

**AGENDA
 CARBONDALE BOARD OF TRUSTEES
 WORK SESSION
 CARBONDALE TOWN HALL
 JUNE 20, 2017
 6:00 P.M.**

DINNER WILL BE PROVIDED

| <u>TIME*</u> | | <u>ITEM</u> | <u>DESIRED OUTCOME</u> |
|---------------------|-----------|---|--------------------------------|
| 6:00 | 1. | Joint Meeting with Garfield County Commissioners | |
| 7:30 | 2. | Break | |
| 7:45 | 3. | Update on Creative District | ATTACHMENT A Discussion |
| 8:45 | 4. | Adjourn | |

* Please Note Times Are Approximate

Creative District Update

The Carbondale Creative District Governance Council is:

- Michelle Marlow - Marble Distillery
- Angela Bruno - Carbondale Clay Center
- Corey Simpson - Thunder River Theater
- Amy Kimberly - Carbondale Arts
- Aly Sanguilly - Batch/Roaring Fork Beer Company
- Alleghany Meadows - Studio for Art + Work
- Megan Currier - RE-1 School District
- Kristen Garwood - Big Stone Publishing/Carbondale Chamber Rep
- Kat Rich - Carbondale Arts BOD Representative
- Sarah-Jane Johnson - Carbondale Tourism Rep
- Laurie Bernhard - Nonprofit Consultant/Crystal Valley Rep

Attached with this email:

- A CCD update promotional piece
- The CCD Roadmap (approved by Governance Council on 6/12/17)
- A CCD Visitor promotional piece
- Recent ad created by CCD for Tourism and district

CCD Mission:

Top five projects for implementation 2017/18

1. Main Street Information Stations(these include Big Map of town and locations of creatives, a take with you map, seasonal event banner) 4th and Main, DeRail Park **\$5,000 - 7,000**
2. Entrance to Main Street Gateway **\$5,000 seed money**
3. Space to Create Affordable Housing - **up to \$5,000 for Needs Assessment**
4. Installation piece on Rio Grande ARTway - **\$2500 - 5,000**
5. Smaller way finding signage - **\$3,000**

Done or In the Works

- Collaboration with Tourism Council on a \$25,000 Tourism grant to promote Creative Districts on the Western Slope.
- The Rio Grand ARTway

DeRail Park is in construction. Carbondale Rotary Clubs, RFTA and MSB Associates are partners - **\$60,000 CCD Improvement investment**

Latino Folk Art Garden - Design is done. Implementation begins this summer - elements include - hammock area, table and benches, big flower and pepper pots, murals, mosaics - **\$24,000**

CCD commitment so far

- 6 Wayfinding signs on Rio Grande ARTway
- CCD web page with Creative Industry Inventory(over 200 Carbondale businesses listed) www.carbondalecreativedistrict.com and Facebook page - <https://www.facebook.com/CarbondaleCreativeDistrict/>
- RE-1 Carbondale Public School transformation to Creative Learning Campus based on the CCD icons and process
- Space to Create preliminary work
- Why Create In Carbondale Campaign

Our relationship with the state Office of Economic Development provides funding and support. Some of that support includes:

- A professional photographer to take high quality pictures of our town for promotional use
- Deeper connection with the Colorado Tourism Office
- Access to a revolving loan fund for all creatives in our district
- Access to project grants
- Educational opportunity(RE-1 schools have been selected for a pilot music program developed by Governor Hickenlooper)
- Help with statistics for district through DU students

By the end of summer 2018, the CCD will have directly invested over \$100,000 in cash into improvements around the Carbondale Creative District. These improvements are bringing greater visibility and economic opportunity to our community.

CCD Mission

To nurture a vibrant Carbondale community and economy through creative industry, collaboration and artistic expression.

History

In 2011, the Colorado legislature passed and Governor Hickenlooper signed into law HB11-1031 encouraging the formation of Creative Districts in communities, neighborhoods or contiguous geographic areas, for the purposes of: **1.** Attracting artists and creative entrepreneurs to a community, infusing new energy and innovation, which in turn will enhance the economic and civic capital of the community; **2.** Creating hubs of economic activity, thereby enhancing the area as an appealing place to live, visit and conduct business, as well as create new economic activity; **3.** Attracting visitors; **4.** Revitalizing and beautifying communities; Providing a focal point for celebrating and strengthening a community's unique identity; **5.** Showcasing cultural and artistic organizations, events and amenities; **6.** Contributing to the development of healthy communities; and **7.** Improving the quality of life of the State's residents.

