

## TWISP CREATIVE DISTRICT – STRATEGIC PROGRAM PLAN

The Twisp Creative District will focus on the following short term and long term goals as are articulated in the attached Strategic Program Plan. Two crosscutting objectives which will guide the Creative District's goals and activities.

**CROSSCUTTING OBJECTIVE 1:** Increase specific and intentional efforts within Twisp around accessible and affordable space for the creative sector. The District recognizes the value of its creative sector in driving economic activity and thus advocates for affordable access to space to create and live (rent/lease or own.)

**CROSSCUTTING OBJECTIVE 2:** Increase specific and intentional efforts around individuality and social justice to ensure that goals and activities of the Twisp Creative District are reflective of our local diverse populations including cultural diversity and cultural heritage.

### 1. Develop and Install Wayfinding/Signage

**Develop a unique and cohesive wayfinding system within the Creative District that will improve navigation.**

#### SHORT TERM:

##### YEAR 1:

- Research, design and selection of Twisp aesthetic/artwork for wayfinding signage.
- Wayfinding signage should be designed and fabricated by local creatives whenever possible.
- Connect integration of artwork/creative enhancements in plans for new public projects and structures when possible, i.e., bus kiosks, planters, crosswalks, light post banners, public bathrooms, bike lanes.

#### LONG TERM:

##### YEAR 2-5:

- Installation of Wayfinding/Signage
- Wayfinding signage will result in pedestrian-friendly corridor that is easy to navigate.
- Connect integration of artwork/creative enhancements in plans for new public projects and structures when possible, i.e., bus kiosks, planters, crosswalks, light post banners, public bathrooms, bike lanes.

### 2. Enhance and Grow Economic Vitality in Twisp's Creative District

**By attracting new businesses and projects to vacant spaces, the downtown corridor will fuel Twisp's economic vitality and add to the vibrancy of the Twisp community.**

### SHORT TERM:

#### YEAR 1-2:

- Focus on filling vacant storefronts with temporary creative projects, artwork and entrepreneurs which will attract new business identified to be missing or sparse within the downtown corridor, i.e., restaurants, retail.
- Advocate for pop-up makers spaces and creative projects within Creative District.
- Advocate for sustaining and adding creative space within District.

### LONG TERM:

#### YEAR 2-5:

- Grow jobs, projects and economic opportunities for all citizens.
- Add intentional business in Twisp, i.e., restaurants, retail and lodging.
- Encourage growth and sustainability of local businesses.
- Enhance and grow public engagement by both visitors and residents, thereby adding to economic vitality of Twisp.
- Sustain and grow creative space for artists and industries in District.

### 3. Enhance Twisp's Creative Industries and Creative People

**By supporting the creative community through marketing, advocacy and resources, the Twisp Creative District will strengthen Twisp's numerous artists, organizations, events, and local businesses.**

### SHORT TERM AND LONG TERM:

#### YEARS 1-2

- Promote and collectively market Twisp's cultural offerings to target audiences.
- Utilize Twisp's existing initiatives (organizations, programs, events) and programs to strengthen the District
- Connect artists and Creative Industries with resources and training to fuel capacity building and sustainability for artists and cultural organizations.
- Connect Twisp's entrepreneurs and business community with resources as needed.
- Advocate for needs of artists, arts organizations and creative industries as a whole.
- Research funding opportunities that model applicable all-income spaces to create (live/work, and maker space, etc.)

#### YEARS 2-5

- Enhance promotion of creative industries through strengthened navigation systems, signage and digital marketing activities.
- Research strategies for mapping, itinerary planning and increased connectivity.

#### 4. Measure and Report the Economic Impact of Creative District

**By tracking the creative workforce in Twisp and the region, the Twisp Creative District will measure and report the growth of creative jobs, creative industries and cultural non-profits.**

##### SHORT TERM:

###### YEAR 1

- The District will track impact of its creative economy (creative industry and occupation growth) over a five year period through use of newly identified local data, US Census data, American Community Survey data and occupational classifications and industry standards (Standard Occupational Classifications (SOC) and North American Industry Classification System (NAICS).)
- In the first year the District will define what we mean by creative economy and determine how we will quantify the creative economy impact. In addition to using national data listed above, our District will develop local measurements to track creative industries and occupational growth to compare with national data for District measurement.

###### YEARS 1-2

- The District will measure growth in creative industry earnings, growth of creative occupations, creative industries, and cultural non-profits over a 3 and five year period.
- The District will measure total number of visitors to Twisp.
- Publish annual report to communicate impact to community.

##### LONG TERM:

###### YEAR 3-5

- Explore the strengths and weakness of the Twisp creative workforce as is measured over time.
- Measure growth in creative industry earnings, number of creative occupations, industries, and cultural non-profits over a three and five year period.
- Measure and communicate the economic value of the Twisp Creative District's creative industries.