



COLORADO CREATIVE INDUSTRIES Best Practices / Toolkit



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Community/District: Carbondale Creative District

Program Name/Title: Rosybelle, the Mobile Maker Bus

Program Description: Rosybelle is a converted art bus complete with 12 workstations and open space with six MAC airbooks, silk screen capabilities, wifi, art supplies and iPads. The bus is solar powered. Rosybelle was created to insure all youth throughout our valley and beyond, have access to creativity.

Target Audience: Youth from Rifle to Basalt

Goal/Purpose: Many of our underserved youth come from areas that don't have easy access to the kinds of activities we provide. It is much harder to get youth, especially from immigrant communities, to seek out activities farther from home. Rosybelle reaches them by going where they are.

Budget/How Funded: Rosybelle, in her infancy, is funded primarily by grants, though she does have capacity for earned income through rentals and classes.

Community Partners: Public schools, recreation centers and community centers. Other partners include organizations who provide programming on the bus such as Five Point Film Fest, Access Roaring Fork (an organization that works on after school programming throughout the valley) and Youth Entity (a career advancement for youth organization)

Event Promotion: Generally partner with an organization in each community we work in. They usually promote the event and we provide the excitement. We always enhance what they are doing with social media and web presence. Many of our programs are geared towards the Latino and immigrant populations. Most of the programs are free. Outreach is in English and Spanish and we utilize all our partners to spread the word.



How is Success Measured: We monitor how many students participate, demographics of students and how often the bus is asked back. At this point, Rosybelle is maxed out and we could use a few of her!

Challenges: The main challenge is working in new communities with new partners. Sometimes the outreach is done differently than we would approach it. Also, many immigrant parents had an initial fear of the bus because it was so different with bright paint and solar panels.

Lessons Learned:

1. Outreach to immigrant communities in places that we don't usually work requires more time to integrate into the community. 2. Collecting resources in each community and utilizing those resources as frequently as possible. 3. Hiring people from within the community yields better results. 4. Utilize Spanish and English whenever one can.

Web Links to Program Info: carbondalearts.com



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Community/District: Carbondale Creative District

Program Name/Title: Latino Folk Art Garden

Program Description: A creative placemaking project along a one mile stretch of bike trail through Carbondale. The garden design and implementation is overseen by a group of Latino stakeholders and will bring vibrancy and beauty to an area along the trail that needs some care. This project is part of a larger project called the Rio Grande ARTway in which several parks and interactive art exhibits will be created.

Target Audience: People living + visiting in the Roaring Fork Valley, as well as our community in general who all come together to create this park, as well as maintain it.

Goal/Purpose: To bring our Anglo and Latino communities together around a public project. The garden gives voice to our Latino community through art, a story sculpture and garden. The Story Sculpture will gather information on the history of Latinos in the Roaring Fork Valley, as well as present day stories. It helps show our greater community and visitors that Latinos are an important aspect to our community.

Budget/How Funded: The garden is funded through several foundations including: The Colorado Health Foundation and Live Well Garfield County, The Town of Carbondale and private funders.

Community Partners: We have many partners on this project including: Roaring Fork Transportation Authority, Valley Settlement Project (whose mission is working with our immigrant community), English In Action, our local Spanish speaking radio station and newspaper, Carbondale Arts + The Carbondale Clay Center.

Event Promotion: Local radio stations, including Spanish language ones. Flyers in Spanish/English. Local newspapers; our most effective means is collaboration with other organizations



working with the Latino populations. It has also been imperative to hire a Latino Outreach Coordinator, who is Latino and works within her community.



How is Success Measured: Funding for the project; participation from community in creating park including demographics around nationality, age and where you live in the valley; people utilizing the park +the Rio Grande ARTway pedestrian counts, and continued stewardship of park.

Challenges: Funding and leading a project that is basically a Public Works + Recreation scale project (somewhat outside of our usual projects). Coordinating with Roaring Fork Transportation Authority, who own the trail, and the public, requires lots of attention to detail and public safety. Learning about “best practices” in these kind of projects which is a bit trial and error; language barriers working with our Latino community.

