

Ridgway Creative District (RCD) Meeting Agenda Ridgway Town Hall: 201 North Railroad Street *March 13th, 2013* 2:30 - 4:30 PM



Committee Members: John Clark, Jan Kubek, Paula James, Stephanie Rogers, Redbear Taylor, Kathy Wortman, Joan Chismire and Ashley King

- I. Approval of Meeting Minutes from February 21st, 2013
- II. Debrief on "Coming Out" Event

- 75 minutes

- a. Feedback
- b. Review Survey Results
- c. Strategic Plan Update Considerations
- III. 2013 Priorities and Budget
 - a. Priorities
 - i. Fundraising Event for District
 - ii. Monthly Events
 - iii. *Other (map, website, etc.)*
 - b. Budget
 - i. Matching funds/hours for Boettcher Grant
 - ii. Revenues and Expenditures Budget for 2013
 - 1. Review "Coming Out" Event expenditures and in-kind
 - 2. 2013 revenues and draft expenditures
- IV. District Happenings/ New Business

- 45 minutes

- a. Updates from CCI *Jen Coates*
 - *see attached email summaries we will go through the email details
 - Next Webinar: Establishing Cultural Brand on 3/14
 - CCI Summit in Pueblo + Creative District Meeting 4/11 4/12 *reserve rooms – who is going?
 - District Certification Process
- V. Next RCD Meeting Date, Time and Focus
- VI. Adjourn



Ridgway Creative District (RCD) Meeting Minutes Ridgway Town Hall: 201 North Railroad Street February 21st, 2013 10:00 - Noon



Committee Members Present: John Clark, Jan Kubek, Paula James, Kathy Wortman, Joan Chismire,

Ashley King, Stephanie Rogers

Committee Members Absent: Redbear Taylor

Attendees: Jen Coates

The meeting convened at 10:08 AM

I. Approval of Meeting Minutes from February 12th, 2013

Jan indicated she was at the meeting but she is not listed as present on the minutes. Kathy moved to approved the minutes, as amended. John seconded the motion. All present approved.

II. Update and Final Details for "Coming Out" Event

Event Purpose

- 1 Introduce the Creative District (Vision, Mission, Goals)
- 2 Gather feedback on stakeholder needs (survey and tables)
- 3 -Cultivate Creative Community- Introduce stakeholders to each other (interactive event-butcher paper)

Food

Jan spoke with Roy at Cimarron – 2 items: bacon wrapped shrimp and beef wellington (\$200) Thai – fresh spring rolls and crab rangoon (no cost estimate)

520 Burgers – will coordinate with Cimarron – sliders and something else

Total estimate - \$600

Paul and Roy will deliver to theater; need to pick up from Thai Paradise

Ice cream- Torbin will supply 40-50 brownies (\$20)

Flour Power cake

700-750 pieces total (ea. Make 230-250 pieces)

Cake – logo on top from Flour Power two, $\frac{1}{2}$ size sheet cakes (gluten free carrot cake and white cake with cream filling); City Market creating edible logos for cakes

Jen will create fold over tent cards with RCD logo for food donors

Room Layout

The group discussed the event layout for the theater

Ashley will bring a coat rack to share

Imagination Day Panels to hang – Joan and Redbear

Name badges and sign in table at entry (2)

Markers in bucket at front door

Creative District committee at each of the tables to take notes

Music

John will look into sound; Music estimated at \$200

Tables

Tables – borrow 3 from town hall

Table cloths, decorations, plates, napkins, silverware – Kathy line up purchase

The group discussed having students make the centerpieces. Ashley offered to explore some of the Weehawken materials to use as centerpieces; Stephanie will reach out to Melissa McKay for centerpieces made by local youth. Joan will provide photos, Ashley will provide plastic frames, Kathy will coordinate all.

Feedback Mechanisms

Jen has Butcher Paper for Tables; Kathy and Joan will bring markers for the tables Questions for each table:

- 1 Ridgway creativity centers on....
- 2 Creatively we could improve on
- 3 I would like to see the Ridgway Creative District do this...
- 4 As an artist or organization representative, I would like to see more...

