

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

<b><u>TIME*</u></b>		<b><u>ITEM</u></b>	<b><u>DESIRED OUTCOME</u></b>
<b>6:00</b>	<b>1.</b>	<b>Judge Collins/Court Check-In</b>	<b>Discussion</b>
<b>7:00</b>	<b>2.</b>	<b>Creative District Update</b>	<b>ATTACHMENT A</b>
<b>9:00</b>	<b>3.</b>	<b>Adjourn</b>	

\* 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  
 Permascapes  
 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

<https://www.aspensojo.com/articles/2017/11/19/this-new-carbondale-based-business-is-reinventing-shoe-shopping>

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 Dandelion 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-connector>  
<https://www.aspenrailfinder.com/rio-grande-artway/>  
<https://www.soprissun.com/2018/08/15/artway/>  
<https://www.postindependent.com/news/local/first-rio-grande-artway-installation-is-unveiled/>  
<https://www.modernluxury.com/modern-luxury-aspen/digital-edition>  
<http://www.kdnk.org/post/community-work-brings-latino-art-garden-life>  
<http://www.aspenpublicradio.org/post/beauty-and-broken-things-community-mosaic-days>

##### **Creative District**

[www.colorado.com/articles/art-agriculture-carbondale-creative-district-colorado](http://www.colorado.com/articles/art-agriculture-carbondale-creative-district-colorado)  
<https://www.5280.com/2018/07/take-a-cultural-331-mile-road-trip-through-five-colorado-mountain-towns/>  
<http://www.aspenpublicradio.org/post/carbondale-seeks-feedback-mixed-use-housing-artists>  
<https://bonedaleamplified.com/2018/07/magazine/departement-carbondale-creative-district/>  
<https://www.postindependent.com/news/carbondale-surveys-area-about-affordable-housing-interest/>  
<http://www.aspenpublicradio.org/post/new-art-loop-brings-tourism-and-energy-rural-creative-districts>  
<https://www.pbs.org/video/creative-corridor-pc2pio/>  
<https://www.bizjournals.com/denver/news/2018/04/12/colorado-new-business-filings-hit-record-in-2018.html>  
<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/>

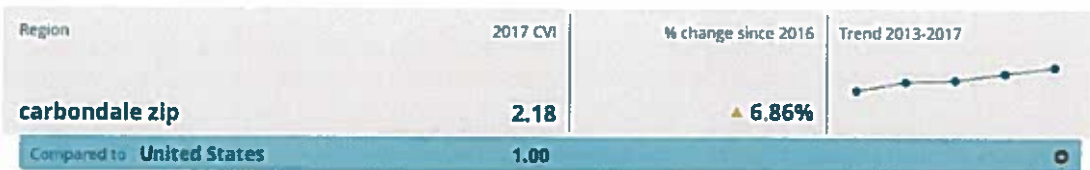
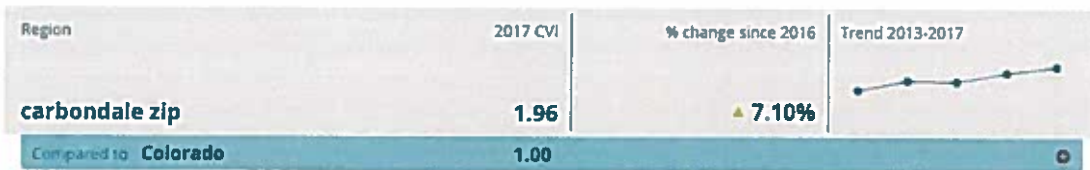
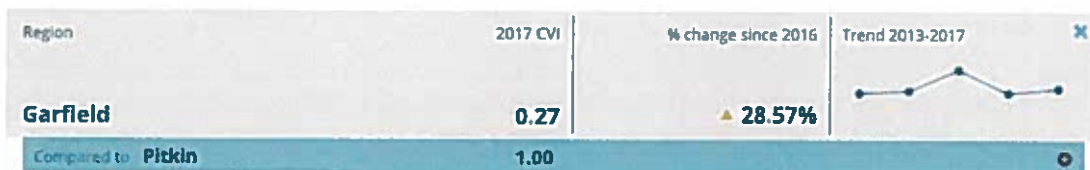
TOWN OF CARBONDALE RETAIL SALES TAX REVIEW

