festival multiple times this fall to follow up about the grant report/final payment and to offer assistance with any questions that they might have. Cynthia (their interim director at the time), recently moved on to work at the Crested Butte Land Trust, and when I ran into her last week, she indicated that their new director was working on it. However, I have still not received the report and December 1st is coming up soon. **The commission will need to decide if their final payment should be reduced by 10% if the report is not received by December 1st.**

Creative District Commission Holiday Celebration—December, 12, 2018

The Creative District commission and their families are invited to celebrate the holiday season and all of your dedicated volunteer work at a holiday celebration hosted by the Town on Wednesday, December 12th from 5:30 p.m. – 7:30 p.m. at Montanya Distillers (upstairs). Please provide me with an RSVP of how many people will be attending at Wednesday’s commission meeting.

KBUT Underwriter Appreciation Party—December 13, 2018

If you would like to go back to Montanyas for a second night, KBUT has invited two representatives from the Creative District commission to attend their underwriter appreciation party on December 13th at 5:30 p.m.

Recommendation: Staff recommends that the Creative District Commission selects up to two commissioners to attend the party at Wednesday’s meeting.

January Retreat Planning

As we started to discuss at our October and November’s commission meetings, Goal 1A of the 2018 Creative District Action Plan states: “By January 2019, the Creative District will create a plan for long-term financial sustainability by the end of 2019.” At the November Commission meeting, a retreat was scheduled for Wednesday, January 16, 2019 from 9 a.m. – 3 p.m. to initiate the discussion of how we would like to go about making this transition. A discussion ensued about whether or not to have a facilitator, and whether or not that facilitator should be a local person or a creative district leader from another district. At the last meeting, we decided that I would keep reaching out to potential facilitators, and ask Maryo Ewell if she could facilitate, or if she had any recommendations.

I have been coordinating with Jenny on the logistics for the retreat, and have I have secured a facilitator for the retreat, who was highly recommended by Maryo. Janice Welborn (a STEP advisor/consultant) for the Community Foundation of the Gunnison Valley is the CEO of a consulting firm serving nonprofits, school districts, local governments and the health care industry. As her bio states, “Janice excels at bringing public and private stakeholders together to address

community matters and has a reputation for building strong teams that accomplish their objectives. Her skills include business and nonprofit organizational management; grant writing, management of federal, state and private foundation grants, fund development and board development. She is a skilled facilitator and strategic planner.” I had a meeting scheduled with Janice on Friday to discuss the retreat more and hopefully confirm her interest/budget for facilitating. Unfortunately, Janice had to cancel due to an unexpected emergency. I have also talked to Amy Kimberly, director of Carbondale Arts and the Carbondale Creative District about being a potential facilitator. I will hopefully know more by Wednesday’s meeting if Janice is still interested, but I would overall like to continue the discussion on finalizing the details for the retreat on Wednesday.

I would recommended hosting the retreat either in the Town Council Chambers or at the Depot, as those locations would be free to use. Additionally, lunch will be provided. Jenny and I have put together the attached draft agenda for the retreat, and I would request any suggested changes/edits at Wednesday’s meeting.

Recommendation: Staff recommends confirming a location at Wednesday’s meeting and deciding on a facilitator (pending Janice’s availability). Secondly, staff recommends providing any suggested changes to the attached draft agenda at Wednesday’s commission meeting.



Creative District Commission Retreat Agenda

January 16, 2019 9am-3pm
Town Council Chambers or The Depot

9:00 – General Commission Business

9:30 – Review Original Strategic Plan and 2018 Action Plan

Please read both plans ahead of the retreat and come prepared to share one thing that you are proud of accomplishing, or one thing that you wish we could be doing or doing better

- What have we done well?
- What haven't we been able to do?
- What is missing that we would like to do?

10:30 — Vision and Mission Planning

- What is our overall vision? *Create a vision statement.*
 - Do we have the same vision as we originally did at inception? As we do now?
- What is our mission? How does a mission differ from a vision?
 - Does our current mission align with our vision? Does our mission need to change?
- Does our vision and mission align with other organizations/initiatives happening currently?
- What are our ideas for a future structure that would work well for our vision?
- What is a realistic future structure?
- How can we develop this to reach our mission and vision?

12:00—Lunch/Break

12:30 – Structure and Funding

- What would this structure look like?
- What funding would we need? (1 year out, 5 years out?)

