

## Colorado Creative Industries Creative District FY20 Re-certification Guidelines



### ABOUT COLORADO CREATIVE INDUSTRIES

Colorado Creative Industries (CCI) 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 focus of Colorado Creative Industries is to support and expand the impact of creative industries, artists and entrepreneurs, connecting communities to advance a thriving and vibrant Colorado. [www.coloradocreativeindustries.org](http://www.coloradocreativeindustries.org)

### COLORADO CREATIVE DISTRICT PROGRAM

The mission of the Colorado Creative District Program is to recognize districts that are contributing to Colorado's economy through creativity, culture and the arts. The program supports these districts in their endeavors to bolster investment, job growth and local incomes through supporting strategic investments in the development of creative places.

CCI administers the Colorado Creative District Program. The Creative District enabling legislation passed in 2011 (HB11-1031) offers vetted districts access to marketing, data, funding and other support. The Boettcher Foundation is a partner of CCI in delivering the Colorado Creative District program.

CCI supports the development of Creative districts around the state in order to:

- Attract artists and creative entrepreneurs to a community, infusing new energy and innovation, which in turn enhances the economic and civic capital of the community
- Create hubs of economic activity, thereby enhancing the area as an appealing place to live, visit and conduct business, as well as create new economic activity
- Attract visitors
- Revitalize and beautify communities
- Provide a focal point for celebrating and strengthening a community's unique identity
- Showcase cultural and artistic organizations, events and amenities
- Contribute to the development of healthy communities
- Improve the quality of life of Colorado's residents

### CREATIVE DISTRICTS DEFINED

Districts must go through a rigorous application and certification process in order to become a Certified Colorado Creative District. **Certified** Creative Districts must meet a number of important criteria:

- Clearly define their unique place and niche, and identify what sets them apart
- Comprise a geographically contiguous area
- Be distinguished by physical, artistic or cultural resources that play a vital role in the quality of life of the community, including its economic and cultural development
- Be the site of a concentration of artistic and cultural activity, a major arts or culture facility, arts and entertainment businesses, arts and cultural activities or artistic/cultural and creative sector production
- Be engaged in promotion, preservation and educational aspects of arts and culture, provide interpretive, education or entertainment uses

## **PROGRAM BENEFITS AND OPPORTUNITIES**

In addition to recognition by the State of Colorado, the program provides support for Certified Creative Districts. Benefits and opportunities include (but are not limited to):

### ***Marketing***

- In partnership with the Colorado Tourism Office (CTO), CCI facilitates a Creative District marketing strategy to support tourism and bring Colorado’s Creative Districts to a national audience.
- In partnership with OEDIT’s Chief Marketing Officer, CCI will develop and pitch content and news about how creativity is changing Colorado through the work of Creative Districts.

### ***Data and Impact Analysis***

- CCI will collect and distribute statewide economic data on the impact of creative districts. This information will be used to help leverage more investment in Creative Districts, and will support districts locally in their efforts to obtain public sector, grant and foundation monies
- CCI will contract with WESTAF to provide access for districts that opt in to the [Creative Vitality Suite](#), an online platform for creative economy data. CCI will support districts in leveraging data to demonstrate impact
- CCI will report out on collective impact of Certified Creative Districts

### ***Funding to Support Economic Growth***

- CCI will provide a flexible technical and professional assistance fund available to districts that have been Certified for one or more years. These funds will be awarded for projects and activities that advance strategic goals, and will require a local match from the community

### ***Facilitation of Collaboration***

- CCI will facilitate access to resources and facilitate a learning community among Districts

## **APPLICANT ELIGIBILITY**

Applicants for Colorado Creative District Certification must be:

- A structured entity representative of a community located in Colorado (e.g. municipal or county government, a registered neighborhood organization, downtown or economic development authority, 501 (c) 3 or 501 (c) 6 or other)
- An entity representing an area formally recognized as a creative or arts district
- A creative district or organization with a mission reflecting a commitment to arts and culture and/or creative placemaking
- An organization with a minimum \$10,000 cash operating budget

## **APPLICATION PROCESS**

After a five year certification period districts must apply for re-certification for a second five year term. In FY19 **40 West Arts District Lakewood, Downtown Colorado Springs Creative District, Greeley Creative District, Longmont Arts and Entertainment District and RiNo Art District must reapply.**

### **TIMELINE** (subject to change)

<b>May 30, 2019</b> June – August September 2019	<b>Online application submit deadline – 4:00 p.m.</b> Site visits and panel review Council votes on panel recommendations
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## ONLINE APPLICATION SUBMISSION

Only online submissions will be accepted. No extensions will be granted. This document contains program guidelines only. **All users are required to login to the grant portal and complete the application.** For additional help on using the online grant system, use the Resources section in the Community Grants portal.

## CREATIVE DISTRICT CERTIFICATION PRE-APPLICATION CHECKLIST

Communities applying for Colorado Creative Industries (CCI) Creative District Certification should meet the following minimum requirements:

- Formally recognized organization by local government
- Broad community support and buy-in
- Sustainable funding source(s)
- Paid district program manager (this can be a dedicated percentage of time)
- Strategic plan (preferably covering 3-5 years)
- Advisory or governing board
- Easily recognized for creative assets (have authentic story or creative brand)
- High concentration of creative organizations, businesses, venues, etc
- Walkable and/or easily navigable
- Minimum \$10,000 operating budget

Communities can access resources at [www.callyourselfcreative.org](http://www.callyourselfcreative.org).

