

Recommendations

The diversity of needs, hopes and ideas that Superior residents shared have been combined with research and on-site analysis of Superior's arts, culture and public space strengths, as well as with wellbeing opportunities identified by the Project Team. This wealth of detail has been distilled into five big creative placemaking ideas:

The following sub-section details each of these ideas. Each sub-section highlights the project goals it will achieve and the project principles it fulfills. This is followed by an explanation of why this approach fits for the town, evidence about how these activities can boost wellbeing in Superior, and specific initiatives that can help achieve the big idea. Some sub-sections also include additional information to help guide delivery of the big idea.

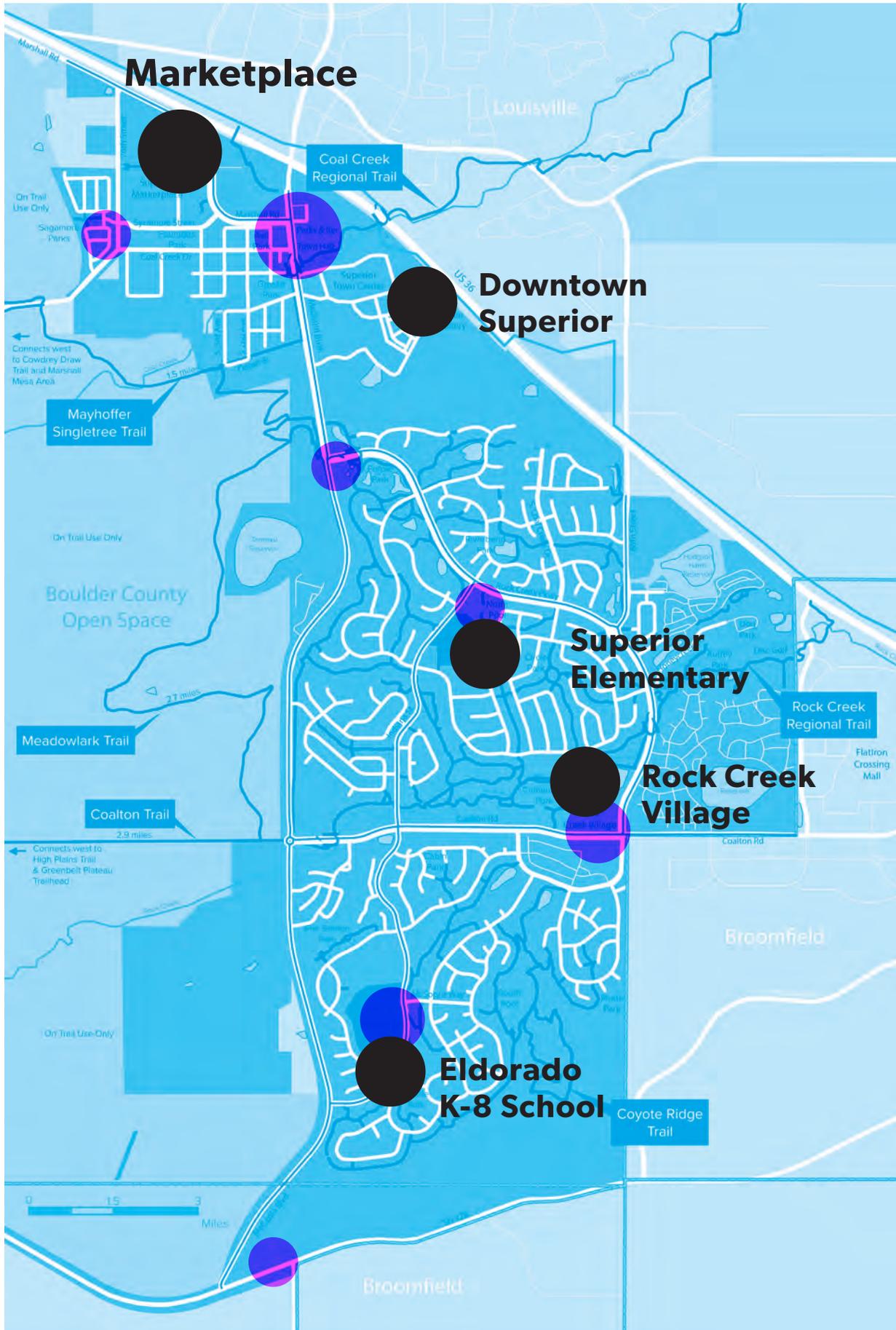
- The Superior Art Path
- Mobility Freedom for All
- Public Art
- Events and Programming
- Elevate Creative Capital**



