Our vision
our future
Strategic Plan for the Steamboat Springs Creative District
In Northwest Colorado there is a special mountain town that embraces the western heritage and pioneering spirit of the Old West. Selected because of its natural beauty and healing mineral springs, its rugged but practical settlers first created a market town that has since developed a unique history, embracing skiing and world-renowned Olympian heritage and artistic endeavors.

This document explores a strategic plan that includes our community’s history, cultural assets, unique story and goals to support the creative industries of Steamboat Springs, CO.

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Is it something in the air? The mineral springs or the mighty Yampa River? Is it in the landscape, on the mountain or in the woods? Most who come here feel it in some way. Steamboat Springs has a long history of inspiring people to greatness from its natural surroundings.
WE ARE NOT INVENTING AN ARTS COMMUNITY; WE ARE A COMMUNITY THAT ALREADY HAS THAT RICH DEPTH OF ARTS AND CULTURE.

JANE BLACKSTONE, ECONOMIC DEVELOPMENT DIRECTOR
STEAMBOAT SPRINGS CHAMBER RESORT ASSOCIATION
In 1906 prominent members of Steamboat Springs met to raise funds to bring the railroad to the rural town. In 1909 the first passenger coach arrived at the newly constructed Depot. The impact of the arrival of the railroad was tremendous; the economy and population of the entire Yampa Valley were drastically changed. Regular passenger service continued through 1968, when passenger service was cancelled. Today trains full of coal from the Moffat County mines still pass by frequently.

Due to the loss of passenger service the Depot was abandoned in 1968, and was deeded to the City of Steamboat Springs. Eleanor Bliss, Carol Finoff & friends founded the Steamboat Springs Arts Council in 1972. In 1978 the Depot received National Register of Historic Places Designation.

Eleanor led a “Save the Depot” campaign in 1980 and saved the historic Depot building from being condemned, while rehabilitating it for use as a full time community arts center. The building was officially named Eleanor Bliss Center for the Arts in 1989.

Since 1980 the Depot has been the home of the Steamboat Springs Arts Council. It hosts 2 fine art galleries and additional exhibition space in the multi-use Baggage Room. The Baggage room is utilized by many community groups for classes, meetings, private parties and collaborative events.

The Steamboat Springs Arts Council is a 501(c)(3) non-profit organization, supported by our annual members, audiences and local businesses. Large support has been provided by private donations, membership, the City of Steamboat, regional and national grants.

In 1913, Charlotte Perry and Portia Mansfield fulfilled their dreams of creating a theatre and dance camp in the mountains. Perry-Mansfield is recognized as the oldest continuously-operating performing arts school and camp in the nation, recently celebrating its 102 year anniversary.
The Steamboat Springs Creative District, a program of the Arts Council, is devoted to supporting and promoting arts and culture in the Yampa Valley.

Through planning, production and collaborating with arts and humanities organizations and initiatives we have a positive educational, cultural and economic impact for our community.

Steamboat is recognized as a world-class creative destination.

**OUR MISSION**

**OUR PURPOSE**

**OUR VISION**

**OUR VALUES**

**INCLUSIVE**

Everyone has an important story to tell, dance, write or sing, and from that individual creativity, we are able to respond to the needs of our community. Community engagement is an avenue to enhance our capacity and to improve the lives of people from all walks of life. Improving the quality of engagement produces results that are mutually beneficial.

**PASSIONATE**

Passion is a powerful force—driving actions—determining direction. Passion is a word we equate with vibrancy and energy in our arts community. We believe that passion as a vital aspect of creativity. It is not something we as creators of art just decide to have. It is something that grows out of being involved in the creative process.

**AUTHENTIC**

The value of authenticity plays an enormously important role in our personal lives and in our community’s well being. Our sense of originality is rooted in traditions, history and heritage. Being our true selves, trusting each other and working towards understanding one another enables us to grow responsibly and inclusively.