Carbondale Arts led a stakeholder group of community business, nonprofit, artists and individuals in an effort to gain Creative District certification. Carbondale became an official certified Creative District in June 2016.



What's been going on in the Carbondale Creative District

Map and Information Stations at key locations pending

Adopted a CCD Roadmap

Created and maintains a Creative District webpage which includes the Carbondale Creative Industry Inventory (over 200 businesses so far). Visit the page at carbondalecreativedistrict.com

Begun implementation on a Wayfinding plan for Carbondale including icons, signage and stickers

Design and implementation of Derail Park and The Latino Folk Art Garden in process

Promotes Carbondale with the state Office of Economic Development and others as a creative hub in the state.

Maintains Facebook page that promotes events and opportunity in the CCD as well as nationally

Raised money and awareness about the Rio Grande ARTway, a one mile stretch of trail that runs from Snowmass Drive to Hwy 133.

Hosted the 2016 Colorado Creative Industries Summit in Carbondale

Spearheading Affordable Housing initiatives

Participate!

We are working hard to keep Carbondale authentic, true to self and filled with diversity, economy and wonder! Visit us at The Launchpad!

carbondalecreativedistrict.com

amy@carbondalearts.com

[facebook.com/CarbondaleCreativeDistrict](https://www.facebook.com/CarbondaleCreativeDistrict)

TAQs: Thoughtfully Anticipated Questions!

? What Does the Carbondale Creative District logo look like?

Well it's right over there

The copper colored version of our 'C' is the official logo for the Creative District. 'C' for Carbondale, 'C' for Creativity, 'C' for Community. The logo mark is a combination of a horseshoe which represents Carbondale's rich ranching history coupled with the bike sprocket--a symbol representing a newer but prolific population of our community.



The 'C' logo will appear on all CCD branded materials and signage and should be used by Creative District Inventory members in their promotional materials and on their websites, etc. Please include this logo with other sponsor or partner logos whenever possible as the more visible and recognizable the Carbondale Creative District is, the better! Think about the visibility and vitality of Denver's RiNo District and their imagery.

? And what about "The Cowgirl on the Bike?"

Well, think of her as our mascot. When you see her, she will likely be directing you to a place or thing of interest, or you may see her on stickers, t-shirts or other goods in support of the Creative District. Both our Cowgirl and our 'C' logo incorporate elements from our ranching history and biking culture-- a unique combination that ties our District's branding together.



? What is the difference between the color logos and the copper logos?

The CCD logo with color is only for use on your place/places of business or operation to identify your creative category to visitors. Place icons on your doors so that the horseshoe is creating a 'C' shape.



? So what do the colors mean? The 6 different colors (blue, pink, silver, bronze, chartreuse and green) represent the 6 categories in our Creative District Inventory. These colors correspond to icons (shown & decoded on the next page) to help locals and visitors more easily find your organizations online and on our kiosks and to navigate the District. (continued on next page...)

You will see the icons on maps, signage, brochures and physical businesses. Some of these items are still in production.



? Where are the kiosks located?

Currently there are 3 iPad kiosks in the Creative District: at the Third Street Center, at The Launchpad and at The Village Smithy. The kiosks are interactive (iPads) and include the Creative District Inventory, Carbondale tourism information as well as a chamber business directory.

? What is the Creative District Inventory?

Well, as the name suggests, the inventory is a collection of all the creative entities in Carbondale. Each inventory listing includes an image, map with location, contact information with links and website and description. Are you a creative organization, business or working artist or artisan in Carbondale? Then JOIN! We want to show everyone how robust and lively the creative culture in Carbondale is.

? How can I sign up?