Strategic Creative Placemaking Clusters

Implementing new arts, culture and public space activities and interventions is essential to Superior's creative placemaking success. Equally important, however, is ensuring that residents, businesses and other local actors are aware of the positive changes that are taking place. Creating a critical mass of public art in key locations is an impactful way to make sure Superior residents see the improvements taking place. Based on results from the Superior Happy Mapping exercise, seven strategic clusters were identified. Recommendations for specific interventions that could be implemented at the respective clusters are detailed in the sections below. Co-locating arts and placemaking activities in clusters creates a powerful opportunity for the town to demonstrate creative sector action and send the message "you are in Superior" to residents and visitors alike.





5. Elevate Creative Capital

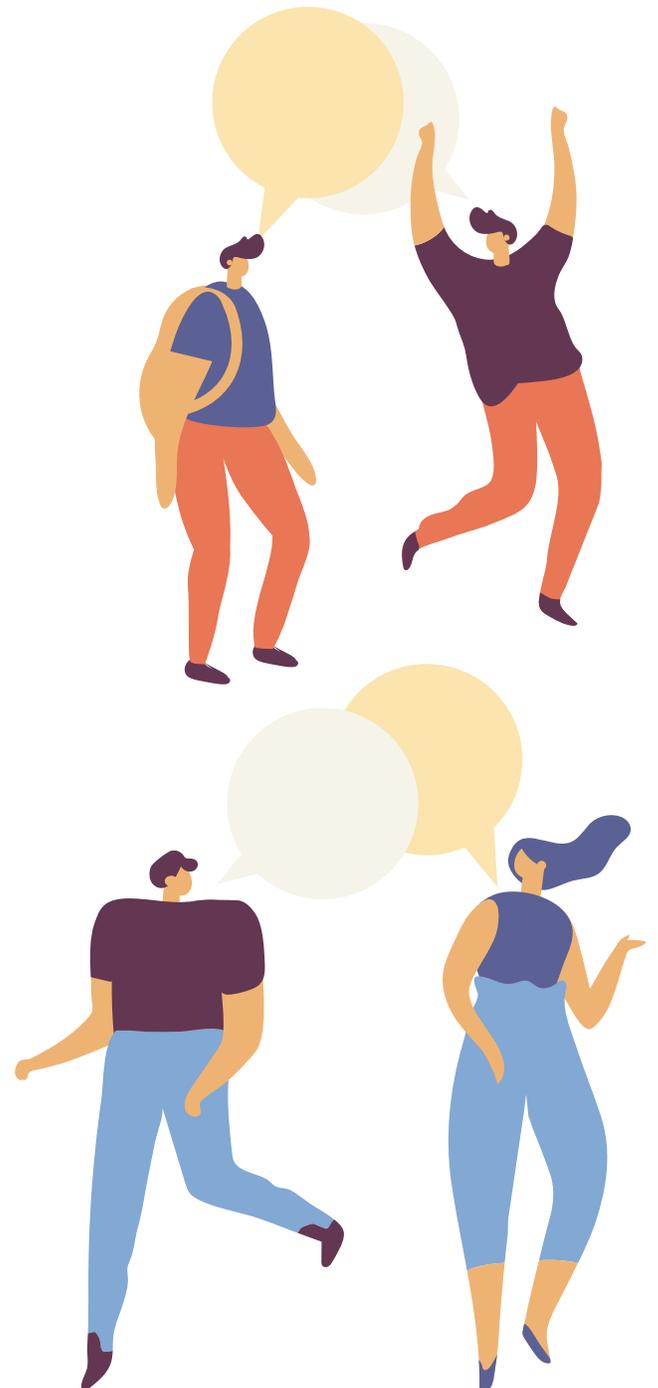
Elevating Superior’s creative capital means intentionally working to support and boost the town’s creative sector, including local artists and creative businesses. Stronger creative capital will not only help promote arts and culture within Superior, but will also work to support the town’s economic growth.