Paper Surveys will be available at the front door

Outreach and Advertising Efforts - Jan Kubek, Amy Levek

"What makes you Creative?" - theme question and buttons

Articles in Newspaper: Watch and Plaindealer - done; Jan reported out today

Advertising: Watch and Plaindealer - done; Jan reported printing now

Poster printing and distribution - done

Reach out to Stakeholders and others (Jen email from 2/14)

Jen will send personal invitations to G3 Committee

Joan will create some business cards to hand out at the event and Jen will print

Schedule of Events for the night

Music/Entry/Snacks - Douglas and Heather

Introduce Kiersten Bridger - poem

Purpose of Event – John Clark

Intro Amy Levek (nuts and bolts of CCI and Creative District) – John Clark

Amy Levek – Overview of the Arts

Vision Mission Goals – John Clark (project a few words on each goal)

Survey, Strategic Plan, Website, etc

Activities and Feedback – John Clark

B-roll and introduction of students – John Clark

Music - The End

III. District Happenings / New Business

a. Updates from CCI – *Jen Coates*

Jen shared information from the 2/14 Webinar: Positioning + Niche – "Who are we and what makes us different?" and mapping

- Ski Chair Art Event – Joan Chismire reported there are 100 ski chairs from Telluride on sale for \$20 per chair. Joan proposed a fundraising event using the chairs for the District. The group agreed that the fundraising event needed more discussion, and proposed for discussion at the next meeting.

b. Other

Stephanie reported on the Main Street Promotions Committee meeting last night and she has some confusion on branding town wide. The group talked about the role and purpose of the District. Ashley reported on a March 3rd open studio event from 4-6PM at 222 5th Avenue in Ouray for Ann Cheeks and Rick Bickhart in their studio.

Stephanie and Paula left the meeting at 11:45 AM.

IV. Next RCD Meeting Date, Time and Focus

The group will meet at 1:00 at The New Sherbino Theater on Friday, March 1st.

V. Adjourn

The meeting adjourned at 12:13 PM.



Ridgway Creative District Strategic Plan DRAFT #6: February 8, 2013

Vision:

Ridgway is a place that cultivates creative community

Mission:

The Ridgway Creative District celebrates our diverse culture and history through nurturing an environment where creativity can flourish. In bringing organizations and individuals together, the District cultivates and supports the advancement of creative industries in Ridgway to insure sustained, appropriate and imaginative economic development. The District supports creativity and art in all aspects of community life and for its citizens

Values:

Imagination
Innovation
Cultural History
Healthy Environment
Progress
Respect and Honor for Diversity
Collaboration and Cooperation
Symbiotic relationships
Education
Inspiration
Economic Sustainability
All things LOCAL

INTRODUCTION

In 2011, in collaboration with Ouray County and the City of Ouray through numerous public meetings and pursuant to a request from the State of Colorado for a "Bottom Up" Economic Development Plan, a county-wide economic development plan was created. Goal 3 of this plan called for participation in statewide efforts to grow and nurture creative industries as an economic development driver for the State. The Ridgway Creative District was organized in 2012 under the State of Colorado legislation, House Bill 11-1031, which was signed into law by Governor Hickenlooper in 2011. The Goal 3 ("G3") committee was formed of volunteers from Ouray County, Ouray and Ridgway, and this committee tracked the implementation of this legislation through the Office of Economic Development and International Trade/ Colorado Creative Industries (CCI) Division, and approached the Ridgway Town Council for support and leadership in submitting an application to become a certified Creative District with the State. The City of Ouray, Ouray County and Town of Ridgway volunteers all agreed that the Town of Ridgway would be the applicant for District certification in 2012.

15 awards were issued through CCI, and Ridgway was one of 5 districts awarded Prospective District status. This status provided the Town with financial and technical resources, which are expended in-part in developing this strategic plan.

On May 2nd, 2012 the County-wide G3 Committee held a public outreach event with nearly 60 citizens in attendance to hear about the formation of the Ridgway Creative District. Nearly all attendees signed up to volunteer and assist with the development of the district, including many applications to participate on the committee. The G3 Committee selected 9 candidates to participate on the Ridgway Creative District Committee, and on May 17th, the Ridgway Committee convened for the first time.

CREDITS

Many thanks go to the following in development of the Creative District and this Strategic Plan:

The Original "G3" Committee initiating the District Development and District Application:

Michael McCulloughLucy BoodyJohn ClarkLynn PadgettBeecher ThreattSusie OpdahlJen CoatesCaroline LescroartDee Williams

Rick Weaver

<u>Ridgway Creative District Committee and Strategic Plan Development:</u>

Jan Kubek Kathy Wortman Redbear Taylor

John Clark Paula James Danelle Hughes Norman

Stephanie Rogers Jen Coates Amy Levek

Professional Advisory Network:

Amy Levek

<u>Citizen Volunteers informing the committee:</u>

Joan Chismire Roland McCook Mike Potter Don Paulson

Colorado Creative Industries:

Maryo Gard Ewell Ginger Brunetti White Ronna Lee Sharpe

Elaine Mariner

SHORT AND LONG TERM GOALS

Goal I: Establish an Identity for Creative District

<u>Objectives/ Action Items</u>:

1. Create District Tag Line.

Priority: High

Completed by: November 15, 2012; To Town Council on 12/12/2012

Responsibility: Creative District Committee

Funding: none; RCD effort

2. Create a logo/brand for the Ridgway Creative District.

Priority: High

Completed by: November 15, 2012; *To Town Council on 12/12/2012*

Responsibility: Stephanie Rogers

Funding: none; RCD effort plus in-kind donation

3. Hold event to introduce the Creative District and the strategic plan to public - Community "Coming Out" Event at The New Sherbino Theater.

