



FOR IMMEDIATE RELEASE

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DOWNTOWN ACHIEVES CREATIVE DISTRICT DESIGNATION AWARDED BY COLORADO CREATIVE INDUSTRIES

COLORADO SPRINGS, CO—Colorado Creative Industries (CCI), a division of the Colorado Office of Economic Development & International Trade, and the Boettcher Foundation today announced that Downtown Colorado Springs is one of four newly certified Creative Districts. Included in the district are cultural landmarks, award-winning outdoor sculpture, independent galleries, creative industries, and other one-of-a-kind cultural and entertainment opportunities.

“Attracting artists and creative entrepreneurs to a community infuses energy and innovation,” said Susan Edmondson, President and CEO of Downtown Partnership. “Creative District status allows us to further leverage our cultural and creative assets to attract new business, stimulate tourism and ensure that downtown is the place of choice for launching new ideas while also preserving our rich cultural heritage.”

Factors that contributed to downtown’s Creative District designation include:

- High concentration of galleries, museums, performance venues, artist studios and cultural attractions. More than half of all cultural events within the city take place in the downtown area.
- Historic architecture and landmarks.
- Concentration of creative industries including arts, advertising, architecture, graphic design and innovative technology.
- Leveraging arts and creativity to address issues such as planning, wayfinding, economic development and tourism.

The ability to engage and garner community interest, provide administrative structure to maintain creative programming, and ability to interact with other civic, government, and public entities are also critical considerations. Downtown Partnership staff, including a Creative District Manager, have proved sustainability and growth of programming including:

- First Friday Downtown art walk and bike tour
- Core Culture art and history guided walking tours
- Art on the Street annual public sculpture exhibit, now in its 16th year
- Sidewalk Stage street performance program
- Acacia Park Concert Series

“The state’s newly designated Creative Districts are capitalizing on Colorado’s creative assets to grow their local economy and to improve the quality of life for their residents,” said Tim Schultz, president and executive director of the Boettcher Foundation.

In the past two years, downtown has attracted entrepreneurial hubs such as Epicentral Coworking and the Machine Shop; creative technology companies like Aspenware Technology, FatBike, and FuseSport; and

smaller creative retail and restaurants like Stitch Studio, The Wild Goose Meeting House and Mountain Fold Books (opening soon).

“Creative areas are appealing places to live, visit, and conduct business, which in turn enhances the economic and civic capital of a community,” said Edmondson. “It’s good for downtown, but it’s also good for the entire community as well.”

To celebrate the new Creative District status, a public ice cream social will be held 5:30 p.m. Saturday, June 28, at Acacia Park, followed at 6 p.m. by the Acacia Park Summer Concert Series.

About Downtown Partnership

Downtown Partnership is the lead nonprofit organization ensuring that Downtown Colorado Springs serves as the economic, cultural, and civic heart of the city. For more information visit www.downtowncs.com, or contact Downtown Colorado Springs at 719.886.0088.

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