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Nathan Bilow

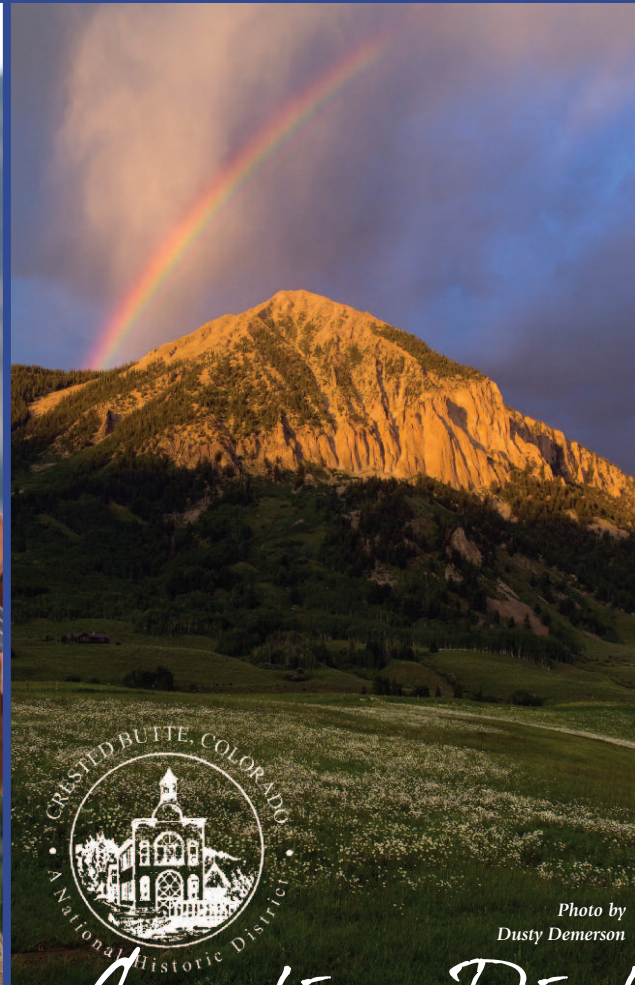



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Dusty Demerson

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Alex Fenlon



Crested Butte Creative District STRATEGIC PLAN 2015



"The most beautiful experience we can have is the mysterious — the fundamental emotion which stands at the cradle of true art and true science."

ALBERT EINSTEIN

Crested Butte Creative District STRATEGIC PLAN 2015



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A photograph of two young girls with long hair, smiling and giving thumbs up. The girl on the left is wearing a purple and white striped tank top with a panda graphic and the word 'GYMNAST' visible. The girl on the right is wearing a pink t-shirt. The background is dark and out of focus.

Introduction

THE CREATIVE DISTRICT PLAN IS INTENDED TO GUIDE THE ACTIONS OF THE DISTRICT and be used to inform decision making by the arts and creative community, a future Arts Commission, and Town Council. The plan is intended to be nimble enough to allow for new opportunities as they arise, while continuing to support the businesses and events that exist today in the community. This plan outlines the goals of the district and future projects that will help grow and support the exiting amenities the district has to offer. The plan also serves as a baseline to measure the future successes of the proposed district. It ensures the most effective use of resources to continue to meet the goals of the district.

CRESTED BUTTE CREATIVE DISTRICT

Crested Butte is a quaint town of 1,500 people in mountainous Gunnison County, Colorado designated as a National Historic District with 246 buildings on the registry. A historic coal-mining town and now primarily a recreational tourist destination, it is also home to a robust arts scene throughout the year. Behind its historically colorful Victorian buildings are some of the finest restaurants and galleries in Colorado. Our vibrant mountain town is designated as the “official wildflower capital” of Colorado. Crested Butte welcomes visitors throughout the year with an amazing array of one-of-a-kind festivals, a multitude of cultural events, recreational opportunities and live performances that reflect the lifestyle, natural beauty and western traditions for the Colorado Rocky Mountains.

Crested Butte has been a magnet for artists for many years and the beauty of the natural landscape is unparalleled. It is a place of inspiration that attracts creative people with an entrepreneurial spirit. The proposed Crested Butte Creative District encompasses the historical district of Elk Avenue and extends to the Center for the Arts, the primary community arts center surrounded by parks space in the center of town and includes the creative businesses located on Belleview Avenue. The map on page 20 illustrates the district’s boundaries.