**SUSTAINABLE**

We strive to be self-reliant and use only what we need, without jeopardizing the potential to meet our future needs. The value of sustainability grows from our pioneering heritage and spirit. It helps us advance our organizational and community priorities, achieve competitive advantage, and drives innovation.
**LONG HISTORY OF ARTS AND CULTURE**

Steamboat Springs’ roots are deeply embedded in arts and culture. Perry-Mansfield is the longest performing arts camp in the nation at 102 years young! We have a decades-long tradition of star-studded musical events including Strings Music Festival, and large outdoor venues during the Free Concert Series. There are a multitude of art galleries, a variety of musical entertainment and an extraordinarily large number of artists and authors living in the area. Steamboat is rich with arts and culture.

**OLYMPIC HERITAGE**

Ski Town USA® is alive with Olympic spirit. From Lake Placid to Sochi, Steamboat’s athletes have represented 12 different countries and made 151 appearances during 19 winter games. Steamboat Springs has produced more winter Olympians than any other town in North America: 88 in total. We are in passionate pursuit of excellence on many levels.

**OUTDOOR RECREATION**

Northwest Colorado is a fully-equipped activity playground with towering mountains, lush green hills, vast, wide-open valleys, huge lakes, and rushing rivers. Visitors can hike and mountain bike on endless single track, or jump into our healing water for fishing, rafting, kayaking or soaking. That’s all in addition to our world-class ski resort.

**AGRICULTURE AND RANCHING**

The Yampa Valley is truly a unique place with a rich history of cattle and sheep ranching dating from the 1870s, with many ranches still in multi-generational family ownership. Located in a high mountain valley in the heart of the Colorado Rockies, we are blessed with abundant scenery and wildlife that provides a strong agricultural economy, as well as inspiration for our many creatives.

“AS YOU TAKE THE NORMAL OPPORTUNITIES OF YOUR DAILY LIFE AND CREATE SOMETHING OF BEAUTY AND HELPFULNESS, YOU IMPROVE NOT ONLY THE WORLD AROUND YOU BUT ALSO THE WORLD WITHIN YOU.”

- DIETER F. UCHTDORF
“Steamboat’s big claim to fame is the dry, light snow that creates ‘champagne powder,’” but there is something else in the air: music. What other town this size has symphony and chamber orchestras, an opera and a world-class summer festival that brings first chairs from all over the country to perform in a smashing new concert hall at the base of a mountain?”

— BEST SMALL TOWNS, SMITHSONIAN MAGAZINE, 2014
Steamboat’s unique mix of warm sun, cowboy boots and friendly locals lends an inviting, laid back atmosphere to the historic Colorado resort town, where western heritage meets abundant outdoor adventure and cultural activities for all ages.

The citizens of Steamboat Springs have embraced arts, culture, and learning since the town’s beginning. Even before the town was incorporated, the community founded a public library, chartered a public school, and cultivated the arts. Beginning in 1913 summer students from across the nation traveled to Steamboat Springs to attend the Perry-Mansfield Performing Arts School and Camp. Dedication to the arts and learning still thrives through the town’s many art galleries, concerts, performances, library, museums, and schools.

More than 17 art galleries are located downtown and near the base of the ski area. Some feature nationally renowned artists while others showcase regional and local visual artists. The Steamboat Art Museum and the Depot also host exhibits. Perry-Mansfield Performing Arts School, the nation’s oldest operating performing arts camp offers summer programs taught by an international faculty in dance, theater, musical theater, dramatic writing and equitation for ages 8 through college.
ADDRESSING COMMUNITY NEEDS THROUGH THOUGHTFUL PROGRAMS

As part of the Colorado Creative Industries Change Leader Certification, dedicated volunteers lead by Executive Director, Kim Keith, have addressed a significant community need utilizing the facilitation methodology taught by Richard Sline and Ann Boulton during the Change Leader Institute in Estes Park, 2014. These methods have enabled a powerful catalyst for change in our remote arts community. The process includes:
- Awareness
- Identify community needs
- Become a catalyst for change
- Present creative solutions
- Ensure value connections
- Understand and negotiate resistance
- Formulate a plan
- Reveal solutions
- Ask for commitments
- Implementation

Create Space Art Pantry

As a result of the Change Leader Certification Project, the newest addition to our education outreach is the Create Space Art Pantry. Community members, artisans and art enthusiasts can drop off their new or gently used art supplies and tools to the Depot. With invaluable help from the Independent Volunteer Pool, we donate the items back to local schoolteachers and service groups for art projects. With these new resources, we are poised to create community wide visual art projects to be displayed in public places and provide resources to our arts educators.