2:00—Action Planning

- What information do we need to discuss and work through to create a transition plan to propose to the Town and Town Council by mid-year 2019?
- What immediate next steps do we need to take?
- Do we need to adjust our 2019 projects to help us start working towards this plan?

3:00—Adjourn

Public Art Meeting Minutes

Nov 15th, 1:30pm

Present: Mel, Nancy, Mary, Harry, Melissa

Snow Dance Event

- Mel gave an overview of the discussion with the Chamber and Town Staff about the alternatives to doing the snow dance at light up night: flash mob dance, 12th night bonfire, or wait until next year. Currently the logistics aren't working out to make this happen at Light Up Night, unless it was a grassroots flash mob.
- Nancy, Mel and Harry brought up a discussion of why we want to do this event. Is the 12th night bonfire the right event for this? Or would it be better to wait until next year?
- Mary and Harry asked how logistics would work for the 12th night bonfire. We could do the 12th night bonfire but we would need to pay the money out before the end of December. This could work with the school of dance or the center for the arts.
- Melissa thinks we've done a lot of great brainstorming for an event for next year, and we could start planning in January and incorporate all of our ideas: window decorating contest, snow dance, etc. Melissa would overall like to start planning ahead better. Everyone agreed and we will start working on this with our 2019 projects calendar.
- Melissa thinks Jessie is going to do it anyways this year with her dancers. But next year we can contribute and take it to another level.
- Mary and Melissa suggested possibly paying for their costumes and then they could reuse them next year. Melissa will follow up on with her on this and see if there is a need.
- Mel will follow-up with the Chamber about waiting to partner on this until next year.
- There was discussion about the window display contest. The chamber has already organized it for this year, but they would like to give it up. The Creative District could take over it next year. Nancy suggested purchasing decorations (Melissa suggested magnetic LED lights) that could then be lent out for the window decorating contest next year. There was discussion around if this is something we should provide or not.
- The consensus is to wait until next year, but potentially supply funding for the dance costumes (pending on the school of dance's need).
- Overall, we need to make our position clear with the chamber on this event: we would like to enhance it with these creative elements. We do not want to take over the event.

Economic Forecast Event Recap

- Melissa said this wasn't worth it because of the format of the event. Everyone there just wanted to talk to Vail Resorts/CBMR. It's not worth our time unless they change the format back to a panel.
- Melissa did have a good conversation with Shelley from the museum about purchasing locally for their souvenir shop.

Sculpture Garden

- Everyone reviewed the walkthrough and concept. Mel and Bob (Town Planner) drafted what it could look like. She suggested 3 bases to start, and the placement depended on the utility lines underneath. Mel is currently working out logistics and budget for the bases with Town Staff, Jenny, and Crockett from Black Dragon Development.
- Mel suggested the following breakdown of duties:

-Mel/Town Staff/Jenny/Crockett to work on backend (placement, logistics, installation, budget, etc.)

-Mel to develop and apply for CCI grant

-Public Art committee to develop sculpture garden program (how many artists, local vs. non-local call for artists, stipend for installation, sell the sculptures at the end of the summer, permanent vs. temporary...there are many options)

-Melissa brought up if this would be for local artists or for out of town artists. Is this what we want to do/does it reach our goals of supporting local creatives? Mary said there are a lot of sculpture artists in Gunnison. Mel said that opening it up to everyone could inspire local creatives to learn about the program and apply.

-Harry and Nancy suggested building the bases, but just putting up on sculpture for next summer.

-The goal is to apply for the CCI grant by the end of January, and then we could release RFPs in February and plan for installation of the bases and sculptures by the end of June (in conjunction with the Center opening).

-Everyone agreed to research different sculpture garden programs and come prepared to discuss ideas at the next December meeting.

-Harry: Grand Junction

-Mel: Colorado Springs

-Mary: Talk to Ros Cooke

-Nancy: Vail

Upcoming Public Art: Mural and Creative District Sign

-308 3rd Street Mural

-There will be an unveiling event on November 23rd at 5pm. Mary, Kimbre and Heather are getting tea and cookies. Mel will supply Mary with Tea carafes and cups for the event.

-Mel has been in touch with Mark Reaman about a newspaper article, which seems likely. She sent him a write up with information about the project. Heather is also submitting a letter to the editor. Mel sent out a mailchimp and has coordinated with Holly Harmon to promote it on social media. Overall, there should be pretty good publicity surrounding this event.

