



Grand Lake Creative Hub Kick-off June 24, 2025



Town of
Grand Lake



FACILITATED BY:



AWA Collaborative Team



Wendy Holmes
Fundraising Lead

Wendy has been leading cultural developments in communities of all sizes across Colorado — from Loveland to Ridgway to Trinidad to Grand Lake -- and witnessing the power of local governments to partner with state government and the private sector to make complex and innovative projects possible.



Aneesha Marwah
Facility Operations Lead

Aneesha led the Arts Market Study launch and report in 2019 in Grand Lake. She has worked in 80+ communities, many in Colorado. She loves finding the quirky unique art forms in every city where she works.



Naomi Marx
Quantitative Lead

Naomi works on technical analysis to support the planning and development of affordable, creative workspaces. She performs facilities and financial feasibility analysis evaluating the capital and operating of creative facilities and can perform technical survey analysis like she did in Grand Lake.

Our Colorado Experience:

Aurora

Avon

Carbondale

Colorado Springs

Denver

Elizabeth

Grand Junction*

Grand Lake*

Lakewood

Paonia*

Ridgway*

Salida*

Trinidad*

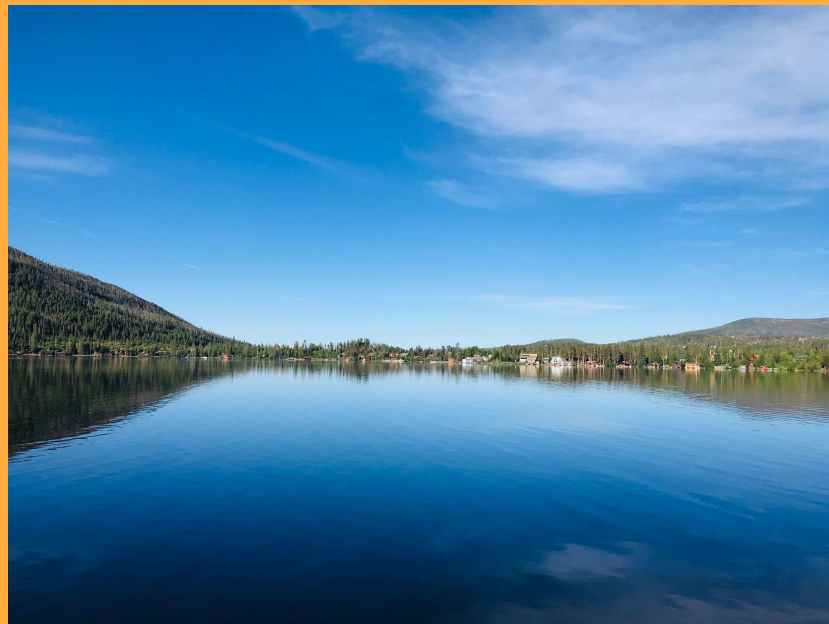
Telluride

Fraser

Loveland

What's the goal of our time together?

- Get Grand Lake its Space to Project to completion!
- 6-8 months of coaching to:
 - Advance the **Creative Hub**, a live/work and creative space development.
 - Serve as a “**project guide**”, to keep momentum strong and transition from fundraising into operational planning and implementation.
- Wendy Holmes/Aneesha Marwah will serve as project leads.
 - Wendy will take primary responsibility for Item 2.
 - Naomi Item 3.
 - Aneesha will lead Item 4.
 - ✈️ Travel team, when needed, will be a combination of Wendy and/or Aneesha.



How we'll work together

1

Bi-weekly Calls

Set schedule for Creative Hub Advisory Team update calls, other calls scheduled as needed.

2

Fundraising Coaching

- Resource development: prospecting, identification and strategy for approaches to lead/major donors
- Case statement development
- Attend meetings with others as appropriate.

3

Capital and Operating Budgets

- Refine the capital budget to align with current site plans
- Develop a preliminary operating budget for the housing and creative district spaces.
- Develop up to three operating scenarios

4

Facility and Operations Strategies

- Governance & Tenant Structures
- Partnership Agreements
- Contracts & Agreements
- Artist-in-Residency Program
- Live/work Unit Marketing:
- Live/Work Unit Resident Selection Criteria
- including committee
- Property Management
- Operational Planning
- Design Integration

Creative Hub Advisory Team Role(s)

- Identify donor prospects and strategies for solicitation
- Review communication strategies for project
- Ambassadors for project
- Assist with in person visits (if needed)
- Attend bi-weekly calls



Project Understanding:



Space 2 Create

Town of Grand Lake, CO

Concept Design
06/18/2025



Project Understanding:

TITLE:

What are the working titles for the overall project? Is it Creative Hub: Grand Lake?

Should we do an exercise to choose one?

Are there brand guidelines, logo, colors, name? Do you want us to give options here?

VISION/ MISSION:

Is there a vision/mission statement?

Does this need to be explored further?

FUNDRAISING:

Provide an overview of funds raised to date and remaining funds needed.

Town/County lead

COMMERCIAL SPACE:

What is the structure of the nonprofits leasing space? Is it all from the Creative District? What operational needs / partnership / MOUs need to be put in place?

SPACE TO CREATE COMPARISONS:

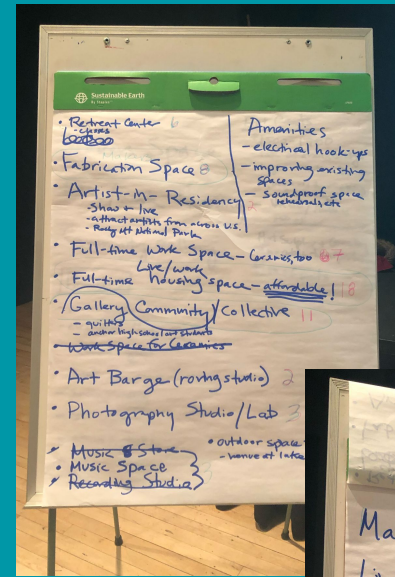
Do you want a comparison chart of other Space to Create projects?



Next Steps

- Set a bi-weekly call schedule
- Work on vision/mission/ brand - Aneesha
- Fundraising documents - Wendy
- Review Budgets - Naomi

Other:



Throwback 2018/2019 Brainstorm