“Give those dormant art projects to the Create Space Art Pantry and know that your stuff will turn into something special, something creative in the hands of a child. You can give new life to things you’ve been holding on to.”
- Kim Keith

VISITING ARTISTS PROGRAM

Our visiting artist program integrates arts into the curriculum of elementary, middle and high schools as well as senior and assisted living facilities and pre-schools by placing professional artists in classrooms throughout Routt County. The length of a project can be 2 hours to 20 hours based on the project length, needs and budget. We utilize Create Space Art Pantry as a clearinghouse for up-cycled art supplies and tools. This allows us to remain environmentally conscious, have a sustainable program model and create projects out of discarded or donated materials. In the hands of an artist those supplies can be transformed into something beautiful. We encourage mining of Create Space and up-cycled resources in all of our visiting artists projects.

“If you can develop this ability to see what you look at, to understand its meaning, to readjust your knowledge to this new information, you can continue to learn and to grow as long as you live and you’ll have a wonderful time doing it.”
- Eleanor Roosevelt, You Learn by Living: Eleven Keys for a More Fulfilling Life
Steamboat Springs, CO

2015 POPULATION: 12,435
ELEVATION: 6,728

STEAMBOAT SPRINGS, CO

ART GALLERIES, MUSEUMS & VENUES
- Steamboat Springs Arts Council of the Rockies, 356-921-9218
- Steamboat Art Museum, 456-921-9218
- The Container, 456-921-9218
- The Silos, 456-921-9218
- Ute Museum, 456-921-9218
- Yampa River Botanic Park, 456-921-9218

Community makeup
- Median Age: 38.3
- Median Income: $59,958
- Median House Value: $522,247
- Median Rent: $1,286
- 19% increase in population within 15 years
- Population Density: 1,200/sq. mile

Steamboat’s costs of living is 48% higher than the US average

Steamboat Springs was originally inhabited by the Yampatikas, Ute Native American tribe.

Steamboat Springs was incorporated in 1900; original economy was based on mining and ranching.

Over 150 natural mineral springs dot the Yampa Valley, one of which the town was named after.

Steamboat Springs
2015 population
Elevation

48%
1900
150+

Steamboat Springs was incorporated in 1900; original economy was based on mining and ranching.

Education level age 25+

- HS Grad: 98%
- BA/BS: 59%
- MS/PhD: 18.5%

Residents in poverty: 10.9%

Unemployed: 3.9%
Ranking #8 on Arts Vibrancy for small to mid sized communities, Steamboat’s roots are deeply embedded in Western heritage and ranching, there is an abundance of art galleries, musical entertainment and a large number of artists living in the area. It ranks #13 in the country on independent artists per capita. Steamboat Springs ranks in the top 5% of cities on Arts Providers and Arts Dollars. However, relatively little state and federal funding makes its way to the rural high mountain valley, ranking #208 in government support.

*NCAR Arts Vibrancy Index, Southern Methodist University, 2016.*
VENUES

Strings Music Pavilion our largest performance venue seating 570 in a stunning contemporary setting with outdoor sculpture garden and tented reception area.

Chief Theater newly remodeled historic Chief Theater in the heart of downtown is a community cultural center that provides entertainment over 200 nights of the year with class acts and local flavor.

Depot Art Center the 1909 historic train depot is home of the Arts Council plus 2 fine art galleries, meeting rooms, an art pantry and a multi-use space serving performers, dancers, writers and musicians of all levels.

Steamboat Art Museum housed in the historic Rehder Building, SAM is fortunate to occupy one of the largest buildings open to the public in Steamboat and houses nationally recognized artists and education.

Bud Werner Memorial Library vibrant community center and sanctuary with social spaces, teen area, interactive children’s library, and a coffee bar. Library Hall is a presentation space available to the public.

Tread of Pioneers Museum recently completed an expansion and remodel, further allowing it to showcase and celebrate the Yampa Valley’s rich and diverse heritage, from Native Americans to Olympic skiers.

Yampa River Botanic Park at an altitude of 6,880 ft. in a cool valley at the foot of Mt. Werner you will find a 6-acre park sitting on land donated to the City. Many outdoor events and performances are found in this idyllic setting.

