

Refocusing our small town Creative District

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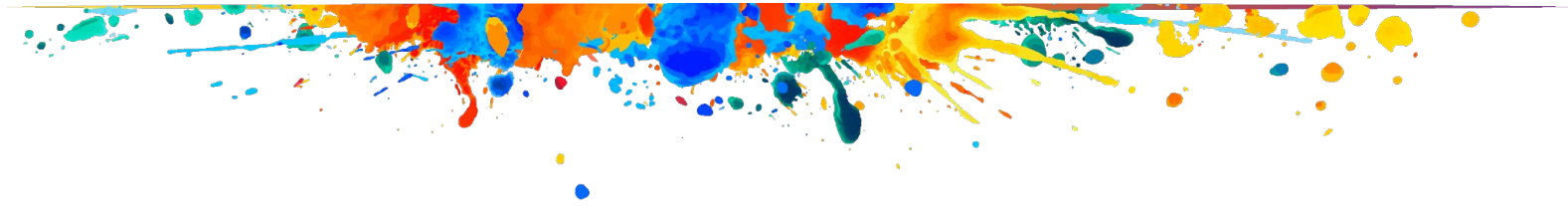


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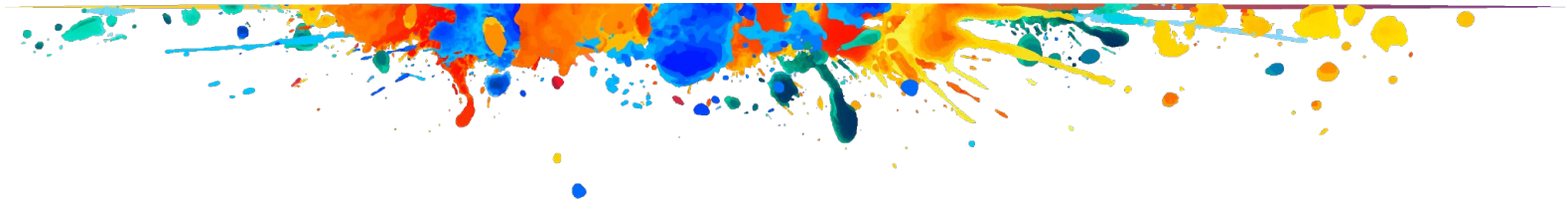
MOST OF THIS PRESENTATION
IS JUST ABOUT WORDS.

WORDS MATTER.

In the last 6 years, we have been successful...

