2011-2014 Strategic Plan

Colorado Creative Industries

Ideas Happen Here!

Rampage photo shoot, Aspen Productions

Psyche by Donald Lipski

Pain, Idol Minds (video game)

Ste

From its early Native American and Mexican settlers, to 19th century pioneers and homesteaders, and more recent immigrants from every corner of the globe, Colorado attracts those who embrace the new frontier. We are passionate about our environment and we share an entrepreneurial mindset.

Our natural beauty and creative spirit have made Colorado a magnet for creative enterprises and creative workers.

In July 2010, the Creative Industries Division was created as part of the state Office of Economic Development. The division merged the former Council on the Arts, Office of Film, Television and Media, and Art in Public Places program to capitalize on the immense potential for our creative sector to drive economic growth. Funding for the Creative Industries Division derives primarily from the State Gaming Fund, State Capital Construction funds, and the National Endowment for the Arts. For more information, visit our websites.

www.coloarts.org | www.coloradofilm.org

Colorado Dragon Boat Festival

Sangre de Cristo Arts

Colorado's Creative Economy

- 5th largest employment cluster
- More than 186,000 jobs
- $5 billion in employee earnings
- Well distributed in communities across the state
- 5th in the nation in concentration of creatives
- Growing faster than in other states

Source: 2008 study of Colorado's Creative Economy. See the full study at www.coloarts.org.

Based on input gathered from the creative sector and from government, business and education leaders over the past two years, Colorado Creative Industries has established this strategic plan to serve as our roadmap for the next four years.

Mission | To promote, support and expand the creative industries to drive Colorado's economy, grow jobs and enhance our quality of life.

Vision | Colorado Creative Industries sees a future where Colorado is a premier Creative Economy as evidenced by:

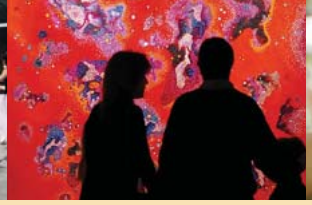
- A strong brand identity for Colorado-designed products.
- A Top 10 reputation for arts and cultural experiences and productions.
- Significant and sustained investment in the creative industries.
- A robust creative workforce.

Downtown Aurora Visual Arts

el Magnolias PHAMALY

Denver Office of Cultural Affairs

Colorado Ballet–Fairmont Students


Colorado Springs Fine Art Center

Carbondale Clay Center

Five Program Priorities guide our program development and budget:

1 *Increase access to direct financial support for creatives.*

Colorado Business Committee for the Arts

Strategies

- Provide grants to nonprofit organizations and government agencies.
- Offer performance-based film incentives.
- Increase support from other Office of Economic Development programs.
- Promote new and expanded public and private financial support vehicles.
- Reach out to marginalized individuals and businesses.
- Persuade traditional funders and lenders of the value of investment in creative industries.
- Pass legislation providing direct financial assistance to creatives.

Expected Outcomes

- More of the grants, loans and incentives offered by the Office of Economic Development will support Colorado-based creative industries.
- Other Colorado-based public and private agencies will create or expand grant and loan programs that target creative businesses as clients.
- Colorado will have at least one statutory mechanism specifically targeted to provide financial support to retain and grow jobs in the creative industries.

Aspen Santa Fe Ballet

2 *Create and expand professional development and networking opportunities for creatives.*

Strategies

- Encourage chambers of commerce to enlist more creative businesses as members.
- Partner with SBDCs and community colleges for training.
- Work with sector on policy priorities to grow creative jobs.
- Support programs targeted to communities of color.
- Identify communication pathways.
- Identify & empower creative leadership to carry the message.
- Create policy partnerships with other growing segments of economy.

Expected Outcomes

- Creatives will develop their own formal networks and associations that cross disciplines.
- Colorado creatives will prioritize hiring and collaborating with each other.
- Public and private service providers will expand the number and types of training and professional development opportunities for creative enterprises and entrepreneurs.
- Creatives will have increased access to information and opportunities for professional growth.
- The creative sector will speak in a unified voice regarding public policies required to grow the sector.

3 Promote Colorado as a premier creative hub.

Strategies

- Identify and cultivate programs celebrating our. creative accomplishments and cultural heritage.
- Promote Colorado as a creative place to visit and invest.
- Develop awareness of Colorado's creativity and creative products.
- Encourage tourism agencies to highlight local creative assets.
- Increase media coverage about Colorado as a top-rated creative place to work and play.

Expected Outcomes

- There will be a platform to share captivating imagery, video and other forms of digital experiences that showcase work, ideas and the many benefits of creating in Colorado.
- Colorado creatives will share compelling stories of why they choose to live and work in Colorado.
- There is increased coverage in the media and social networks about Colorado as a creative hub.
- There is evidence of a worldwide "buzz" about Colorado creativity and Colorado will become known nationally and globally as a top-rated creative place to work and play.

4 Increase access to arts and creativity skills in preschool through college education and workforce development.

Strategies

- Support educator professional development in arts learning.
- Help creative businesses connect with education.
- Track Colorado graduates who pursue creative careers or occupations.
- Support schools that use the arts as a strategy for student success and workforce readiness.
- Help schools evaluate impact of arts learning.
- Expand knowledge base of legislators, education leaders and other stakeholders about the role of arts learning.

Expected Outcomes

- All Colorado students will have access to a rich and balanced education.
- Colorado secondary and post-secondary graduates will be prepared to fill Colorado creative occupations or be creative entrepreneurs.
- Through access to arts learning, Colorado students will be engaged in their school environment, leading to student success, evidenced by increased graduation rates.
- State policies will ensure there are arts education requirements for high school graduation and college admission.

5 Stimulate increased support for creatives by local governments and coalitions.

Strategies

- Make presentations to local government officials and community leaders about the impact of the creative industries.
- Develop resources for communities that want to use arts and creative assets as a strategy for economic and community development.
- Compile information on Colorado's creative communities.
- Encourage convention and visitors to acquaint front line people with local creative assets.

Expected Outcomes

- Colorado communities will understand the local and regional importance and impact of their creative Industries.
- Colorado communities will include creative and artistic programs in their community vision and plan.
- Local government and tourism agencies will develop and promote their unique creative branding and messaging.
- Colorado towns and cities will be recognized nationally for their creative attributes.
- Colorado will have a statutory mechanism specifically targeted to provide incentives to towns and cities to invest in creative programs and businesses.

Front cover photos—High Noon Entertainment; Baroque Chamber Orchestra of Colorado; Business of Art Center Inc.; Sangre de Cristo Arts; Anderson Ranch Arts Center; Northern Colorado Intertribal Powwow Association

For more information and to read the entire strategic plan, visit our websites.

www.coloarts.org | www.coloradofilm.org

Colorado Creative Industries

Colorado Office of Film | Television | Media

ART WORKS. arts.gov