Howelsen Hill is owned and operated by the City and holds a unique place in our local history by being the home of the Steamboat Springs Winter Sports Club. It is also the home of our Winter Carnival, free concerts and a variety of summer events.

Steamboat Springs Community Center this new facility is owned by the city and offers community multi-use space for rent. It also has a fully equipped commercial kitchen and meeting rooms.

Perry Mansfield Performing Arts Camp the Steinberg Pavilion and Julie Harris Theater are found on campus in a picturesque aspen grove and provide a stunning setting for productions and events.
& PROGRAMS WITH IMPACT

**LITERARY SOJOURN** is the oldest established literary festival in the Rocky Mountains. Presentations by nominees and recipients of literary awards, including the National Book Award, the Edgar Award and the Pulitzer.

**FREE CONCERT SERIES** brings in great national acts throughout the summer at the base of Howelsen Hill downtown. The events are free and fun for the whole family, offering food, music, libations and more. Including Ziggy Marley and Uncle Lucius.

**EMERALD CITY OPERA** brings artists from the world’s great opera houses to Steamboat to collaborate with local artists. Additionally, ECO presents the Resident Artists Spotlight and Outstanding Artists concert series.

**STEAMBOAT DANCE THEATER** supports a vibrant culture of dance in the Yampa Valley by inspiring an appreciation of diversity and experience. Community engagement, dance scholarships and annual dance theater performances.

**STEAMBOAT SYMPHONY ORCHESTRA** Steamboat boasts a professional orchestra that performs through fall and winter under conductor Ernest Richardson. Education immersion weekends allow Routt County Youth orchestral training.

**ALL ARTS FESTIVAL** a weeklong collaborative event in summer, All Arts encompasses the rich culture of Steamboat’s musical, visual, performance and literary arts whilst featuring nationally renowned artists in an idyllic mountain setting.

**FIRST FRIDAY ARTWALK** every month thousands of Routt County residents and visitors walk the streets of Steamboat visiting galleries and alternative venues for artist receptions and socializing.

**ART IN THE PARK** this 42 year community tradition brings over 10,000 people to West Lincoln Park with artisan vendors, food trucks, live entertainment and kids area over a colorful summer weekend.

**STRINGS SCHOOL DAYS** Strings Music Festival presents three unique, free education programs annually in partnership with schools in an effort to culturally enrich the music experiences of students and teachers in the Yampa Valley.

**WINTER CARNIVAL** the oldest, continuous winter carnival west of the Mississippi offers a western parade, fireworks, street games, snow sculptures, and a troupe of skiers jumping through fiery hoops.
ORGANIZATIONAL STRUCTURE

STEAMBOAT SPRINGS ARTS COUNCIL

BOARD OF DIRECTORS

EXECUTIVE DIRECTOR

FINANCE & DEVELOPMENT

MARKETING & ADMINISTRATION

CREATIVE DISTRICT

ADVOCACY - ECONOMIC DEVELOPMENT - COMMUNITY ENGAGEMENT

CREATIVE DISTRICT STEERING COMMITTEE

Kim Keith, Executive Director of the SSAC
Matt Eidt, Board of Directors for the SSAC, Real Estate Broker/Owner
Candice Bannister, Executive Director - Tread of Pioneers Museum
Tyler Gibbs, AIA, Director of Planning - City of Steamboat Springs
Lisa Popovich, Executive Director - Main Street Steamboat
Kara Stoller, CEO - Steamboat Springs Chamber Resort Association
Jim DeFrancia, Principal - Lowe Enterprises, Greencourte Partners
Nancy Kramer, Program Coordinator - Northwest Colorado Cultural Tourism
Betse Grassby, Executive Director – Steamboat Art Museum
Jack Dysart, Board Chair – Emerald City Opera
Elissa Green, Executive Director – Strings Music Festival
Nancy Engelken, Executive Director – Perry-Mansfield Performing Arts Camp
Scott Parker, Executive Director – The Chief Theater

LEADERSHIP

Steamboat Springs Board of Directors (BOD)

Jim Kissane, President
Wendy Kowynia, Vice-President
Colleen Peabody, Treasurer
Betse Grassby, Secretary
Matt Eidt, Creative District Chair
Candice Jones, Visual Arts Chair
Sharon Pace, Development Chair
Sue Oehme, Past President of the BOD