-Creative District Columbine Sign Posts

-Mel gave an update that Ira was going to either install or deliver the sign posts on Wednesday (pending how frozen the ground is) ***update: Ira was able to install the sign posts***

-Everyone agreed that we didn't need to do an event or much publicity around this, as it's more of an extension of the wayfinding sign project.

Maintenance of Current Public Art

- Have we taken care of everything?
 - Mel left a voicemail with Jeremy since our last meeting. She will follow up to ensure the lightpost gets repainted before the end of the year.
- Have we made our new policy official withholding funds in the same amounts as our public art plan, for maintenance?
 - Mel suggested that when it comes to Creative District commissioned projects, we could ensure to save 2% of the budget for maintenance, or we could create a pot of funding each year to have on hand for maintenance.

- Melissa asked about talking to Michael about creating a public art maintenance budget that could roll over each year. Mel will talk to Michael and Rob about this concept. Mel suggested using some of our events money to start this fund for this year (\$1,000). ***UPDATE*** Mel and Michael have confirmed that the creative district can save funding from this year's budget in the Town's reserves for public art maintenance. Mel suggests allocating \$1,000 of our remaining 2018 budget to be saved for future maintenance.

Catalog of Public Art

- The idea is to create an online catalog and a 2-sided rack card (or extension/enhancement of our current directory/map) with a map and photos and a link to the website.
- Mel asked if we have the capacity to do this at the level we want the product to be. Could we offer this project as a paid opportunity or internship for a student or community member to do all of the research?
- Everyone liked this idea. We could set aside \$2,500 for this project (research, catalog, writing with the expectation of this being a 5-month project), plus \$1,000 for photos (to cover any creative district photos for 2019).
- If we release the RFP in January, we could have enough information to include some new public art information in our directory/walking map, and then create a full online catalog.

2019 Projects and Budget Discussion

- The committee discussed all project ideas for next year and decided to prioritize 2019 projects and a timeline based on our capacity and budget. The projects on the table were:
 - Sculpture Garden (and apply for matching CCI grant)
 - End of Elk public process
 - Fairy Houses
 - Light Up Night/Snow Dance
 - Public Art Catalog
- The committee decided to prioritize the following:
 - Sculpture Garden/CCI grant (\$5,000)
 - Light Up Night/Snow Dance (\$1,000)
 - Public Art Catalog (\$2,500 for project, \$1,000 for photos, which will also cover all photo needs for the CBCD for 2019)
- Fairy Houses and the End of Elk will still be discussed/planned for in 2019, and the committee will revisit if we want to budget to initiate those projects in 2020.

Next public art committee meeting: Wednesday, December 12th at 9am

Agenda Items:

- Debrief Fall public art projects (Mural + Creative District sign)
- Finalize public art maintenance fund (council approval on December 17th)
- Review RFP for public art catalog
- Discuss and brainstorm ideas for sculpture garden program (research other programs ahead of time)

Agenda Items for future meetings:

- Finalize sculpture garden program/budget and apply for CCI grant (by end of January)
- Finalize calendar for 2019 projects
- Discuss End of Elk and Fairy House planning ideas

Professional Development Meeting Notes

11/7/18

Current Plans for 2019:

-Off season professional development series w/ Chamber (May and November): \$1,000 for instructor costs and marketing

-Headshot and Bio workshop w/ Literary Arts Department (January): \$800

ICElab Partnerships :

Delaney Keating talked about the potential of partnering on SBDC (Small Business Development Centers) programs in 2019 and how there could be potential funding available for those.

Some suggested topics were:

-financial education: pricing, value, estimating

-business plan writing/live plan

-business fundamentals

She emphasized making them workshop-focused, where the work would happen at the program (otherwise it's not as effective)

Demystifying Entrepreneurship:

Mel brought up a program that she learned about from the Creative Districts Convening put on by CU's Leeds School of Business, it's called "Demystifying Entrepreneurship"

More info from Sam Schanfarber, who coordinates this program:

- These are one full day of programming (typically a Friday or Saturday); we typically host a reception the evening before for attendees to network
- CU Leeds provides the faculty and all the programmatic materials for the workshop
- The community provides the operational end of the workshops. This includes:
 - Venue space for both the evening reception and full day workshop
 - Light appetizers and alcohol for reception, and breakfast & lunch for the next day
 - Marketing (CU provides copy and information needed for pushing out ads)
 - Accommodations for 2x CU faculty
 - *It is worth noting here that in many instances, we work to build community partners who can donate a majority of this overhead. The incentive for donors is both to give back to community and to have an advertising opportunity. Happy to dive into this further

- Attendance usually hovers around 50 folks per workshop, but this is variable dependent on community
- Communities can charge what they'd like for a workshop; we have had towns charge as little as \$50 and as much as \$200 per ticket to help offset costs

Everyone agreed that this would be worth pursuing. Sam currently has a potential opening for the Spring, and Mel will followup to see how to make this possible.