Sales Tax

REPORT MONTH	2013	2014	2015	2016	2017	2018	2017-2018 % Change	2016-2017 % Change
JAN.	341,574	367,636	411,031	451,933	442,286	466,732	5.5%	-2.1%
FEB.	234,799	249,179	256,325	268,392	287,971	327,884	13.9%	7.3%
MAR.	211,097	245,456	239,569	259,817	273,037	288,193	5.6%	5.1%
APR.	252,815	289,889	313,635	324,451	330,369	373,941	13.2%	1.8%
MAY.	228,165	263,518	276,839	280,445	297,902	321,523	7.9%	6.2%
JUN.	274,813	287,215	288,279	309,930	332,166	361,992	9.0%	7.2%
JUL.	328,103	340,914	390,492	389,296	401,315			3.1%
AUG.	329,772	353,235	369,433	388,942	399,004			2.6%
SEP.	288,450	307,769	338,918	354,391	376,715			6.3%
OCT.	299,482	344,830	393,108	378,425	419,404			10.8%
NOV.	266,165	285,965	305,444	324,692	353,954			9.0%
DEC.	232,918	240,322	262,131	299,554	319,509			6.7%
Adj	12,627	29,483						
Subtotal: (3.5%)	3,300,780	3,605,411	3,845,203	4,030,268	4,233,632	2,140,266		5.0%

Creative Vitality™ Index [Download all CVI Values](#)

Calculate a new CVI value



### 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.

<b>Town of Carbondale Support</b>			
	<b>2018</b>	<b>2017</b>	<b>2016</b>
<b>Creative District</b>	2,500	2,500	2,500
<b>Community</b>	4,930	3,420	3,500
<b>Total</b>	<b>7,430</b>	<b>5,920</b>	<b>6,000</b>

#### Current CCD Governance Committee

Sarah Jane Johnson - Carbondale Tourism, SJPR

Angela Bruno - Carbondale Clay Center

Craig Wheelless - 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



**LODGING TAX RECEIVABLE**

	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2017-2018</u> <u>% change</u>	<u>2016-2017</u>
JAN	4,267.58	5,024.45	5,066.42	7,158.67	8,514.25	9,223.97	8.34%	18.94%
FEB	3,358.96	4,158.41	4,376.37	6,011.75	6,413.22	8,383.80	30.73%	6.68%
MAR	4,341.82	4,702.04	6,127.47	8,061.05	9,332.84	10,991.21	17.77%	15.78%
APR	3,008.84	3,166.94	4,177.27	4,695.08	4,982.99	6,476.42	29.97%	6.13%
MAY	4,232.24	4,775.03	4,361.36	6,040.80	8,070.50	10,004.59	23.96%	33.60%
JUN	6,877.11	8,267.34	10,480.53	11,955.61	11,777.36		-100.00%	-1.49%
JUL	8,079.83	9,795.17	11,104.32	12,274.51	14,205.84		-100.00%	15.73%
AUG	7,839.71	9,213.68	9,961.21	10,744.46	14,490.17		-100.00%	34.86%
SEP	6,881.75	9,232.54	11,765.18	13,223.29	15,658.52		-100.00%	18.42%
OCT	4,701.85	6,542.63	6,641.92	6,859.71	11,380.59		-100.00%	65.90%
NOV	2,913.29	3,044.39	3,883.92	4,870.17	7,396.21		-100.00%	51.87%
DEC	3,889.62	5,218.09	7,580.61	8,164.53	9,830.03		-100.00%	20.40%
<b>TOTAL</b>	<b>60,402.60</b>	<b>73,140.71</b>	<b>85,526.58</b>	<b>100,059.63</b>	<b>122,052.52</b>	<b>45,079.99</b>		



# Snapshot of the Arts in carbondale zip 2017

## Creative Vitality Index



**2.18**

CVI Value

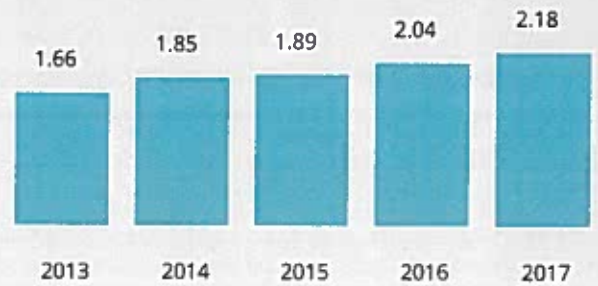
United States CVI = 1.0

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.