Priority: High

Completed by: Mid-January to mid-February

Responsibility: John Clark, Jan Kubek, Stephanie Rogers Funding: Colorado Creative Industries Grant

4. Complete B-Roll Film with possible involvement by local school students.

Priority: High

Completed by: Mid-January to mid-February

Responsibility: Stephanie Rogers, John Clark

Funding: none; in-kind student/teacher effort

Goal II: Establish and Encourage Events/Activities/Strategies to strengthen Ridgway Creative District

Objectives/ Action Items:

- 1. Communicate and collaborate with Creative Industry organizations in the region to understand the needs of the organizations within and surrounding the Creative District. (Introduce at the "Coming Out" Community Event in The New Sherbino Theater)
 - 1. Celebratory Event and Strategic Plan Outreach and Presentation with community partners (see above for "Coming Out" Event and Goal 6, #3)
 - 2. Work with Ridgway School District
 - 3. Create a formal panel between all groups (chamber, Creative District, Main Street, etc.)
 - 4. Establish networking organization for local artists and creatives
 - 5. Annual event (eq: Show and Tell)/ Similar to an arts festival for networking

- 6. Alley Art and Alley Poems Program with an annual celebration/ Art Migration
- 7. Biking/cycling community Build your own art bike
- 8. Incorporate monthly art shows at the library
- 9. Western Days/ Heritage Event with cultural history integrated (Native American, Ranching Railroad) as a reinvention of the Old West incorporating education and the Ridgway Schools and local / regional museums
- 10. Annual contest with a purse to bring in creative persons across the state and nation
- 11. Winter Event in collaboration with Ice Festival
- 12. Burning of the Gripes/ Zozobra event (Crested Butte and Santa Fe) possibly in combination with ice sculpture event "Fire and Ice"
- 13. Celebrating of broadband
- 14. Promotion and integration of Weehawken Winter Events (gingerbread house, The Grinch, etc.)
- 15. Trifold listing of events
- 16. Event around holiday illumination of Town Park
- 17. Art Auction/Community supported arts co-op

Priority: High Completed by: Ongoing

Responsibility: Creative District Committee

Funding:

2. Participate in quarterly and annual events with CCI and other appropriate Arts Organizations statewide.

Priority: High Completed by: Ongoing

Responsibility: Jen Coates, Student Intern, Committee

Funding:

3. Coordinate with Town Government elected officials and staff on short-term projects such as "creative" banner poles and informational kiosk in Town Park as well as possible longer term policy initiatives to incorporate arts and creativity into public works projects and other infrastructure investments.

Priority: Moderate
Completed by: December 2013
Responsibility: Jen Coates

Funding: Town Capital Improvements Fund

- 4. Develop and provide incentives and opportunities for creative industries to live and sell within the Creative District
 - a. Small Business Development Center
 - b. OEDIT/CCI

Priority: Moderate Completed by: 2015

Responsibility: Stephanie Rogers, Danelle Norman with Main Street Board

Funding:

5. Encourage and support implementation, financing and construction of the Downtown Streetscape Plan.

Priority: High

Completed by: 2012 - 2015 Responsibility: Paula James

Funding:

6. Coordinate with Town Staff and CDOT to incorporate artistic design elements into the Highway 62 bridge replacement project.

Priority: High

Completed by: Summer 2013

Responsibility: Stephanie Rogers, Jen Coates

Funding: CDOT, PARC

7. Participate in conversations with CDOT to coordinate and incorporate arts and creative industry in the design and construction of the Highway 62 improvements in 2016

Priority: High

Completed by: 2013 – 2016 (design + construction)

Responsibility: Paula James, Jen Coates

Funding:

Goal III: Create and Employ Marketing Strategies

Objectives/ Action Items:

1. Strengthen the Ridgway's identity as a place that values and supports creativity by further developing and publishing the Creative District Map, including innovative ways for distribution and outreach such as electronic media (website, QR code, etc.) to reach diverse audiences in a cost-effective manner and encourage travelers to pull off the highway into Downtown.