-We will reach out to the Gunnison and Crested Butte Chambers to parter on this, as well as the ICElab

-It could be hosted at the ICElab or in Crested Butte

-The ICElab is going see if "demystifying entrepreneurship" is backed by SBDC, which could provide additional resources

-There survey at the workshops, which can influence future professional development programming topics

-There is currently \$4200 budget for this (\$5,000 from the mini-conference minus the \$800 for the bio and headshot workshop). We'd likely see a return on most of the cost by charging for the workshop (\$50 per person), and then the money could be reallocated towards something else next year.

One Valley Prosperity Project:

-Delaney suggested figuring out our impact through data and to keep getting local buy-in from local politicians. The County appreciates both qualitative and quantitative data.

-data should include jobs created, jobs retained, capital form, increase in sales

-the county really values collaborative efforts. She suggested to keep working on this programming and to keep showing what the impact is (collect surveys at workshops, etc.).

Art & Law Workshop

-Christy from CCI reached out to Jeff and Mel about an opportunity to host another professional development workshop about Art and Law in partnership with Colorado Business Committee for the Arts and Colorado Attorney's for the Arts. They have hosted this workshop in other creative districts, and Mel and Jeff replied expressing interest but said that it would be discussed further at the December Commission meeting.

Here is the description from Christy:

I am writing because the past couple of years we have partnered with the [Colorado Business Committee for the Arts](#) to sponsor a series of [Colorado Attorney's for the Arts](#) workshops in Certified Creative Districts. We will be sponsoring three workshops in Certified Districts this year and wondered if Crested Butte would be interested in partnering? I have copied Meredith Badler with CBCA. We were tentatively thinking August/September 2019.

These events are hosted in partnership with the Creative District, CBCA and CCI. Events are co-branded and we all share in the planning and promotional responsibilities. CCI provides a financial sponsorship through CBCA, CBCA coordinates all of the speakers, content and promo materials and the Creative District is responsible for securing a free or low cost community venue, helping with hospitality (a local welcome, catering and entertainment recommendations etc,) and promoting the event locally. The workshops provide low cost legal resources both to area attorneys for CLE credit and to local creatives seeking legal resources. You can see an [example of a workshop in the Carbondale Creative District here](#).

Marketing Committee Notes

November 19th, 9am

Planning Department Office, Town Hall

Annual Report

-The digital annual report is on our website and Mel asked Holly to do some digital promotion around what's highlighted in the annual report. Mel will update the version on our website with the updated data (adding what percentage the creative industries contributes to our economy, which Mel worked with CV suite to find out--\$17.2 million equates to 11.8% locally).

-The printed highlights version of the annual report was distributed at the Economic Forecast and Jenny has put them out at the Center for the Arts. Mel will put some at the Chamber and reach out to the ICElab to see if we can put those there as well.

-The committee decided to run the ad with the annual report highlights during the first week of December (the ad will be due on December 3rd). Mel asked Mark Reaman about writing a corresponding story to go with the ad and she will follow up with him. In addition, Mel will adjust Jenny's letter from the report and submit that as a letter to the editor.

Give Creatively Debrief

-The marketing committee will ask Holly Harmon to come and debrief the "Give Creatively" campaign at our January committee meeting. The committee will schedule the January meeting via email once we have a deadline for Creative Corridor content.

Website

-Mel met with Heather from Artists of Crested Butte and Petar Dopchev about our online directory. Currently, Artists of Crested Butte is encouraging users to sign up on our directory (instead of having a separate directory), and to reciprocate, we created a "tag" on the directory to point out which businesses are members of Artists of Crested Butte. However, Heather thought that this approach was a "band-aid" and wanted a fully-integrated directory. Mel was confused about the overall goal of this and what this would look like. Heather wants to have a shared database and have the directory on a separate website, but Mel wasn't sure if this was the best approach, and the marketing committee agreed to not go down this route. Additionally, Artists of Crested Butte was open to possibly contributing financially to this, but made it clear that they don't really have a budget to do this. Mel left it to Heather to discuss with her board what Artists of Crested Butte's overall goal/vision for the directory is. Mel will keep everyone updated on what they come back with.

