AGENDA
CARBONDALE BOARD OF TRUSTEES
WORK SESSION
CARBONDALE TOWN HALL
NOVEMBER 20, 2018
6:00 P.M.

<table>
<thead>
<tr>
<th>TIME*</th>
<th>ITEM</th>
<th>DESIRED OUTCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00</td>
<td>1. Judge Collins/Court Check-In</td>
<td>Discussion</td>
</tr>
<tr>
<td>7:00</td>
<td>2. Creative District Update</td>
<td>ATTACHMENT A</td>
</tr>
<tr>
<td>9:00</td>
<td>3. Adjourn</td>
<td></td>
</tr>
</tbody>
</table>

* Please Note Times Are Approximate
The Carbondale Creative District
Managed by: Carbondale Arts

Process started in 2012

2012-2014
- Worked with businesses, nonprofits, creatives and government to create a sustainable vision for the future of economic development in Carbondale
- Involved over 60 stakeholders + 6 arts based nonprofits.

2014
- Accepted to Colorado Creative Industry Creative District Program
- Received $15,000
- Began signage plan
- Began collecting the Creative Industry Inventory

2015
- Received $15,000
- Created 8 Wayfinding signs
- Created a 3 year strategic plan for the Carbondale Creative District.

April 2016
- Hosted the Colorado Creative Industries Summit in Carbondale which brought 350 people to town during a quiet time. 22% of attendees extended their stay 1-3 days and attendees spent an average of $370/pp within Carbondale, excluding the conference registration fees, totaling $108,500, with appropriate percentages added to sales and lodging tax.

June 2016
- Received state certification as an official Colorado Creative District.
- Certification came with a $30,000 gift which helped finish Wayfinding Signage
- Created Web page for the Creative District featuring a business Inventory
- Coordinated with Town on new signage on Hwy. 133 featuring CCD icons
- Helped get the Tourism kiosks up and running
- Helped start the Rio Grande ARTway vision.

2017
- Collaborated with Carbondale Tourism and 4 other creative districts on Colorado Creative Corridor. Received $25,000 grant from CTO
- Up to 220 businesses listed in Creative Industry Inventory
- Received $10,000 grant for Information Station on Main Street
- Began Affordable housing for creatives Needs Assessment + Market Study

2018
- Designed and created the Information Station
- Begin planning the Hwy.82/133 Gateway
- Helped facilitate a $45,000 grant to RE-1 Schools for musical instruments through Governor Hickenlooper's Take Note Colorado Initiative
- Designed arch and will install by spring 2019, finished 2 parks along the ARTway
- Finished Needs Assessment+Market Study for affordable housing
- Received $45,000 for mural project in Carbondale(creating 4-6 murals over the next two years)
- Received a second year grant with Carbondale Tourism for another year of Corridor money
Projects

**ARTway Vision**: A creative placemaking project that takes the one mile stretch of Rio Grande Trail through Carbondale and transforms it from a rough, weedy throughway to a destination filled with parks that give people a sense of what Carbondale is about, creates a gateway to the Historic Carbondale Creative District and improves the look on Hwy. 133 thus creating a revolving art experience that brings people to Carbondale(Economic Development) and makes art more accessible to those in Carbondale.

**ARTway update**: Two public parks have been created in Carbondale at a cost of $100,000. This money paid for cleaning of land, irrigation systems installed, plants + trees planted, shade structures installed and tables created locally. Projects yet to be installed: Hammock, play structure and story sculpture, as well as an additional park at 4th + Rio Grande Trail called The Youth Art Park. An additional $60,000 is invested in local artists and businesses to create and install an Archway at Hwy. 133 + Rio Grande Trail. Additionally, RFTA ordered table made by local artist so money stayed in town.

**Other local businesses that benefitted, as well as gave some in-kind**:
- DHM Architects
- Modern Floral
- Aspen Tree
- Native Roots Landscaping
- Perascapes
- Paradise Glass
- Carbondale Clay Center
- Marty Schlein
- Roaring Forge
- Eagle Crest Nursery
- Rainy Day Designs

**Murals**: The Carbondale Creative District will oversee the creation of 4-6 murals in Carbondale over the next 2 years. Site locations are being secured now. Call for artists in winter and first murals will begin in spring 2019.

**Housing**: Working with Town of Carbondale on furthering an affordable housing project in Carbondale. Needs Assessment + Market Study are done. Now looking for partners.