The Center for the Arts is anchor of the proposed Creative District for a variety of reasons. For 29 years, the Center has served as the largest performing and visual arts venue in the Valley that provides programming year round. The Center is a community-based facility that offers opportunities for local performers and visual artists to showcase their talents. It is also a place for people of all ages to learn and grow through visual arts classes, dance programs, community education programs and outstanding performances with nationally touring artists. In 2014, the Center welcomed over 41,000 people through its doors and has tripled their program offerings over the past three years.

The proposed district includes 16 artist-owned studios and galleries, 3 co-op galleries, 10 Art Walk events year-round and 10 performance venues including independent restaurants, bars and coffee shops and numerous restaurants hosting exhibitions of local art. The artistic talent is extremely diverse and ranges from metal work and photography to hand blown glass and wood working and everything in between. Many renowned individual artists call Crested Butte home including award-winning filmmakers and Emmy award winning television producers, architects, designers, published writers, actors, dancers, musicians, painters, photographers and chefs. KBUT community radio is a treasured cultural resource with local and national programming. At this time, the Creative District contains 91 cultural and creative businesses that contribute to the economic vitality of the district.

In 2014, these creative businesses contributed 39% of the total sales tax collected by the Town of Crested Butte. With the implementation of this strategic plan, the Town hopes to grow the impact of these businesses in the community. Additionally, the Better City Economic Assessment of Gunnison County states that the arts and entertainment industry is a key driver for the economy and is one of the most prominent employers in the Valley with the highest job growth since 2001.



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Process & Background

ON JANUARY 22, 2015 THE CREATIVE DISTRICT KICK-OFF THE CELEBRATION of the newly formed district included live performances by the School of Dance, the creation of a movie highlighting the district's many amenities and organizations, and a collection of input on the vision for the future of the district. The Crested Butte Town Council appointed the Arts Alliance of the East River Valley to conduct future public meetings to gather input on the plan. With funding being provided by Colorado Creative Industries (CCI), a state agency within the Office of Economic Development, the Arts Alliance hired consultant Amy Levek to conduct a series of public meetings to gather input for the strategic plan.

CRESTED BUTTE CREATIVE DISTRICT

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From February 2015 – May 2015, 6 public meetings were held with creative district stakeholders, directed by Amy Levek, to facilitate the creation of this strategic plan. A working group consisting of representatives from the Arts Alliance and Town staff, have refined the public comment and created the strategic plan for the adoption by the Town Council.

By using the guidelines set forth by CCI, the public at large participated in the creation of key goals for the following categories.

- Community Engagement
- Identity/District Characteristics
- Economic
- Social
- Physical Characteristics
- Programing

Potential future projects are also identified in this plan for implementation in the coming years. Key to the future implantation of this plan is the creation of an Arts Commission to serve as a quasi-governmental body to make recommendations to the Town Council on prioritizing and monitoring future projects in the district. Securing a future funding mechanism once grant funding from CCI ceases in 2017 will also be a priority moving forward with the implementation of the plan.



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Goals & Objectives

"It is good to love many things, for therein lies the true strength, and whosoever loves much performs much, and can accomplish much, and what is done in love is well done."

VINCENT VAN GOGH

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Community Engagement

Community engagement is critical to the success of the strategic plan. The integration of the arts, culture, and the creative community must be considered with the implementation of the plan. The authenticity and the unique story of our district will be highlighted through events and projects coming from the Crested Butte Creative District. The district will continue to expand its reach and be inclusive to all segments of the community through coordinated outreach with the creative community. Future projects will continue to meet the following goals as it relates to community engagement.

Goals

1. The Creative District will involve all types of creative expression, including non-traditional art, business, educational and others, in shaping Creative District activities and programs.
2. Community engagement will include both “serious” and traditional methods like meetings but will also include celebratory events that reflect the spirit of the community
3. Engagement will involve creatives to showcase what is unique to Crested Butte.
4. The Creative District will be inclusive of the entire community so that everyone has a stake in its success.

Identity/District Characteristics

Throughout the public process of the creation of this plan, Crested Butte’s creative community has identified itself in a number of ways. The historic building environment that has created the unique sense of place will continue to be preserved. The Board of Zoning and Architecture Review Guidelines (BOZAR) will continue to be followed while allowing for community expression through the arts. The following goals will guide projects as they relate to the district’s identity and district characteristics.