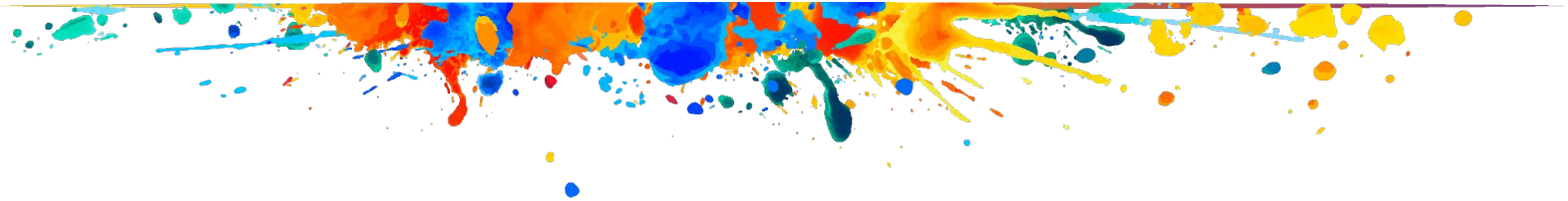


**Our region knows we are
the fun and funky arts
center in Southwest
Colorado**





**But then this happened
one day in a high school
arts class...**



**Isn't the creative
district just a tee
shirt company?**



**We had marketed Mancos to the world,
but we had failed to connect ourselves to Mancos?**

WE OFTEN HEARD WE DON'T DO ENOUGH, OR THE RIGHT THINGS

BUSINESSES THOUGHT WE WERE THEIR MARKETING ARM TO DRIVE REVENUE

CREATIVES THOUGHT WE SHOULD BE THE CATALYST FOR THEIR CAREER DREAMS

THE TOWN THOUGHT WE WERE JUST ANOTHER NON-PROFIT

TOURISTS THINK WE ARE AWESOME

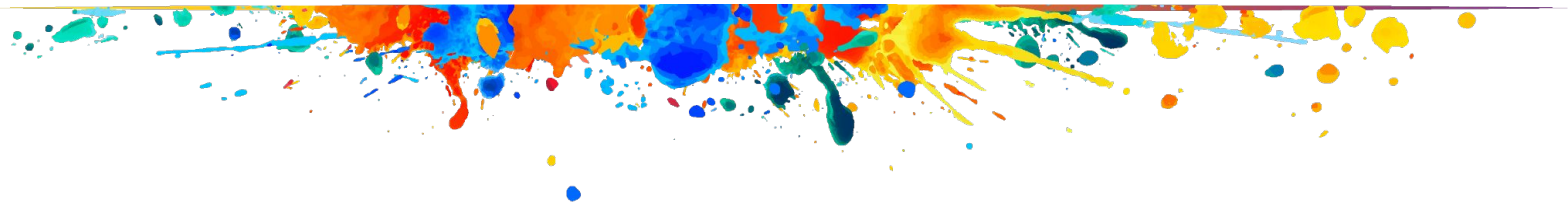
AND EVERYONE THOUGHT WE HAVE LOADS OF
MONEY WE SHOULD BE SPENDING FOR SPECIFICALLY FOR THEM

We also were experiencing some Post Pandemic Blues

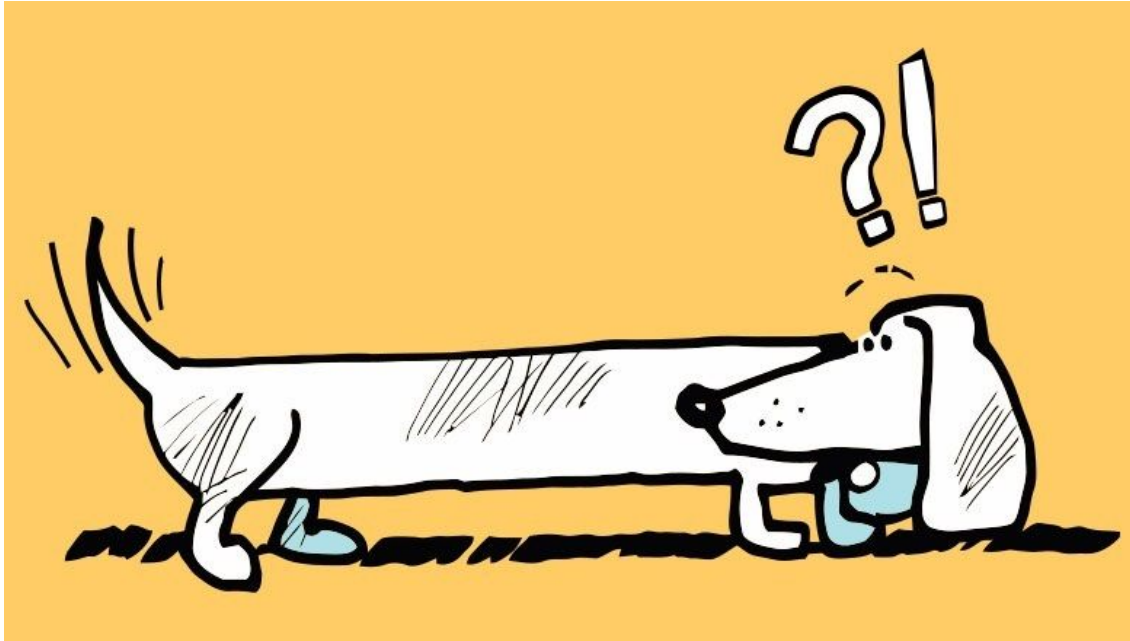
Our board is small and tired, and we aren't successfully keeping a long term director.

