

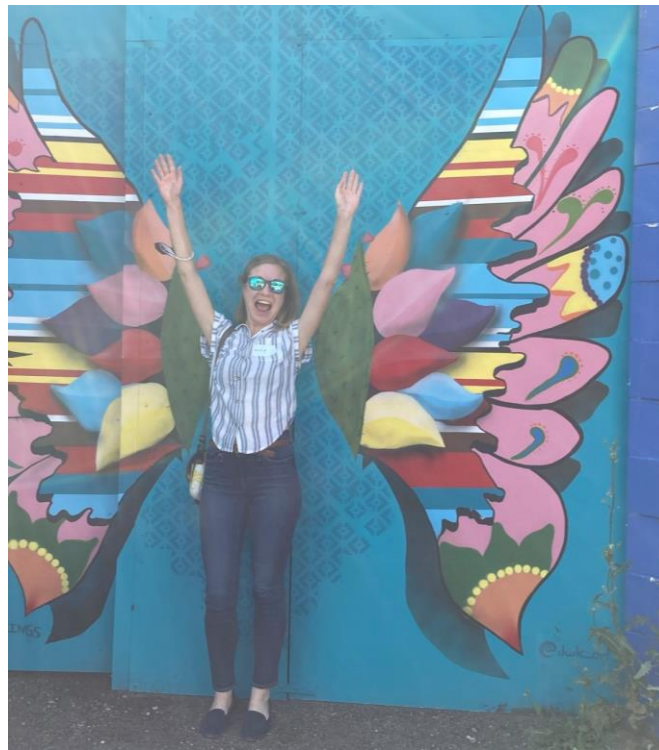


Advocating for Colorado's Creative Districts

CBCA Presentation
September 29, 2022

Colorado Business Committee for the Arts (CBCA)

- Advance Colorado's creative economy by connecting business and the arts
- Advocacy, research, leadership development, training, volunteerism and arts engagement
- Statewide programs





Arts Advocacy Success

- Colorado Arts Relief Grant program (SB20B-001; HB21-1285)
 - \$23 million total
- Community Revitalization Grant program (SB21-252; HB22-1409)
 - \$85 million total

A group of approximately 12 people, including men and women of various ages, are standing on a balcony or deck. They are dressed in casual to semi-formal attire, including jackets, sweaters, and blouses. The background features a scenic view of a mountain range under a blue sky with scattered clouds. The overall atmosphere is professional yet relaxed.

Arts Advocacy Structure

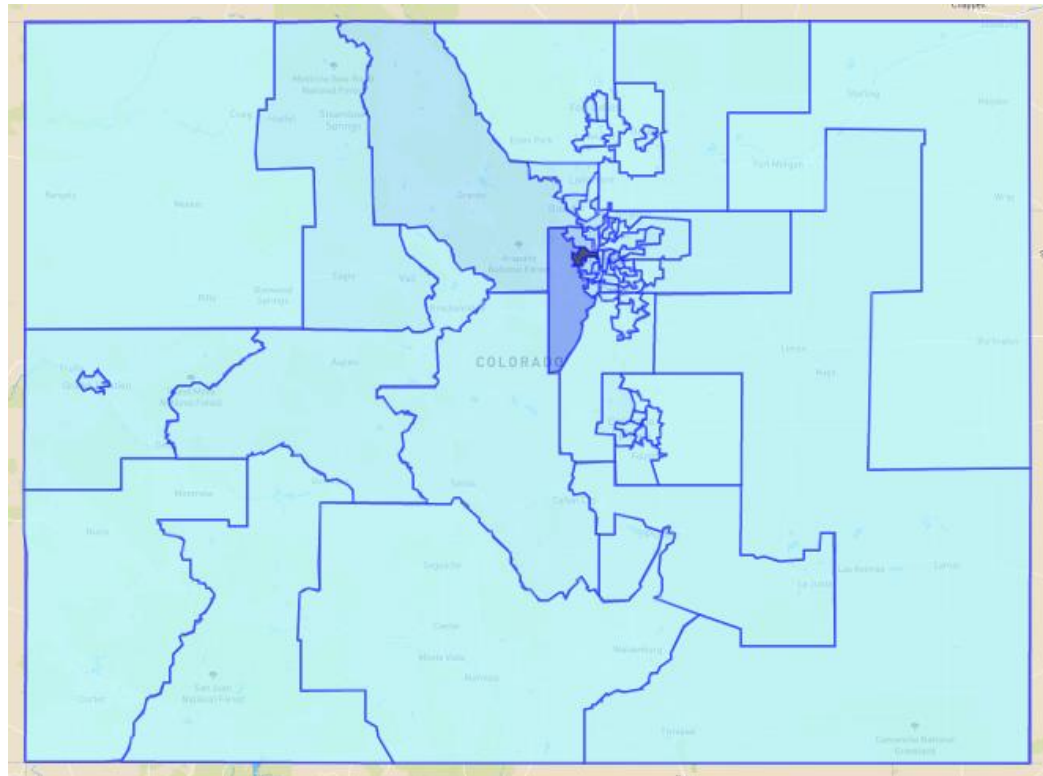
- Colorado Arts Action Network
- Colorado Cultural Champions
- Policy Committee