Goals

1. Maintain the expressive, celebratory and fun spirit that defines Crested Butte.
2. Ensure that the historic building environment of the town is maintained.
3. Encourage creativity to thrive in the extreme and authentic way its residents and visitors value.
4. Celebrate the connection with the natural environment that inspires creativity.
5. Identify and showcase the artistic history of Crested Butte
6. Support Marketing and branding of the Creative District.



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Economic

The creative district is one of the Town's main economic drivers. It attracts visitors to the community for shopping, entertainment, and dining options. The district serves as the center of entertainment and expression for everyone to sit back and enjoy the community. The plan will serve as a living document to continue to analyze the achievements and growth of the creative district. As the implementation of future projects for the district continue the following economic goals will be considered.

Goals

1. Devise systems using public information and regular surveys to gauge spending, participation, impact of creative activities and economic well-being of creative activities, events and individuals.
2. Evaluate ways to provide economic support to maintain and encourage creative and activities.

Social

The Crested Butte Creative District is the center of the social scene for the Town. Residents and guests gather to celebrate and be entertained at numerous events held throughout the year hosted within the district. The creative district will continue to support the community by providing educational opportunities and inspire collaboration among organizations and businesses. The following social goals will be met with future projects for the district.

Goals

1. Encourage and increase participation by a wide variety of people in activities that enhance the quality of life in Crested Butte.
2. Support educational and enrichments opportunities for youth to be involved in cultural and creative events.
3. Support partnerships between full and part-time residents and businesses to support creative collaborations.
4. Encourage collaboration among organizations, both cultural and others.
5. Encourage people to think of themselves as creative — provide opportunities for individuals to find their creativity





Photo by
Nathan Bilow

Physical Characteristics

Numerous physical characteristics currently exist within the district which creates the unique sense of place that residents and guests enjoy. The new physical characteristics of the district will co-exist with the funky art culture and historic character of Town. The District will continue to serve as an anchor for future events and celebrations of the arts. New projects will honor the uniqueness of the existing district and contribute to the sense of place. The following goals will be considered as they relate to projects and future policies to the physical characteristics of the community.

Goals

1. Respect the historic character that defines Crested Butte while allowing new and different creative expression.
2. Create a system of wayfinding and “arrival” features that identify the District. The system should be fun, funky and represent the “extreme expressiveness” of the community.
3. Support public art and other features that relate to the landscape and character of the community.
4. Anchor existing and future buildings that support expression into the Creative District to help define the district.
5. Develop affordable spaces for artists.

Program

The programming for the newly created district is critical to its success. Programming will be inclusive and reach all segments of the Crested Butte community. New programming opportunities should continue to support existing businesses and provide additional facilities to foster their continued success. If additional regulations are created to help govern the growth of the district, they will promote the sense of place in concert with future planning for the growth of the Town. The following programming goals will be considered with the implementation of future projects and policies.

Goals

1. Develop a Creative District Commission
2. Support existing organizations and events to have the facilities and support needed.
3. Find ways to cross-market activities occurring in the Creative District.
4. Integrate public art into the Creative District.
5. Create sustainable funding for the Creative District to support activities and facilities.
6. Ensure that anchor buildings, such as the Center for the Arts, are maintained and supported.
7. Create a brand for the Creative District that embraces the identity (extreme expressiveness, fun and funky, connection with natural environment, etc.)
8. Encourage new events for times that aren't busy (off seasons, winter).

“Art washes away from the soul the dust of everyday life.” PABLO PICASSO



Projects & Ideas

THE FOLLOWING INFORMATION IS AN OUTLINE OF THE “BIG IDEAS” FOR THE Creative District that emerged out of community meetings, project proposals, and individual input. During the process, nine distinctive categories became apparent, which are outlined below. Specific ideas on how the “big ideas” in each category could be implemented are listed in a separate document entitled “Exhibit A.”

Creative District Commission

Set up a Commission to govern the Creative District, make decisions on projects, allocate funds, and carry out the Strategic Plan. Create job descriptions for board members and bylaws for the Commission. Develop a budget and potential funding mechanisms, establish guidelines for new public art, and work with BOZAR on how the Creative District and Historic District coexist.

