

Resolution No. 18-04

Resolution of the Town Council of Ridgway, Colorado Supporting an Application to the State of Colorado Creative Industries Division for Recertification of the Ridgway Creative District as a Colorado Certified Creative District

WHEREAS, Colorado's Creative Industries Division (CCI), within the Office of Economic Development and International Trade, was established in July 2010 to capitalize on the immense potential for Colorado's creative sector to enhance economic growth in Colorado, and

WHEREAS, CCI administers the Colorado Creative District program which recognizes districts that are contributing to Colorado's economy through creativity, culture, and the arts, as enabled in 2011 by State legislation (HB11-1031) to support the development of creative districts around the state, in order to:

- attract creative entrepreneurs and artists to a community, infusing new energy and innovation which in turn will enhance the economic and civic capital of the community;
- create 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;
- attract visitors;
- revitalize and beautify communities;
- provide a focal point for celebrating and strengthening a community's unique identity;
- showcase cultural and artistic organizations, events, and amenities,
- improve the quality of life of Colorado residents, and

WHEREAS, 2018 is the year that the five creative districts certified by the State in 2013 must re-apply for another 5 years as Colorado certified creative districts, should they choose to do so, in order to be eligible for grants and technical assistance through CCI, and

WHEREAS, certified districts must meet the following criteria:

- Clearly define their unique place and niche, and identify what sets them apart,
- Comprise a geographically contiguous area that is walkable and/or easily navigable,
- Be distinguished by physical, artistic, or cultural resources that play a vital role in the quality of life of the community, including its economic and cultural development,
- Be the site of a concentration of artistic and cultural activity, a major arts/culture facility, arts and entertainment businesses, arts and cultural activities, or artistic/cultural and creative sector production,
- Be engaged in promotion, preservation, and educational aspects of arts and culture, providing interpretive, education or entertainment uses,
- Employ a paid district program manager (full- or part-time),
- Utilize a strategic plan (preferably covering 3-5 years),
- Have an advisory or governing board and broad community support and buy-in,
- Have a cash operating budget of at least \$10,000, and

WHEREAS, the original Ouray County Creative District Committee was formed in 2011 as a result of the Ouray County Bottom Up Economic Development Planning, and Goal #3 of the final plan was to “Use HB 11-1031 to Define a Creative District within Ouray County to Obtain Funding to Promote Creative (Artistic) Industries and Cultural Heritage”, and

WHEREAS, the Ridgway Creative District Committee formed in May 2012 and has met monthly since then, making excellent progress on the district’s 2013 Strategic Plan goals and its annual work plans (in conjunction with Town Council and Staff), including identity development; collaboration with creative sector individuals, businesses, and organizations; promotional strategies; and strengthened recognition of Ridgway as a creative place; and

WHEREAS, the Ridgway Creative District continues to actively cultivate a vibrant creative community (its tagline!), having contributed to the activation of the creative sector through:

- its MoonWalk event series highlighting Creatives,
- leveraging its status to obtain and manage funding for the design and installation of creative furnishings and sculptures within Ridgway’s major downtown infrastructure project,
- its advocacy for the selection of Ridgway by Colorado Space to Create to plan, design, and construct a multi-million dollar facility to provide long-term affordable and financially sustainable workforce housing and working spaces for creative sector employment,
- its creation of a directory of local Creatives,
- its adoption and implementation of a phased wayfinding and signage plan, and
- its founding membership, in collaboration with the Ridgway Area Chamber of Commerce, in the recently grant-funded Colorado Creative Corridor to increase visitation and provide unique experiences along a route leading more than 300 miles between five creative district destinations (Carbondale, Salida, Paonia, Crested Butte, and Ridgway).

NOW, THEREFORE, BE IT HEREBY RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF RIDGWAY, COLORADO that the Town Council supports an application to the State of Colorado to re-certify the Ridgway Creative District.

PASSED AND APPROVED this 14th day of March, 2018.

TOWN OF RIDGWAY

John I. Clark, Mayor

ATTEST

Pam Kraft, MMC, Town Clerk