-Either way, the marketing committee is would like to prioritize rebuilding the directory in 2019 to be more visually appealing and user-friendly. **Petar is going to send an estimate of what this**

would cost (attached). Currently there is \$1,000 budgeted for this for 2019. If the cost is higher, the marketing committee recommends allocating funding from what has not been spent of the 2018 budget (up to \$1,200) to go towards starting to rebuild the directory before the end of the year.

-Petar has also recommended switching to a new hosting plan that would improve the security of our website. Currently, with our hosting plan, the https:// on our website is listed as "not secure". The new hosting plan cost is also attached. It would originally cost \$330 to switch to a new plan, but then our future annual charge would be cheaper (\$100 per year) than what we are currently paying (\$189). Mel suggests to utilize extra funding from the 2018 budget (up to \$1,200) to make this switch (regardless of the other website work that the commission agrees to). Additionally, we owe our former web developer for our current hosting plan for the past year (\$189), which we originally did not budget for. Mel suggests allocating extra 2018 funding to cover this outstanding cost.

-Lastly, Mel heard some feedback from other commissioners that we might not want to rebuild the directory. Mel additionally asked Petar for an estimate of what it would cost to improve the overall design of the website, which Petar recommended after coming on board to help us with website maintenance. That estimate is also attached. Pending our 2019 budget, and if the commission decides to allocate some of the 2018 budget towards the website, we would have enough funding to either rebuild the directory or improve the design of the website, but not both.

2019 Marketing Budget and Plan

The Current proposed marketing budget for 2019 is \$10,400

-*Video*: \$1,000 (to be made about the sculpture garden project (video is a requirement of the CCI grant))

-*Radio*: \$1,200 for KBUT underwriting (the underwriting message will be changed to be more focused on visiting creative businesses and utilizing our directory)

-*Marketing Assets Updates*: \$1,500 (for creating new welcome packet for CBCD businesses (and window decals), and for updating the printed map)

-*Annual Report*: \$2,500 (for design + small print quantity)

-*Website*: \$2,200 (\$1,200 for maintenance plan, \$1000 for potential new directory build or other updates)

-*Photo Needs*: \$1,000 for 2019 photo needs (including photos for the public art catalog)

-*Paid Advertisements*: \$500 (for arts advisor magazine ad, plus miscellaneous social media ads)

-*Events*: \$500 (for June arts alliance event/meeting and October businesses after hours (to highlight annual report))

Overall Plan/Priorities for In-Valley Marketing

-The main focus for 2019 in-valley marketing will be to prioritize increasing buy-in from local businesses, and solidify our message about what the creative district is and why creative businesses should be a part of it. The plan for this is to create a “welcome packet” including a window decal and we’ll go around to all businesses in January/February to talk to them about being involved, and creating a cohesive message about the creative district. We’ll plan to have the new directory built before this which will be helpful to improve the user experience for the directory, which will hopefully help with participation from local businesses.

-This will then lead into updating our walking map/printed directory, which the marketing committee will create a solid distribution plan for. In the meantime, Mel will work with Laurel and Andrew from the TA to get our existing maps into lodging outlets for the winter season. The new walking map will additionally include more public art information (influenced by the public art catalog project).

-The committee discussed other ideas for what could be offered as being a registered creative businesses (aside from free marketing). Mel reached out to the Greeley Creative District (suggested by Christy from CCI) to see what they include in their welcome packet. The committee will keep brainstorming this, but one idea is to work with the Chamber to include a creative district’s section in their e-blasts (monthly).

-We’ll update our KBUT underwriting message to be more about going to creative businesses and using our directory.

-General marketing: The committee will continue to highlight our projects/programs through our typical channels of social media, local news/radio, and mailchimp. We will have a small budget to work with for paid social media ads, which prove to be very effective. The only other paid advertisement we will have funding for is for the Arts Advisor magazine, which Jenny thinks is worth doing again.

-Events: Aside from other programming events (public art unveiling, snow dance, professional development workshops, etc.) the marketing committee proposes two events for next year:

-(1) to join forces with the Arts Alliance June event/meeting to get everyone on the same page about what creative events are going on, etc.

-(2) to co-host a Chamber Business After Hours with the Center for the Arts in October 2019 to present our annual report, and bring in businesses to continue messaging about what the Creative District is and how it can help overall businesses.