## CREATIVE DISTRICT CERTIFICATION FULL APPLICATION

### CREATIVE DISTRICTS CERTIFICATION CRITERIA

The following criteria and weights will be used by reviewers to evaluate and rank proposals:

- Creative District Information (30%)
- District Characteristics (40%)
- Community Buy-In (30%)

**The bulleted items below will help prepare you for completing the full online application, answering the narrative questions and providing the support documents required for Certification.** Each response in the online application has a specific character count that cannot be exceeded. After noting the character count in the online application, you should prepare answers in a word processing or notepad document, **check the character count** and then cut-and-paste into the online application.

### CREATIVE DISTRICT INFORMATION – Questions 39-54

- What is the name of the Creative District?
- Please upload a map of (or provide a link to a map) of the Creative District.
- What is the Creative District's organizational and governance structure (e.g. 501(c)(3), 501(c)(6), partnership with local government, Business Improvement District, Registered Neighborhood Organization, other?)

- Who provides oversight of the Creative District (e.g. a working group, a board of directors)? Please provide a list of the names and affiliations of those involved, as well as the length of time each has served.
- Describe the paid staffing and support of the district. Volunteers? If so, how many, what are their roles, and how long have they been involved? What is the budget for staff salaries and/or consultants?
- What is the Creative District's budget? How is the District funded and what are the sources of funds? Do you have a plan for financial sustainability?
- Upload a budget showing cash and in-kind separately with line items. Budget does not need to adhere to a specific format.
- Does the District have a membership structure? If so, how many members are in the District and what is the membership dues structure?
- Upload the Creative District strategic planning document.
- Please provide the top 3 short-term and top 3 long-term goals you have for your Creative District.
- What do you see as your district's biggest challenges, and how do you anticipate overcoming them?
- How do you see certification as a Creative District advancing your district and your community?
- Upload up to 3 sample promotional tools (e.g. brochure, guide, advertisement, poster)
- For re-certification only, please describe 2-3 successes, challenges or lessons learned during the initial certification period (OPTIONAL)

#### **DISTRICT CHARACTERISTICS – Questions 55-66**

- What is the one thing that sets your district apart from other Creative Districts? In other words, what is your unique niche and what are your key differentiators?
- Please provide the following information related to the creative industries within your district:
  - Number of creative establishments within the District currently. Describe the data source, collection method and the definition of the types of establishments counted.
  - Number of creative sector jobs in the District. Describe the data source, collection method and the definition of jobs counted.
  - Number of children and youth directly benefiting through Creative District activities (Including students, participants & audience members) Please describe the activities through which they are receiving benefit.
  - Estimated number of visitors to your Creative District annually and reason for these visits (e.g. is it primarily event driven, venue driven, other)
- What is the mix of other businesses and uses within your district? (e.g. is your district primarily retail/commercial, residential, industrial, etc.)
- Please provide other meaningful data you have collected for your Creative District (e.g. property value trends, sales tax data, occupancy rates, crime statistics)
- Please define the unique cultural heritage story of your district. In particular, share how your District's history relates to its present story and future plans.
- How has your district established a unique physical sense of place? Do you have district wayfinding and signage? Streetscape? Art? Please provide photos if appropriate.
- Does your district have any signature events? What other ways does your district engage with the community?
- Upload up to 3 images that capture the essence of the district

#### **COMMUNITY BUY-IN –Questions 67-71**

- Upload a local government ordinance or planning documents that provide evidence of local government endorsement of the Creative District

- Upload a letter of recommendation from your mayor, city manager or director of planning, community/economic development or cultural affairs supporting your efforts to apply for Creative District certification
- Upload a letter of recommendation from your CVB, Chamber of Commerce or Tourism Association supporting efforts for Creative District certification
- Upload a letter of recommendation from a creative entrepreneur such as an artist or business owner who works and/or lives in the District
- Please provide additional letters of recommendation from district stakeholders supporting Creative District certification. Upload as many as you feel appropriate. All letters must be consolidated into one PDF.

**REPORTING REQUIREMENTS**

Certified Creative Districts will be required to submit quarterly and year-end annual reports. Failure to do so will make the District ineligible for further support and may jeopardize a District’s certified status.

Creative Industries has the right to withhold, reduce or cancel funding and/or Certification status if an applicant does any of the following:

- Misses deadlines for reporting
- Does not notify the CCI of changes in project collaborators or other significant management changes or changes in the project
- Fails to comply with the terms of the award
- Demonstrates inadequate financial management and oversight
- Does not properly credit CCI support

**APPEAL PROCESS**

Applicants may appeal the Council's decision concerning certification. However, dissatisfaction with the denial is not sufficient reason for an appeal. Grounds for appeal are evidence that:

- The stated review process was not followed; or
- The Council's Conflict of Interest policy was violated.

A written appeal, describing the grounds for appeal and a desired remedy, must be sent to the Chair of the Colorado Creative Industries no later than three (3) weeks from the date of the notification of denial. The Council will reconsider its decision at its next regularly scheduled meeting after receipt of the written appeal.

**STAFF CONTACTS**

Prior to contacting CCI, applicants should read the guidelines thoroughly and review all available Application Tools on the website.

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 Denver, CO 80202  
 Tel: 303-892-3802  
 Website: [www.coloradocreativeindustries.org](http://www.coloradocreativeindustries.org)

For questions about the Colorado Creative District Certification application:

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