

ARTS FOR *ALL* | 2030

COLORADO CREATIVE INDUSTRIES STRATEGIC PLAN



Colorado Creative Industries (CCI), a division of the Colorado Office of Economic Development and International Trade (OEDIT), advances the ways that arts and creativity make Colorado a better place to live, work, and play.

The arts are a significant part of Colorado's economy, accounting for \$18 billion annually in economic impact, 3.7% of the state's economy, and 104,163 total jobs according to the U.S. Bureau of Economic Analysis. Additionally, the arts are an avenue for creativity, critical thinking, collaboration, and empathy. The arts play a pivotal role in helping communities thrive by bringing together people from all walks of life, revitalizing downtowns, encouraging tourism, and educating students.

MISSION

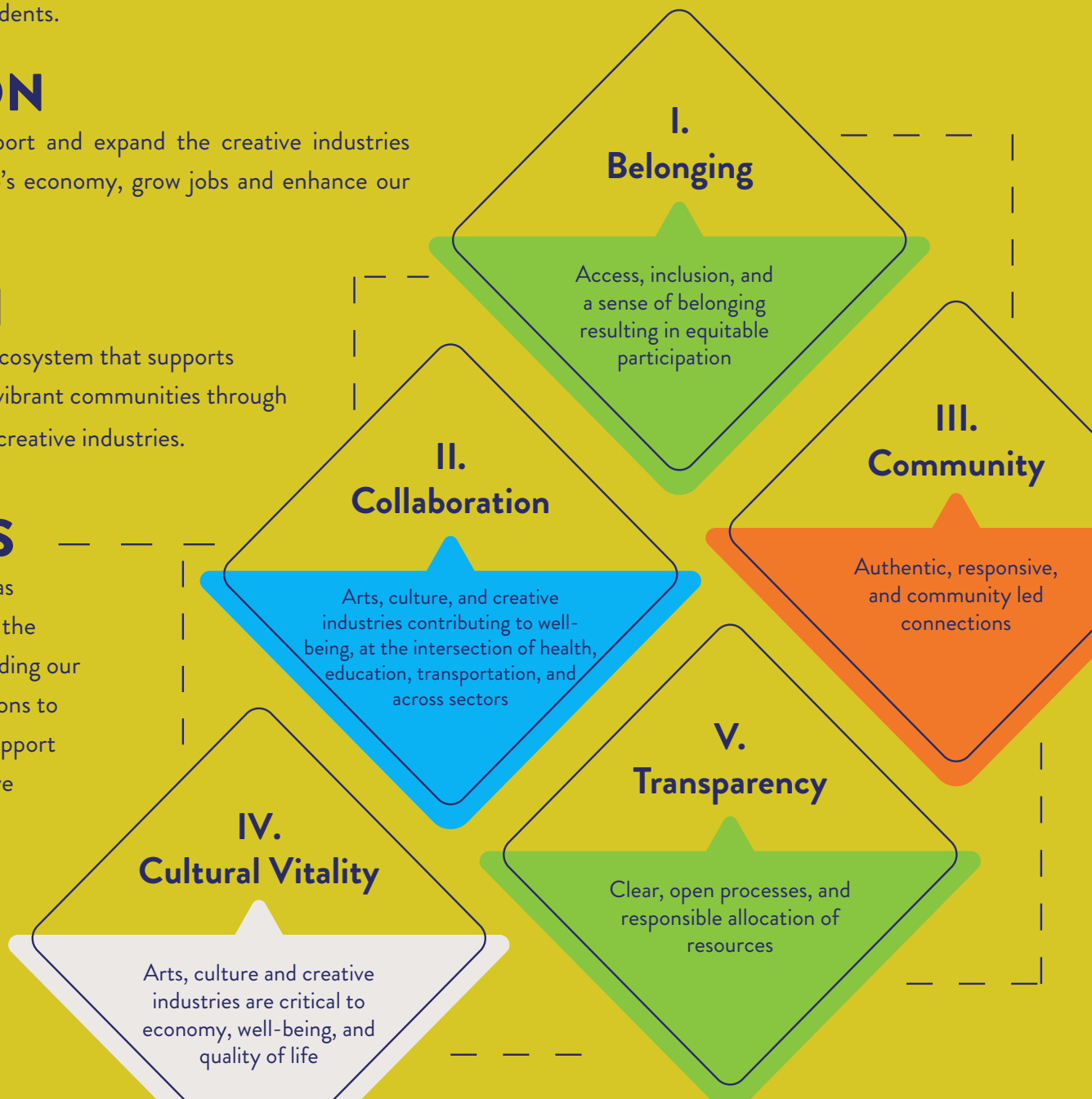
To promote, support and expand the creative industries to drive Colorado's economy, grow jobs and enhance our quality of life.

VISION

A Colorado arts ecosystem that supports artists and builds vibrant communities through arts, culture, and creative industries.

VALUES

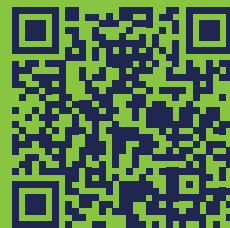
Our values serve as the foundation of the strategic plan, guiding our decisions and actions to strengthen and support Colorado's creative sector.



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Read the full Arts For All 2030 Strategic Plan on the [CCI website](#)



STRATEGIC PLANNING PROCESS AND FRAMEWORK

We developed an inclusive five-year strategic planning process involving extensive statewide engagement, including internal discussions, key informant interviews, eight town halls, and surveys reaching over 800 stakeholders across 60 out of 64 Colorado counties, ensuring diverse voices from all regions were heard.

5 PILLARS

1 PUBLIC INVESTMENT + RESOURCES

Goal: Expand economic opportunities in Colorado's creative industries sector.

Objective: Maximize financial support, programming, and technical support.

2 PROGRAMS + PARTNERSHIPS

Goal: Optimize resources for sustainability and impact of CCI's offerings.

Objective: Analyze current programs to identify high-impact initiatives.

3 PUBLIC POLICY + EDUCATION

Goal: Strengthen Colorado Creative Industries ecosystem.

Objective: Define CCI's role in advocacy and strategic partnership.

4 MARKETING + STORYTELLING

Goal: Elevate recognition and support for Colorado's creative industry sector.

Objective: Launch a statewide, multi-year storytelling campaign.

5 ENGAGEMENT + OUTREACH

Goal: Reach new audiences to grow Colorado's creative economy.

Objective: Promote CCI programs and funding as the designated statewide arts agency.

Sign-up for the [CCI Newsletter](#)

