





Colorado Creative Industries

- State agency
- Foster growth in creative sector
- 59 industry classifications
- State & federal funds & philanthropy
- Creative Districts, Space to Create, Music Strategy, Leadership Development



Economic Development Strategy

Growth in creative sector – 2-3% past 10 years
Creative Districts – 5-6% Jobs & Revenue since 2012*
86.7% adults perform or create art**
Music scene leading indicator of trending communities***

*WESTAF Creative Vitality Data
**National Endowment for the Arts Research
***Rise of Creative Class, Richard Florida



- 18 Certified Districts
- Needs Assessment
 - Access to capital
 - Affordable live, work, mixed-use space
 - Properties owned by creatives
 - 85% ownership in some districts
 - Hip and cool neighborhoods result in market price escalation
 - Urban & resort community gentrification



Space to Create Colorado

- 9 regions of the state (DOLA regions)
- Focused on rural and small towns
- State-led, leveraging multiple state federal, local agencies and private philanthropy
- Trinidad (Southeast Region)
- Ridgway (Southwest Region)
- Review of Northwest Region underway



Music Strategy

- Leading indicator in attracting young talent
- 16,000 jobs & \$658 million in earnings
- Musicians, venues, studios, radio stations
- Touring
- Music licensing
- Colorado Music Ambassador
- Take Note Music Education



Building better communities through the arts



ABOUT ARTSPACE

- > Nonprofit Established in 1979
- > Advocacy, Real Estate & Community Development
- > Based in Minneapolis
with offices in Los Angeles, Seattle, Denver, New York, New Orleans, and DC



ARTSPACE'S MISSION

to create, foster, and preserve affordable space for artists and arts organizations.

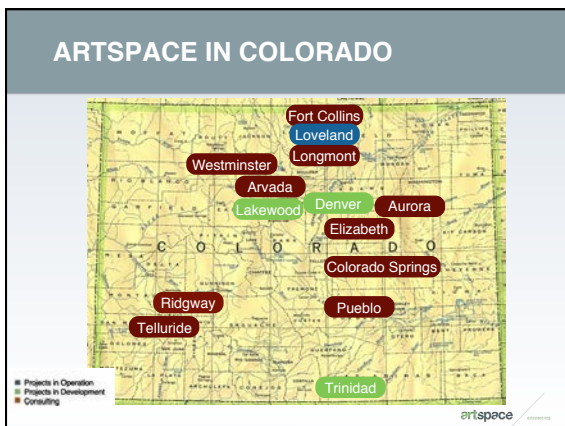


Schack Arts Center / Artspace Everett Lofts
Everett, Washington







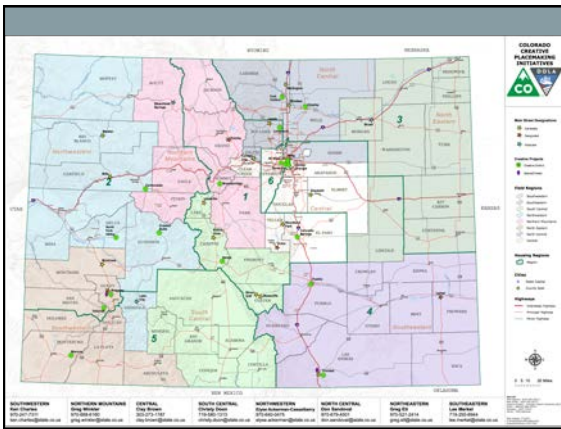


SPACE TO CREATE

- > Statewide initiative to create 9 affordable artist projects in rural Colorado.
- > Partnership between Artspace, the Boettcher Foundation, Governor Hickenlooper, Colorado Creative Industries/OEDIT, DOLA, and History Colorado.
- > Launched July 2015 with a demonstration effort in Trinidad; now also working in Ridgway.



artspace



SPACE TO CREATE: BENEFITS FOR COLORADO

- > Builds on strength of Colorado Creative Industries program
- > Draws national attention to a holistic program of creating and sustaining creative sector space, buildings, employment, etc.
- > Reinforces Colorado's position as a leader in the creative economy



artspace

WHO IS AN ARTIST OR CREATIVE?