ARTS AND CULTURE PROGRAMMING

- VISUAL ARTS
- EDUCATION IN ARTS
- AFFILIATE PROGRAM
- FILM - LITERARY
- THEATER - DANCE
- YOUNG AT ART
- CREATE SPACE
- VISITING ARTISTS

FACILITY

- DEPOT MANAGEMENT AND PROGRAMMING
- CREATIVE SPACE DEVELOPMENT
- ART CABOOSE

SPECIAL EVENTS

- CABARET
- ART-TINI
- ART IN THE PARK
- ALL ARTS FESTIVAL
- HOLIDAYS IN THE ROCKIES
- HALLOWEEN GALA
- COLORADO GIVES DAY
“NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, COMMITTED, CITIZENS CAN CHANGE THE WORLD. INDEED, IT IS THE ONLY THING THAT EVER HAS.”

MARGARET MEAD
The SSAC has established relevancy in the community at large, as well as among artists, members, donors and the emerging creative economy in Steamboat Springs. The SSAC team will increase its momentum in 2016 in terms of membership, impact and programming. These focal points act as the foundation of the Steamboat Springs Creative District.

Through a comprehensive SWOT analysis and strategic planning session, the Steamboat Springs Arts Council leadership has identified that certified creative district status is a top priority in advancing the Arts Council’s mission. Our strategic plan, goals and milestones reflect a collective and collaborative effort to meet the goal of creative district status.

We are working hard in our community to increase the economic impact of arts, culture, heritage, and creative industries. To accomplish this goal, the Steamboat Springs Arts Council has established partnerships with the Steamboat Springs Chamber Resort Association, Steamboat Springs Economic Development Council, Mainstreet Steamboat Springs, Tread of Pioneer Museum, the City of Steamboat Springs, Northwest Colorado Cultural Heritage program, artists, local creative industry businesses, affiliate art and cultural organizations.
STEAMBOAT SPRINGS CREATIVE DISTRICT
Goal: Recognized as a Colorado Creative District, the Steamboat Springs Creative District supports and grows the local creative industry’s contribution to a vibrant local economy.
Measurable Outcome:
Outcome #1: The Steamboat Springs Creative District is recognized as a Colorado Creative District.
Outcome #2: The Steamboat Springs Creative District contributes qualitatively and quantitatively to the health, welfare and sense of place of the Steamboat Springs community.

GOVERNANCE
Goal: Governance leadership demonstrating outstanding levels of non-profit best practices in the areas of management, operations and leadership that maximizes the efficiency and efficacy of the Steamboat Springs Arts Council and Creative District program providing a positive cultural, educational and economic impact in the community.
Measurable Outcome: Documented organizational structure Charters, full seating of Board of Directors and approved development and marketing plans.

VIBRANT CREATIVE ECONOMY
Goal: Economic impact of local creative industry is measurable, positive and growing.
Measurable Outcome: Growth in number of creative industry based businesses. Demonstrated increase in economic contribution by creative industry business.

ART AND CULTURAL PROGRAMMING
Goal: Delivery of high quality, innovative art and cultural programming reflecting the needs and desires of residents and visitors.
Measurable Outcome: Dynamic comprehensive Art and Cultural program plan that reflects the needs of the community including a robust art and culture educational component.

COMMUNITY DEVELOPMENT
Goal: Improved quality of life and visitor experience. Community Development plans address infrastructure needs allowing for increased engagement of creative endeavors and provide appropriated art and cultural venues strengthening the character, sense of place and economic contribution of the creative district.
Key Outcome: Measurable improvement to quality of life and visitor experience. Integration of art and cultural current assets and future need integrated into community planning processes.
OUR MILESTONES

1. STEAMBOAT SPRINGS CREATIVE DISTRICT - KEY MILESTONES
   - Develop relevant and effective partnerships. Year 1
   - Refine methodology for ongoing measurement of the contribution of Creatives and the District to the local economy. Year 1-2
   - Finalize plan to develop community and business services that will enhance the Creative Districts.

