











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

Artists, creatives, and arts entities deserve the opportunity to thrive and prosper here. We commit to developing diversified **FUNDING AND RESOURCE** strategies to fortify and embolden our creative lives.

OPPORTUNITIES WITHIN REACH:

KEY:  **IMPLEMENTATION TACTIC**  **EQUITY, DIVERSITY, AND INCLUSION FOCUS**

1. Expand and centralize services and resources to help artists and creatives grow in their professions. The solution should be comprehensive, regional and sustainable. The need is urgent and greatly exceeds the current offerings.



-  **a.** Consolidate and expand professional development workshops and classes for artists and creatives. Some suggested class topics include: budgeting and financial management, pricing, seeking grant/sponsorships/fellowships, contracting, how to become a public artist, finding buyers, promoting your work, scoring gigs, public speaking, branding, selling yourself, photographing/filming your work, social media marketing, how and where to exhibit your work, business planning, etc.
-  **b.** Offer training in technical theatre to support the performing arts.
-  **c.** Connect performers and artists to professional level classes to stay on top of their game and expand their skills.
-  **d.** Offer informal opportunities for artists and creatives to network, share knowledge and learn from one another.
-  **e.** Increase opportunities for art exhibition and sales. Consider expanding existing festivals or developing a new juried festival that connects artists and buyers.
-  **f.** Produce regional “hiring showcases” for performing artists of all kinds and invite producers, directors, and agents to connect with talent.
-  **g.** Help create interdisciplinary cross-pollination opportunities, such as poets performing at visual arts exhibit openings, or art displayed during opening night of a theatre production.
-  **h.** Strengthen existing small business programs for creative businesses and artist entrepreneurs.
-  **i.** Explore business and legal services through existing state and national program networks (similar to Colorado Attorneys for the Arts).
-  **j.** Continue to assess the specific needs of local artists to determine which programs are most needed and effective.

2. Track and share quantitative data on the breadth and depth of funding for the creative community. Use this data to identify opportunities for growth.

3. Invest in a multi-year advocacy and public relations campaign to build the case for public funding for the arts.



OPPORTUNITIES WITHIN REACH, CONTINUED:

4. Advocate for Lodging and Automobile Rental Tax (LART) increase with a dedicated percentage for the creative sector in Colorado Springs.

-   **a.** Create a framework for a publicly funded granting program to distribute this LART percentage strategically and equitably to artists and arts organizations.

 **5.** Convene (annually) regional arts funders to foster greater philanthropic giving and support of the arts and creative community. Focus on advancing equity goals in the sector.

6. Leverage shared giving models to create more meaningful investment in local arts.



-   **a.** Strengthen existing programs like “Fund for the Arts” at the Pikes Peak Community Foundation and emphasize equity in its design.

7. Advocate for the funding of the top priorities of the Colorado Springs Public Art Master Plan. This will unlock more opportunities for local artists, more support for businesses that want to do public art projects, more equity in where public art is located, and the creative potential of art in public spaces overall.

8. Better integrate arts and cultural information into orientation and recreational programming for military audiences.


OPPORTUNITIES TO REACH FOR:

1. Research and identify opportunities for other regional taxation models, similar to the Manitou Arts, Culture, and Heritage tax (MACH) passed in 2019, that take advantage of existing political boundaries, like school districts or fire protection districts, for areas that aren’t incorporated as a city.

-   **a.** Advocate for the passage of a lodging/tourism tax with a designated percentage supporting the arts in local municipalities beyond Colorado Springs, and unincorporated El Paso County, and Teller County.

2. Cultivate an engaged business and corporate community in support of arts and culture.

-  **a.** Increase corporate financial support for the arts.
-  **b.** Explore effective national models of business engagement in the arts to build on existing local programs.
-  **c.** Continue partnerships with leadership programs like Leadership Pikes Peak and Colorado Springs Leadership Institute.
-  **d.** Encourage business volunteerism and Board service within the creative sector.

 **3.** Invest in artists and emerging creative entrepreneurs, especially underrepresented community members, through micro loans and other tools.

4. Cultivate broader development of cultural districts, particularly ones that qualify for the State Certified Creative District program, to tap into state monies and marketing support.

5. Explore options for group health care for the arts and creative community.