Priority: Moderate

Completed by: December 2013 Responsibility: John Clark

Funding: local donations, in-kind contributions, ad sales

2. Develop other outreach materials (brochures, website, Facebook, etc.) and determine who will update these and how frequently.

Priority: Low

Completed by: December 2014

Responsibility:

Funding:

3. Coordinate with Colorado Creative Industries (CCI) and the Ridgway Main Street Program to tap into statewide marketing portals to advance District knowledge throughout Colorado, including incorporation of partner organization events within the District.

Priority: High

Completed by: Ongoing; Implementation is immediate

Responsibility: Pam Kraft, Danelle Norman

Funding:

4. Consider use of PAN hours with CCI to develop a marketing strategy for the District.

Priority: Moderate
Completed by: March 31, 2013
Responsibility: RCD Committee

Funding: none- free technical assistance from CCI

5. Establish collaborative marketing efforts with partner organizations within the district.

Priority: Low

Completed by: Responsibility: Funding:

Goal IV: Track and analyze economic activity

Objectives / Action Items:

1. Insure accountability of funds by developing and proposing an annual budget of revenues and expenditures for the Creative District, which will be presented to the Town Council by September of each year for consideration and adoption during the budget process.

Priority: High /Moderate

Completed by:

Responsibility: Pam Kraft, Student Intern

Funding:

2. Insure accountability by designating a Treasurer for the District who will coordinate with the Town Clerk on the receipt and expenditure of funds.

Priority: High / Moderate

Completed by:

Responsibility: Pam Kraft, Student Intern

Funding:

3. Coordinate with Town Clerk on coding of sales tax revenues for the Creative Industries using commonly accepted coding (WESTAF or other), establishing a baseline understanding of Creative District revenues in 2012 and 2013, and request annual summaries from the Town Clerk to track the impact of the Creative District efforts on

town-wide revenues. Town-wide revenues both within and without of the District shall be track to understand any trends on the District's efforts on economic impact.

Priority: High / Moderate

Completed by:

Responsibility: Jen Coates, Pam Kraft, Student Intern

Funding:

4. Utilize WESTAF CVI database through collaborative partnership with Colorado Creative Industries to better understand creative industries within Ouray County.

Priority: High /Moderate

Completed by:

Responsibility: Jen Coates, Pam Kraft, Student Intern

Funding:

5. Develop a District survey to understand other baseline data and annual fluctuations for the District such as the number of employees, number of District visitors, types of visitors, etc. (*maybe other required data here*)

Priority: High / Moderate

Completed by:

Responsibility: Jen Coates, Pam Kraft, Student Intern

Funding:

6. Submit requisite quarterly and annual reports to CCI as part of the Creative District grant and economic development program, and provide reports to Town Clerk for public functional filing system and grant reporting ...

Priority: High /Moderate

Completed by:

Responsibility: Jen Coates, Pam Kraft, Student Intern

Funding:

7. Develop information that shows the economic impact of the arts and creative activities locally.

Priority: Moderate

Completed by: Responsibility: Funding:

Goal V: Establish funding and resources to support RCD and its programs.

Objectives/ Action Items:

1. Apply and achieve certification of the District with Colorado Creative Industries.

Priority: High Priority

Completed by: April 2013

Responsibility: Ridgway Creative District Committee

Funding:

2. Establish at least one revenue generating event, program or fundraising opportunity to generate matching funds for the Boettcher grant award in 2013 and 2014, and build on this opportunity to secure matching grant funds into the future.

Priority: Moderate

Completed by:

Responsibility: Ridgway Creative District Committee

Funding:

3. Identify sources of funding and prioritize acquisition of those funds based on District needs (eg: CSA for artists to raise funds). This will need to be done in collaboration with the Town Clerk as financial agent for the District.

Priority:

Completed by:

Responsibility:

Funding:

4. Determine opportunities for collaboration – services, events, etc.

Priority:

Completed by:

Responsibility:

Funding:

5. Maintain volunteer database established from the initial "G3" outreach event after the CCI grant award and the Imagination Day Event and identify opportunities to include volunteer efforts within the District.

Priority:

Completed by:

Responsibility:

Funding:

Goal VI: Create synergy by collaborating with other activities or organizations. Establish relationships and/or coordination on specific activities to strengthen the creative process and identity of Ridgway and the region.

Objectives/ Action Items:

- 1. Main Street Downtown Assessment
 - a. Participate on Main Street Board and Main Street initiatives for Ridgway work toward filling vacant spaces/buildings and beautification of downtown.