**Business Help**

Helped Why Cycles decide to move here with conversation, as well as found them actual housing for employees

**Creative Businesses Opened Over Last Two Years in Carbondale**
- Izakaya
- The Way Home
- DJ Hill Art Gallery
- Why Cycles
- Batch
- 5028 Shoes
Roosters
Department of Everyday Web Design
Jeremy Joseph Photography
Wild Rose Education
Fiore Salon
Olive + West Photography
two seven Inc. Architecture
Calluna Strategies (nonprofit consulting)
Semi-Colin D (design)
The Dandeilion Inn
Glen X
Handmakery
Taylor and Tessier Jewelry Design
The Guest Haus
Studio RaRa
Helios Center
Thimble Fox
Sarah Uhl Art
Katy Van Nostrand Art

Money Invested Directly Back into Town Improvements over last two years
$70,000 - DeRail Park
$45,000 - Latino Folk Art Garden
$25,000 - Signage
$10,000 - Information Station
$50,000 - Archway

Articles + Info:

ARTway
https://www.redlineart.org/arts-in-society-blog/latino-folk-garden-when-art-is-a-ccnnector
https://www.aspentrailfinder.com/rio-grande-artway/
http://www.kcink.org/post/community-work-brings-latino-art-garden-life

Creative District
https://www.colorado.com/articles/art-agriculture-carbondale-creative-district-colorado
http://www.aspenpublicradio.org/post/carbondale-seeks-feedback-mixed-use-housing-artists
https://www.pbs.org/video/creative-corridor-pc2pio/
http://www.kunc.org/post/arts-culture-contribute-13-billion-colorado-economy#stream/0
https://www.denverpost.com/2018/03/07/arts-culture-colorado-economy/
### TOWN OF CARBONDALE RETAIL SALES TAX REVIEW

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
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<tbody>
<tr>
<td>JAN.</td>
<td>341,574</td>
<td>367,636</td>
<td>411,031</td>
<td>451,933</td>
<td>442,286</td>
<td>486,732</td>
<td>5.5%</td>
<td>-2.1%</td>
</tr>
<tr>
<td>FEB.</td>
<td>234,799</td>
<td>249,179</td>
<td>256,325</td>
<td>266,292</td>
<td>287,971</td>
<td>327,684</td>
<td>13.9%</td>
<td>7.3%</td>
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<tr>
<td>MAR.</td>
<td>211,097</td>
<td>245,456</td>
<td>239,569</td>
<td>259,817</td>
<td>273,037</td>
<td>288,193</td>
<td>5.6%</td>
<td>5.1%</td>
</tr>
<tr>
<td>APR.</td>
<td>252,816</td>
<td>289,889</td>
<td>313,635</td>
<td>324,451</td>
<td>330,369</td>
<td>373,941</td>
<td>13.2%</td>
<td>1.6%</td>
</tr>
<tr>
<td>MAY.</td>
<td>228,165</td>
<td>263,518</td>
<td>276,839</td>
<td>280,445</td>
<td>297,902</td>
<td>321,523</td>
<td>7.5%</td>
<td>6.2%</td>
</tr>
<tr>
<td>JUN.</td>
<td>274,813</td>
<td>287,215</td>
<td>288,279</td>
<td>309,930</td>
<td>332,166</td>
<td>351,992</td>
<td>5.6%</td>
<td>7.2%</td>
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<tr>
<td>JUL.</td>
<td>328,103</td>
<td>349,914</td>
<td>390,492</td>
<td>389,296</td>
<td>401,315</td>
<td>3.1%</td>
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<tr>
<td>AUG.</td>
<td>329,772</td>
<td>353,235</td>
<td>369,433</td>
<td>389,942</td>
<td>399,004</td>
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<tr>
<td>SEP.</td>
<td>280,450</td>
<td>307,789</td>
<td>338,918</td>
<td>354,391</td>
<td>376,715</td>
<td>6.3%</td>
<td></td>
<td></td>
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<tr>
<td>OCT.</td>
<td>299,482</td>
<td>344,830</td>
<td>393,106</td>
<td>378,425</td>
<td>419,404</td>
<td>10.8%</td>
<td></td>
<td></td>
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<tr>
<td>NOV.</td>
<td>286,165</td>
<td>285,965</td>
<td>305,444</td>
<td>324,692</td>
<td>353,864</td>
<td>9.0%</td>
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<tr>
<td>DEC.</td>
<td>232,918</td>
<td>240,322</td>
<td>282,131</td>
<td>299,554</td>
<td>319,509</td>
<td>6.7%</td>
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<tr>
<td>Adj.</td>
<td>12,627</td>
<td>29,483</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Subtotal: (3.5%)</td>
<td>3,300,780</td>
<td>3,605,411</td>
<td>3,845,203</td>
<td>4,030,268</td>
<td>4,233,632</td>
<td>2,140,266</td>
<td>5.6%</td>
<td></td>
</tr>
</tbody>
</table>

