



Colorado Creates

Innovation and Imagination at Work

Colorado's Advantages



“The new Creative Industries Division was established to capitalize on the immense potential for our creative sector to drive economic growth in Colorado.”

Creative Economy

- Art or design *is* the product
- Art or design is the *distinguishing feature*
- Entities providing consumers access to these products



08-09 LINEUP



SCOUT
143CM

PILGRIM
151CM, 169CM, 179CM

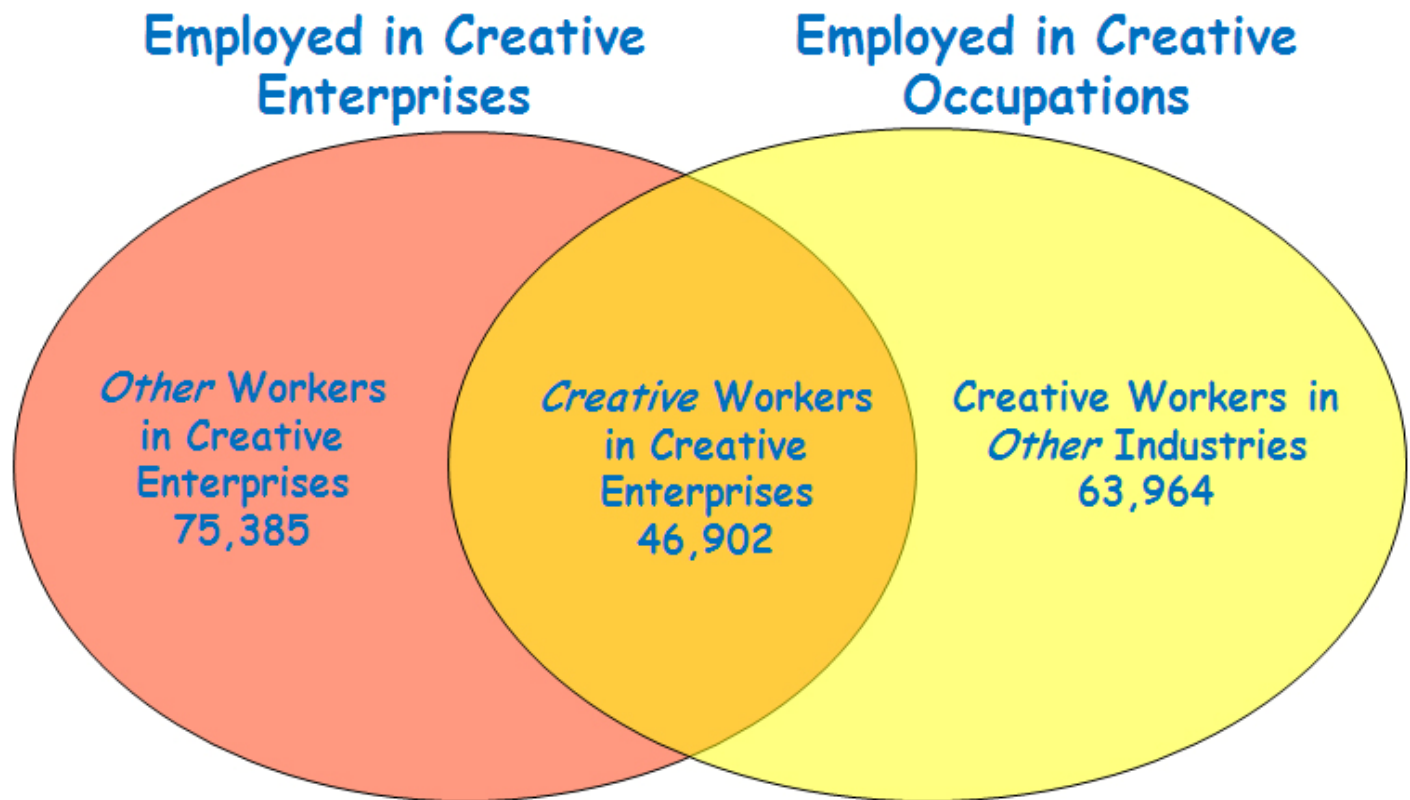
NOMAD
156CM, 168CM, 181CM

SHAMAN
161CM, 173CM, 184CM

D'ANOLLIE
163CM, 173CM, 183CM

Colorado's Creative Economy

186,251 Jobs



A Strategic Plan for Colorado Creative Industries

A Division of the Office of Economic Development
and International Trade



Vision: Colorado's Creative Economy

- Strong brand identity
- Thriving export market
- “Top 10” reputation
- Destination for creatives
- Significant and sustained investment in industry
- Creative enterprises flourish here
- “Grow our own” creative workforce



Mission: Colorado Creative Industries

“To promote, support and expand the creative industries to drive Colorado’s economy, grow jobs and enhance our quality of life.”



Program Priorities

- Increase financial support for the industry
- Expand professional development & networking
- Promote Colorado as a premiere creative hub
- Support P-20 education and workforce creativity
- Stimulate increased local governments support



Program Priority #1:

Increase access to direct financial support.

EXPECTED OUTCOMES

- Increased OEDIT grants, loans and incentives
- Additional public and private agencies create or expand grant and loan programs
- At least one statutory mechanism to provide financial support

STRATEGIES

- Grants to nonprofit organizations and government
- Production incentives
- Promote OEDIT financial support.
- Promote public and private financial support vehicles.
- Outreach to traditionally marginalized communities.
- Persuade traditional funders and lenders of the value of investment in creative industries.
- Pass legislation providing direct financial assistance to creatives.

Program Priority #2:

Create and expand professional development and networking opportunities.