Low pay - too much work - too many cooks.

It was time to reframe our vision.



It seemed like
the tail was wagging the dog.



Personal Pet Projects

Strongest Personality
In The Room

Grant Opportunities
Driving Projects

Inherited Legacy
Projects & Events

We were trying to say **YES** to everything
without enough staff or budget.

**Some people say success is found in what
you learn to say NO to.**

WE LOOKED TO OUR ORIGINAL MISSION STATEMENT

**WE ARE A CATALYST IN CREATING A VIBRANT AND SUSTAINABLE
ECONOMIC HUB BENEFITTING THE MANCOS VALLEY BY
EMPOWERING OUR DIVERSE CREATIVE COMMUNITY AND
HONORING OUR RICH CULTURAL HERITAGE.**

Great intent and words. Not enough structure for decisions and execution.

It wasn't enough to guide us.

We went on a journey to find our purpose and create a framework to help our Creative District understand what to say **yes** to.

And this question...

**How do we empower others rather than
always being the doers?**

Mission

+

Strong Belief Statements

+

Values

+

Goals

+

Outcomes

Mission

+

Strong Belief Statements

+

**OF COURSE WE HAD TO OVERLAY ALL OF THIS WITH THE WHO
Elderly • Creatives • Ag • Town Government • Youth • Diversity
Unseen Members of Our Community • The Schools • Businesses
New Comers • Old Timers
AND, AND, AND, AND...**

Goals

+

Outcomes

What do we believe? 1.0

Art is good for business

Art is good for connection

Art is good for identity

OOPS!

BEWARE OF THE WORD ART!

It just wasn't a big enough thought.

Some felt it was elitism and
an exclusive club for the few.

What do we believe? 2.0

Creativity is good for business

Creativity is good for connection

Creativity is good for identity

Better, but not quite bold enough

What do we believe? 3.0

Creativity Is Good Business

Creativity Is Connection

Creativity Is Identity

(we could have stopped right here)

MISSION

Title

Values

Goals

Objectives

Internal Pillar

Our mission is to build and sustain a welcoming, diverse and active creative culture that benefits the Mancos Valley both socially and economically.

Creativity is Good Business

Creativity is Connection

Creativity is Identity

We believe our many creative industries are vital to a thriving local economy.

We believe we strengthen our community when build bridges through creativity.

We believe there is value in the unique & creative identity of our community.

We will work to support our creative communities and the District to foster economic vibrance and income opportunities.

We will work to foster creative opportunities that build connection, collaboration, and understanding.

We will work to amplify the specialness of our community through public art, events, and brand-aware marketing.

1. By connecting creatives to money & resources to grow their business.
2. By creating opportunities to sell art & promote creative industries.
3. By supporting development that makes Mancos a viable place for creatives to live & work.

1. By facilitating collective creative experiences and projects.
2. By fostering conditions for learning and connection across cultures and age groups.
3. By serving as a hub to inspire collaborations between organizations.

1. By coordinating public art and beautification that celebrates the diverse peoples and natural landscapes of the Mancos Valley.
2. By providing creative leadership to enrich the efforts of other organizations serving the people of Mancos.
3. By refining our marketing and signature events to showcase the area culture and talent

Organizational Sustainability

Fund Development

MCD Governance

Internal Evaluation

Creativity Is Good Business

If we believe our many creative industries are vital to a thriving local economy.

Then we will support our creative communities to foster economic vibrance & income opportunities.

HOW?

- ❖ By **connecting** creatives to money and resources to grow their business
- ❖ By **supporting** events and opportunities to sell art and promote creative industries
- ❖ By **supporting** development that makes Mancos a viable place for creatives to live and work

Creativity Is Connection

If we believe we strengthen our community when we build bridges through creativity.

