

## Office of Creative Sector Development Overview 2011

The position started in mid March 2011 with an initial goal of engaging stakeholders locally, regionally and state wide. This has been done through interviews, speeches and meetings conducted with partners and agencies. This was to provide our partners with background about the position and the city's commitment to the creative sector as well as to generate support for the office. To date the following, and more, has been accomplished:

Baseline data was established for the creative sector. There are 2,354 jobs (7.5% of the total number of Loveland jobs), with over \$100 million in payroll and an average wage of \$42,000 vs. the average city wage of \$37,000. The jobs number is 4x the national average and 2x the statewide average.

Two surveys have been completed - One in conjunction with Americans for the Arts. This will analyze the CVI (creative vitality index) for our county in comparison to other counties nationally. Survey work was also conducted during Sculpture Show/Art in the Park weekend, through CSU, to quantify the daily per person spending from art based visitors. Both final reports are due at the end of the year.

The office has provided multiple new exhibition opportunities for artists and enhanced programming to existing events. This includes Night on the Town, Promenade Shops Art of Fashion, Heaven Fest, Sculpture /Art weekend, Loveland Art Studio Tour, Foote Lagoon concerts, Farmer's Market etc with an added attendance of approx. 8,000 people.

An artists' networking group has been formed called the Artists Collective for which I am an organizer, contributor and sponsor. We offer educational and networking opportunities for all creative and have been averaging 55 attendees per monthly meeting. Our goal is to continue to expand the audience to include our STEM companies, designers, publishers etc and to rotate meeting locations to broaden exposure of the creative sector.

I assisted with the Governor's Tourism Conference installing 1/2million dollars of art in and around the Embassy Suites, supervising the creation of the welcome gift, acting as a liaison during the event and help with other logistics. There were 365 participants from around Colorado with an average of a 2 night stay ( as not all participants stayed, some drove up for the day)

I work on a regular basis with the LISA program (Loveland Integrated School of the Arts.) I was instrumental in the development of a half time District LISA coordinator and the arts integrated professional development program that 50 teachers/staff are taking this fall. I also organized a traveling sculpture program for the district that will expose hundreds of children in every school to sculpture and the array of public art available to them in the community.

I have created marketing brochures highlighting reasons to cast in Loveland and live in Loveland to increase the number of resident artists and foundry production. To date, five new artists have moved to the area including Josh Tobey who cast over 300 pieces a year. His commitment to Loveland has already increased the number of hours that Bronze Services is in production. This is just the beginning of the recruitment process.

Our website will be launched in November and will not only assist local artists in their endeavors to be successful, but also to highlight the area and the creative sector for people out of the area. A Microsoft tag program is also being created to market "Living Loveland" across the country. Through the partnership with the re-mailing valentine program and the Chamber, we will send out over 180,000 tags about Loveland nationally and internationally. The tag will also be used throughout the community to market Loveland.