

MAY 8, 2024 - Creative District Convening:
BREAK-OUT: Vision & Messaging

Vision – a shared vision binds people together to work toward a common goal; it’s a unifying focal point or rallying cry.

- Must be a shared vision embraced by your community
- Great vision statements are aspirational, and the best ones are a single clear & compelling sentence
- Your vision should align with community values and strike a (emotional) chord with your stakeholders
- Your vision should tie to your core purpose and point to a brighter future

40 West Arts Example: *To accelerate the RE-EMERGENCE Lakewood’s historic West Colfax corridor as a vibrant creative corridor and a memorable destination*

What is your District’s Vision:

Messaging – a set of unassailable key statements, a common language that you want everyone to know and use.

Suggested Formula: (Don’t try to include everything—cover the basics. You can add more details in your boilerplate.)

1. Write a sentence about your geographic location and/or its history
2. Write a sentence about your venues and programming types
3. Write a sentence about what your impact, most important accomplishment, or purpose

40 West Arts Examples:

1. *40 West Arts is a nonprofit, state-certified creative district, located along historic W. Colfax Ave. in Lakewood, CO—the first and only creative district in Lakewood and Jefferson County.*
2. *Established in 2011, 40 West Arts has more than 20 creative venues in a three-block area with more than 400 activities annually in the district—most of them open to the public, family friendly and free of charge.*
3. *40 West Arts with its new building, called The HUB, and the ever-evolving 40 West ArtLine, has helped re-energize West Colfax and 300+ member artists and creatives. Learn more at 40westarts.org.*

What are your District’s Key Messages:

1. _____

2. _____

3. _____
