

# TOWN OF RIDGWAY

Ridgway Creative District  
Progress Report #3  
October 16<sup>th</sup>, 2012 – January 15<sup>th</sup>, 2013

**To:** Jil Rosentrater  
**Cc:** Maryo Ewell, Jamie Licko  
Ridgway Creative District  
**Date:** January 15, 2013

## Coordination and Meetings

This quarter the Creative District Committee met five times for the purpose of finalizing the strategic plan, logo and tagline for the district.

In addition, numerous committee members participated in various community meetings including a Streetscape Infrastructure Project Community Meetings, the kick-off gathering for our Main Street Program development and committee formation, a debrief with our local Farmer's Market to improve on market successes in 2013 in our Creative District.

## Quarterly Accomplishments

### 1. Logo and Tagline Completed!

“Cultivating Creative Community” is now the official tagline for the Ridgway Creative District. The Committee also worked with Ridgway local and Art and Design Student at the University of Santa Fe, Bryce Chismire, to complete a logo for the district using the community-developed word cloud from our Inaugural Imagination Day Event this past summer. Photo at right is of Bryce holding his design options, with a big smile after hearing the Committee's selection of his final design. Thank you Bryce! We love it.



### 2. Progress on the District B-Roll

The Committee is working with the Ridgway School District and a local, professional videographer who is donating his time, expertise and equipment to working with and educate our students in developing the Creative District B-Roll. Stay tuned... this will be good. Thank you Dennis and Ridgway School District!

### 3. Strategic Planning and Community Outreach Event

Using our Professional Advisory Network hours from CCI through the Creative District Program, and led by the expert advice of Amy Levek, the Creative District Committee has largely completed the Strategic Plan for the District. We are now in the process of planning a March 1<sup>st</sup> Community Stakeholder Outreach Event, including an online survey and in-person feedback methods, to share the draft plan and solicit additional feedback from stakeholder groups on their needs and desires for the District development. This event will generate the final detail of the Strategic Plan and then we will move forward with implementation of priority strategies. With our bricks and mortar in place ... the fun is just beginning here.

4. Historic Business District Streetscape Infrastructure Plan

A number of Creative District Committee members are actively participating on the Downtown Streetscape Steering Committee, which is working to solicit community input on the construction and financing initiative as well as the Creative District Development. The committee reported to the Town Council in December and will be working over the coming months to evaluate and incorporate the inputs received to date.



5. Coordination with the State Highway Department on Integration of Public Art

This quarter we met with the Colorado Department of Transportation (CDOT) to reinforce the importance of public art in public infrastructure and to partner with CDOT on incorporating local artwork into our new Highway 62 Bridge. The Town has budgeted funds for this project in 2013 and has developed a partnership with a local 501(c)(3) organization, Public Art in Ridgway Colorado, to identify and select the art for display, focused on artistic excellence and beautifying the east gateway to our downtown area. We are very excited for this public-public-private partnership to incorporate the arts into our local highway infrastructure project.

6. Presentation and Panel Discussion with the Sonoran Institute in Glenwood Springs

On October 26<sup>th</sup> we participated in a Community Builders Summit sponsored by the Sonoran Institute. Joining the Cities of Montrose and Golden as growing and established Main Street Communities, and the Professional Urban Management Association, we presented our efforts to invest in the creative industries and Main Street revitalization, focusing on the symbiotic relationship we are developing with the Creative District and Main Street Programs. This was a great opportunity to share the many efforts of our community and highlight both statewide program partnerships.

We are now coordinating a joint community event with the Ridgway Area Chamber of Commerce and the Ouray Chamber Resort Association to host the Sonoran Institute in the heart of our Creative District at Town Hall on January 24<sup>th</sup> at 9AM. The Sonoran Institute will present findings on their recent study with Economic and Planning Systems on “Trends of the Rocky Mountain West”. We anticipate this county-wide discussion will facilitate conversation on investing in and growing our downtown and Creative District.

7. Commercial Design Guidelines

This quarter we contracted with SE Group out of Frisco to assist us in finalizing commercial design standards for our Downtown Historic Business and our Highway Commercial Districts. We anticipate completion of these guidelines in the spring of 2013.

8. Department of Local Affairs Main Street® Kick-Off Meeting



**Colorado  
Main Street**

On January 8<sup>th</sup> representatives from the Department of Local Affairs were in Ridgway Town Hall to address a crowd of over 50 participants with a brief presentation of the findings of the Downtown Assessment and to initiate forming committees for the 4 pillars of the Main Street Program: Organization, Economic Restructuring, Promotions and Design. The report calls for significant coordination and integration of the Main Street and Creative District Programs and many of the Creative District committee members were present.

9. State of Colorado Agri-Tourism Planning Session

On November 13<sup>th</sup> we participated in the Scenic Byways Agri-Tourism Planning Session in Ouray County with the State Department of Economic Development. The Town Manager and a representative of the Creative District Committee participated in this event to advance agri-tourism statewide and incorporate the needs and desires of Ouray County and our region in the effort.

10. Presentation to the Ouray County Women’s Club

On January 15<sup>th</sup>, the Town Manager presented to the Ouray County Women’s Club on the exciting revitalization efforts for the Ridgway community, including the Creative District program participation and what that means for Ouray County.

**Budget Expenditures and Technical Assistance**

The Committee did not expend any cash this quarter. Instead, efforts have been focused on utilizing PAN hours through the development of the Strategic Plan, logo and tagline, as well as planning and organizing a community stakeholder outreach event.

**In-kind and Cash Assistance, and Volunteer Hours**

Approximately 71 volunteer hours and 19 paid staff hours were logged this quarter toward District efforts. Student/professional design services are estimated at 16 hours for this quarter in developing the District logo.

**Plan for Future**

The Creative District Committee will focus on completion of the Strategic Plan in partnership with CCI’s technical resource assistance through the Professional Advisory Network. The next committee meeting is planned for January 24<sup>th</sup> to focus on the Community Outreach Stakeholder Event and presentation of the District B-Roll, Strategic Plan, Logo, Tagline and survey findings to the community in a social and fun atmosphere to further inform the District development.

The Committee will continue to be engaged with other community efforts, including the Town’s Main Street Program and Downtown Infrastructure Investment participation and implementation.