2. ORGANIZATIONAL DEVELOPMENT - KEY MILESTONES
   - Completion of Governance Development. Year 1
   - Implementable plan to improve and grow fiscal capacity for support of Steamboat Springs Arts Council and Creative District including a robust membership and sponsorship program, foundations, grants and earned income income. Year 2-3
   - Sustainable high level of brand awareness through concise messaging to target markets, comprehensive marketing tools including web enhancement, graphic standards, and ongoing community outreach and advocacy. Year 1-2

3. VIBRANT CREATIVE ECONOMY - KEY MILESTONES
   - Complete inventory of cultural assets and creative industry businesses. Year 1
   - Establish comprehensive directory of cultural resource organizations and creative industry businesses for distribution to community for the purpose of raising awareness. Year 1-2
   - Develop effective methodology for measuring qualitative and quantitative impact of the local creative industry; e.g., tourism, sales, wages. Year 1-2
   - Complete needs assessment for support services to creative industry; e.g., affordable work/live spaces, tax incentives, business development resources and technology support. Year 1
   - Implement business support program targeted to the creative industry. Year 2
   - Establish effective business recruitment plan, including compelling branded promotional materials to attract creative industry businesses to Steamboat Springs. Year 2

4. ART AND CULTURAL PROGRAMMING - KEY MILESTONES
   - Complete community survey of existing art and cultural programs. Year 1
   - Initiate community-wide and visitor survey to assess art and cultural program needs, including education opportunities. Identify needs for all age groups, socio-economical groups, public and private educational institutions and art and cultural and community service organizations. Year 1-2
   - Establish comprehensive community art and cultural program plan with goals, benchmarks, budgetary and evaluation tools and timelines. Plan shall identify both existing programs, and programs to be developed by affiliate organizations and other community resources. Year
   - Establish methodology for effective and timely program analysis for Steamboat Arts Council art and culture programs. Year 2

5. COMMUNITY DEVELOPMENT - KEY MILESTONES
   - Art and cultural facility inventory and support needs assessment update that includes maintenance standards for existing facilities, recommendations for future support services and maintenance plans. Year 1
   - Comprehensive art and culture facility master plan endorsed by local government partners. Year 2
   - Comprehensive public art plan that promotes public and private stewardship of public art and cultural assets. Plan will incorporate inventory, mapping, condition reports, marketing, maintenance and repair plan. Year 1
   - Develop and advocate model for a “percent for the arts development fee” and advocate for use as permanent funding source to increase art in public places opportunities. Year 2-3
   - Advocate for maximum public mobility throughout Steamboat Springs Creative District for increased engagement of residents and visitors. Year 3
   - Leverage Creative District resources to address community needs (infrastructure, beautification, mobility, housing, prosperity). Ongoing
Our Future

The community of Steamboat Springs has a long history of being a place where art springs up. But without advocacy and organization, our creative community is at risk. The Steamboat Springs Creative District will reach far beyond the small borders of our town, because Steamboat Springs is a regional hub; a gathering place for all of rural Routt County, extending east to Walden, north to the Wyoming border, west to Craig, and south to Wolcott.

By building a strong creative district in Northwest Colorado, we can build a better future for the entire region, with a strong economic and cultural impact, successful community collaborations and initiatives, and broad support for our cultural heritage. The creative sector promises to broaden, diversify, and strengthen our economy. We care deeply about the future of Steamboat Springs, and are ready to create it.

“I HAVE SPENT MY WHOLE LIFE IN COLORADO, AND THE LAST 25 YEARS IN STEAMBOAT SPRINGS. I AM IMMENSELY PROUD TO BRING THE CREATIVE DISTRICT INITIATIVE TO OUR FARAWAY CORNER OF THE STATE. AS A CREATIVE, THERE’S NEVER BEEN A BETTER TIME TO LIVE HERE. WHEN I LOOK TO THE FUTURE OF STEAMBOAT SPRINGS, THIS IS THE BEST WAY OF ‘PAYING IT FORWARD’ SO THAT THE NEXT GENERATION OF CREATIVES CAN HAVE EVEN BETTER OPPORTUNITIES THAN I HAVE HAD.” - WENDY KOWYNTA, ARTIST.
Steamboat Springs Creative District is grateful to the many contributors whose gifts provide vital resources for our programs. Listed below are the businesses, organizations and government agencies whose support is indispensable to our work.

