



CREATIVE DISTRICT INFO SHEET

October 2021



GOALS

1. The LAHC would like to transform into a Creative District. To be successful, the LAHC estimates that they will need a level of financial support for three years. The largest need is in year one to form as a non-profit and leverage the State match of \$10K.

Year 1 \$12-18K investment to launch the program and become a 501c3 and transition from the LAHC

Year 2 \$6-\$10K for work towards growth and development of program

Year 3 \$3-\$5K with goal of financial sustainability through other funding sources.

2. Transform an underutilized space (the Historic Depot Building) into a focal point of gathering, collaboration, and innovation for the community of Lyons.

3. Create programs that support local arts and enrich the community.

4. Provide financial transparency during the transition between the Creative District and LAHC, for the BOT. Work with the Town's Finance Director to create a process that helps keep the BOT informed of the goals of the Creative District, LAHC, Fundraising and Grant Income.

- Create a projects list and funding sources of the ongoing programs LAHC supports.
- Create a projects list and funding sources for the Creative District.
- Ear-mark specific funds to specific programs/projects.
- Report quarterly.
- In one-two years the LAHC would fall under the Creative District.
- Collaborative effort to ensure confidence and transparency.
- Town could create a town appointed liaison to be seated on the Creative District.

5. Track the success of the Creative District with input/feedback of the EVC and local business community. Collaborate with the EVC on programming that will support our local businesses and our local artists. For example, artisan markets, art shows and art walks to draw visitors into town.

VISION

Based on other communities Creative District success, looking to the Town to kick it off and "invest" in the program with the goal to let the creative district stand on its own. Currently the District is in its infancy state. We will model this program after successful communities like Carbondale, Salida, Sterling, Paonia.

Colorado has become a leader nationally in developing new initiatives that integrate the arts into rural economic and community development strategies. Lyons hopes to explore the ways in which art supports economic opportunity and community wellbeing within our rural community.

Success stories to model from:

"Salida always needs help getting the word out, he adds. "Tourism supports all of us." It's hard to dispute its success. "Since the Creative District was established [in Salida], sales taxes have been up



every month," Varnum notes. Likewise, lodging taxes are up and historic downtown Salida -- the heart of the district -- is enjoying 90 percent occupancy of its commercial real estate, he adds, and new residential and retail development is underway."

Durango's creative institutions funnel up to \$18 million into the local economy, according to a new study from Fort Lewis College....In 2008-09, the arts and culture industry in Durango generated about \$9.1 million, the FLC report said.

While there are no guarantees of success, the creative community in Lyons feels that this endeavor will be successful, based on the accomplishments of the LAHC for the past decade.

GRANT & FUNDING SOURCES TO SUPPORT THE CREATIVE DISTRICT

Town of Lyons	State Historic Fund
Lyons Community Foundation	Colorado Creative District
Boulder County Arts Alliance	OEDIT Colorado Arts Relief Grant
	SCFD Tier III grants

KEY LAHC PROGRAMS AND ACCOMPLISHMENTS

- Vibrant public sculpture program.
- Creative Outlets program (4 to date)
- Leverage funding from Lyons Community Foundation to support the arts in Lyons, with the heARTs of Lyons programs and Creative Outlets and more.
- Fundraising has included
 - Town Hall Art Shows
 - Artisan Markets
 - Farm Dinners
 - Baby Bell sales through local businesses
 - Locks of Love sales through local businesses
 - Community donations
- Events include: Art at River Bend, Artisan Market at Bohn Park, Tandem Town Hall/Library Art shows.

HOPE FOR FUTURE

Build a Culture of Creativity – living a more informed, empathetic and healthier life through the creative process and meaningful expression.

Programs including:

- Community Classes
- Art and Tourism Events
- Sponsorship opportunities
- Community art projects
- Visual and performing art advocacy

Expand Focus and Opportunities for Community based on input from the Comprehensive Plan.

The more relevant we are to our community, the more successful we will be!