EXPECTED OUTCOMES

- Creatives will develop their own networks across sectors.
- Public & private agencies will expand training and professional development opportunities for creatives.
- Creatives will report better access to information and opportunities.
- Creatives will speak in a unified voice regarding public policies required to grow the sector.

STRATEGIES

- Encourage local agencies to enlist more creative businesses
- Partner with SBDCs and community colleges for training
- Work with sector on policy priorities to grow creative jobs
- Support programs targeted to communities of color
- Identify communication pathways
- Identify & empower leadership to carry the message
- Create policy partnerships with other growing segments of economy

Program Priority #3:

Promote Colorado as a premier creative hub.

EXPECTED OUTCOMES

- Increased revenue and jobs in existing creative companies and organizations.
- Increased investment in Colorado - creative jobs and creative production.
- Colorado becomes known nationally and globally as a top-rated creative place to work and play.

STRATEGIES

- Identify and cultivate programs celebrating our creative accomplishments and cultural heritage
- Promote Colorado as a creative place to visit and invest
- Develop awareness of Colorado's creativity and creative products.
- Encourage tourism agencies to highlight local creative assets
- Increase media coverage about Colorado as a top-rated creative place to work and play.

Program Priority #4:

Increase access to arts and creativity skills in preschool through college education and workforce development

EXPECTED OUTCOMES

- Colorado students access rich and balanced education.
- Colorado graduates are prepared to fill Colorado creative occupations.
- Colorado students are engaged in education, leading to student success.
- State policies ensure there are arts education.

STRATEGIES

- Support educator professional development
- Help creative businesses connect with education
- Track Colorado graduates who pursue creative careers or occupations.
- Support schools that use the arts for student success and workforce readiness.
- Help school evaluate arts impact
- Expand knowledge base of legislators, education leaders and other stakeholders about the role of arts learning

Program Priority #5:

Stimulate increased support for the sector by local governments and coalitions.

EXPECTED OUTCOMES

- Communities understand impact of their creative Industries.
- Communities include creative programs in their vision and plan.
- Local agencies develop and promote unique creative brands.
- Colorado towns are recognized for creative attributes.
- Colorado has a statute specifically targeted to towns and cities investing in creative programs and businesses.

STRATEGIES

- Presentations to local government officials and community leaders impact of the creative
- Develop resources for communities that want to use arts and creative assets as a strategy for economic and community development
- Compile information on Colorado's creative communities
- Encourage convention and visitors to acquaint front line people with local creative assets.

This is OUR Creative Sector

- Take inventory
- Identify champions
- Convene industry leaders
- Develop policy & programming ideas
- Devise new sources of financial support
- Rally the advocates



Colorado Creates:

- March 10, 2011: Online Application Deadline
- Funding Period: July 1, 2011–June 30, 2012



City of Aurora - Cultural Services Division



Koshare Indian Museum, Inc.

CC Awards:

- Leverage other funds and provide seal of excellence
- Support arts/cultural programs and arts education
- Grants in as many communities as possible
- Streamlined and standardized grant application
- Access to general operating support



What you need to know:

- Support activity consistent with CCI mission/goals
- Commitment to serve diversity of arts/culture statewide
- Funds operating & project support
- CO Common Grant narrative (customized)
- “Flat” award amounts based on income
- Artists apply through fiscal agent

Review criteria:

- Artistic excellence/merit (40%)
- Community involvement/benefit (30%)
- Implementation capacity (30%)



Theatreworks

Key Changes:

- Deadline is 4:00 p.m. on a business day
- ALL support materials submitted electronically
- Two added questions address artistic excellence and explain financial statements
- First year that applicants must “sit out” one year



Crestone Performances, Inc.

Grant Request Chart:

Based on cash operating income for most recently completed FY as of 3-10-11

If your operating income was...	then you will request...
\$1 Million or more	\$10,000
\$500,000 – \$999,999	\$8,500
\$250,000 – \$499,999	\$7,500
\$100,000 – \$249,999	\$6,500
\$10,000 – 99,999	\$4,000



Eligibility:

- Nonprofit, tax-exempt CO organizations with 3 years of public programs
- Units of government except schools/districts
- Tax-exempt or government entity acting as fiscal agent for an artist
- Sectarian organizations are ineligible
- One application only
- Colleges/universities: One application per department



We Don't Fund:

- Construction
- Major equipment
- Debt reduction
- Out of state activity
- Social events unrelated to a cultural event
- Scholarships for academic programs
- Scholarly research
- Fundraisers unrelated to mission
- Art teachers in schools

Timeline:

- Online deadline March 10, 2011
- Open panel meetings late May
- Funding decisions mid-June
- Projects may begin July 1, 2011
- Reports due July 31, 2012



Creede Repertory Theatre

Application Narrative:

- Address at least one CCI objective or program priority
- Be mindful of review criteria
- See User's Guide online



City of Delta - Council Tree Pow Wow

Financials:

- All applicants provide 3-year financials
- Project support applicants also provide project budget – must balance
- In-kind shown separately



City of Longmont - Museum

Support Materials:

All uploaded with online application

- Video/audio clips
- PDFs of artist images, literary works
- Brochures of services (arts councils, service organizations)
- Artist bios
- 10 item limit



Appropriate Samples for your discipline:

- Performing arts need moving images/audio samples
- Visual arts need current, high quality images
- Literary arts need excerpts
- Film/media needs reels/broadcasts
- Service organizations need breadth of programs



VSA arts Colorado

For Help:

- Jeanette Albert - Technology
- Sheila Sears - Arts education
- Maryo Ewell – Arts organizations
- Ronna Lee Sharpe - Cultural heritage

See CCI website for contact information

www.coloarts.org