Founding Partners:

- Steamboat Springs Arts Council
- Creative District Program
- 1001 13th Street - POB 774284
- Steamboat Springs, CO 80487
- Telephone: 970.879.9008
- creative@steamboatarts.org

Affiliate Members:

- Anderson Ceramics
- Arts and Crafts Gym
- Deb Babcock
- John Russell Bernard
- Matt and Holly Blanchard
- Natalie Breitung
- Bud Werner Memorial Library
- Central Park Management
- Circle 7 Fine Art
- Circle 7 Gallery
- Closer to the Sun Gallery of Fine Art
- Colorado Mountain College
- Copper Ridge Studios
- Children's Danceworks
- Deja Vu Consignments
- Emerald City Opera
- Mary Pat Ettinger
- Fancy Ink Press
- John Fielder
- Friends of Perry Mansfield
- Friends of the Chief Foundation
- Jim Gmeiner
- Gregory Grasso
- Melissa Gray
- Stuart Handloff
- Hawk Shadow Press
- Daniel and Maureen Hebard
- Historic Routt County
- Hokunani Hula
- Jeanne Ingalls
- The Inn at Steamboat
- Jasmir Bellydance Troupe
- Abigail Jensen
- Katherine Kieler
- Susan and Ronald Krali
- Sue Leonard
- Mary Levingston
- Michael Lewis
- Diane Malby
- Don and Libbie Mathes
- Nueva
- Jay O'Hare
- Oehme Graphics
- Pirate Theatre
- Ranchlands
- Kristen Rockford
- Rocky Mountain Dance
- Rocky Mountain Springs Harp Program
- Jeff & Bridget Roth
- Victoria Louise Rudolph
- Bill and Barbara Sanders
- Karen and Joel Schumman
- Seminars at Steamboat
- Sew Steamboat
- Ski Haus International
- Steamboat African Dance & Drum Ensemble
- Steamboat Art Museum
- Steamboat Center for Visual Arts
- Steamboat Clay Artisans
- Steamboat Coffee Roasters
- Steamboat Dance Theatre
- Steamboat Frame Works
- Steamboat Pilot & Today
- Steamboat Rug Hookers
- Steamboat Springs Writers Group
- Steamboat String Quartet
- Steamboat Whiskey Company
- J & M Steinberg
- Happy Stansrul
- Christie Stepan
- Kathy Stokes
- Strings Music Festival
- Sundance Studios
- Tread of Pioneers Museum
- Susan de Wardt
- Yampa Valley Celtic Society
- Yampa Valley Choral Society
- Yampa Valley Community Band
- Yampa Valley Sustainability Council
- Yoga Center of Steamboat
• Strategic Priorities
• Marketing Plan
• Marketing Channels
• Map
Organizational Sustainability

Purpose: To maintain best practices for non-profit management, stable administration and preservation of the district

Outcome: Providing oversight, planning, guidance, protecting, analyzing and improvements within the district

Community Engagement

Purpose: Residing value propositions concisely to our constituents, the broader public, and visitors through targeted channels

Outcome: Showcasing cultural and artistic organizations, events, and experiences increasing opportunities for cultural tourism

Attract & Retain Creatives

Purpose: Enhancing the economic impact of the creative industries in our rural community

Outcome: More arts revenue, more businesses, more value for creative entrepreneurs

Infrastructure Improvements

Purpose: To expand community engagement and influence impact through collaborations and effective partnerships

Outcome: Showcasing cultural and artistic organizations, events, and amenities

Action Step

Attend webinars, complete application, secure site visit, accept certification, and celebrate!

Action Step

Add committee members, evaluate staffing structure, identify changing roles and responsibilities, member retention and output

Action Step

Providing creative input to ongoing development projects within the district’s vision, remodel, cultivate value, and enhance improvements

Action Step

Marketing, offer educational programming, affordable studio space, add value to memberships

Action Step

Identify community needs, develop creative solutions, implement programs, analyze and innovate
I. Steamboat Springs Creative District

Goal: Recognized as a Colorado Creative District, the Steamboat Springs Creative District supports and grows the local creative industry's contribution to a vibrant local economy.