## Total Population

**11,122**

## Past 5 years of CVI Performance



### GAIN

▲ 4%  
since 2016

## 2017 Creative Jobs



**883**

Total Creative Jobs

There are 32 more creative jobs in the region since 2016

## Occupations with greatest number of jobs



### GAIN

▲ 0%  
since 2016

## 2017 Creative Industries

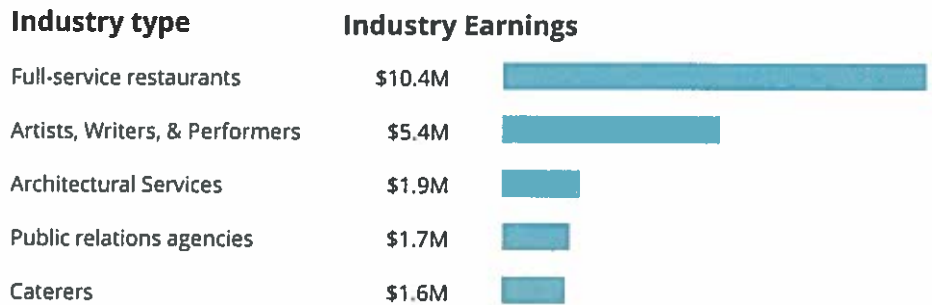


**\$36.5M**

Total Industry Earnings

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

## Industries with greatest earnings



### GAIN

▲ 26%  
since 2016

## 2017 Cultural Nonprofit



**\$3.9M**

Nonprofit Revenues

There are \$1.0 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](http://learn.cvsuite.org)

## Snapshot of the Arts in carbondale zip 2017

### Data Sources (Version 2018.3)

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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](http://learn.cvsuite.org)

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

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#### Occupations: Economic Modeling Specialists International.

SOC Codes (75) 11-2011, 11-2021, 11-2031, 13-1011, 15-1131, 15-1132, 15-1134, 17-1011, 17-1012, 17-3011, 19-3091, 19-3093, 21-2021, 25-1099, 25-4011, 25-4012, 25-4013, 25-4021, 25-4031, 25-9011, 27-1011, 27-1012, 27-1013, 27-1014, 27-1019, 27-1021, 27-1022, 27-1023, 27-1024, 27-1025, 27-1026, 27-1027, 27-1029, 27-2011, 27-2012, 27-2031, 27-2032, 27-2041, 27-2042, 27-3011, 27-3021, 27-3022, 27-3031, 27-3041, 27-3042, 27-3043, 27-3091, 27-3099, 27-4011, 27-4012, 27-4013, 27-4014, 27-4021, 27-4031, 27-4032, 27-4099, 35-1011, 35-1012, 35-2013, 35-2014, 39-3031, 39-3092, 39-3099, 39-5091, 41-3011, 43-4121, 49-9063, 51-6041, 51-6052, 51-7011, 51-7021, 51-7031, 51-9051, 51-9071, 51-9194

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#### Industry Earnings: Economic Modeling Specialists International.

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, 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

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#### Class of worker: Economic Modeling Specialists International:

Extended Proprietors, Non-QCEW Employees, QCEW Employees, Self-employed

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#### State Arts Agency Grants: National Assembly of State Arts Agencies

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#### Cultural Nonprofit Revenues: National Center for Charitable Statistics

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#### Demographic: Economic Modeling Specialists International.

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**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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carbondale zip contains:

81623

# Snapshot of the Arts in garfield 2017

## 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, FDR grants, and Nonprofit revenues.

## Total Population

**59,315**

## Past 5 years of CVI Performance



### GAIN

▲ 1%  
since 2016

## 2017 Creative Jobs

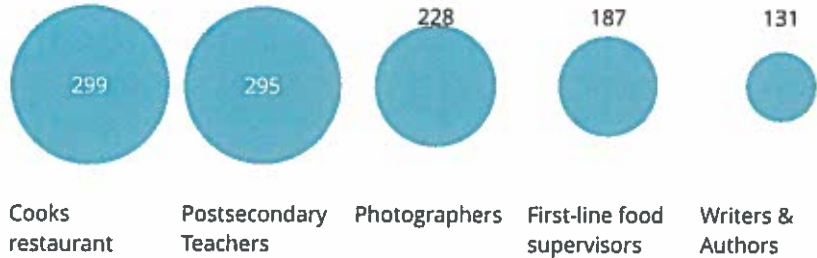


**2,621**

Total Creative Jobs

There are 26 more creative jobs in the region since 2016

## Occupations with greatest number of jobs



### GAIN

▲ 1%  
since 2016

## 2017 Creative Industries



**\$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



### GAIN

▲ 23%  
since 2016

## 2017 Cultural Nonprofit



**\$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](http://learn.cvsuite.org)

## Snapshot of the Arts in garfield 2017

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garfield contains:

Garfield