Priority: Moderate

Completed by: 2013 - ongoing Responsibility: Kathy Wortman

Funding:

2. Historic Business Streetscape Plan

a. Participate on Streetscape Outreach Initiatives in 2012 and 2013

Priority: High

Completed by: 2012 - 2015 Responsibility: Paula James

Funding:

b. Insure Creative District values and projects are incorporated into the Downtown Streetscape construction, including a potential for financial partnerships to realize local art and creative industries are represented in the improvements

Priority: High

Completed by: 2012 - 2015 Responsibility: Paula James

Funding:

3. Confirm District Partnerships and solicit input on the strategic plan and the partnership roles with the following organizations: (this list may expand or contract after the Strategic Plan outreach event in January/February 2013 and beyond)

CDOT Planning, including 2040 Plan –Jen Coates

Cultural Heritage (Ranch History, Mining Museum, Railroad Museum) - Joan Chismire

The New Sherbino Theater – John Clark

Weehawken Creative Arts - Ashley King

Ouray County Performing Arts Guild - Jan Kubek

Ouray County Chorus – Joan Chismire

Transition OurWay - Paula James

Public Art in Ridgway Colorado – Jan Kubek, Kathy Wortman

Town Hall Monthly Updates and Park Events – John Clark

Wright Opera House – Jan Kubek

Ridaway Schools – Joan Chismire

Ridgway Area Chamber of Commerce - Paula James

City of Ouray - Stephanie Rogers

CCI – Jen Coates, Pam Kraft

WESTAF - Jen Coates, Pam Kraft

Ouray County Arts Association (Deeann McDaniel) - Jan Kubek

ReSource Gallery Cooperative- Stephanie Rogers

APPENDICES

- 1- Ouray County 2011 Bottom Up Economic Development Plan Goal 3
- 2- State of Colorado House Bill 11-1031
- 3- Creative District Map
- 4- District Budget

This activity is supported by funding from the Colorado Creative Industries Division, a State Agency, and the National Endowment for the Arts, a Federal Agency.



Ridgway Creative District 2013.03.01 Community Outreach Event Budget

	E	Budgeted							
Line Item		Amount		Expenditure		Balance	In-Kind	Comments	
Setup									
Theater Rental	\$	150.00	\$	150.00	\$	-			
Survey Monkey	\$	25.00	\$	25.00	\$	-			
Music	\$	300.00			\$	300.00			
Materials and Supplies									
Decorations	\$	100.00			\$	100.00			
Food	\$	1,600.00	\$	570.00	\$	1,030.00		Cimarron Café (\$200); Thai (\$200); 520 Burgers (\$150); Café a la Mode (\$40)	
Beverages	\$	-			\$	-			
Butcher Paper/Markers	\$	75.00	\$	-	\$	75.00			
Paper Survey printing	\$	50.00	\$	-	\$	50.00			
Buttons	\$	150.00	\$	-	\$	150.00			
Outreach/Promotion									
Posters	\$	125.00	\$	15.00	\$	110.00		Weehawken print at \$.50 each - total 30	
Advertising	\$	75.00	\$	310.20	\$	(235.20)		Plaind 2 color ads 1/8 page (\$175.20); Watch 1 color ad at \$135	
TOTAL	\$	2,650.00	\$	1,070.20	\$	1,579.80			

updated February 14, 2013

DONATIONS

Tangible Goods

All budget-relieving in-kind contributions should be recorded if they can be classified as inventory or as a fixed asset or if they can be used for program, fund-raising, or management purposes. If the donated item(s) cannot be used for one of these purposes, the gift should be declined and not be recorded. In-kind gifts should only be accepted if the chapter has a use for the gift (e.g., auction item, or volunteer recognition gift).

Services

Donated services (such as rent or professional services) should be recorded <u>if</u>, and <u>only if</u>, either of the following criteria is met:

- 1. The services create or enhance non-financial assets; or
- 2. The services:
 - a) Require specialized skills,
 - b) The individual providing the services possesses the necessary skills, and
 - c) The services would have to have been purchased if not contributed.

If neither of the criteria is met, the services should <u>not</u> be recorded. If either of the criteria is met, the services must be recorded.

The donor should supply documentation of the services provided (e.g., description of time expended or fair market value of the service). It is imperative to keep the donor documentation for external audit purposes.

If the organization is unable to receive documentation from the donor for the services provided, then they should make the best attempt to determine the fair market value of the services provided. For example, a quote received from another vendor

for similar services would be acceptable for an estimated value of the services provided.

