

We, the arts and creative community of the Pikes Peak region, DECLARE that...




The arts are critical to our region's identity and authenticity. We commit to promoting our region as an **ARTS DESTINATION** for both experiencing art and making art.

## OPPORTUNITIES WITHIN REACH:

KEY:  IMPLEMENTATION TACTIC

 EQUITY, DIVERSITY, AND INCLUSION FOCUS




1. Expand collaborative efforts with tourism partners, like Visit Colorado Springs, Pikes Peak Region Attractions, Pikes Peak Lodging Association, and others, to elevate the promotion of cultural tourism.

-  a. Support increased membership by creative organizations in Visit Colorado Springs.
-  b. Attract more regional/national arts conferences and symposiums.
-  c. Expand and attract large scale cultural tourism events, and leverage existing successful local events and festivals to be a bigger regional draw.

2. Learn from the success of Arts Month to develop a broader year-round tourism and branding campaign for arts and culture in the region.

3. Develop an annual arts event to attract and cater to a military audience, helping to consistently connect the military and arts communities through an annual tradition.

4. Develop and market locally-curated "art trails" or day trip itineraries that lead visitors to arts and culture destinations. These itineraries can be prepackaged and distributed to local and state tourism agencies and posted on social and digital media.

-   a. Create specialized itineraries to include creative businesses that are led by, or primarily serve, BIPOC or LGBTQ communities.
-  b. Broaden scope to cross-promote culinary, brewery, distillery destinations and non-traditional creative experiences, especially outside of Colorado Springs.

5. Produce collaborative or combined promotional materials, promoting genres like galleries or existing local events or festivals together to showcase the critical mass of the arts as a tourism draw.

6. Elevate new and existing opportunities for national or international artists to travel to the Pikes Peak region to develop new work and interact with the regional arts community.

7. Explore ongoing enhancements to Peak Radar's tourist and local resident engagement efforts.

8. Promote and build the region's public art collection as part of creative placemaking and regional draw.

## OPPORTUNITIES TO REACH FOR:

1. Strengthen and expand partnerships with local media for consistent arts coverage, and explore the possibility of recurring editorial or critical review.

2. Develop an arts brand that is more inclusive and regional, beyond specific city brands like City Above the Clouds, Olympic City USA, etc.

3. Collect more inclusive, annual data on cultural tourism to better understand and articulate the economic impact of the creative sector and provide more effective and persuasive tools for arts advocacy.