



Salida Creative District Strategic Approach Follow Up

City Council Work Session – December 2, 2024



Summary

History:

- A new Salida Creative District Strategic Plan was adopted July 18, 2023

Approach:

- Create common ground: a focus on sustainability, retention, and investment in the next generation of creatives.





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.



Components of Creative Placemaking

1. Creative Initiators
2. Designing around distinctiveness
3. Mobilizing public will
4. Garnering private sector support
5. Securing arts community engagement
6. Building partnerships





Creating Common Ground: 5 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.

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.

Goal 3: Promote and celebrate the unique identity of the Creative District as part of historic downtown Salida.

Goal 4: Showcase cultural and artistic events and amenities.

Goal 5: Create a flexible Creative District Plan to implement, monitor, measure, adjust, and celebrate.



Strategies

- **Completed**
- **In progress**
- **Next steps**





Highlights from 2024

- **Recertification**
- **CCI Grant recipient**
- **Community Engagement**
- **Programming**





Salida Creative District







Next steps

Opportunities

Vision





Questions?