Then we will foster creative opportunities that build connection, collaboration, and understanding.

HOW?

- ❖ By **piloting** collective creative experiences and projects
- ❖ By **fostering conditions** for learning and connection across cultures and age groups
- ❖ By **servicing as a hub** to inspire collaborations between community-focused organizations

Creativity Is Identity

If we believe there is value in the unique & creative identity of our community.

Then we will work to amplify the specialness of our community through public art, events, and brand-aware marketing.

HOW?

- ❖ By **coordinating** public art and beautification that celebrates the diverse peoples and natural landscapes of the Mancos Valley
- ❖ By **providing creative leadership** to enrich the efforts of other organizations serving the people of Mancos
- ❖ By **refining** our marketing and signature events to showcase the area culture and talent

WE HAVE NOT SOLVED
ALL OUR WOES...
YET.

But here is sweet painting of a burro from the Mancos BurroFest.



WHAT WE HAVE SEEN SO FAR

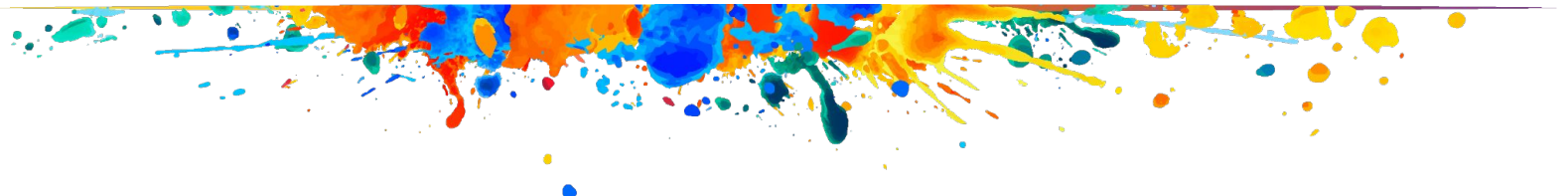
We know ourselves better and can answer the question “What Does MCD Do?”

People just get it. We have a clear “elevator” speech.

It serves as a decision making tool for what we say yes to, and who benefits.

This clear focus helps when we ask for local financial support.

We are moving from doing, to enabling and supporting.



WHAT IS NEXT?

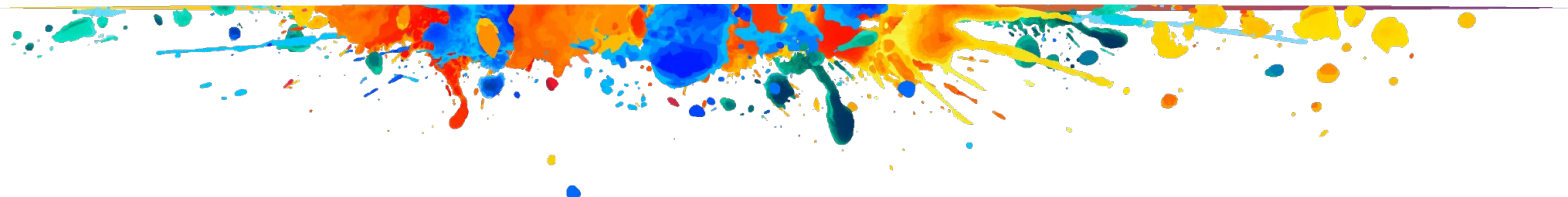
Integration into our brand and marketing

Developing sustainable fundraising strategies

Continuing to improve our organizational culture

Recruiting a wider range of mission-aligned volunteers and staff

CONTINUE TO BE A CREATIVE POWERHOUSE FOR OUR TINY TOWN!



TAKEAWAYS

Take the time to ask others what they think your mission is.

Don't be afraid to refine and refocus.

A framework can be an active tool for consensus and success.

If the average person can understand your vision, they know where to get involved.

Beware of being too arts centric.

Creativity is for everyone.