- Donor cannot take deductions for services unless they are a professional with specialized skills
 - Professionals often have licenses: lawyer, doctor
 - Many professional jobs do not meet the specialized skill requirement, such as a receptionist
 - Volunteer drivers are only considered professionals if they are driving a semi or specialized vehicle
 - An Executive Director is generally not considered a professional with specialized skills (perhaps there would be an exception in the case of a school administrator)
- A heavily discounted service can be considered a donation

Airtime and/or Advertising

The organization must record in-kind donations of airtime and/or advertising if the criteria above are met; the criterion that the airtime "would have to have been purchased if not contributed" is the primary factor to consider.

If donated advertising rates are valued using different rates for different ad types, locations, or times, the values may not represent the true benefits received by the organization. The organization should be aware that such values could potentially be inflated if they do not represent the values for similar time or space.

Tax Reporting vs. Financial Statement (GAAP) Reporting

The rules for reporting in-kind contributions differ depending on whether the reporting is for financial statements, which would follow generally accepted accounting principles (GAAP), or for tax purposes.

Audited financial statements and the quarterly financial statements submitted to the public follow GAAP while the Form 990 submitted to the IRS follows tax reporting rules.

Tax reporting rules specifically exclude "donated services and use of facilities" as reportable in-kind contributions. **This section covers tax reporting rules.**

GAAP includes these types of donations as reportable in-kind contributions.

What are "donated services and use of facilities"?

"Donated services" are those professional services performed pro bono or discounted.

Donated services, while allowable under financial statement reporting rules, should be not reported as in-kind contributions in tax reporting.

"Use of facilities" is synonymous with the use of property, thus encompassing things such as hotel rooms, and airline tickets.

Use of facilities depends on who is making the donation. Is the owner of the property making the donation or is a third party making the donation?

Donations from the owner of the property constitute use of facilities and thus are specifically excluded as in-kind contributions in tax reporting. Examples of these types of donations are airlines donating plane tickets, hotels donating hotel rooms or use of banquet halls, or theme parks donated admission to the park.

Donations from third parties do not constitute use of facilities and thus are reported as in-kind contributions in tax reporting. Examples of these types of donations are individuals donating frequent flyer miles, credits from an unused airline ticket, or hotel points.

These rules will apply to all in-kind donations. It makes no difference whether the donated items are used for office purpose or in events.

The items recorded in the financial statements that don't qualify for reporting on Form 990 because they are "donated services or use of facilities" should be reflected in Parts IV-A and IV-B of the Form 990 as reconciling items.

SUMMARY EMAILS FROM CCI - For Discussion

Feb. 3, 2013 - FROM CCI

Next: the **statewide Arts Summit** is from early afternoon on Thursday, April 11, until late afternoon on Friday, April 12. Thursday evening will include lots of chances to experience the Cultural Corridor - Pueblo's creative district. Jamie and Maryo are organizing a 4-session track at the Summit. While not aimed at you 15 communities, some or all sessions could be useful to you: There will be a "creative funding" session similar to what we heard in Golden in the fall, a session on storymapping; a session showcasing examples of creative economic development in 4 Colorado creative districts. These sessions could be of interest to you - and the rest of the Summit schedule is utterly fantastic (our very own Marilyn of the Trinidad creative district has organized a rural interest track, there's a track for creative entrepreneurs, arts innovation, and a ton of one-on-one counseling sessions and interest group gatherings). We hope to see you there. At the lunch on Friday Aspen and Pueblo will receive their Governor's Award and it would be great to cheer on our very own colleagues from Pueblo. Congratulations to them!

Regardless, our **spring convening** will commence as soon as the Summit ends on Friday afternoon. We'll have updates from you (probably a pecha kucha!), dinner, and a short evening session, and then will continue till Saturday mid-afternoon. So we do request your presence from about **4:00 on Friday April 12 till about 3:00 on Saturday April 13.** We are working with the hotel and the budget now. We are going to reserve 2 rooms with 2 beds for each community for **Friday** night, and the hope is that we can pay for both rooms, as we did in Salida. Depending on some soon-to-be-determined budget questions, we may only be able to pay for one, as we did in Golden. **Stay tuned**, and as soon as the negotiations with the hotel are finished, I'll let you know the details. And, no, alas, we can only pay for Friday night. But the hotel rate is \$109 so hopefully some of your group can be at the Summit, regardless. If you want to experience the District, by the way, as we have done in Salida and on Santa Fe Drive, you'll need to be there Thursday evening.

Feb. 10, 2013 - FROM CCI

Hello everyone. I'm trying to put together a file about each of you for CCI, as well as for Jamie and me.

I have an e-file of all the things you have e mailed, but, what I am needing is **3 copies each of things you can't really e mail**: postcards, posters, brochures, artist directories, etc. that are specific to your District (ie, not just about a given gallery in the district, but rather about the collective artwalk, etc).