-Chamber Economic Forecast: The commission will continue to participate in this (and dial in our messaging) if the format of the event changes back to being a panel (TBD—Ashely has received a lot of feedback on this).

-Give Creatively: We’ll see after meeting with Holly in January if this was worth it or not. As it stands, we do not have funding explicitly set aside for this in 2019. However, if we want to do it again, there’s the potential to utilize extra/un-used funds towards the end of the year (like what was done this year).

-Other Ideas: Try to have the CB Magazine and/or CB News Visitor Guide write an article about public art in Crested Butte and/or the Colorado Creative Corridor.

Overall Plan/Priorities for In-Valley Marketing

-Because we have a small marketing budget and capacity, the committee agreed to lean-on our partnership with the TA and the Creative Corridor for out-of-valley marketing, while focusing our internal efforts on unifying creative businesses and promoting what the creative district does in our community.

-The Creative Corridor received funding from the Colorado Tourism Office for a second year. It's a \$50,000 campaign that's all out of valley marketing. Laurel talked about some ideas for next year to pair outdoor recreation with the creative arts.

-Jenny asked if there is any data being collected to measure the success of the campaign. Laurel said that in Crested Butte the earned media value was around \$60,000, which is pretty successful for the first year. Anecdotally, the museum had a 74% increase in tour revenues. Part of it was driven by programming, but the museum didn't add much marketing. The new "arrivalist" software that the TA will have be can determine when visitors enter into a zone, such as the Center for the Arts and/or the downtown business district. They will also be able to see which businesses have the most traffic. Laurel thinks there's a way to track people who see the Colorado brand channel webpage and then come to the valley. We will try to track this more next year and include the data in our annual report.

-Should we put more focus on promoting creative events in our region? Jenny thinks we should focus more on the businesses. Current non-profit events have their own marketing, and there are a lot of resources out there for them to utilize. There is the potential to include creative events within the Creative Corridor campaign.

-Can the TA begin to include more creative events/offerings in their current marketing?

-The TA is currently waiting to see what happens with the new ownership at the ski resort. There's a potential that this new ownership will free up a lot of the marketing budget for the winter for the TA, which could leave more of a budget to promoting the creative arts, and other things in our community.

-The TA likes to test things with public relations efforts. Laurel thinks the new Center for the Arts will be the biggest news in Town next summer and the other momentum that the Creative District is building could be folded into this.

Next Marketing Committee Meeting (January TBD)

-Give Creatively debrief from Holly Harmon

-Creative Corridor Content Planning

-Finalize Business Welcome Packets, order window decals

-Continue discussion of directory integration with artists of crested butte



Directory Redesign Proposal

MADE BY:

Petar Dopchev,
Kryptonite Creative

ADDRESSED TO:

Mel Yemma,
Crested Butte Creative District

Goals & Objectives for <https://www.cbcreativedistrict.org> creative directory

The current directory needs improvements in the following aspects:

- More appealing visual design
 - clean look
 - intuitive user interaction
 - visual navigation
- Better responsive design – performs well on various screen sizes

Project Stages

1. Information Gathering

- Analyze current content and set goals

2. Research & Planning

- Find the best solution for the current Wordpress Theme
- Select a compatible plugin and create a wireframe mockup

3. Design

- Create the layout
- Review the layout
- Get client's feedback on the layout
- Additional edits after feedback

4. Implementing

- Set up a development environment
- Customize the new plugin
- Move the current directory

5. Testing, Review and Launch

- Test, test and test some more
- Upload to the server
- Final testing and launch

6. Handing website over to client

- Educate client how to use and work with the website
- Provide additional resources, if needed

Fee Summary	Hours	Rate	Subtotal
Information Gathering	2	\$70	\$140
Planning	3	\$70	\$210
Design	8	\$70	\$560
Implementing	8	\$70	\$560
Testing, Review and Launch	4	\$70	\$280
1% for Open Space	*Optional	1%	\$17.5
		SUB TOTAL:	\$1750
		TOTAL:	\$1767.5



* This business is proud to be one of the 70 participating members of the 1% for Open Space Program - <http://1percentforopenspace.org>. By donating the indicated 1% of services provided, you are supplying funds that will in turn go towards the permanent preservation of open space in Gunnison County. Thank you for your donation!