Branding and Marketing

Brand and market our District, both in its physical space and for populations and regions beyond our valley. Create a subcommittee specifically to develop a brand and subsequent marketing materials, create way-finding signs within the district, and work with existing organizations to cross promote the Creative District.

Public Art

Art on display in the District is a key component to making the Crested Butte Creative District look and feel creative, lively, and bubbling with cultural activity. Establish key locations for public art, utilize local artists whenever possible to create the public art, and display a variety of art forms that appeal to a range of audiences.

Support/Funding

Create revenue streams for the District and develop a framework for how those revenues streams are utilized. Establish dedicated funding streams, grant processes to support creative expression, and an “art bank” for lending to creatives, businesses, and organizations.

Spaces, Buildings, etc.

Examine ideas for both how to utilize current spaces for the arts in the Creative District and for how to potentially create new spaces. This includes multipurpose spaces, performance locations, spaces for individual artists to create, and potentially housing for creatives.

Education

Provide educational opportunities for organizations, individuals, and children, related to the arts and the Creative District. Strengthen the district through creativity salons, board development, mentoring programs, school programs, and more.

Community Involvement

Engage the community, creatives, and other interested parties in the Creative District. Aim to provide opportunities for a broad range of community members to become involved and include all aspects of creativity.

Art Events, Activities and Projects

Carry out creative events, activities, and projects that will help shape our District to be unique, engaging, and a “bubbling” creative hub. These can be taken on by the Creative District or carried out by organizations, businesses, and individuals. Examples are a Creative District Radio Show, a video highlighting the district, parties celebrating all manners of creativity, creative and surprising public projects, etc.

Evaluation

Develop ways in which the Creative District can both determine need and track effectiveness. Conduct annual surveys of artists and businesses in the district, review existing cultural events, and review the year-long cultural calendar. Additionally establish ways in which the District itself can track its effectiveness.



Exhibit A: Projects List and Action Items for Each “Big Idea” Category of the Creative District.

Ideas for The Creative District Commission

- Create job descriptions for board members and bylaws for the Commission

Convene a committee to write job descriptions for board members. Also identify potential board members who would represent a cross-section of the community. Review expectations for board members with Town Council through a work session or other meeting to ensure.

- Develop a budget and potential funding mechanisms.

Determine long range and short term projects and administrative costs in order to determine a budget and potential funding mechanisms.

- Establish guidelines for new public arts. This may include establishing a commission appointed by Town Council; reviewing national and local historic preservation guidelines.

Draft a series of ideas and expectations regarding public art and potential locations. Include representatives from Town Council and/or BOZAR to help draft and review or offer input. Review and include historic preservation guidelines to determine if there are areas or buildings to avoid.

- Work with BOZAR to ensure signs and physical symbols complement the historic character.

Establish a working group to examine how signs and symbols work with historic district standards. Meet with BOZAR as necessary to ensure the system complements the historic character of the town.

A. Establish standards for how installations, signage and other physical actions will relate to historic structures. For instance, there may be places where installations are inappropriate relative to historic structures. Communicate throughout the process with BOZAR to ensure that standards work with the Town’s historic preservation standards.

- Incorporate Town’s design standards with any future creative district standards where appropriate.
- Convene a working group comprised of creatives to determine what is needed to let them thrive.

Annually survey individual artists and event organizers to assess what is working and what could enhance the ability to create. Determine if facilities, funding or other resources are needed and what, if anything, can be done to provide them. Examine the ability for sharing of spaces, services or other resources which will help reduce costs.

- Identify specific places to be creative throughout the district. This may include art on the corners and other explicit ideas.

Inventory spaces throughout the creative district to determine appropriate locations to encourage both performances and installations on a rotating basis. Create standards that will guide the use of those spaces and ensure that use respects other needs in the vicinity (e.g., historic preservation, light, sound, traffic, etc.).

- Work with Chamber of Commerce and other organizations.

Establish regular informal meetings with C of C staff and board members to determine how best to coordinate with them. Make that information available to organizations and events as appropriate.

- Create opportunities for organizations and people to work together.

Establish a group that increases communication among events and organizations.

- Advocate for arts and creativity throughout the community and events.

Designate and enlist a working group of people in the arts and creative professions to attend meetings and/or write columns or do programs to ensure a wider understanding of the role of creative endeavors and individuals in the region. Consider enlisting some non-traditional creatives to help with outreach to engage more of the community

- Examine town and county boards for the feasibility of having an arts advocate or representative.