Thank you in advance. My address is:

Maryo Ewell 315 W. Ohio Ave. Gunnison CO 81230

Feb 25, 2013 - FROM CCI

Hi Creative Districts!

1. HOTEL ROOMS FOR PUEBLO

Since we now know that a couple of you aren't claiming your PAN money for year 1, we have the ability to pay for 2 rooms for each of your communities on **Friday night**, **April 12**, in Pueblo so if you choose double rooms we can pay for 4 people's hotel stays that night. You will recall that CCI's Summit is Thursday afternoon April 11 thru Friday afternoon April 12. Our convening will begin immediately after the Summit is over on Friday. We'll ask you all to do a Pecha Kucha powerpoint about your progress this year (we are inviting all of CCI's Council members to stay and hear your presentations, and I hope that they do), have dinner, maybe a presentation that evening, and then we will work on Saturday till about mid-afternoon. Specifics of that agenda will follow in about a week.

Anyway: please do make your reservation now for [Thursday and]Friday night at the Pueblo Marriott. Book King Room with Breakfast for ONE at Courtyard Pueblo for \$99 USD per night or Book Double/Double Room with Breakfast for TWO at Courtyard Pueblo for \$109 USD per night

How to book: **Cutoff date is March 21.** You'll put your credit card down in the usual way, booking your rooms for (Thursday and) Friday. Around April 1, I will ask for the exact names of who is attending from your community. Then, I will contact the hotel and identify those rooms that we will pay for (Friday night only) and they will bill the Creative Districts program for those rooms so when you check in the record will show that you only need to pay for Thursday night.

The Summit will be awesome

(http://www.coloradocreativeindustries.org/news/releases/creative-industries-summit-registration-open) and I hope that you plan to go!

We've asked to share space at the CCI table so that we can have a mini-exhibit of what you are up to. What we are thinking is that each of you will be given $2 \cdot 8.5 \times 11$ clear stand-up frames into which you can insert a picture, poster, prose, sign, whatever. But, we don't have this confirmed as yet. Stay tuned.

2. CERTIFICATION

For those of you going for Creative District designation this year, the deadline will be May 24. "Guidelines" are going out later this week. Everything has been approved; we have just a couple of "tweaks" to fix. The intent is that you show us what you have done ("provide a copy of your plan," "provide the work you have done to date on data-collection process") rather than having to write a lot of prose.

3. I STILL NEED

A couple weeks ago, I asked for 3 copies each of 2-5 graphic pieces that your district has done (posters, postcards, brochures, etc) - things not possible or easy to e mail. The intent is to have a great file to show the CCI's new Executive Director when he or she comes later this spring. (And, you won't have to re-submit, with your certification documents, since we will have them.) I have only

gotten items from 3 of you. Please, can you send them? Mail to me at: Maryo Ewell, 315 W. Ohio Ave, Gunnison CO 81230. Or, if you don't have any, that is fine, just let me know so I don't nag you (I have been keeping copies of photos that you've inserted into your reports or otherwise e mailed to me, so no need to resend those.)

4. CALL FOR PROPOSALS

Downtown Colorado, Inc., (<u>www.downtowncoloradoinc.org</u>) is now accepting proposals for its fall conference (starts 9/11) in Grand Junction. Hope some of you will consider putting in a proposal!!

5. ADDRESS CHECK

I think I've stayed abreast of changing personnel and addresses! But I have attached the spreadsheet. If you have a change, can you please let me know? The address is the one we were given when you applied and may not be the current address for your office/lead staff person.

6. NEXT WEBINAR

It will be March 14 from noon-1. Registration information will go out soon. It was great to see almost all of you "in the room" that first time - in fact there were nearly 70 who registered! Next topic will be "cultural branding."

Over and out, and see you soon, Maryo and Jamie

March 5, 2013 - FROM CCI

The Convening of our creative districts, as you know, starts after the CCI Summit, and goes till midafternoon on Saturday. I need your help as soon as you can, please, with a few things. If this is going to more than one person in a District, it's fine with me if each of you responds with images and filling in the table:

- Don't forget to reserve your hotel rooms, using the links sent earlier. We will pay for two rooms. Cutoff date is 3/21.
- We're working on a Creative Districts display for the CCI exhibit. We're going to create a sort of free-standing display using photos and visual images (like your logo, or a poster) from each of you and we're also hoping that we can have a continuous DVD or powerpoint running when the exhibit area is open . I have been setting aside photos you've sent me, or snipping them from your reports, and I can do a scan from the brochures etc that you have sent me. Still, it would be MUCH better if you chose images you would like to see in the display or powerpoint/dvd. Can you e mail me up to 8 images that you feel capture your district in some way? (For those of you going for certification, I'll save them so that you don't have to re-send.)
- Can you tell me the exact name of your District? I am pretty sure I know most of them, but some of you may have adopted names during the year, and I want to get it right.
- We intend for the convening to have good hands-on time; for instance, we intend to start with a 1-hour ESRI hands-on workshop, so plan to bring your laptops.

