

# Placekeeping



Context

# Changes in Rural Colorado Towns

Growth

High Cost of Living

COVID Migration

Tourism

Shifts from Marketing to Management



## Placekeeping Defined

“Placekeeping is the active care and maintenance of a place and its social fabric by the people who live and work there. It is not just preserving buildings but keeping the cultural memories associated with a locale alive, while supporting the ability of local people to maintain their way of life as they choose.”

*usdac*

## Creative District Role

**Creative Districts are well positioned to help manage these forces**

**Districts are community builders**

**Placekeeping is a practice of sustainability**

**Districts represent local creatives at a policy/advocacy level**



Aligning Partners

Authentic placekeeping cannot be done alone

Key partners:

Town government (i.e. Planning & Zoning, Trustees, Town Staff), Business Chamber, Tourism Council, nonprofits, artists & creatives, long time locals & elders

Do not mistake clarity of view for a short distance.

Public partners have long-term agendas

2022 Creative District Convening



Genie Z-40/22



## Carbondale Comprehensive Plan

Guiding document for 10-20 years

CCD engaged in Comp Plan update

Using the results of update to  
inform CCD strategic plan

Advocate for district representation

Economic Development

Community Character

## Carbondale's Comp Plan Goals

GOAL 1:

**COMMUNITY CHARACTER**

GOAL 2:

**ECONOMIC DEVELOPMENT**

GOAL 3:

**HOUSING + JOBS**

GOAL 4:

**SUSTAINABLE DEVELOPMENT**

GOAL 5:

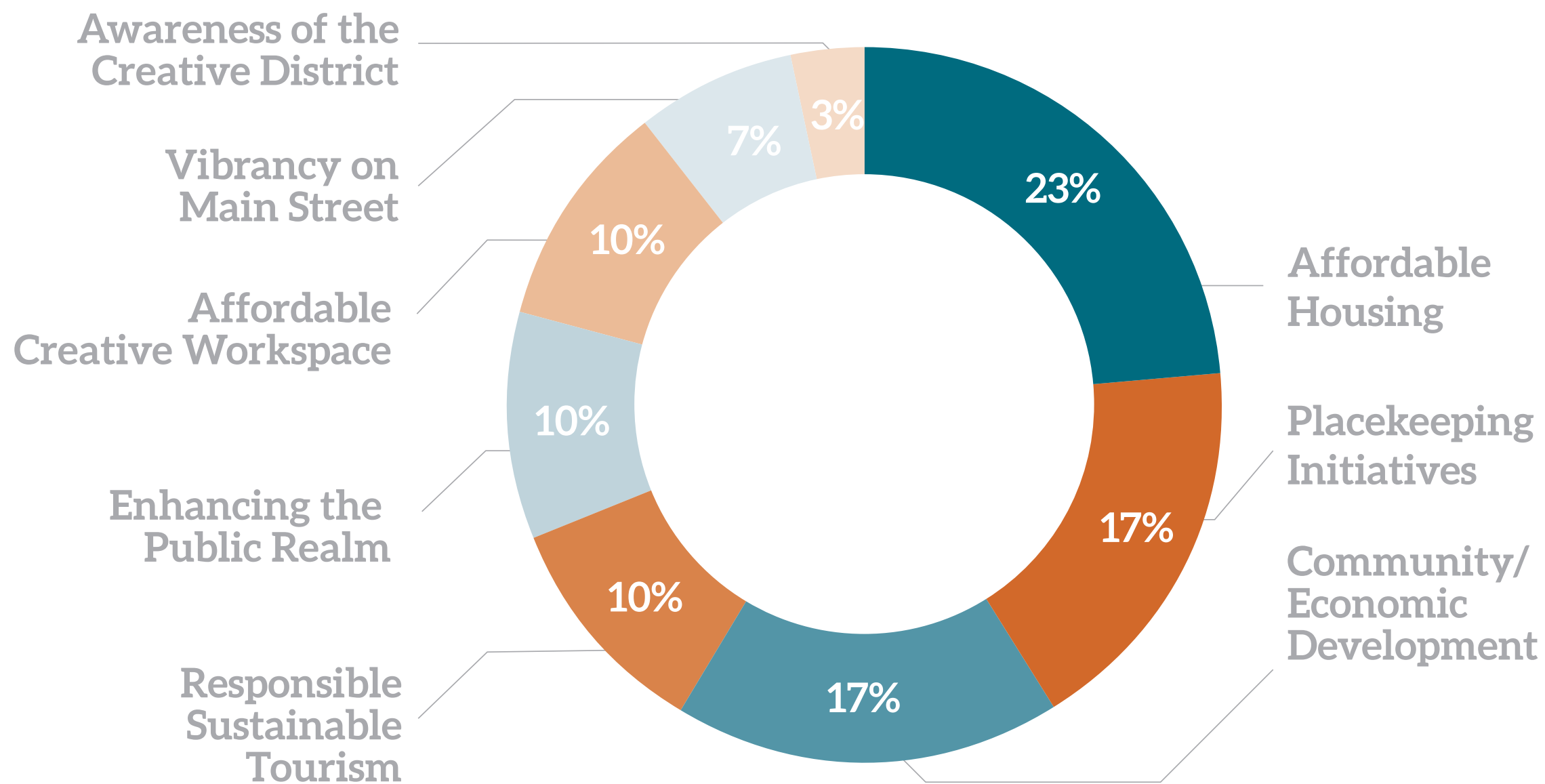
**MULTI-MODAL MOBILITY  
+ ACCESS**

GOAL 6:

**INCLUSIVITY + EQUITY**

Community Survey

# What are Carbondale's greatest challenges in the next 3-5 years?



# What concerns do you have about the future of Carbondale?

*“Healthy sustainable growth and keeping the vibe weird”*

*“move forward with a delicate determination to keep Carbondale a home for creatives and their work”*

*“still preserving the things that are working and making us unique”*

*“in order for our town to remain a hub we need to attract and keep our creative souls”*

## How CCD Participates

CHALLENGE 1:

# Retaining Town Character

Retain character through public and community art, signage and gateways

Connectivity of community spaces such as downtown to bike trail to new development

Preserve and document history

Advocating for creative commercial spaces such as incubators and maker spaces, indoor farmers markets and commercial kitchens

Work with private developers and public commissions to represent community values

Retain beloved events and community traditions



## How CCD Participates

CHALLENGE 2:

### Sustaining Economic Development

Expanding our brand is key through utilizing CCD brand/expanding web presence

Promote local business and creatives in effective ways

More storytelling of CCD Updated website: be a go to place with vibrant directory, creative opportunities for artists and public

Connect individuals and businesses to outside funding, grant opportunities and creative projects

Promote the value of the creative economy

Expanded opportunities for presenting art and professional development for creatives

CHALLENGE 3:

### Affordable Housing

Advocate for affordable living and work, commercial, light manufacturing and incubator spaces for creatives

Space to Create

Partner with developers

Participate in Affordable Housing discussions and surveys





CHALLENGE 6:

# Building Inclusivity & Equity

Creative community engagement that builds civic capital

Intergenerational events and outreach

Reaching people where they are

Free and accessible programming

Translating documents and easy access to translated docs

Outreach + Accessibility

Artist Opportunities  
District Features

## Monthly e-blast

Newsletter highlights businesses and artists, events and in Carbondale sharing information from many of our local creative nonprofits.

**3,900**  
Subscribers

**48%**  
Open Rate

**+1500**  
Clicks

## Social Media

Our social media features local artists, organizations and events to help support our broad creative community.

**2053**  
Followers

**150**  
Posts

## Express Yourself

A KDNK Radio show featuring local creatives, events and artists

**50**  
Shows

**150**  
Featured  
Guests