Inventory the existing boards to determine if having representation on the board would further awareness of and help creative endeavors be considered in their decision-making. Initiate discussions with elected officials and boards about the benefit of having a representative on those boards, as appropriate.

Ideas for Branding & Marketing

- Create a subcommittee that develops a brand.
- Have a logo design contest soliciting work from local artists.
- Create way-finding signs and/or allow banners on Elk Avenue.

Designate a committee or group to establish a symbol and way-finding signage on Elk Avenue. Determine locations for placement. Consider including business owners in the area on the committee.

- Create decals for: 1. creators and 2. businesses to display in windows.

Determine an identifying symbol and/or tag line that will be used to identify the Creative District and its participants. The symbol should try to incorporate the spirit and identity of the town and its community.

- Include the Creative District symbol on a variety of decals, signs and other handouts that can be displayed on doors, windows, etc. throughout the district (similar to RINO).

Work with business owners, Town public works and planning staff, and creative to establish a system of information that will welcome visitors to the creative district while ensuring a unified message. The system should allow for creative ways of expression while tying the identity of the district to a common theme that is usable, catchy and unique to Crested Butte.

- Work with other creative districts to encourage cross-marketing.

Establish a formal or informal network with other CDs to determine how cross-marketing might be effective.

- Pilot program for a set of painted “creative district” light poles.
- Have bike racks created that include creative district logo.

The town will engage local creatives to design and build new bike racks as appropriate. The system will use the Creative District logo and other characteristics to emphasize that “something is happening” here in the district. The idea is to increase awareness by both locals and visitors that they are someplace special, where more is going on.

- Update websites, blogs, etc. to make sure info on creativity is available.

Examine local and regional media to determine how best to include information on regularly scheduled events, organizations and special events. Solicit their advice on how to help ensure that information is published on their sites and publications

- Determine how to work with existing organizations to increase marketing.

Ideas for Public Art

- Identify locations acceptable do public art, including “art on the corner.”

Establish several key locations where rotating installations of public art may occur. Consider creating a theme and schedule where various artists and craftspeople will be asked to submit work for inclusion. The idea is to create a changing theme and new art which will keep the public engaged.

- Allow for different styles of public art, including performance, moving as well as installations.

Encourage public art that relates to and emphasizes the character of the community and its relationship to the landscape that surround it. Identify locations where public art will be encouraged and engage the creative community of all ages to be involved.

- Create a permanent entry arch over Elk Avenue that really identifies the core district. Like the one at the cemetery or Joe Bob’s at the Arts Festival. A permanent design, created by an artist.
- Prioritize to choose local artists, when possible, for Public Art within the District.

Ideas for Support/Funding

- Consider creating an art grant process to support creative expression.

Set up a fund whose sole purpose is for grants to support creative expression. Establish criteria to determine how grants will be awarded and when. Work with potential donors or other sources of funding to create a pool of funds to support the program.

Establish a grant program that supports local creatives, perhaps encouraging artistic exploration of a topic important to the community.

- Establish financial support for the CD through a “creative tax” on rentals and sales.
- Some sort of (or other percentage) for the Arts.

- Establish a dedicated internal funding stream for arts from new construction and/or the Town budget.

Convene a committee to examine and propose potential programs for funding from new construction.

- Develop a funding program to include public art in new construction based on a portion of construction costs.

The Town will develop a program that designates a portion of construction costs for new projects to pay for public art within or outside the project. Standards will be developed to guide decision-making on the public art. The program will engage a variety of artists and craftspeople in creating the public art. (Is this for Public Projects or Private Development?)

Work with Town to establish incentives for commercial buildings to set public art or public art space as a part of the P.U.D. process.

- Establish an “art bank” to provide funding for creative expression (this would operate like an actual bank where money is lent and repaid).
- Provide a funding program for art teachers in the schools

Engage teachers, parents and others to determine potential sources of funding for arts education. Develop an outreach piece that demonstrates the value of arts education for all aspects of a child’s life and how it benefits them. Develop a list of potential funding sources — traditional and non-traditional to approach for support.

Ideas for Spaces, Buildings, etc.