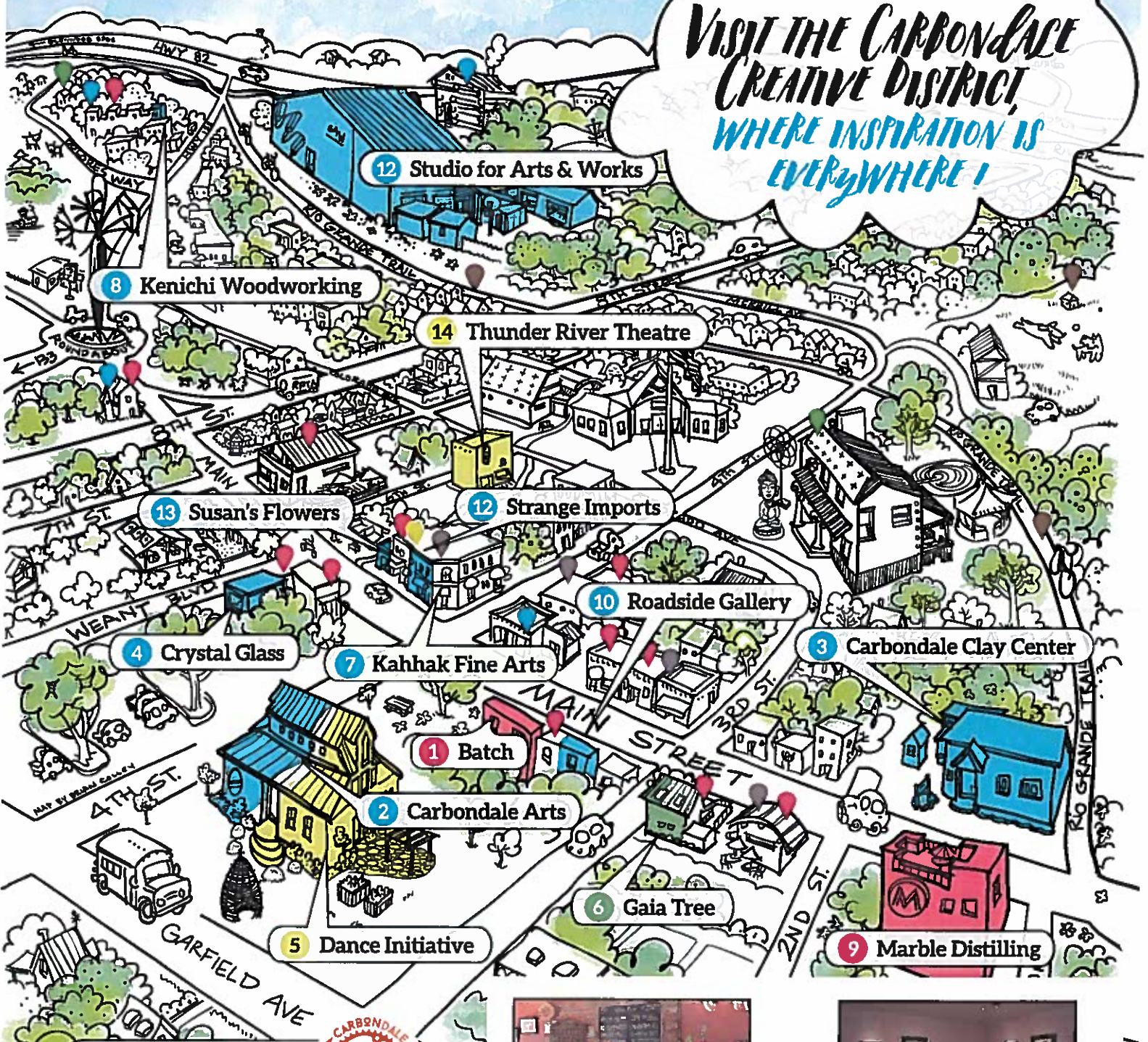
Visit carbondalecreativedistrict.com/join
An individual creative or artist: \$25.00 a year for listing and sticker. Business of two or more: \$50.00 a year for listing and sticker. If you cannot pay this cost, but want to be listed we have a number of scholarships available.

? What are the benefits of the Creative District?

There are so many!!! The CCD provides a liaison with the State on initiatives surrounding creatives; brings money to Carbondale for projects that improve business and quality of life; facilitates vibrancy and creativity in the downtown core; connects business, nonprofit and community to create economic opportunity; lobbies for business and events, when wanted, in the creative district core; and facilitates economic development. If you have an exciting announcement, event or happening, please let us know! We can post on the Carbondale Creative District Facebook page as well as the CCD website.



