

Sent also to: Suzan Perreault - perreaultsuzan@gmail.com; Brenda Woodward - blwpromos@gmail.com; Kent Hutson - kenthutson@gmail.com

Hi Lynn, I promised to look into Colorado Creative Districts for you.

<https://oedit.colorado.gov/colorado-creative-districts>

You might already know all of this, but the process to become a district is rigorous and by invitation only. See the eligibility section – there are one of two prerequisites or hoops to jump through first, and my suggestion is to get on those right away. But there is also a grant, a general operating support grant. Not knowing more about what you do at PLAC now, I didn't dive deeper.

Looks like they are not accepting applications to be a CCD in 2023, but there is a newsletter to subscribe to, which I recommend you sign up for.

Here is how the districts are selected:

Selection process

A panel of experts in creative districts and community development will review applications and approve a list of finalists. The reviewers will evaluate and rank applications with these categories and weights:

- **Creative district information (30%)**
 - a documented concentration of artists and creative sector workers
 - arts and cultural institutions located within the district
 - economic data provided such as sales tax, visitors, maps, other
 - budget including sustainable funding and staff resources
 - strength of strategic planning process, plan, and goals
 - strength of strategic plan and goals in addressing equity, diversity, and inclusion
- **District characteristics (40%)**
 - character, authenticity, sense of place, “it” factor
 - an attractiveness of district for visitors
 - amenities including brand recognition, signs, community spaces, access to open space and outdoor amenities
 - schedule of activities, including authentic and unique offerings
 - livability, including support services and complimentary retail activity
 - walkability and alternative transportation, such as bike paths or public transportation

- **Community buy-in and leadership (30%)**
 - board structure and community representation
 - consistent leadership on board and staff
 - strategic investments by district and local agencies
 - inclusion of district in community planning documents such as comprehensive plan, infrastructure, housing, zoning, economic development plans
 - local leadership and vision for how district will evolve in the future
 - broad participation and input from residents and people living within and adjacent to the district, including strong evidence of engagement of individuals and groups mirroring the demographics of the community.

Can I suggest you work with Kent closely on this – PLEDG can help a lot with many of these. It would be a major win for both organizations. I have copied a couple of PLEDG folks here.

Karen L Stuth