Lessons Learned:

1. Public Process and involvement is key to success. 2. Never presuppose that we know what the community wants or needs. 3. Empower the community you are working with by making sure they have a voice in key decisions. 4. Hire someone from within that community to help with outreach. This shows investment in the community in a different way. 5. Really listen and communicate .. even if you speak different languages take the time with the community that you are giving voice to. 6. One great way to move a project forward is to create a Stakeholder Group of those within the community to lead the project.

Web Links to Program Info: carbondalecreativedistrict.com/artway/



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Community/District: Greeley Creative District

Program Name/Title: Great Greeley Chalk-a-Lot

Program Description: The Greeley Creative District wanted to create a community engagement event that would bring all ages, genders, cultures, backgrounds and abilities together in an event unified by art. The District decided a community challenge would appeal and sought to break the world record for the longest chalk pavement art, as recorded by Guinness World Records.

Target Audience: Entire community/region, all ages

Goal/Purpose: To engage residents in a collaborative community-wide art project and earn notoriety by breaking a World Record.

Budget/How Funded: The Greeley Creative District sponsored the event and solicited in-kind and cash donations from community businesses and organizations.

Community Partners: Greeley Creative District, City of Greeley (Culture, Parks and Recreation, Communications and Engagement Office, Neighborhood Resources, Police, Fire, Public Works), University of Northern Colorado, private businesses and volunteers.

Event Promotion: Greeley Creative District web page and in its newsletter, social media, fliers, posters, extensive social media outreach, press releases and through partner networks.

How is Success Measured: Attendance and participation at the event (3,569 participants), social media feedback and sharing, partnership and participant feedback, and a successful world record achieved!



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Challenges: There are many specific rules to follow to assure integrity in the Guinness World Record attempt process that proved challenging. Finding a large enough site to spread the event out and yet manage in a relatively close space took some effort. Lots of advance planning around logistics, deploying resources, and recruiting and supporting volunteers ahead of time and for that day (a 16-hr day in our case). This was an outdoor event so a mixed weather report was a concern. Take lots of opportunities to record the event all day.

Lessons Learned:

Start at least 9-12 months in advance of the celebration, utilize a diverse community planning committee with members who can contribute ideas and expertise, especially on logistical issues. Be sure to have plenty of volunteer support and a core decision team to punt on last minute issues that will inevitably come up.

Web Links to Program Info: greeleycreativedistrict.com



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Community/District: Greeley Creative District

Program Name/Title: Greeley Día de los Muertos

Program Description: Día de los Muertos, also known as “Day of the Dead” is a beloved Mexican holiday that celebrates the memories of ancestors and deceased family members much like a joyful family reunion. The event is a celebration of life, not death. The ancients believed new life comes from death; the celebration is a recognition that death is part of life’s journey, and is often associated with the cyclical aspects of agriculture. Greeley’s celebration is held the last Saturday of November.

Target Audience: Entire community/region, all ages

Goal/Purpose: To educate the community about the special symbols and significance of this cultural celebration and invite residents to honor those who have passed by sharing altars, food, dress, music, dance and other aspects of this tradition.

Budget/How Funded: The Greeley Creative District provides seed money to host the event (\$1,000); other in kind and cash donations are solicited from community individuals, organizations and businesses.

Community Partners: Greeley Creative District, City of Greeley (Culture, Parks and Recreation, Communications and Engagement Office, Farmers’ Market), University of Northern Colorado, High Plains Library District.

Event Promotion: Promoted on the Greeley Creative District web page and in its newsletter, social media, fliers, posters, extensive social media outreach, press releases and through partner networks.



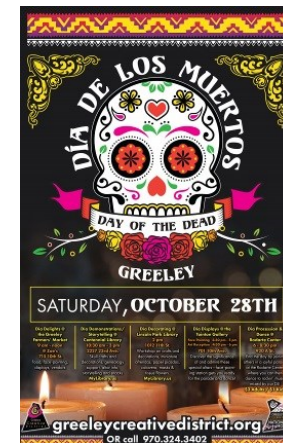
How is Success Measured: Attendance at events, social media feedback and sharing, and through partnership and participant feedback.