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**Creative Vitality™ Index**

### Garfield
- **2017 CVI**: 0.27
- **% change since 2015**: +28.57%
- **Trend 2013-2017**: [Graph]

Compared to: Pitkin
- CVI: 1.00

### Carbondale Zip
- **2017 CVI**: 1.96
- **% change since 2016**: +7.10%
- **Trend 2013-2017**: [Graph]

Compared to: Colorado
- CVI: 1.00

### Carbondale Zip
- **2017 CVI**: 2.18
- **% change since 2016**: +6.86%
- **Trend 2013-2017**: [Graph]

Compared to: United States
- CVI: 1.00
Creative Vitality Index

Creative Vitality Suite is an online tool providing national, high-quality creative economy data and reporting. It compares our creative economic data.

**Partners Include:**
- **ESRI** - featuring data on 97 creative industries and 85 creative occupations; non-profit revenues, including programming and contributions; and demographic data by occupation and industry.
- **Economic Modeling and Specialist International** - Occupation and industry data on jobs, earnings, and revenues
- **National Center for Charitable Statistics** - Nonprofit revenues reported to the IRS on 1990 forms from organizations with revenues greater than $50,000
- **National Assembly of State Arts Agencies** - National Endowment for the Arts (NEA) State arts agency grants reported to NASAA as part of the NEA Partnership grant program

I have attached two Snapshots of Creative Industry Vitality. One captures the 81623 area code and one is Garfield County. Please note that Carbondale consistently falls about 3% gains above Garfield County in most areas.

<table>
<thead>
<tr>
<th>Town of Carbondale Support</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative District</td>
<td>2,500</td>
<td>2,500</td>
<td>2,500</td>
</tr>
<tr>
<td>Community</td>
<td>3,500</td>
<td>3,420</td>
<td>4,930</td>
</tr>
<tr>
<td>Total</td>
<td>6,000</td>
<td>5,920</td>
<td>7,430</td>
</tr>
</tbody>
</table>