- > photographers
- > printmakers
- > poets
- > actors
- > culture bearers
- > musicians
- > graphic designers
- > singers
- > folk artists
- > architects
- > weavers
- > potters
- > arts administrators



- > painters
- > writers
- > basket makers
- > dancers
- > sculptors
- > performance artists
- > film makers
- > fashion designers
- > teachers
- > welders
- > healing artists
- > etc...

artspace

HOW ART SPACES BENEFIT ARTISTS: EXCERPT FROM ECONOMIC IMPACT STUDY

- Providing affordable space that meets their residential, family and artistic needs
- Catalyzing an “arts community” to become more than the sum of its parts
- Helping artists be more productive
- Enhancing the professional reputations of individual artists, and in some cases, increasing income generated through art activity



artspace

HOW ART SPACES BENEFIT COMMUNITIES: EXCERPT FROM ECONOMIC IMPACT STUDY



- Animating deteriorated historic structures and underutilized properties
- Bringing properties back on the tax rolls
- Boosting area property values
- Fostering safer, more livable neighborhoods without causing gentrification
- Anchoring arts districts and expanding public access to art
- Attracting (and retaining) artists, arts groups, and creative businesses to the area

artspace

WHAT IS AFFORDABLE ARTIST HOUSING?

5 TYPOLOGIES

Live/Work//Santa Cruz Housing & Specialized Space//Actors Fund//L.A. Co-housing & DIY//Space 4 Art//San Diego

Work/Live//Arteco Partners//Pomona Housing above creative commercial/lofts

artspace

WHY IS IT IMPORTANT TO COLORADO?

Economic Development
Stability
Tourism
Fostering Creative Sector

ELEMENTS OF SUCCESSFUL PROJECTS

Permanently Affordable and Self-Sustaining

- > Low cost acquisition/leases
- > Financing models that prioritize affordability
- > Ownership structures
- > Operating models
- > Sustainable design & no frills
- > Creative public agency partners

ELEMENTS OF SUCCESSFUL PROJECT

Design, Amenities, Management



tenant modifications



durable surfaces, light, high ceilings, storage



specialized spaces



free shared flex-use space



appropriate management
artspace

ELEMENTS OF SUCCESSFUL PROJECT

Alignment with community stakeholder objectives



engagement



historic preservation



home for nonprofits



placekeeping/authentic community



small business/street front
vitality/WAL Public Market

artspace

POLICY

Municipal and State strategies for retaining creative workers



- > Preserve
- > Plan
- > Create and incentivize
- > Align funding and programs
- > Leverage arts and cultural districts

artspace

POLICY

Laying the groundwork for innovation



- > **De-silo** funding, create set-asides for innovative models
- > **Invite** new players and ideas to the table
- > **Expand** the economic/business development toolbox to consider the totality of the creative industries
- > **Leverage** private investment to build a cultural facility fund
- > **Learn** from others and implement land protections now





EXAMPLE: TRINIDAD



ARTSPACE TRINIDAD

Goals

- > Transform a prominent but neglected downtown, historic city block into a community asset
- > Create new construction affordable housing for Trinidad's creative sector
- > Use the arts as a common thread to weave together affordable housing, community programs, creative district and economic development

Scope of Work

- > 41-unit affordable live/work project
- > 15,000 square feet of commercial/community space
- > Create a "center" for the creative community and Corazón de Trinidad Creative District

Total Development Cost

- > \$11 million (housing + artist housing community space)
- > City community facility cost TBD



CASE STUDY: ARTSPACE LOVELAND

The Challenge

Help the City of Loveland repurpose a historic grain elevator for community uses



ARTSPACE LOVELAND

Goals

- > Transform a prominent but neglected downtown city block into a community asset
- > Use the arts as a common thread to weave together affordable housing, community programs, and creative entrepreneurialism

Scope of Work

- > 30-unit affordable live/work project
- > 12,000 square feet of commercial/community space
- > Transform the Feed & Grain Building into a lively arts center

Total Development Cost

- > \$12 million

artspace

ARTSPACE LOVELAND



Update

- > Live/work project opened Summer 2015
- > Feed & Grain Building to be developed as creative business incubator in Phase 2
- > Other creative sector spaces have been built and occupied as well as new market rate activity

artspace



"It's a remarkable space. Loveland has staked a lot of its identity on building the arts, and that plan is reflective of that." — Stephanie Meeks, President and CEO, National Trust for Historic Preservation











