



## Colorado's new Certified Creative Districts announced

**DENVER - Thurs., June 16, 2016** - Colorado Creative Industries (CCI) and The Boettcher Foundation today announced the certification of six new Creative Districts into the Colorado Creative Districts Program. The newly certified districts are **Breckenridge Arts District, Carbondale Creative District, Crested Butte Creative District, Fort Collins Creative District, Golden Triangle Creative District, and Mancos Creative District.** Certification is for a five year period.

"These 2016 certified creative districts are great examples of how the arts create exciting places for people to visit and live," said Governor John Hickenlooper. "These districts not only increase quality of life, they also help with economic vitality of the area and attract people from all over Colorado and the country."

A review panel evaluated applications submitted by 15 communities. Eight finalists were selected for site visits. Applications were reviewed using the following criteria: district characteristics, management and planning, community buy-in. Evaluation was based on three foundational elements:

- A Certified Creative District must capture its unique story and reflect that story
- A Certified Creative District must be integrated with other community systems such as planning, economic development, tourism, transportation, urban renewal, safety and public gathering spaces
- A Certified Creative District must have local government endorsement.

The newly certified districts will join the 12 existing Colorado Creative Districts: 40West Arts District, Corazon de Trinidad, Denver's Art District on Santa Fe, Downtown Colorado Springs Creative District, Greeley Creative District, Longmont Arts and Entertainment District, North Fork Valley Creative District, Pueblo Creative Corridor, Ridgway Creative District, RiNo Arts District, Salida Creative District and Telluride Arts District.

"The goal of this program is to help Colorado Creative Districts achieve the administrative structure, funding streams, community engagement process and strategic plan that provide opportunities to grow the creative economy," said Margaret Hunt, CCI director.

Along with official designation, each district will receive a negotiated award package with an estimated value of \$40,000 based on the targeted needs of each community. Award packages total \$240,000 and include customized combinations of financial support, technical assistance, advertising and marketing support, access to grants, CDOT highway signs, and leadership training.

Applicants and finalists not selected for official designation will have access to the Call Yourself Creative platform, a website offering access to webinars, case studies and additional resources for building creative communities [www.callyourselfcreative.org](http://www.callyourselfcreative.org).

For more information, please visit [www.coloradocreativeindustries.org](http://www.coloradocreativeindustries.org).

### ABOUT THE CREATIVE DISTRICTS PROGRAM

In 2011, the Colorado General Assembly passed HB11-1031, encouraging the formation of Creative Districts in communities, neighborhoods or contiguous geographic areas. Administered by Colorado

Creative Industries, the Creative District Program encourages the formation of creative districts in neighborhoods and contiguous geographic areas for the purpose of:

- Attracting artists and creative entrepreneurs to a community
- Enhancing economic and civic capital of Colorado communities
- Creating hubs and clusters of economic activity
- Enhancing areas as appealing places to live, conduct businesses and attract visitors
- Serving as an economic strategy and magnet
- Revitalizing and beautifying
- Promoting a community's unique identity
- Showcasing cultural and artistic events and amenities

#### **ABOUT COLORADO CREATIVE INDUSTRIES**

Colorado Creative Industries, Colorado's state arts agency, is a division of the Colorado Office of Economic Development and International Trade. Established to capitalize on the immense potential for our creative sector to enhance economic growth in Colorado, the mission of Colorado Creative Industries is to promote, support and expand the creative industries to drive Colorado's economy, grow jobs and enhance our quality of life.

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