Key Milestones

• Develop relevant and effective partnerships. Year 1
• Refine methodology for ongoing measurement of the contribution of Creatives and the District to the local economy. Year 1-2
• Finalize plan to develop community and business services that will enhance the Creative District's tax revenue contribution to the local creative industry. Year 2-3

Measurable Outcome:

Outcome #1 – The Steamboat Springs Creative District is recognized as a Colorado Creative District.
Outcome #2: The Steamboat Springs Creative District contributes qualitatively and quantitatively to the health, welfare and sense of place of the Steamboat Springs community.

Key Resources: Steamboat Springs Arts Council Directors, members, artists and affiliate organization, creative industry businesses, Steamboat Springs Creative District Leadership Committee and relevant partners such as City of Steamboat Springs, Steamboat Springs Economic Development Council, Steamboat Springs Chamber Resort Association, Main Street Steamboat Springs, Tread of Pioneer Museum and Northwest Colorado Cultural Heritage Program.

II. Organizational Development

Goal: Established governance structure with outstanding levels of non-profit best practices in the areas of management, operations and leadership that assure sustainability of a positive cultural, educational and economic impact of the Steamboat Springs Arts Council and Creative District.

Key Milestones

• Completion of Governance Structure Development. Year 1
• Implementable plan to improve and grow fiscal capacity for support of Steamboat Springs Arts Council and Creative District. The plan will call for a robust membership and sponsorship program, foundation and grant proposal income. A key part of the plan will be to identify options and advocacy Steamboat Springs Arts. Year 2-3
• Sustainable high level of brand awareness through concise messaging to target markets, comprehensive marketing tools including web enhancement, graphic standards, and ongoing community outreach and advocacy. Year 1-2

Measurable Outcome:

Documented organizational structure Charters, full seating of Board of Directors and approved development and marketing plans.

Key Resources: Directors, officers, staff and affiliate organizations of the Steamboat Springs Arts Council with advice from Steamboat Springs Creative District Leadership Committee and relevant partners.
We have thoughtfully chosen a mix of marketing channels that will enable us to expand reach, enrich vibrancy and grow the creative economy of Steamboat.

10% VIDEO
TV38, YOUTUBE, SOCIAL MEDIA, IMBEDDED IN EMAIL

5% PAID SEO
WEBSITE, PER CLICK, FB ADS

10% DIRECT MAIL
POSTCARDS, ANNUAL APPEAL, THANK YOUS, DONATION REEQUEST, BROCHURES

40% PERSON TO PERSON
WALK-IN, EVENTS, MEETINGS, BOOTH SPACES, CITY COUNCIL, VOLUNTEERING

25% PRINTED FOR DISTRIBUTION
RACK CARDS, BROCHURES, ANNUAL REPORT, FLYERS, POSTERS, NEWSPAPER ADS

15% ONLINE
WEBSITE, BLOG, SOCIAL MEDIA

STEAMBOAT SPRINGS ARTS COUNCIL - www.steamboatarts.org
ART GALLERIES, MUSEUMS & VENUES

1. Steamboat Springs Arts Council
   At The Depot
   1001 13th St., 970-879-9008

2. Gallery 89
   909 Lincoln Ave., 970-879-8196

3. Hanvig’s L’Apogée
   911 Lincoln Ave., 970-879-1919

4. Center For Visual Arts
   837 Lincoln Ave., 970-846-5670

5. The Chief Theater
   813 Lincoln Ave., 720-425-0522

6. Steamboat Art Museum
   807 Lincoln Ave., 970-870-1755

7. Untane
   703 Lincoln Ave., Suite B101, 970-879-9169

8. Mangelsen – Images of Nature Gallery
   730 Lincoln Ave., 970-871-1822

9. Wild Horse Gallery
   802 Lincoln Ave., 970-879-5515

10. Tread of Pioneers Museum
    800 Oak St., 970-879-2214

11. Physical Elements Personal Training Studio
    9th and Oak St., 970-846-0828

12. Pine Moon Fine Art
    117 9th St, 970-829-2977

13. W Gallery
    115 9th St., 970-846-1783

14. Ski Town Computing
    1104 Lincoln Ave., 970-820-7984

15. Comb Goddess
    1104 Lincoln Ave., Suite 102, 970-871-0606

16. Crookedside Cafe
    131 11th St, 970-879-4925

*Yampa Valley Arts and Gallery Guide