**Current CCD Governance Committee**
- Sarah Jane Johnson - Carbondale Tourism, SJPR
- Angela Bruno - Carbondale Clay Center
- Craig Wheless - Rainy Day Designs
- Alleghany Meadows - SAW
- Gavin Dahl - KDNK Radio
- DJ Hill - DJ's On Main
- Corey Simpson - Thunder River Theatre Company
- Kristen Anderson - Carbondale Chamber
- Regna Jones - 5Point Film
- Angie Sprang - Town of Carbondale
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN</td>
<td>4,267.58</td>
<td>5,024.45</td>
<td>5,066.42</td>
<td>7,158.67</td>
<td>8,514.25</td>
<td>9,223.97</td>
<td>8.34%</td>
<td>18.94%</td>
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<tr>
<td>FEB</td>
<td>3,358.96</td>
<td>4,158.41</td>
<td>4,376.37</td>
<td>6,011.75</td>
<td>6,413.22</td>
<td>8,383.80</td>
<td>30.73%</td>
<td>6.68%</td>
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<tr>
<td>MAR</td>
<td>4,341.82</td>
<td>4,702.04</td>
<td>6,127.47</td>
<td>8,061.05</td>
<td>9,332.84</td>
<td>10,991.21</td>
<td>17.77%</td>
<td>15.78%</td>
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<td>APR</td>
<td>3,008.84</td>
<td>3,166.94</td>
<td>4,177.27</td>
<td>4,695.08</td>
<td>4,982.99</td>
<td>6,476.42</td>
<td>29.97%</td>
<td>6.13%</td>
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<td>MAY</td>
<td>4,232.24</td>
<td>4,775.03</td>
<td>4,361.36</td>
<td>6,040.80</td>
<td>8,070.50</td>
<td>10,004.59</td>
<td>23.96%</td>
<td>33.60%</td>
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<tr>
<td>JUN</td>
<td>6,877.11</td>
<td>8,267.34</td>
<td>10,480.53</td>
<td>11,955.61</td>
<td>11,777.36</td>
<td></td>
<td>-100.00%</td>
<td>-1.49%</td>
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<tr>
<td>JUL</td>
<td>8,079.83</td>
<td>9,795.17</td>
<td>11,104.32</td>
<td>12,274.51</td>
<td>14,265.84</td>
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<td>-100.00%</td>
<td>15.73%</td>
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<tr>
<td>AUG</td>
<td>7,839.71</td>
<td>9,213.68</td>
<td>9,961.21</td>
<td>10,744.46</td>
<td>14,490.17</td>
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<td>-100.00%</td>
<td>34.86%</td>
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<tr>
<td>SEP</td>
<td>6,891.75</td>
<td>9,232.54</td>
<td>11,765.18</td>
<td>13,223.29</td>
<td>15,658.52</td>
<td></td>
<td>-100.00%</td>
<td>18.42%</td>
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<tr>
<td>OCT</td>
<td>4,701.85</td>
<td>6,542.63</td>
<td>6,641.92</td>
<td>6,859.71</td>
<td>11,360.59</td>
<td></td>
<td>-100.00%</td>
<td>65.90%</td>
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<td>NOV</td>
<td>2,913.29</td>
<td>3,044.39</td>
<td>3,883.92</td>
<td>4,870.17</td>
<td>7,366.21</td>
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<td>-100.00%</td>
<td>51.87%</td>
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<td>DEC</td>
<td>3,889.62</td>
<td>5,218.09</td>
<td>7,580.61</td>
<td>8,164.53</td>
<td>8,830.03</td>
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<td>-100.00%</td>
<td>20.40%</td>
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<td>TOTAL</td>
<td>60,402.60</td>
<td>73,140.71</td>
<td>85,525.58</td>
<td>100,059.63</td>
<td>122,052.52</td>
<td>145,079.99</td>
<td></td>
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</tr>
</tbody>
</table>
Creative Vitality Index

**2.18**

CVI Value

United States CVI = 1.0

This regional snapshot report gives the big picture of a region’s creative landscape. It provides an overview of creative jobs, industry earnings, FDR grants, and Nonprofit revenues.

### 2017 Creative Jobs

**883**

Total Creative Jobs

There are 32 more creative jobs in the region since 2016

### 2017 Creative Industries

**$36.5M**

Total Industry Earnings

There is a gain of $16 thousand in creative industry earnings in the region since 2016

### 2017 Cultural Nonprofit

**$3.9M**

Nonprofit Revenues

There are $1.0 million more in revenues in the region since 2016

### Past 5 years of CVI Performance

<table>
<thead>
<tr>
<th>Year</th>
<th>CVI Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>1.66</td>
</tr>
<tr>
<td>2014</td>
<td>1.85</td>
</tr>
<tr>
<td>2015</td>
<td>1.89</td>
</tr>
<tr>
<td>2016</td>
<td>2.04</td>
</tr>
<tr>
<td>2017</td>
<td>2.18</td>
</tr>
</tbody>
</table>

### Occupations with greatest number of jobs

- Cooks
- Writers & Authors
- Musicians & Singers
- Graphic Designers
- Photographers

### Industries with greatest earnings

- **Full-service restaurants**
  - Industry Earnings: $10.4M
- **Artists, Writers, & Performers**
  - Industry Earnings: $5.4M
- **Architectural Services**
  - Industry Earnings: $1.9M
- **Public relations agencies**
  - Industry Earnings: $1.7M
- **Caterers**
  - Industry Earnings: $1.6M

**DATA SOURCES:**
Economic Modeling Specialists International, National Assembly of State Arts Agencies, National Center for Charitable Statistics

**CREATIVE VITALITY SUITE:**
The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region. For more information on data sources visit: learn.cvsuite.org

WESTAF © Creative Vitality® Suite 2018 cvsuite.org

Report created: 11/15/2018
Data Sources (Version 2018.3)

Descriptive Names of Industries (NAICS codes) & Occupations (SOC codes) have been truncated on the Regional Snapshot Report. For full descriptive names please visit the education section of learn.cvsuite.org

Due to rounding some percent values may not equal 100%.