But we also plan to have a total of 2.5 hours for you to consult with specialists - either as a group, or, of course, you could spread out and consult more people. These specialists could give you basic information ("what is a branding campaign"), hands-on help (like with ESRI for mapping, or for data issues), critique (like with branding/marketing materials, or reviewing a strategic plan to help you decide where to focus, what is missing, etc). We're thinking that people can sign up for either 15 or 30 minutes (maybe more, we'll see) with a specialist. Below is a little table. This won't be binding, and we can't guarantee that all your "other" needs will be fulfilled, but will really help us know the demand, and plan accordingly.

If you have materials that you'd like someone to look at in advance and critique, can you put an * for that?

Here we go.

District	Spe	cialist(s)	Want to consult?	15, 30, 30+ min?
		Branding		
		Marketing		
		Planning		
		Sense of place, heritage, "authenticity," telling your story		
		Connecting heritage to streetscape and physical planning ("Soul of Pueblo")		
		Special district info - BID, DDA, URA		
		Street life & liveliness		
		Public art		
		Historic preservation, historic designation		
		Mobilizing the public, communitiy organizing		
		Mapping/ESRI		
		Data		
		Other:		
		Other:		
		Other:		

Also, Jim Munch (the "Soul of Pueblo" planner) can be available. If you'd like to speak with him in particular (as opposed to any of our 3 heritage folks) can you note that in "other" on your chart for the Convening that I sent a few minutes ago?

March 5, 2013 - FROM CCI

We are <u>open</u> for registration for *CCI Creative Districts Webinar #2: Establishing Your Cultural Brand*. This webinar will take place on on **Mar 14, 2013 from 12:00 PM to 1:00 PM (MDT)**. To register for this exciting and informative webinar, please click on the following link:

https://attendee.gotowebinar.com/register/8326475461976859904

In our first CCI Creative Districts Webinar, we explored how to understand your district's authentic story and utilize data to create a unique position and niche. In Webinar #2, we'll look at how to use that understanding of your place in the market to build a strong cultural brand, one that stands out amidst all the brand noise, and clearly communicates what makes your creative district special! In this informative session, you'll learn about what it means to define your cultural brand, the important branding components to have in place, and how to weave that brand through in all you do - from marketing and programming, to economic development and placemaking!

After registering, you will receive a confirmation email containing information about joining the webinar, and - if pertinent - an invoice for the registration fee.

<u>PLEASE NOTE:</u> Registration for Webinar #2 <u>CLOSES</u> at 5 PM (MDT) on Tuesday, March 12! We will not be able to process your registration if it is received after that time!!

Remember, the CCI Creative Districts Webinar Series is FREE For all districts in the CCI Creative Districts Program. The cost per webinar is \$30 for all others... however, via a special partnership with Downtown Colorado Inc. we are offering a 50% discount for all DCI members, for a registration fee of \$15.

If you have any questions, don't hesitate to contact me at any time... and thank you for your interest!

Cheers,
Jamie Licko
CCI Creative Districts Consultant

March 6, 2013 - FROM CCI

Hi Creative Districts! For those of you going for certification, I know you are anxious to get guidelines. (The quickie answer is, look at the original guidelines from your application last year - it's pretty much the same list of things, but firmer - in other words, instead of saying that a good district will be doing planning, we are saying, "Attach your plan.")

Meanwhile, to update all of you: Right now, all of you have reports due to CCI on April 30. Those of you going for certification have a deadline of May 24. And those of you with Boettcher funds have a report due June 30. Whew!

We are looking at the requirements for all of these things and trying to create a system whereby no one has to write or submit anything more than once, while still satisfying requirements. We are very, very close. Stay tuned. Hope that you will find the delay worth it in terms of your time and sanity.

Meanwhile, I've asked you for hard copy of things, and photos/images. These are being put into your file so that you don't have to re-submit with your reports. So please do send the hard copy, or e mail photos, if you haven't already. I'm giving the designer for our Summit exhibit images on MONDAY, so please get them to me quickly - and thanks to those who have already done so. (You may not have images - that's fine, just let me know so that I don't keep bothering you.)

Finally, the little chart for the tech assistance you may wish at the convening is helping me know whom to line up, and how long to ask them to stay, so again, please do complete and return that as soon as you are able.

Maryo