Hosting Proposal

MADE BY:

Petar Dopchev,
Kryptonite Creative

ADDRESSED TO:

Mel Yemma,
Crested Butte Creative District

Goals & Objectives for <https://www.cbcreativedistrict.org> hosting

Suggested hosting:

- Siteground <https://www.siteground.com>
 - Specially Optimized for Wordpress Sites
 - Best Hosting Speed
 - Free SSL
 - 10 GB Web Space
 - cPanel & SSH Access
 - 4 Server Locations
 - Unmetered Data Transfer
 - Unlimited MySQL Data Bases
 - Unlimited FTP Accounts
 - Free Daily Backup
 - Free Email Accounts
 - Free Cloudflare CDN

Process

- Set up a new hosting environment
- Copy current website to the new environment
- Set up SSL certificate
- Reroute domain name to the new hosting environment
- Test, if everything is working properly

Fee Summary	Hours	Rate	Subtotal
Move to a New Hosting Hosting Price / Yearly	4	\$70	\$280 \$100
1% for Open Space	*Optional	1%	\$3.8
		SUB TOTAL:	\$380
		TOTAL:	\$383.8



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Kryptonite Creative | P.O. Box 1638 Crested Butte, CO 81224 | +1 (508) 246-8686
<https://kryptonitecreative.com>



Website Design Improvement

MADE BY:

Petar Dopchev,
Kryptonite Creative

ADDRESSED TO:

Mel Yemma,
Crested Butte Creative District

Goals & Objectives for <https://www.cbcreativedistrict.org> overall design

The following aspects could be improved:

- Main menu – improve the overall “logic” of navigating through the website and create a better user experience
- Overall Design
 - clean and centered look for mobile design
 - more distinctive sections on both desktop & mobile design
 - Improve opening headlines on all pages
 - Button (CTA – call to action) redesign on all pages
- Revise goals and design for:
 - Public Art
 - Professional Development

Project Stages

1. Information Gathering

- Analyze current content and set goals
- Revise website target audience and indispensable functions

2. Planning

- Create a new sitemap sketch and define navigation goals

3. Design

- Improve

- sectional design
- opening headlines
- CTA's
- Revise
 - Public Art
 - Professional Development
- Get client's feedback
- Additional edits after feedback

4. Implementing

- Set up a development environment
- Apply edits

5. Testing, Review and Launch

- Test, test and test some more
- Upload to the server
- Final testing and launch

6. Handing website over to client

Fee Summary	Hours	Rate	Subtotal
Information Gathering	2	\$70	\$140
Planning	3	\$70	\$210
Design	8	\$70	\$560
Implementing	7	\$70	\$490
Testing, Review and Launch	3	\$70	\$210
1% for Open Space	*Optional	1%	\$16.1
		SUB TOTAL:	\$1610
		TOTAL:	\$1626.1



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November 23, 2018

Dear Teachers,

The Crested Butte Creative District is pleased to inform you that we have dedicated funding for arts education programs and projects for students K-12 at the CBCS in 2019. In 2018, the Creative District helped to fund the AP Art Mentorship program, the purchase of a new ceramics wheel, several Enrichment programs, and Celebrate the Beat. For 2019, we are encouraging teachers at all levels to dream up opportunities for arts-related projects or programs for your students that would otherwise be out of your reach without special funding. We encourage your creative and visionary ideas for projects and programs that you have always wanted to bring into your classroom, but have lacked the resources to execute.

Grant requests up to \$1,000 will be considered. The programs can occur during the spring or fall semesters of 2019. Funding can be used to pay experts or support staff to help implement your vision, and to bring in supplies, materials, and equipment that are not currently available to you. Teachers working in the arts already are natural fits for this funding, however, elementary and secondary teachers of other subjects are encouraged to consider utilizing this opportunity as well.

We welcome your ideas and encourage you to reach out to us with any questions before you submit the attached application for consideration. We will consider grant requests on a rolling basis, and therefore encourage you to apply sooner rather than later as our funds are limited. We also hope to arrange a meeting with interested faculty to answer questions and discuss potential programs and projects.

Thank you for all that you do for our students and we look forward to hearing from you.