cbca.org/colorado-arts-action-network

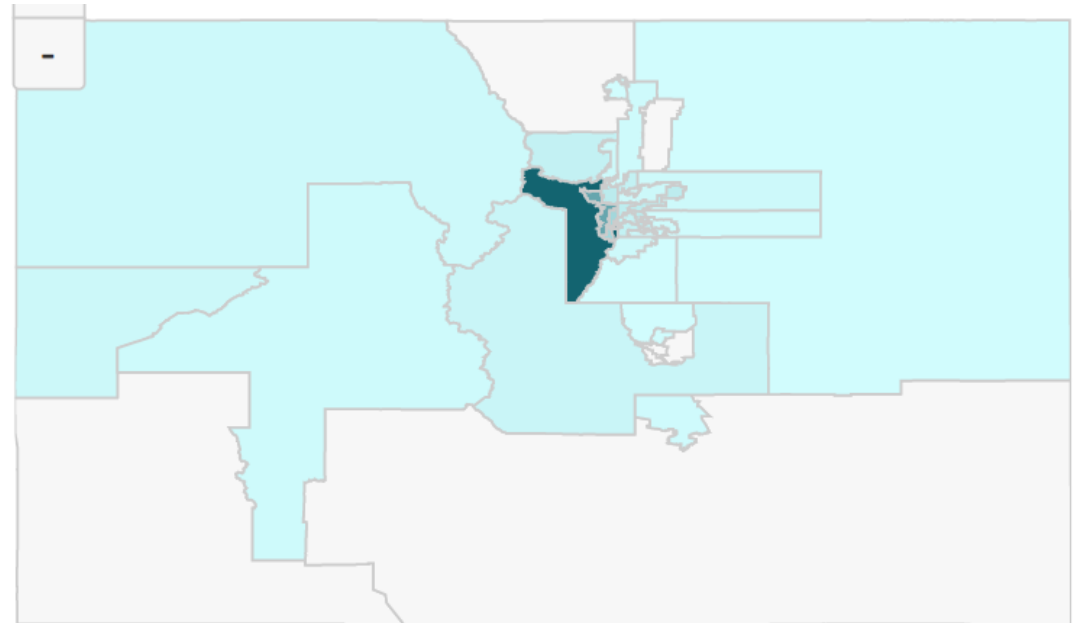
Colorado Arts Action Network



**862 Contacts – at least one in every
CO House District**

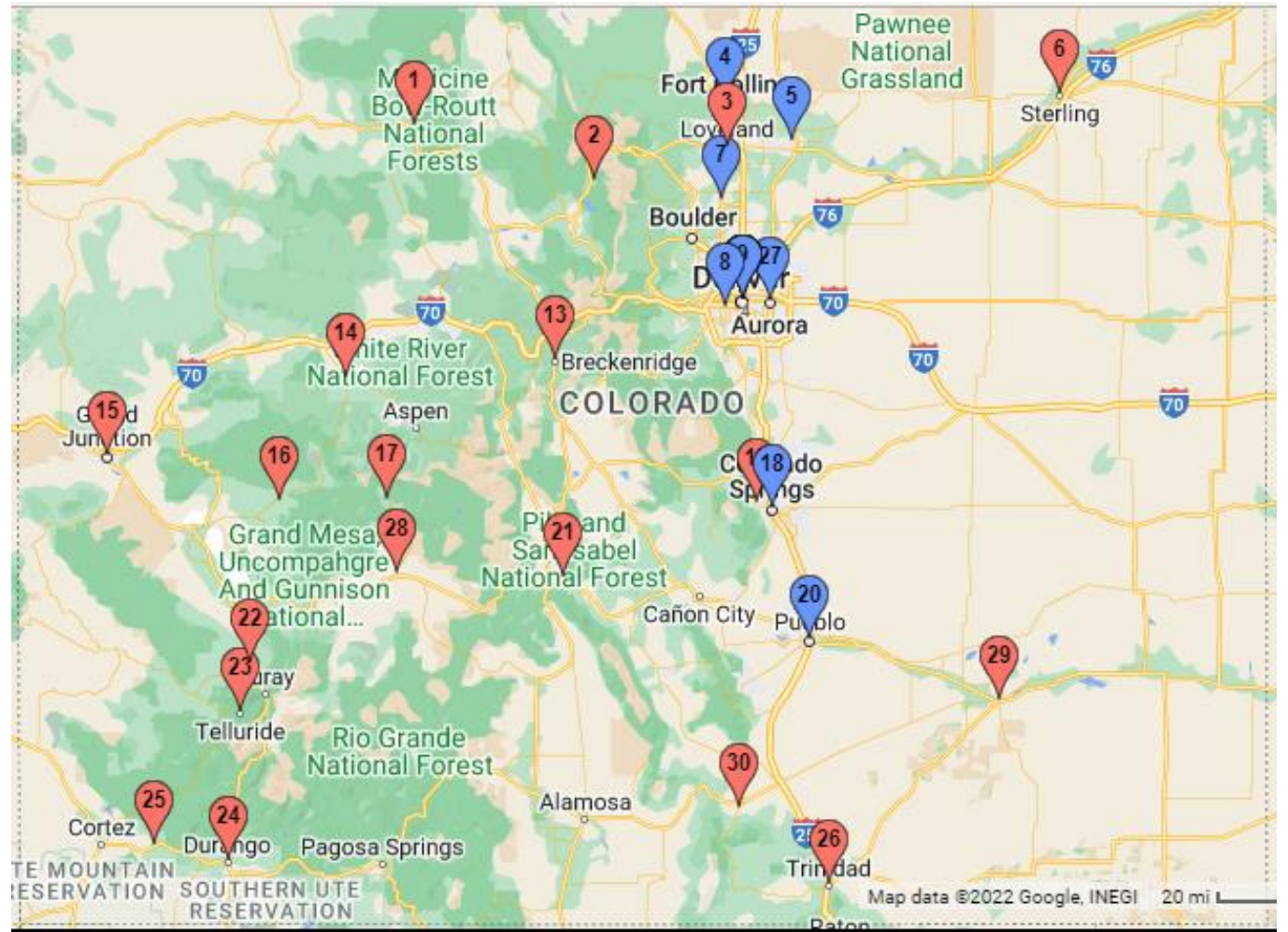


**Sent 1,000 emails to state legislators
during 2022 leg. session**



Where do we stand?

- Arts and culture accounts for **\$14.4 billion** and **3.8% of the Colorado economy**, contributing **97,408 jobs**.
- **Colorado ranks 44th** in the nation for state arts agency legislative appropriations
- In 2011, launched Creative District Certification program with **2 districts**
- Now, **30 state-certified Creative Districts**



Creative District Community Loan Fund

- In 2014, HB14-1093 established the **Creative District Community Loan** and one-time funding was provided.
- Leveraged once to support Pueblo Creative District to acquire two vacant buildings for artist studios, galleries and performance space.



Discussion

- How does supporting the Creative District program benefit your whole community? Benefit the entire arts and creative sector in Colorado?
- What could you do with more resources and stability?
- When talking about your Creative District, what messaging resonates most with your community (i.e., economic, social, tourism)?



Our Ask to YOU

- By end of October – share **Colorado Arts Action Network** with your constituents
- By end of December – share your impact with CBCA
 - 2-3 testimonials
 - 2-3 data points
- Legislative session starts on January 9
 - Share CAAN and rally support
 - Testimony



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**ARTS FOR BUSINESS
BUSINESS FOR ARTS**