

Salida Creative District Strategic Approach

City Council Work Session – July 18, 2023





Executive Summary

- Original plan was still “in use”
- Arts & Culture Department designated to oversee & spearhead efforts
- Identified need for new vision to address changing community and provide direction
- Applied for and received grant to work with consultant
- New vision will support accomplishments of the past, help maintain focus, emphasize priorities and create a path for the future
- Strategic Approach submitted to Colorado Creative Industries as part of Creative District recertification



Vision & Mission Statements

CREATIVE DISTRICT VISION: In a time of rapid change, The City of Salida will see retention and attraction of creative enterprises and jobs, improved retail, dining and small business sales and a new sense of support within the Creative District.

CREATIVE DISTRICT MISSION: As a State of Colorado certified Creative District, the designation allows the City of Salida to promote the historic downtown area as a concentration of artists and creative small businesses, with a goal to support economic health and growth, and to enhance the quality of life for both Salida residents and visitors.



Focus on Goals

- Five main areas are selected for goal-setting
- Combination of short-term and long-term goals
- Analysis, measurement and community engagement key drivers
- Active reference and implementation of goals inform budget consideration and decisions





Short-term Goals

- **Goal 1:** Enhance the vibrant historic downtown area by centering the arts as significant and sustainable that make the Creative District an appealing place to live, conduct business and attract visitors.
 - Through continued and expanded communication about the Creative District that targets long-term occupants and new/start-up creative businesses, we hope to attract, but more importantly retain artists and creative entrepreneurs.





Short-term Goals

- **Goal 2:** Contribute to the economic health and sense of community in the Creative District with identification of and support to the various clusters of activity within its boundaries.
 - Over the course of the last few years the stasis of the economy despite the population growth has created a disconnect among the creative enterprises and individuals;
 - Through community and business surveys along with embarking on a new redesign of the Creative District's website, we hope to (re)build that bridge connecting the acting players through support and awareness of existing activities and both their opportunities and challenges.



Short-term Goals

- **Goal 3:** Promote and celebrate the unique identity of the Creative District as part of historic downtown Salida.
 - Updating Creative District identity to reflect the new City of Salida branding;
 - Bringing web platform and social media sites up to date;
 - Working with Community Planning and the Chamber of Commerce to create new map and wayfinding signage for the Creative District and its included businesses;
 - Highlighting the historical buildings and signs in one of Colorado's largest historical districts in the state.





Long-term Goals

- **Goal 1:** As an add-on to the goal to enhance the vibrant historic downtown area by centering the arts as significant and sustainable
 - Securing and developing an innovative live/work and/or collaborative space in the Creative District with multiple spaces for classrooms, performances/talks and/or a gallery for local artists;
 - Through the Space to Create initiative we have received community feedback to support this need.





Long-term Goals

- **Goal 2:** Expand the support currently given to creative artists through small City grants or direct payments for exhibited visual arts, musicians and professional services
 - Scholarship program with arts organizations and non-profits by exploring the establishment of a donor-advised or field of interest fund. The fund would be centered on providing financial support in varying amounts to long-term occupants, new/start-up creative businesses, and individual artists/creative entrepreneurs within the Creative District.





Long-term Goals

- **Goal 3:** Determine the overall goals of the Arts & Culture Department that are aligned with the Creative District's needs to best determine the long-term investment in the arts using several of the short-term goals as jumping off points.
 - Articulating intersection of goals and planning with community engagement to develop a more extensive membership for the Creative District to get the whole town onboard with an approach;
 - Work to get buy-in from retail shops and restaurants located in the Creative District on these initiatives and get them to join the Creative District as members.



End Goals

- A clear vision and direction for better planning and structure
- Celebrate, offer and grow opportunities for creatives
- Highlight the necessary benefits from the arts on the overall health of the community





Questions?

