

Arts & Heritage Day Talking Points
STATE CERTIFIED CREATIVE DISTRICTS

HB 1183 – Sponsored by Rep. Joan McBride / SB 5300 – Sponsored by Sen. Hans Zieger

Benefits

- Allows communities to cluster hubs of economic activity around arts, culture, and heritage
- Enhances the area as an appealing place to live, visit, and conduct business
- Helps to revitalize and beautify communities
- Provides a focal point for celebrating and strengthening a community's unique identity
- Showcases cultural and artistic organizations, events, and amenities
- Complementary to non-arts businesses – restaurants, offices, retail, housing, and lodging
- Coordinated by the Washington State Arts Commission which would standardize criteria, provide technical and professional support, and provide small grant opportunities
- Each community would define what its creative district would look like and what its priorities would be

Colorado's Example

[\(From March 2016 Special Report: Colorado Certified Creative Districts\)](#)

- Annual job growth in Colorado's Creative Districts is 5 percent, outpacing the state's average of 2 percent in recent years.
- Evidence that the district is recognized and supported by local government is important to certification.
- It is an economic development strategy.
- In the Salida Creative District, sales and lodging taxes have been up every month since its certification. Historic downtown Salida enjoys a 90% occupancy of its commercial real estate and new residential and retail development is underway. A snowball effect has brought more creatives and artists to town.
- Certification demonstrates to funders that "we can execute"
- State certification gives creative districts credibility
- In the Pueblo Creative Districts, 30 creative businesses opened in the first full year following certification
- Since the Creative Districts Legislation was implemented (2011 passed the legislature, implementation in 2013):
 - \$894 M in Creative Industry Earnings
 - 13,098 in the Creative Workforce
 - 2.8M more visitors