Challenges: Many residents do not understand the purpose of the celebration and confuse it with a ‘worship’ of death. Due to the time of year it occurs and skeleton symbols, it is often confused with Halloween, exacerbated by commercial marketing for that event at the same time.

Lessons Learned:

1. Start at least 6-9 months in advance of the celebration, utilize a diverse community planning committee with plenty of participation from those who can assure authenticity of the event.
2. Spread the event activities throughout the community and in many different venues to promote good access to the celebration.

Web Links to Program Info: greeleycreativedistrict.com



COLORADO CREATIVE INDUSTRIES

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Community/District: Greeley Creative District

Program Name/Title: School District 6 & Friends Arts Walk

Program Description: "Grown up" artists are on display on the Districts' First Friday Art Walks, why not youth artists? Teaming up with the Downtown Development Authority and City of Greeley, local art teachers reached out across the district to solicit participation from arts educators (visual, dance, music) to organize student arts works for display and performance on the first Friday in March - Youth Arts Month. Greeley-Evans School District supplied materials for the visual art to be matted for display, the GCD provided funds to print the promotional brochure, and 27 local businesses in the District volunteered their walls and spaces to display the work and accommodate performances over a 3-hour reception event. The visual artwork remains on display at the businesses for the full month.

Target Audience: The youth artists included all K-12 levels in public, charter and private schools, as well as UNC student artists. The entire community was encouraged to attend to support these young artists.

Goal/Purpose: To recognize the important work of art educators, provide a meaningful way to acknowledge and celebrate the work of our young artists, and engage the community in celebrating those achievements.

Budget/How Funded: The Greeley Creative District sponsored the event and underwrote the cost of the production of the event fliers for less than \$500. The School District provided mat boards and other in kind for the artists' work. Individual sites provided refreshments for visitors. The City presented a gift card/donation to each participating educator to help stretch their classroom supplies in the coming year.



Community Partners: Greeley Creative District, City of Greeley, Downtown Development Authority and businesses, University of Northern Colorado, School District No. 6 and affiliated schools.

Event Promotion: Greeley Creative District web page and in its newsletter, fliers, posters, extensive social media outreach, press releases and through partner networks. Every student was provided a brochure to take home.

How is Success Measured: Attendance and participation at the event has grown since the inception of the program 3 years ago. The event has grown from 12 art educators the first year and 7-9 participating public schools, to 40 art educators and nearly every public, charter and private school and thousands of students, family, friends, and community visitors to the First Friday Art Walk and reception. Feedback from social media, partners and participants, has been outstanding.

Challenges: The bulk of the organization and production falls to the Arts Educators, good leadership and a strong set of succession planning tools assure direction and continuity. Good weather on the Friday Art Walks has been a plus. The DDA has had good luck in getting businesses to participate and they have been rewarded with happy patrons wanting to show off their youngsters' work. Because the show is up for a month, we need to develop a stronger agreement/understanding with the businesses to take good care of maintaining the displays for the entire time.

Lessons Learned:

Start at least 9 months in advance of the event, clearly articulate each partner's role and be creative in implementation. The educators put together a "Standard Operating Manual" which has been a very useful guide in subsequent years' events.

Web Links to Program Info: greeleycreativedistrict.com



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Community/District: Carbondale Creative District

Program Name/Title: Día de los Muertos

Program Description: An celebration of the dead through traditional Latino activities such as building altars and a large procession through the creative district core.

Target Audience: Youth and adults throughout the valley

Goal/Purpose: This celebration brings together so many elements basic to our mission including: creativity, youth and Latino outreach, education and bringing together of many cultures. The event also draws people from outside of our community.

Budget/How Funded: Carbondale Arts funds most of it but we do have great partners that help.

Community Partners: The Valley Settlement Project is one of our key partners. Others include our local schools (we have 5), SoL Children's Theater, Aspen Santa-Fe Ballet Folklórico, El Collective Puppet Theater

Event Promotion: We utilize our social media avenues in English and Spanish, as do our partners. We also create posters in both languages. Our celebration happens on our November First Fridays so it does have a large built in audience. Our altar/art show involves many children from our local schools and then Ballet Folklórico involves many youth from throughout the valley as well so word gets out.