- Identify spaces and places that could be used for multiple purposes in the arts. For example, they could be used for teaching, rehearsal, overflow classes, etc.
- Identify and/or create performance locations throughout the district to enhance the “creative and lively atmosphere.”
- Explore the idea of creating a warehouse-type space for fabrication arts, perhaps using the old fire station.
- Explore building housing for creatives, near/surrounding a place for fabrication arts.

Ideas for Education

- Hold a “Creativity Salon” event, for community members, Arts Alliance members, and others involved and/or interested in the Creative District. The goal would be to take a look at the entire Creative District process from a new and “out of the box” vantage point in order to develop the most creative projects and solutions to the Creative District.
- Hire someone to run the event (the guy from CCI?) who specializes in creative thinking and problem solving.
- Strengthen existing organizations by encouraging opportunities for board development and training on fund raising.
- Facilitate board governance and development.

Work with the community foundation to establish a program of regular non-profit board training that provides the necessary skills for effect board governance and explores opportunities for sharing resources.

- Help organizations cultivate their part-time resident participants and business supporter

Provide educational sessions that help organizations learn how to engage part-time residents in their activities. Consider holding regular training on these and other issues.

- Start an “art mentoring” program.

Offer courses or gallery tours or other opportunities for people to learn directly about something from the artist.

- Find ways to fund and support both arts in the schools and extra-curricular programs.

Ideas for Community Involvement

- Make sure all aspects of creativity are included.

Do outreach to non-traditional kinds of creators to create an environment of collaboration and discovery. Invite participation in Creative District activities.

- Ensure there are ample opportunities for creatives to be involved in and participate in the Creative District. From planning and coordinating to projects.
- Develop business support for projects that is separate from public sources.

Meet with representatives of the business community to discuss how they benefit from creative projects and how they might ensure the projects continue.

- Establish an annual event that brings diverse parts of the creative community by exploring a topic of interest to the broader community. The idea is to both support the creative community and bring more awareness to that community and increase participation as well.

- Program children’s’ arts shows into cultural offerings.

Contact the schools and other children’s art programs to include their art in galleries for Art Walk, festivals and other special events throughout the year to encourage more diversity and community involvement.

- Hold a “community creativity” event that encourages creativity.

Invite several high profile people who are not part of the creative community to join with several creative to create an event that highlights some of the creative activities and organizations. The event will be marketed to non- and creative people. At the event, organizations will have inclusive demonstrations open to all which encourage creative participation.

Ideas for Art Events, Activities, and Projects

- “Express yourself in Crested Butte” — community creative video.
- Towards the goal of marketing Crested Butte outside of the valley as a place to be creative, we could collect informal fun expressive or creative videos online, from this community. This repository could then be used to create various prototype advertisements that would sell Crested Butte as a creative destination, at first for use online. If the prototype results were good, we could then decide to generate a more polished and high res version for actual advertising.
- Establish an “Art Beyond Walls” radio show that grows interest, involvement and awareness of arts in CB

Work with KBUT to establish a regular show once every (week? Month?) throughout the year. Invite representatives of events occurring that (week? Month?) on the show to discuss the highlights of their events. Include a regular segment on Creative District activities and personalities in the District to show the breadth of creativity.

- The Trailhead and Andrew Hadley’s idea of creating a Fairy House “walk.”

- Work with Town, local trails, and artists to build a Fairy House Village that can be toured with a map picked up in the Creative District.

- Annual support mechanism for existing cultural events.

- Establish a voting process whereby all community members can vote for an existing CB cultural event to receive financial and social media support from the community. Events would be nominated, and then voted for, according to their ability to draw cultural tourists from outside of the Gunnison Valley, and their potential for growth in that draw. Financial support could be catered to each event, but might likely come as money to add impactful regional or national advertising for the event. The voting process would engage this community in the concept and activity of supporting local cultural events, for their ability to bring new patronage to CB. The “winning” event might be responsible for generating social media content pieces, which could then be used by community members to promote that event in social media venues. The voting process could be driven from newspaper advertising, posters, or a ballot box that happens in front of the post office. Potential administrators: Artists of the West Elks, Crested Butte Downtown Business Association, Oh-Be-Joyful Gallery.

- Prioritize local sources (and artists) for projects (Like “Think Local First”).

Survey existing projects and events to determine some common product and service needs. Identify local sources for those items and determine if there’s a way to bring the activities and products together to benefit both. Make an inventory of each to encourage support and exchange.

