

ESTES ARTS DISTRICT STRATEGIC PLAN

Mission

The Estes Art District cultivates excitement, promotes interaction, and creates memorable experiences through creative endeavors for the betterment of the Estes Valley community.

Vision:

Estes Park is recognized as a lively and diverse arts destination which drives economic growth, enriches the quality of life, and builds upon its rich cultural heritage.

Values:

- Inclusive
- Visionary
- Collaborative
- Community Focused
- Education and Creative Growth
- Adaptable
- Unique
- Fiscally and Organizationally Sustainable

Goals:

- Create an organizational structure that leads to long term sustainability
- Promote and showcase creativity in Estes Park through positive and cohesive communication and partnerships
- Foster economic prosperity for the creative and business sectors
- Cultivate education in the arts

Goal 1: Create an organizational structure that leads to long term sustainability

Objective: Financial sustainability, strong leadership, community involvement

(First Year) Action Step: Establish a 501(c)(3) for the EAD

Action Step: Become a recognized arts district locally and statewide

- (First Year/ March-May 2016) Submit a Colorado Creative Industries arts district candidacy application
- Promote Estes Park as an arts district -- locally, regionally, nationally

(First Year) Action Steps: Create a budget based on programming, short and long term needs.

(First Year) Action Step: Create a Financial Sustainability Plan

- Explore local, state, and national grant opportunities
- Meet with local philanthropists and non-profits about funding opportunities
- Meet with Town of Estes Park and Visit Estes Park to explore funding opportunities
- Explore and establish donor program with fees and benefits
- Solicit private sector support: explore creation of a “Founders Council” (one time larger investments from individuals or businesses); underwriting and contributions for

- specific projects and programs.
- Explore advertising revenues through website and event sponsorships
- Develop fundraising campaign based on research

(Two Year) Action Step: Establish and manage a volunteer program

- Determine needs (advisory, administrative, etc.)
- Assign committee chair to manage program
- Create contact lists and their interest areas for ongoing district support
- Organize volunteer efforts as needed

Metrics:

Receive 501(c)(3) status

Receive a Colorado Creative Industries art district designation

Completed sustainability plan which reflects data/research gathered from above action steps

An active donor program in place

A working volunteer program with a chairperson and contact/event database

Goal 2: Promote and showcase creativity in the Estes Valley through positive and cohesive communication and partnerships.

Objective: Encourage local collaboration and engagement

(First Year) Action Step: Develop a Marketing and Communications Plan that mobilizes the public to engage in the arts

- Establish comprehensive art events calendar
- Develop promotional, branding, and identity materials
- Create comprehensive contact list (creatives database)
- Establish regular digital communications and online updates
- Expand and add to way-finding
- Partner with other organizations to cross pollinate and promote all activities/destinations for the benefit of the whole
- Continue contributing press releases, articles and marketing material to local publications and Visit Estes Park
- Participate in statewide marketing efforts

(First Year) Action Step: Strengthen existing collaborations and build new partnerships among creatives and the community

- Continue to organize networking events (e.g. “Night of the Fun Junkies”)
- Develop art events and programming featuring local artists
- Integrate arts into existing community events
- Continue to assist outside organizations to find ways to emphasize/infuse the arts

(First Year) Action Step: Advocate for improvements to creative infrastructure

- Support the addition of new creative venues and businesses
- Support the beautification of downtown/addition of artistic elements that compliment our cultural heritage and add to our unique story

(First Year) Action Step: Increase visibility of the Estes Arts District

- Continue to partner with local organizations to promote the EAD (e.g. Visit Estes Park, the Cultural Arts Center, the Art Center of Estes Park, and the Museum)
- Implement perimeter signage for the EAD
- Develop comprehensive signage and way-finding plan
- Integrate arts into highly visible public areas throughout town (e.g. public transportation, public buildings).

(Two Year) Action Step: Establish location/space for EAD operations

- Evaluate physical locations, costs and benefits
- Consider a “one-stop-shop” for visitors, creatives and the Estes Valley

Metrics:

Continue offering creative networking opportunities
 Designated EAD board member acting as advocate for community wide initiatives
 Marketing plan implemented
 Increased integration of arts into events and businesses
 Established headquarters for EAD

Goal 3: Foster economic prosperity for the creative and business sectors

Objective: Increase revenues for the creative and business community

Action Step: Develop support system for creatives

- Support income generating opportunities for artists
- Provide information portal for creatives on website
- Establish town contact for inquiries related to government policies and zoning
- Advocate for incentives, affordable housing, new venues and other creative initiatives

Action Step: Create partnerships with the downtown business community

- Develop strong relationships with downtown Estes Park businesses
- Work to match businesses and creatives
- Continue to educate business on the advantages of integrating arts.

Action Step: Develop creative products that promote Estes Park as an arts destination

- Plan, implement income generating products
- Contribute to the town economy
- Explore partnering with existing arts district businesses

Metrics: (these can be by percentages or growth estimates, EAD will not ask for private information)

Increase in sales tax revenue in the creative district (survey)
 Increase in artists’ revenues (survey)
 Increase in number of events and event attendance
 Net increase in creative enterprises/jobs
 Positive perception of creative sector (survey)

GOAL 4: Cultivate education in the arts

Objective: Promote, facilitate and communicate opportunities for arts education.

Action Steps:

- Create and/or encourage more opportunities for arts education
- Foster relationships with art education entities

Metrics:

Create and maintain calendar that includes educational offerings

Increase participation in educational opportunities

Quarterly reports from education committee facilitator