How is Success Measured: The more Latinos that engage in the event, from planning to performing is a key measure of success. We have seen this participation rise over 50% in the last two years. Much of this is a result of more familiarity of Carbondale Arts through some of our other projects like the Latino Folk Art Garden.

Challenges: Our biggest challenges usually involve weather!!

Lessons Learned:

1. Always engage Latinos in every step of planning and implementation
2. Engaging the youth usually engages the parents
3. Reaching out to Latino + Anglo on the altars creates wonderful integration on the altar viewing.

Web Links to Program Info: carbondalearts.com



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Community/District: Greeley Creative District

Program Name/Title: “Do Tell!-Greeley Voices that Inspire”

Program Description: Do Tell features compelling stories presented by local residents on stage. The stories are not the work of professional presenters, but are based upon the experiences of “real people” who have been selected through an audition process to tell their story. The storytellers offer an array of topics with personal and unique perspectives that have had a significant impact on the storyteller’s life in some way. We focus on a broad variety of cultures and diversity in selecting presenters. Each attendee is given a journal to record their own stories and a dessert buffet follows the presentations.

Target Audience: Adults of all ages

Goal/Purpose: To share the unique stories of local residents and enlightening the audience to the challenges and victories that many of their community members have faced. Similar to “Ted Talks” but with a less rehearsed and more intimate setting.

Budget/How Funded: Paid admission

Community Partners: Greeley Creative District, City of Greeley and a variety of business and community sponsors.

Event Promotion: Social media gives “snippets” of information about each presenter and the event. Our local newspaper does a feature news story and the Union Colony Civic Center promotes it on their website. Emails are also sent to previous attendees.



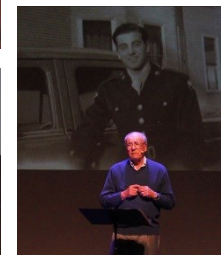
How is Success Measured: The event has grown over the last 3 years to a sell out crowd (220). We have more people applying each year to be presenters and many others suggesting people who have wonderful stories to tell. The event now has become a key fundraiser for the Greeley Creative District.

Challenges: The first year was a challenge to attract attendees with a new event. Word of mouth and shared marketing has resulted in record attendance since.

Lessons Learned:

1. Everyone has a story! Most people never share those stories with people outside their inner circle.
2. We all have important lessons to learn about life, culture and challenges of the people in our community.
3. Sharing stories is a great way to open doors to understanding of differences.

Web Links to Program Info: greeleycreativedistrict.org/do-tell/



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Community/District: Greeley Creative District

Program Name/Title: Greeley Multicultural Fest

Program Description: This event brings together people from different cultures and backgrounds to celebrate and appreciate the diversity and awesomeness of all peoples of the world. The festival showcases music, fashion, food, performing and visual arts, crafts and includes children's activities.

Target Audience: A mix of all cultures and ages.

Goal/Purpose: To preserve, recognize and promote international cultures as a vital element in Greeley's diverse life, and to promote the benefits of multicultural education to the community.

Budget/How Funded: This free event is supported with sponsorships and donations from individuals, businesses, vendors, University of Northern Colorado, City of Greeley, Downtown Development Authority, and Greeley Creative District.

Community Partners: In addition to sponsors, School District 6, Immigrant & Refugee Center of Northern Colorado, LULAC, High Plains Library District, Hispanic Women of Weld County, Cultural Centers at the University of Northern Colorado, UNC Office of Engagement, UNC School of Music

Event Promotion: Social media campaign, promotion through Downtown Development, City of Greeley and UNC, fliers and handouts at other events, newspaper coverage.

How is Success Measured: Event participation, social media comments/shares.



Challenges: First year always the hardest! Getting the word out on a new event is also challenging.

Lessons Learned:

1. Difficult to host an event outdoors in October; we were lucky and realized we need an indoor/outdoor venue for this time of year.
2. Starting earlier in the year to plan is essential.
3. You need to earn the trust of all involved.