**VISIT THE CARBONDALE
CREATIVE DISTRICT,
WHERE INSPIRATION IS
EVERYWHERE!**



8 Kenichi Woodworking

12 Studio for Arts & Works

14 Thunder River Theatre

13 Susan's Flowers

12 Strange Imports

10 Roadside Gallery

4 Crystal Glass

7 Kahhak Fine Arts

3 Carbondale Clay Center

1 Batch

2 Carbondale Arts

6 Gaia Tree

5 Dance Initiative

9 Marble Distilling

- Studio Arts
- Culinary Arts
- Design, Media & Innovation
- Healing Arts
- Performing Arts
- Cultural Heritage

carbondalecreativedistrict.com



1 Batch: A Roaring Fork Beer Co Project

A boutique tasting room serving locally crafted RFBC beer, colorado wine, cider, sake and non-alcoholic offerings on tap. Open at 2pm 7 days a week and farm to table Sunday blues brunches
 358 Main St | roaringforkbeerco.com
cheers@roaringforkbeerco.com



2 Carbondale Arts

Visit Carbondale Arts at The Launchpad to browse the R2 Gallery, Artique gift shop, sculpture and edible gardens or to learn more about the Carbondale Creative District. 76 S 4th St
carbondalearts.com
launchpadcarbondale.com



3 Carbondale Clay Center

Serving the community through class and workshop offerings, residencies, lectures and gallery exhibits. [135 Main St](http://135MainStCarbondaleClay.org)
carbondaleclay.org



4 Crystal Glass

Custom Art Glass Etching, Fused and Stained Glass. [50 Weant Blvd](http://50WeantBlvdMary@CrystalGlassStudio.com)
mary@crystalglassstudio.com
970-963-3227 | CrystalGlassStudio.com.



5 Dance Initiative

Bringing community together around the art of dance through in-school education program, residencies for dance artist, workshops, presentations, and professional & development opportunities.

[76 S 4th St | danceinitiative@gmail.com](http://76S4thStDanceInitiative@gmail.com)
danceinitiative.org



6 Gaia Tree Acupuncture

"The Root to Healing" with Megan King, L.Ac., Ma.OM. Acupuncture treatments are rooted in the philosophies and strategies of Traditional Chinese Medicine, with a strong emphasis on mind, body, and spirit.
[26 South 3rd Street | gaiatreeacu.com](http://26South3rdStreetGaiaTreeAcu.com)
megan@gaiatreeacu.com | 970-596-1996



7 Kahhak Fine Arts & School

For the last 22 years this institution, Marcel Kahhak's open art studio and showroom, has been displaying paintings ranging from Impressionism to Abstraction and promoting personal creativity.
[411 Main Street](http://411MainStreetMkahlhak.com)
mkahlhak.com | 970-963-5901



8 Kenichi Woodworking

Custom wood furniture and accessories hand-crafted in the Rocky Mountains of Colorado. [1949 Dolores Way](http://1949DoloresWay) | 980-274-9967
dave@kenichiwoodworking.com



9 Marble Distilling Co. & The Distillery Inn

Award-winning family & friends owned and operated craft distillery, tasting room, and luxury boutique inn & hotel.
[150 Main St | marbledistilling.com](http://150MainStMarbledistilling.com)



10 Roadside Gallery

Iconic Images of Roadside Americana-- Fine Art Photography by Martin Garfinkel.
[320 Main St | roadsidegallery.com](http://320MainStRoadsidegallery.com)
info@roadsidegallery.com | 970-963-9333



11 Strange Imports

A family owned and operated business offering modern and antique décor for your mountain zen home. Strange Imports specializes in high-quality antiques, spiritual art, and unique home accents.
[423 Main Street](http://423MainStreetStrangeimports.com)
strangeimports.com | 970-963-7100



12 Studio for Arts & Works

A collaborative studio for creative professionals and professional creatives. The tenant mix at SAW features potters, painters, jewelers, sculptors, service professionals.
[525 Buggy Circle](http://525BuggyCircleSawcarbondale.com)
sawcarbondale.com



13 Susan's Flowers & Artisan Boutique

Flower shop and artisan boutique with works from talented local Colorado artists. Everything for celebrating life, Carbondale style.
[453 Main Street | 970-963-5754](http://453MainStreetSusan4flowers.com)
susan4flowers.com



14 Thunder River Theatre

A year-round theatre season, student and community outreach, Latino Theatre Initiative, Theatre for Young People, comedy improv, cabaret, and development of new work.
[67 Promenade](http://67PromenadeThunderrivertheatre.com)
thunderrivertheatre.com