



## CREATIVE MAIN STREET PLAN 2025-2028

### OUR MISSION

Together, we nurture the cultural and economic vitality of Ridgway

### OUR VISION

FUSE envisions a welcoming, thriving, and ecologically responsible creative community and Main Street economy—where dreamers and doers, together with creatives and tradition holders, shape a vibrant and connected Ridgway.

### PARTNERSHIP STATEMENT

FUSE, a Town-led program, brings together staff, elected leaders, creatives, entrepreneurs, nonprofits, and volunteers to strengthen authentic, community-driven development. Backed by Town expertise and state, regional, and cultural partners, we provide collaborative leadership—convening people, fostering cooperation, and building shared momentum for collective impact.

### TRANSFORMATION STRATEGY: IGNITE CLINTON STREET

Over the past decade, investments have transformed Ridgway's historic Main Street—Clinton Street—into a creative and commercial hub. Our next step is a shared strategy to ignite its full potential as the anchor of Ridgway's town core—strengthening design, growing business vitality, celebrating culture, and fostering collaboration to benefit the entire community.

### HOW WE WORK

We *infuse* the spark of a state-certified Creative District with the time-tested Main Street 4-Point Approach—bringing creativity, culture, and commerce together to drive community vibrancy.

### FUSE DESIGN

**SHAPING THE RIDGWAY LANDSCAPE** - We champion initiatives that make Ridgway's physical fabric fiercely distinguishable for generations to come.

### FUSE ORGANIZATION

**PARTNERING TO DREAM BIG & MAKE MOVES** - We catalyze cross-sector partnerships, embracing diverse perspectives to advance community initiatives.

### FUSE PROMOTIONS

**SPOTLIGHTING CREATIVE & BUSINESS IMPACT** - We elevate Ridgway's creative and historic identity by spotlighting local doers, supporting vibrant events, and amplifying shared visibility.

### FUSE ECONOMIC VITALITY

**STRATEGIC SUPPORT, SHARED SUCCESS** - We strengthen Ridgway's economy through strategic support, downtown cohesion, and supporting prosperity for businesses and creatives.

# FUSE WORK PLAN 2025 - 2028

IGNITE CLINTON STREET —Ridgway's historic Main Street— to fuel vitality across the community.

## DESIGN

### SHAPING THE RIDGWAY LANDSCAPE

1. Support Town's operationalization strategy for HWY 62 sign/banner
2. Revisit way-finding with focus on creative destinations and design
3. Explore a mural program expansion strategy
4. Explore facade improvement program
5. Support creative place-making and public art collaborations
6. Facilitate access to Main Street architect to support targeted visioning for revitalization sites/properties
7. Continue to equip Decker Community Room to function for a variety of user groups
8. Explore street-scape/festoon lighting in keeping with Dark Sky policies
9. Explore temporary sculpture/public art placement in vacant lots

## ORGANIZATION

### PARTNERING TO DREAM BIG & MAKE MOVES

1. Create a "one-pager" explanation of partner roles (FUSE, Town, RACC) updated annually
2. Review the board composition, strengthen representation of creatives, businesses (and others) on FUSE Board
3. Explore volunteer gallery sitting program to support consistent open hours
4. Explore creative ways to connect and coordinate with Ranch/RR Museums and Indigenous knowledge-keepers
5. Facilitate event planning to support lively year-round calendar
6. Elevate/support professional development opportunities for staff and volunteers
7. Develop measurable deliverables and indicators of FUSE Strategic Plan success
8. Develop consistent open hours strategy
9. Co-create Clinton St event calendar
10. Refine and implement Decker Room Management Plan
11. Strengthen Clinton St business and resident communication network

## PROMOTIONS

### SPOTLIGHTING CREATIVE & BUSINESS IMPACT

1. Continue Happy Hour with rotating locations and creative connections
2. Continue support for Ridgway Independent Film Festival
3. Continue First Friday and explore monthly themes and activities
4. Support development of county-wide events calendar
5. Update and expand gallery guide
6. Develop a public art and historic building walking map
7. Elevate the creatives directory
8. Strengthen FUSE website; clarify FUSE presence and tools on Town's website
9. Continue and promote utilization of online mapping for resident and visitor navigation
10. Define and promote FUSE's role in the community
11. Continue support of coordinated retail events during off season
12. Develop toolkit for street parties to include on website.
13. Engage marketing partners to promote Clinton Street

## ECONOMIC VITALITY

### STRATEGIC SUPPORT, SHARED SUCCESS

1. Continue the Mini-Grant Program to support targeted initiatives
2. Develop a map to identify priority business types and ideal locations
3. Compile and promote availability of baseline data/demographic resources
4. Develop an approach for investor matchmaking with available spaces
5. Develop simplified regulatory communication tools to help communicate business policies and regulations clearly
6. Explore opportunities for encouraging creative and/or light industrial business development
7. Partner with creative entrepreneurs to activate vacant spaces; explore pop-up options
8. Ensure business inventory is updated + management expectations assigned
9. Explore structures such as Certified Local Government, Clinton Street Entertainment District and Downtown Development District.