Web Links to Program Info: facebook.com/GreeleyMCFestival



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Community/District: Greeley Creative District

Program Name/Title: Hip Hop Madness

Program Description: Hip Hop Madness is a free event that engages community youth in a popular dance venue. Dance groups, rappers, DJ's, beatboxers, and graffiti artists have been featured and help push the message of pursuing higher education. Classes are taught in the morning for all levels- beginners through advanced. Afternoon and evening dance performances are scheduled where many hip hop dance clubs and studios show off their talents. The University of Northern Colorado is a major sponsor and offers kids of all cultures the experience of being on a college campus.

Target Audience: A mix of all cultures and ages.

Goal/Purpose: To inspire Greeley's youth to graduate and pursue higher education or to find a career/passion that would bring them happiness and success while educating the community on the importance of family involvement and the hip hop culture.

Budget/How Funded: Sponsorships from the community come from Greeley Creative District, University of Northern Colorado, Weld County Garage, Colorado Dance Collective, Greeley Subaru, and many others.

Community Partners: Originally initiated by the High Plains Library District, the event is now managed by the Colorado Dance Collective and the University of Northern Colorado. Some of the top Hip Hop performers in the state also donate or give reduced fees to help teach classes as well as participate in the showcase.

Event Promotion: Primarily social media including Facebook and Instagram. They also produce posters and flyers and the word is spread by the local dance studios, libraries and other participating organizations.



How is Success Measured: Attendance has grown every year (from 10 in year one to over 1,000 in 2018) Morning classes are always filled to capacity and the event has outgrown 2 facilities- first held at a local library, then the UNC ballroom and now the UNC Recreation center. The popularity of the event with children and families is an indicator of the multicultural acceptance of this music and dance form that crosses all cultural boundaries.

Challenges: Since it is run by all volunteer participation, recruiting and engaging volunteers to manage the event is a large undertaking.

Lessons Learned:

1. Sometimes your success can be a challenge-outgrowing venues, growing number of volunteers needed, etc.
2. Engaging youth also brings their parents to events.
3. Finding a common denominator of love for an art form makes integration of cultures much easier.

Web Links to Program Info:

facebook.com/HipHopMadnessGreeley
hiphopmadnessgreeley.wixsite.com/hiphopmadness
greeleyunexpected.com/blog/



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Community/District: Greeley Creative District

Program Name/Title: The Clay Center of Northern Colorado

Program Description: Inclusion of youth and special needs populations is a specialty of this clay center in the Greeley Creative District. Clay classes are customized to meet the needs, abilities and interests of special populations, including the developmentally disabled, challenged youth, and cancer patients, to name a few.

Target Audience: Any community group is welcome at the Center; special needs groups are a special service niche.

Goal/Purpose: Many with life challenges struggle to find areas of success. The Clay Center provides each participant a positive experience with clay, resulting in a tangible finished product that they produce themselves, offering an important sense of accomplishment and pride.

Budget/How Funded: The Clay Center provides the venue, materials and instructors. Classes are funded and transportation to the Center provided by sponsoring community organizations.

Community Partners: Envision, Schaffer Enterprises, Easter Seals, Overture, Boys and Girls Club, Weld County Youth Conservation Corps, Alternative Homes for Youth

Event Promotion: The programs are largely promoted through the sponsoring organizations, which often share it on social media, via newsletters, word of mouth, etc.

How is Success Measured: Attendance and participation at classes continues to grow; repeat visits by organizations offer evidence of program success.



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Challenges: Some of the youth come from difficult personal situations and getting attention for being "bad" is better than not getting any attention at all. It takes some time and consistent, non-judgmental coaching to get them to relax and enjoy getting immersed into their clay handiwork.

Lessons Learned:

Instructors have to be flexible and drop pre-conceived notions about the best structure to use with a group - some of the best experiences come with "design/build" classroom management to help participants find tangible success in their work. Despite the wide range of different needs-groups, they have far more in common than not.

Web Links to Program Info: www.claycenter.com

