



MISSION

To enrich the community and enhance the creative, cultural, and economic vitality of Grand Lake by celebrating the people, places, and partnerships that support an authentic, family-friendly, and inclusive year-round creative economy. To provide

opportunities for creatives of all levels and mediums to work, live, and create.

VISION

Our vision is a Grand Lake that is a champion and incubator for the arts, a vibrant year-round community that is recognized for its family-friendly creative experiences matched only by the

natural beauty that surrounds us.



Core Pillars



NATURE majestic natural retreat, unspoiled setting with dramatic views



AUTHENTIC warm and welcoming community of artists and locals



INSPIRED inspired as well as inspiring environment, events, experiences



EVOLVING an eclectic and interesting year-round destination with opportunities for emerging artists as well as amateur makers, learners and anyone seeking creative experiences

Success Indicators

Increase sales tax revenue in the off-season between Mid-

September through Mid-June.

 Increase year-round employment opportunities and attract artists and creative entrepreneurs to full-time community

members

•Raise the average wage for our full-time year around citizens

through increased visitors year around and higher paying jobs Develop a more diverse population, both in age, cultural and social equity

Enrich the quality of life for all our citizens and visitors

GOAL 1: COLLECTIVE IMPACT PARTNERSHIP: Continue to work with our community partners to develop the creative economy

2023

• Communication outreach to all members. Quarterly meetings of the Collective Impact group and presentations to the Town Board

 Develop a shared Marketing Plan and Event Calendar for stronger crosspromotion

Implement the Town of Grand Lake Program Software for all event/workshop registrations

• Build a strong creative brand that serves as an incubator and stimulator of creative opportunities in the community

• Serve as the umbrella for all others as a Creative District that supports the Arts.

• Continue building awareness and involvement with additional partners to build the creative economy. Community Creative Workshop Fall

• Twice a Year (spring/fall) invite the creative community and nonprofits to attend a planning workshop to identify additional partnership events

2024

Add 1 to 3 other nonprofits to our collective impact network

• Follow up with a survey once a year to businesses and creatives on what is



GOAL 2: DEVELOP PROGRAMING OFF SEASON

2023 - 2025

• Identify 4 to 6 Signature Events per year that have a following and 2025 bring 50% overnight stays and 50% local attendance.

Fiber: (Partner with the RMFS)

2023

Begin with our 1st Signature Event in the Spring 2023: (Ricky Tim's Quilter Workshop)

Keith Kemmer Primitive Rug Hooking Event in the Spring 2023

2024

Expand the calendar to a Fiber Week of offerings

Folk music: (partner with the GAC)

2024

- Moors and McCumber Folk Event Early Spring
- Ted Vigil: John Denver Tribute Artist Late Fall

2025

Songwriter Workshop and Music Event Week

Community Events and Programming:

Develop a year around the collective calendar of events, workshop, and enrichment programs that support an inclusive of ages, equitable opportunity

2024

• Work to bring Cleo Parker Robson or another dance troop (RMRT)

2025

• Develop a week-long variety of workshops and performance events

GOAL 3: MARKETING AND COMMUNICATIONS

2023

• Hire an ad agency to redesign our messaging and logo with our Collective impact partners in mind, hire a consultant as a

Program/Marketing Development Coordinator

- Develop a monthly marketing plan for local, regional and state
- Regular article in the Sky Hi News as a special Creative Report Monthly
- Shared, Collective Calendar of Events on all websites

•Promote events, packages and press releases through Colorado Tourism Office and other statewide marketing channels

•Hire consultants to refresh the website

2024

Identify other Creative District Partners for shared events/instructors

• Establish an eblast to all community members quarterly

GOAL 4: ECONOMIC STABILITY YEAR AROUND

2023

• Pursue the support of workforce housing with Artspace, Town of Grand Lake and the Space to Create Project

- Hire sub-contractors to identify and manage program development
- Hire a CPA to manage budgets
- Develop a Fundraising Sub-Committee
- •Track the economic impact indicators of increased sales tax, lodging tax

2024

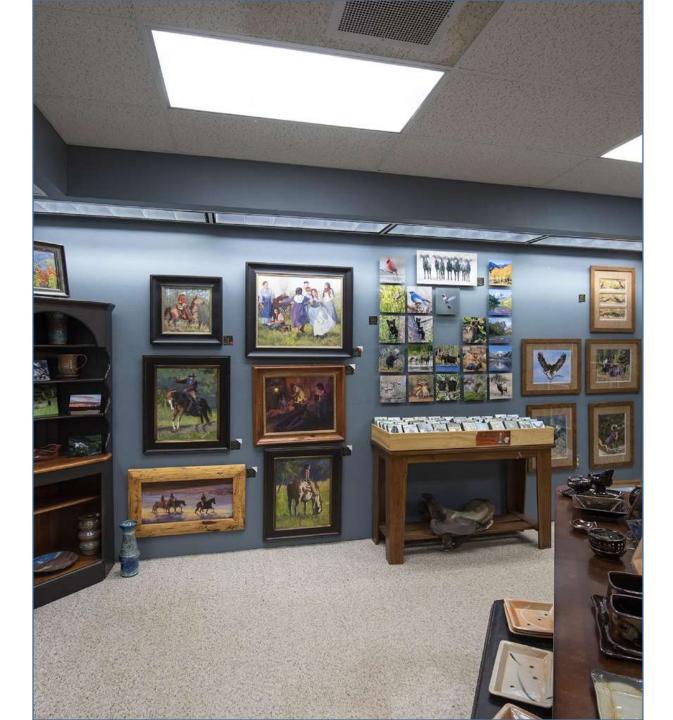
•Budget to hire a full-time executive director

•Identify and develop creative business popups or storefront businesses

- Break ground on the 18 to 20 units for Space to Create
- Develop a match grant campaign for the Town money of \$100,000

2025

• Grow the year around economy through the off season workshop/events at a profit of 20% above the investment made



GRAND LAKE Creative DISTRICT

TOWN OF GRAND LAKE BOARD DISCUSSION QUESTIONS:

VENUES: Understanding that any creative nonprofit that is looking to use the town assets/venues will go through the Grand Lake Creative District first to get qualified as a Creative "*sanction*" event. They will then take that form to the Town so that their venue fees can be waived. This will apply to nonprofits that are offering a creative event/workshop or a for profit business that is offering a free, open to the public event. All security deposits and clean up are the responsibility of the nonprofit, not Grand Lake Creative District.

Grand Lake Creative District will pay for the Grand Art Council Wed. Concerts in the Park in the amount of \$2,200.00. This is the only grant that the Town of Grand Lake had budgeted for and is expecting GLCD. All other sponsorships will be at the discretion of GLCD. GLCD will be a premium sponsor with a banner for this event.

GRAND LAKE Creative DISTRICT

TOWN OF GRAND LAKE BUDGET FOR 2023:

| Contractors: | \$44,000 |
|---------------------------------|----------|
| Programming Events | \$35,000 |
| Marketing | \$15,000 |
| Lodging For Artists/instructors | \$ 5,000 |
| Movie Rights | \$ 1,000 |

GRAND LAKE Creative

DISTRICT

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