AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: Letter of Support; Colorado Creative Industries, O

Action Requested: Motion

Parties to the Agreement:

Term Begins: **Term Ends:** **Grant Contract #:**

Summary:

Please see the attached.

Fiscal Impact: None

Submitted by: Katherine Haase **Submitter's Email Address:** khaase@gunnisoncounty.org

Finance Review: ○ Required ◉ Not Required

Comments:

Reviewed by: Discharge Date:

County Attorney Review: ○ Required ◉ Not Required

Comments:

Reveiwed by: Discharge Date: Certificate of Insurance Required

Yes ○ No ○

County Manager Review:

Comments:

Reveiwed by: GUNCOUNTY1\mbirnie Discharge Date: 4/15/2016

◉ Consent Agenda ○ Regular Agenda ○ Worksession Time Allotted:

Agenda Date: 4/19/2016

Revised April 2015

April 19, 2016

Colorado Creative Industries
Office of Economic Development
Attn: Margaret Hunt, Director
1625 Broadway, Suite 2700
Denver, Colorado 80202

Dear Margaret,

Gunnison County enthusiastically supports the Town of Crested Butte's efforts to become a certified Creative District by the State of Colorado and believes they will have great success in the coming years. The Town, in conjunction with the Arts Alliance of the East River Valley, has actively taken steps toward certification over the past two years including countless facilitated community meetings, the creation of an appointed Creative District commission and hiring dedicated staff to lead the effort.

The Town of Crested Butte proposed Creative District meets many of the standards as described in House Bill 11-1031 including the attraction of artists and creative entrepreneurs to a community, creating hubs of economic activity, attracting visitors and showcasing cultural and artistic organizations, events and amenities.

Recently, the County initiated the One Valley Prosperity Project, a collaborative initiative focused on achieving a more prosperous and successful future for all of our valley's communities. Tourism is the primary driver for our local economy and a significant portion of the increase in tourism spending in summer months can be directly attributed to arts and culture events in the valley.

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. We have learned that people will travel to Gunnison County to attend a variety of cultural events and recognize the arts leverage significant amounts of event-related spending by their audiences and commerce for local businesses such as hotels, restaurants, and retail stores.

Downtown Crested Butte offers a significant concentration of arts organizations, businesses, and creative energy in the valley and is an ideal location for a new certified district in Colorado. We hope that you will strongly consider certification of the Town of Crested Butte as a Creative District. Please contact me directly if you have additional questions.

Best Regards,

Paula Swenson, Chairperson	Phil Chamberland, Commissioner	Jonathan Houck, Commissioner