- Establish an arts and culture section for the newspaper.

Work with the newspapers (local and regional) to include a regular feature that highlights events and individuals who are part of the Creative District. This may include identifying an individual or a group of people who write the feature.

- Create an “art walk” program that involves businesses, perhaps an “Art Night Out,” where businesses have specials, art is highlighted, to draw more people.

Identify several businesses, Chamber of Commerce representatives and creatives who will organize a regular event. Their task may include working with the Creative District to include logos and other CD symbols in their marketing to identify and create a synergy with the district.

- Create a directory of local artisans that can be distributed.

Determine a format for the directory, along with a list of creative to be included, and solicit participation. Identify places and means of distribution to ensure wide involvement.

- Create a system of “tuck tucks” (rickshaws) that will both advertise and highlight creativity around town.
- Establish an art tour on bikes or skis to widen participation.
Invite individuals who are known as bikers or skiers to help plan an event that would help bring others to an art tour.
- Establish a “Land Arts” festival that highlights and celebrates the connection with the natural environment through land-based art.
Organize an event that celebrates the community’s sense of place and environment. Invite a wide range of creative — visual artists, musicians, chefs, gardeners, etc. — to participate and organize the event as appropriate.
- Establish a winter snow sculpture event.
- Establish a “White Winter” event for wintertime to tie art into activities and improve gallery visitation.

- Hold a contest for design of floats for the 4th of July as part of Creative District activities.

Create a committee to establish expectations for the contest and to advertise the event as widely as possible. Solicit prizes for different categories, with the intent to be as inclusive as possible and encourage creativity from those who may not traditionally identify themselves as “creative.”

- Create regular children’s gallery shows.

Ideas for Evaluation

- Do an annual survey of artists to determine if they are making a living, what they need to thrive.

Work with a representative group of artists to determine the criteria that effectively measure success as a working artist. Also create a list and contact information for artists within the community and annually survey the group to measure trends.

- Review existing events and activities.

Evaluate the success of existing events through annual or semi-annual meetings and/or surveys. Meet with the Chamber of Commerce and businesses to evaluate how events affect them and what kinds of new activities at what times might benefit the local economy.

- Establish committee to identify who would benefit from new events and solicit their involvement.
- Examine the seasonality of activities and events to determine trends.
Review sales tax revenue and talk with businesses to assess their needs and interest in extending or improving various seasons or portions of seasons. Determine whether there are groups that would like to expand their offerings or need help increasing the size of their events. Consider bringing businesses and producers together to explore how they may support each other.