Emily Rothman

Email: emro1964@yahoo.com

Melissa Mason

Email: melissa@crestedbuttearts.org

Commissioners, Crested Butte Creative District



Crested Butte Creative District Grant Application for Arts Education at the Crested Butte Community School 2019

Teacher Name: _____

Teacher Email: _____

Grade/Subject: _____

Area of Arts Interest (i.e. Visual, Performing, Literary, Other):

Brief description of project or program. Please state if project would involve guest artists/instructors:

Dates and duration of Project or Program (Note these funds must be spent in 2019, either spring or fall):

Requested Funding Amount up to \$1,000 (please also attach a basic budget):

Other Comments:

Please submit applications to Emily Rothman: emro1964@yahoo.com. Thank you



Staff Report

December 5, 2018

To: Crested Butte Creative District Commission

From: Mel Yemma, Open Space/Creative District Coordinator

Subject: **2019 Project Timeline and Budget Allocations**

The attached chart and spreadsheet breaks down the 2019 projects and budget allocations that were discussed at our budget planning work session earlier this fall and through our subcommittee meetings. The chart maps out suggested months for each committee to work on specific projects based on commissioner capacity, time of year, etc.

All of the projects and budget allocations were discussed at length and prioritized/finalized at each subcommittee meeting this past month. The overall goal of this document is to create a solid project plan for 2019 that:

- (1) helps the Creative District achieve its goals identified in the 2018 action plan
- (2) utilizes our funding for projects that help achieve the Creative District's mission and meet the vision/goals of the Crested Butte Town Council
- (3) creates a project timeline to ensure that we have sufficient capacity to fulfill all project duties
- (4) creates a schedule that is cognizant of our volunteer commission's time and capacity

The purpose of this agenda item at the December 5th commission meeting is to go over these projects (which we will give a brief overview of in each subcommittee report), ensure that each commissioner is in agreement on the projects list/budget allocations, ensure that each project helps us meet our mission and goals, ensure that we have the capacity to do each of the projects, and discuss if the budget allocations need to change around further.

Recommendation: Pending the approval of the Town's 2019 budget at the December 3rd council meeting, the commission can vote at Wednesday's meeting to approve the 2019 budget allocations and projects list (which could lead to starting some initial projects in January). However, staff recommends that after the retreat, the projects list should be revisited to discuss how each of these projects meshes with our overall 2019 goal of becoming self-sufficient and to ensure that we have the capacity to accomplish what we plan to do.

CBCD 2019 Proposed Budget

Category	Proposed 2019 Budget	Notes
TRAINING	\$ 2,000	
CCI Summit	\$ 1,500	Cover up to 2 representatives (or could cover the cost of attendance for more representatives)
Retreat	\$ 500	January retreat to plan for the year
OFFICE SUPPLIES	\$ 300	
Printing	\$ -	We didn't use any of this in 2018
Legal Notices	\$ 300	This is roughly what we will have used for 2018
MARKETING	\$ 10,400	
Video	\$ 1,000	To make video of sculpture garden program
Radio	\$ 1,200	Kbut underwriting
Marketing Assets Updates	\$ 1,500	Updating printed map/directory: incorporate info from public art catalog, potentially partner with artists of Crested Butte. Create new welcome packet for CBCD businesses?
Annual Report	\$ 2,500	
Website Maintenance	\$ 2,200	Website Updates and Maintenance (\$99 per month (\$1200 total) for a standard web care plan), \$1000 for potential new directory build
Photo Needs	\$ 1,000	For photos of CBCD 2019 projects/happenings and photos for the public art catalog
Paid Advertisements	\$ 500	Arts Advisor Ad + Social Media Ads
Events	\$ 500	Arts Alliance event + Chamber Business After hours
EDUCATION	\$ 6,000	
Art Mentor Program	\$ 2,500	
School Grant Program	\$ 3,500	
PROFESSIONAL DEVELOPMENT	\$ 6,000	
Bio and Headshot Workshop	\$ 800	Partnership with Center for the Arts Literary Arts Department
Off-Season Professional Development Series	\$ 1,000	Partnership with Chamber of Commerce
Demystifying Entrepreneurship	\$ 4,000	Potential partnership with CU Boulder, Potential to partner with Chambers and ICElab. Could charge a registration fee.
Art & Law Workshop	\$ 200	Sponsored by CCI & CBCA, CBCD would provide venue, marketing, and lunch. Could utilize more funding from Demystifying Entrepreneurship and/or charge a small registration fee.
PUBLIC ART	\$ 9,000	
Sculpture Garden	\$ 5,000	Apply for CCI grant for \$10,000 with matching funds from Center for the Arts
Public Art Catalog	\$ 2,500	Commission a person to research, write and develop the public art catalog
Snow Dance/Light Up Night	\$ 1,500	Partnership with Chamber of Commerce
FISCAL TOTAL	\$ 33,700	

