

# CERTIFIED CREATIVE DISTRICTS

HB 1183 (Rep Joan McBride)/SB 5300 (Sen. Hans Zeiger)



The Washington State Certified Creative Districts program would help communities promote their unique identity through arts and cultural activities and benefit non-arts related business. Photos: Everett's Schack Art Center, artisan businesses at Mighty Tieton Warehouse, Spokane's Valley Fest.

## Benefits of Certified Creative Districts

- Contiguous area that includes a mix of uses within its boundaries
- Walkable, distinguished by physical, artistic, and cultural resources
- Concentration of arts and cultural organizations, and creative enterprises
- Complementary non-arts businesses, such as restaurants, offices, retail, housing, and lodging
- Vigorous arts and cultural activity, such as art walks, festivals, concerts, and community gathering places

## The Goal

The goal behind the proposed legislation is to put in place a state certified "creative district" program that would incentivize local communities to use arts venues, businesses, and activities to create or enhance economic opportunities. Many communities have capitalized on creative areas – museums, theaters, and neighborhood arts facilities – and could use a state certified "creative districts" designation to harness additional activity. The program would be coordinated by the Washington State Arts Commission (ArtsWA), which would provide technical and professional support for communities wishing to establish a "creative district," certify those districts using standardized criteria, and provide small grant opportunities for certified programs.

## Modeling Colorado's Creative Districts program

The Colorado Creative District enabling legislation, passed in 2011 and in 2013 for the purposes of:

- Attracting artists and creative entrepreneurs to a community, infusing new energy and innovation, which in turn will enhance the economic and civic capital of the community;
- Creating hubs of economic activity, thereby enhancing the area as an appealing place to live, visit and conduct business, as well as create new economic activity;
- Attracting visitors;
- Revitalizing and beautifying communities;
- Providing a focal point for celebrating and strengthening a community's unique identity;
- Showcasing cultural and artistic organizations, events and amenities;
- Contributing to the development of healthy communities; and
- Improving the quality of life of the state's residents.

### SNAPSHOT OF COLORADO'S CREATIVE DISTRICTS



**\$894M**  
Creative  
Industry  
Earnings



**13,098**  
Creative  
Workforce



**2.8M**  
Visitors