



Foundational components:

1

Creative Industry Partnership

A bottom up approach with industry professionals running the organization with support from traditional resources such as the City, DDA, and DBA – thereby creating trust, ownership, and authenticity.

2

Creative Economy Liaison

(Arts Coordinator position)

A paid employee to support the Creative Council and District and serve as the central organizer for arts groups, resource development, and marketing efforts.

3

Space

Such as a Creative District to facilitate and market Fort Collins' creative industry and a physical location to house the organization, perhaps the Carnegie Building.

What this resource needs to accomplish:

- Be a centralized hub for sharing and meaningful convening.
- Be a centralized resource for information on creative industries.
- Connect and provide access to learning opportunities in business and entrepreneurship (like SpokesBuzz, SBDC).
- Provide resources and support partnerships (like Downtown Artery).
- Find ways to provide value recognition for artist and creatives, such as competitions or awards.
- Provide opportunities for all artists/creatives to participate.
- Market successes and resources.
- Track and disseminate economic data on the value of arts, culture, and the creative industry.
- Coordinate with new development and investment as a resource for artist.
- Expand workforce opportunities in the arts/creative industry in areas such as production, management, promotion, lighting, sound, marketing, administration, design, IT, etc.
- Ensure access to arts opportunities with late night Transfort service, free MAX service within Downtown creative district.
- Connect with broader educational opportunities.

LESSONS LEARNED FROM PAST CENTRALIZED RESOURCE EFFORTS

LESSON LEARNED	POSSIBLE STRATEGIES
ORGANIZATIONAL STRUCTURE	
<ul style="list-style-type: none"> • Non-profit structure creates inefficient allocation of limited resources • Arts Alive folded after 2 rounds of unsuccessful fundraising • Constant need for funding injection creates constant need for fundraising efforts – pulls attention/energy from the real mission of the organization • Breeds resentment among local creative non-profits because all organizations are competing for small pool of donors • At least one full-time dedicated staff member is necessary • City buy-in is necessary, City oversight is less desirable • Perception that City politics interferes with creative freedom 	<ul style="list-style-type: none"> • Sector Partnership model seems most viable • Engage full-time City employee as liaison and facilitator • Ongoing connection to City will allow symbiosis while creative leadership stays outside City purview • Host (at minimum) quarterly meetings • Create volunteer project task forces comprised of local creatives
LEADERSHIP	
<ul style="list-style-type: none"> • Appointed Board leadership structure is ineffective for community • Beet Street board did not represent the local creative community (only one board member was engaged in the arts for a living) • Local artists did not feel their interests were being represented (leadership sought outside “big name” artistic talent to bring in, instead of showcasing local talent) 	<ul style="list-style-type: none"> • Make the community feel engaged and well-represented • Explore alternative leadership structures (elected committee?) – possibly composed of a representative from each creative sector? (visual arts, music, dance, non-traditional “outside art”, etc.) • Host Arts and Culture summits for entire community, ask for citizen participation
MISSION	
<ul style="list-style-type: none"> • Past Arts and Culture organizations have been diverted/expanded beyond the bounds of effectiveness • Programming should not be primary mission (Beet Street programming efforts drew attendance from existing organization events) • Economic Development should not be primary mission (creates perception that support of the arts is insincere) 	<ul style="list-style-type: none"> • Primary mission should be facilitating connections between creatives (and creative industries) • Leave programming/services to existing organizations – focus on facilitating. • Support / advertising of existing programming and services creates a value-add for all involved (existing organizations seek support from Arts and Culture and AC staff can focus on streamlined mission to facilitate creative endeavors)