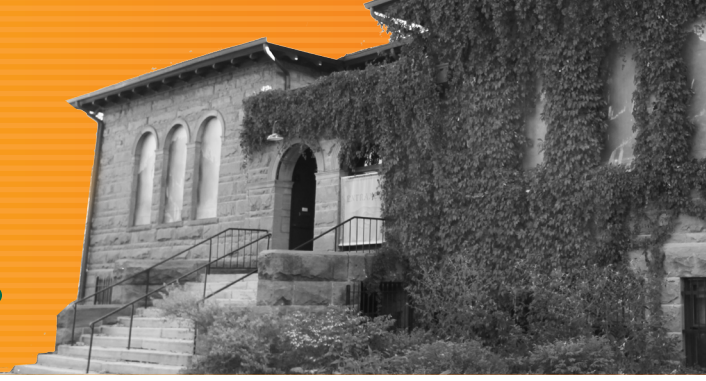


Arts Incubator of the Rockies



The Arts Incubator of the Rockies is a revolutionary partnership between Colorado State University School of the Arts, City of Fort Collins Cultural Services Department, and Beet Street, an arts and culture economic development non-profit.

The goal of the arts incubator is to encourage the education, growth, and professional development of our arts and culture students, professionals, and industry. It will build the visual arts, performing arts, music, entertainment, and creative industries in Fort Collins and the Rocky Mountain West by offering:

- Innovative educational courses on the business of art, music, and entertainment
- Internship programs focusing on real world career paths for students in the arts
- Continuing education for professional artists and arts organizations.

The arts incubator will also offer administrative services, professional resources, and gallery, performance, studio, and office space to students and professionals to assist them in creating, redefining, and sustaining their creative careers in the new economy.

CLIENTS AND NEEDS SERVED:

The new economy of the 21st century, often referred to as the “knowledge or “creative” economy, is placing new demands on the creative industries. The arts incubator will provide services to a wide range of careers in the arts, entertainment, and the broader creative industries that is reflective of the unique arts and culture scene in Fort Collins.

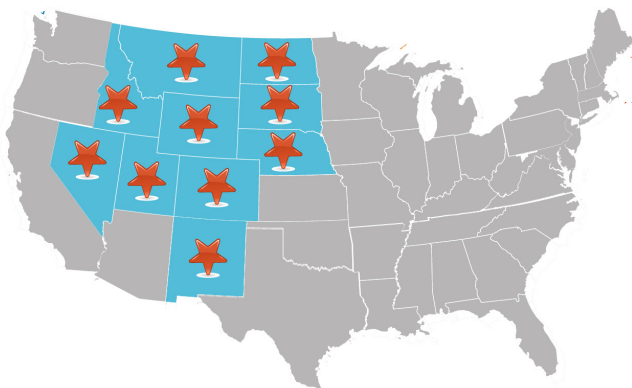
- **Independent artists and creative professionals** need to learn business skills to make a living with their art
- **Degree-seeking arts students** - and their parents - need access to the many career paths where their artistic skills can be applied in the arts, culture, and creative industries
- **Working professionals** are looking for ways to re-align their careers with their creative passions
- **Non-profit arts organizations** are in need of business skills and a new approach to delivering world class experiences to redefine and sustain their organizations
- **Creative industry businesses** are looking for access to students and professionals with real world experience that applies creative skills to their business needs

IMPACT OF THE ARTS INCUBATOR:

The arts incubator will play a strategic role in building arts and culture as an economic engine and helping to develop Fort Collins into a nationally recognized arts and culture community by:

- Increasing the capacity, growth, and professional development of our existing arts and culture industry
- Attracting artists, arts and entertainment businesses, and arts students by offering unique educational programs attached to real-world career paths, internship opportunities, and a strong creative workforce
- Creating a regional identity that draws artists, visitors, arts funders, and patrons to Fort Collins
- Fostering local pride that encourages participation in arts and culture programming
- The Fort Collins arts incubator is the only full-service arts incubator in the Rocky Mountain West, and the only one in the nation associated with a major university.

THE INCUBATOR WILL SERVE THE ROCKY MOUNTAIN WEST



ROLES OF PARTNER ORGANIZATIONS:

COLORADO STATE UNIVERSITY SCHOOL OF THE ARTS

The arts incubator project provides CSU School of the Arts with an opportunity to deliver a unique and unparalleled educational experience for its students with real world career paths in the arts and creative industries, while also helping the University meet its land grant mission with a program that includes significant outreach into the community.



CSU School of the Arts will provide the following:

- A minor in Arts Business and Leadership
- A Master of Music in Arts Leadership and Administration
- Continuing Education courses

BEET STREET

Professional development for the arts is a key vehicle towards meeting Beet Street's mission of building arts and culture as an economic engine, and developing Fort Collins into a nationally recognized arts community. The bricks and mortar arts incubator, formally tied to CSU's accredited programs, provides a unique, market-driven opportunity for Beet Street to develop a program that draws clients from across the Rocky Mountain West, putting Fort Collins on the map regionally as the place to grow your arts career.



Beet Street will provide the following:

- Classes, workshops, coaching, and other educational programs for artists, musicians, and arts organizations throughout the Rocky Mountain West
- Intensive internship program connecting CSU and arts incubator students to arts and creative industry career paths
- A virtual incubator of online resources for artists, arts groups and arts and culture professionals
- Networking opportunities and leadership forums for artists and arts and culture professionals
- Access to shared and/or reduced cost professional services

Beet Street and the City of Fort Collins Cultural Services Department were awarded a \$100,000 NEA Our Town grant to plan the regional arts incubator over the next 12 months. The grant includes funds for financial planning, market analysis, branding, website design, curriculum development, interior and landscape design, and regional networking. Beet Street will implement all areas except interior and landscape design.



CITY OF FORT COLLINS CULTURAL SERVICES DEPARTMENT

The City of Fort Collins owns the Carnegie Building, one of several cultural facilities used by the City to meet its goal of developing an environment in which arts, culture and science can be successful.



THE CARNEGIE BUILDING:

The Carnegie Building provides extraordinary opportunities as the home of the arts incubator:

- A historic, landmark downtown building, with little retrofitting required to house the arts incubator activities
- Space for a black box theatre, gallery spaces, classrooms, workshop and event spaces, and office and/or studio space



The City Cultural Services Department will provide:

- Carnegie Building management and maintenance
- Scheduling and managing activities in the black box theatre, gallery, and other public spaces
- Misc. support services to the operations of the building and arts incubator