NAICS Codes (82) 238150, 311340, 311423, 311830, 311920, 311941, 311942, 312120, 323111, 323113, 323117, 323120, 327110, 327212, 332323, 337212, 339910, 339992, 423940, 424920, 443142, 445230, 448310, 451130, 451140, 451211, 453110, 453310, 453920, 511110, 511120, 511130, 511191, 511199, 511210, 511210, 512131, 512191, 512199, 512230, 512240, 512250, 512290, 515111, 515112, 515120, 515210, 519110, 519120, 519130, 541310, 541320, 541340, 541410, 541420, 541430, 541490, 541810, 541820, 541850, 541860, 541890, 541921, 541922, 611610, 711110, 711120, 711130, 711190, 711310, 711320, 711410, 711510, 712110, 712120, 712190, 722320, 722330, 722511, 811420, 813410

Class of worker: Economic Modeling Specialists International:
Extended Proprietors, Non-QCEW Employees, QCEW Employees, Self-employed

State Arts Agency Grants: National Assembly of State Arts Agencies

Cultural Nonprofit Revenues: National Center for Charitable Statistics

Demographic: Economic Modeling Specialists International.

Creative vitality index (CVI): The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region.

carbondale zip contains:
81623
Creative Vitality Index

0.86
CVI Value
United States CVI = 1.0

This regional snapshot report gives the big picture of a region's creative landscape. It provides an overview of creative jobs, industry earnings, FOR grants, and Nonprofit revenues.

Past 5 years of CVI Performance

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
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<td>2013</td>
<td>0.72</td>
</tr>
<tr>
<td>2014</td>
<td>0.75</td>
</tr>
<tr>
<td>2015</td>
<td>0.79</td>
</tr>
<tr>
<td>2016</td>
<td>0.82</td>
</tr>
<tr>
<td>2017</td>
<td>0.86</td>
</tr>
</tbody>
</table>

2017 Creative Jobs

1% Since 2016

2,621
Total Creative Jobs

There are 26 more creative jobs in the region since 2015

Occupations with greatest number of jobs

- Cooks restaurant: 299
- Postsecondary Teachers: 295
- Photographers: 228
- First-line food supervisors: 187
- Writers & Authors: 131

2017 Creative Industries

1% Since 2016

$79.9M
Total Industry Earnings

There is a gain of $1.1 million in creative industry earnings in the region since 2016

Industries with greatest earnings

- Full-service restaurants: $34.9M
- Artists, Writers, & Performers: $7.7M
- Architectural Services: $3.7M
- Specialty: Glass and Glazing: $2.6M
- Public relations agencies: $2.5M

2017 Cultural Nonprofit

23% Since 2016

$4.7M
Nonprofit Revenues

There are $1.1 million more in revenues in the region since 2016

DATA SOURCES:
- Economic Modeling Specialists International
- National Assembly of State Arts Agencies
- National Center for Charitable Statistics

CREATIVE VITALITY SUITE: The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region. For more information on data sources visit: learn.cvsuite.org

WESTAF © Creative Vitality Suite 2018 cvsuite.org
Data Sources (Version 2018.3)

Descriptive Names of Industries (NAICS codes) & Occupations (SOC codes) have been truncated on the Regional Snapshot Report. For full descriptive names please visit the education section of learn.cvsuite.org

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NAICS Codes (82) 238150, 311340, 311423, 311830, 311920, 311941, 311942, 312120, 323111, 323113, 323117, 323120, 327110, 327212, 332323, 337212, 339910, 339992, 423940, 424920, 443142, 445230, 448310, 451130, 451140, 451211, 453110, 453310, 453920, 511110, 511120, 511130, 511191, 511199, 511210, 512110, 512120, 512131, 512191, 512199, 512230, 512240, 512260, 512290, 515112, 515113, 515120, 519110, 519120, 519130, 541310, 541320, 541340, 541410, 541420, 541430, 541490, 541810, 541820, 541850, 541860, 541890, 541921, 541922, 611610, 711110, 711120, 711130, 711190, 711310, 711320, 711410, 711510, 712110, 712120, 712190, 722320, 722330, 722511, 811420, 813410

Class of worker: Economic Modeling Specialists International:
Extended Proprietors, Non-QCEW Employees, QCEW Employees, Self-employed

State Arts Agency Grants: National Assembly of State Arts Agencies

Cultural Nonprofit Revenues: National Center for Charitable Statistics

Demographic: Economic Modeling Specialists International.

Creative vitality index (CVI): The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region.

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