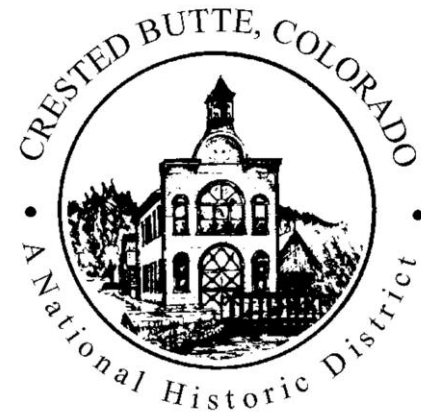
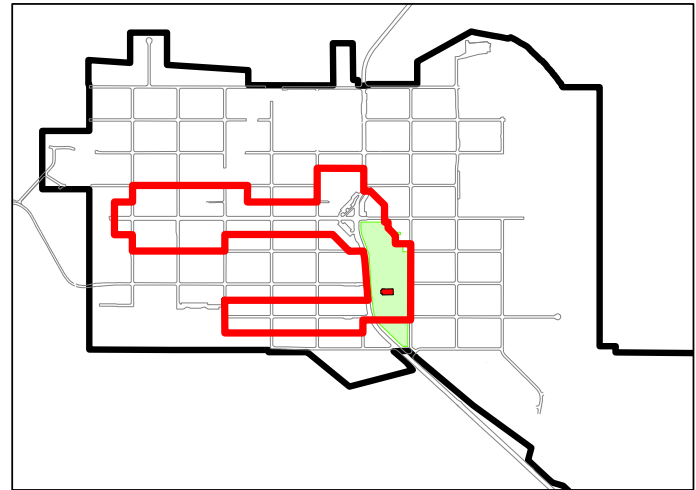
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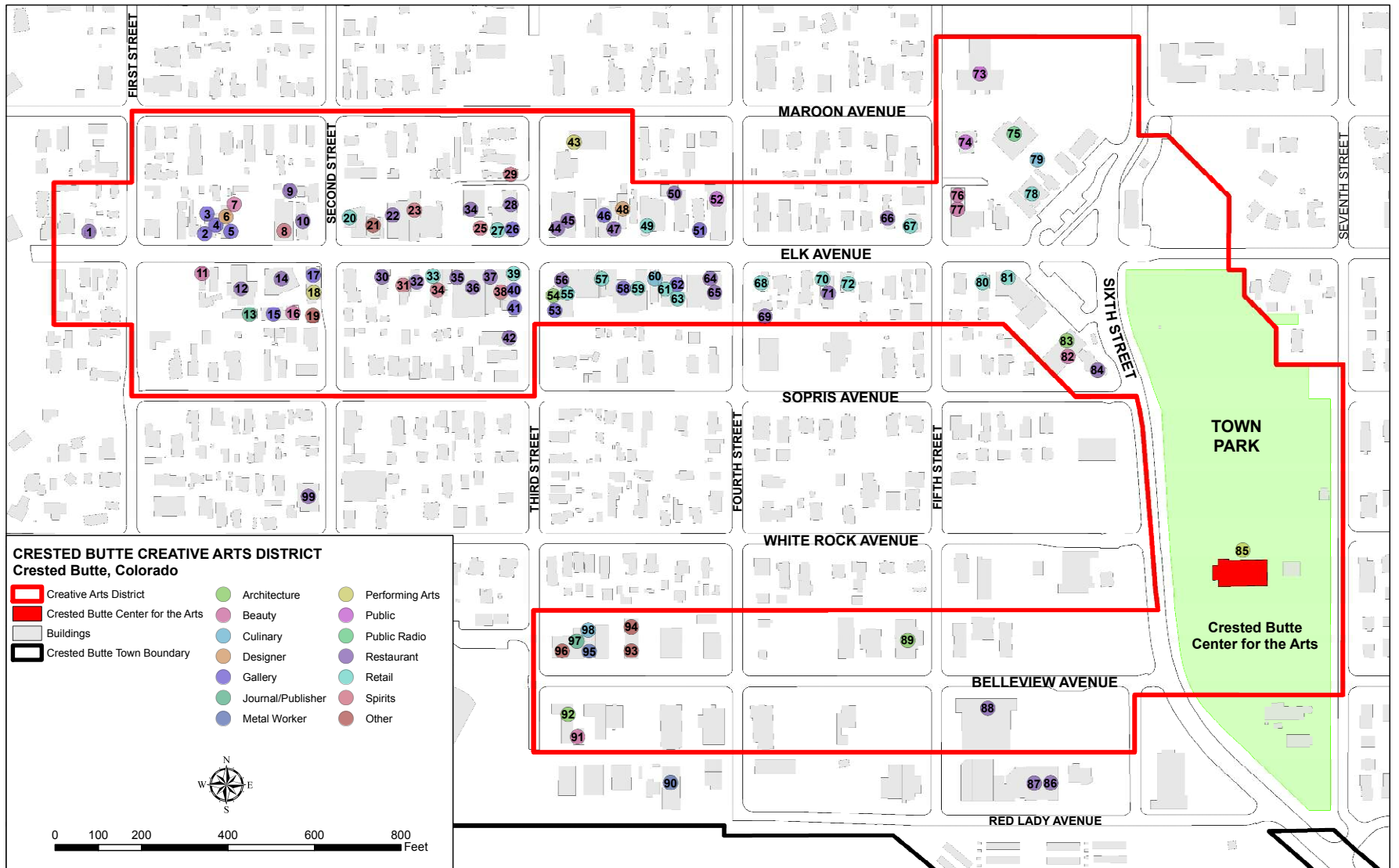


Photo by
Xavier Fane

Business Name	ID	Business Name	ID
Coffee Roasters/Mt. Oven Bakery	1	J C Leacock Photo Gallery	51
Kasala Studio Gallery	2	C B Mountain Heritage Museum	52
John Ingham Oil Studio	3	Gallery 3	53
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Town of Crested Butte Colorado







Crested Butte Creative District
STRATEGIC PLAN 2015