Project goals this idea achieves:

- ✓ Identify key near- and long-term actions to create opportunities to enliven and enhance public spaces throughout Superior with arts and cultural activities.
- ✓ Explore and demonstrate how creative placemaking can support and enhance Town programs.
- ✓ Recommend new funding opportunities and ways to leverage resources.
- ✓ Uncover new partnerships to enhance the delivery of events and arts activities.
- ✓ Assess event activity in Town and nearby surroundings and recommend ways to increase quality.
- ✓ Uncover ways to encourage and support the creative economy and creative entrepreneurs.
- ✓ Identify opportunities to support social connection among residents and visitors of all ages.

Project principles this idea achieves

- 😊 Sociability
- 😊 Joy
- 😊 Health
- 😊 Equity
- 😊 Ease
- 😊 Resilience
- 😊 Meaning & Belonging





Why Elevate Creative Capital in Superior?

Elevating Creative Capital is an impactful, cost-effective way to strengthen the creative sector, enhance the profiles of both Superior's creatives and the creative profile of the town itself, and ensure that the Master Plan is responsive to the needs of the local creative community. By fulfilling this big idea, the town can diversify its economy, build capacity to create local public art and strengthen connections between creatives and the broader community. Superior can support the local creative sector through a number of effective and cost-efficient approaches. A well-developed network of social relationships in Superior will also allow the Town to better understand and leverage its existing resources. By building creative capital, Superior can strengthen its creative and experience economies, as well as attract resident artists and entrepreneurs.

Elevate Creative Capital: How does it support community wellbeing?

Enhancing creative capital can both foster and demonstrate Superior's openness to different people and experiences. Openness was identified as a key locational determinant among university-educated young people, a key demographic that Superior seeks to attract. Further, with a strong local creative scene, local artists can make compelling and context-sensitive bids for an array of events and interventions. In doing so, a strong art scene can play an important role in supporting a sense of meaning and belonging among residents as well. From the artist perspective, a clear commitment to supporting the local scene and responding to their needs and aspirations can build a sense of agency that supports a virtuous cycle of compelling local art. Belonging to a group or working on something bigger than oneself promotes a sense of meaning, which improves overall wellbeing. In sum, these efforts can spark a sense of joy among all residents.

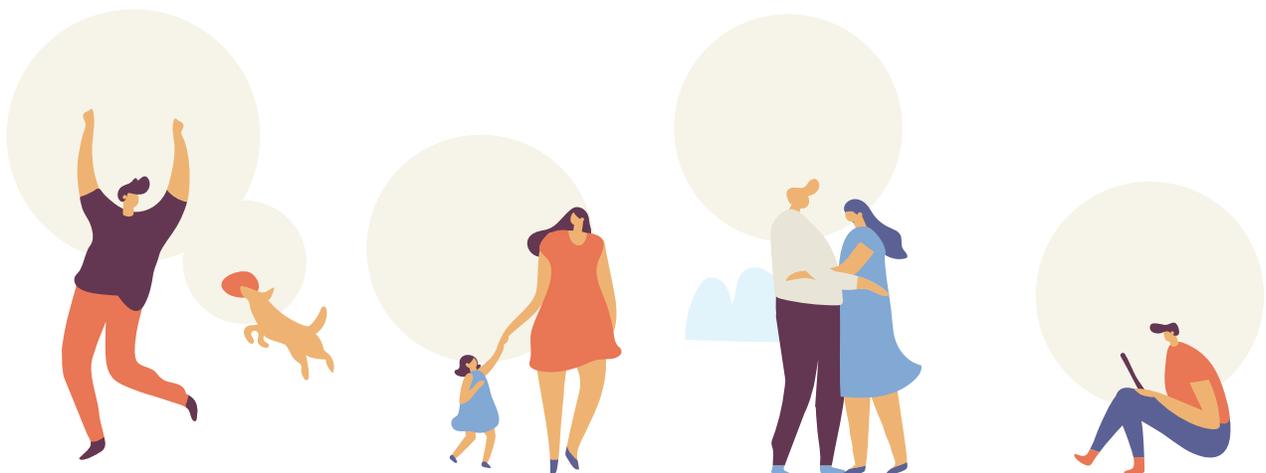


Learn More

"Alone and without purpose: Life loses meaning following social exclusion" Tyler F. Still, Roy F. Baumeister, Nathaniel M. Lambert, A. Will Crescioni, C. Nathan De Wall, Frank D. Finch

"Social Capital and Community Resilience" by Daniel P. Aldrich, Michelle A. Meyer

Soul of the Community, Knight Foundation (2010).



Proposed Interventions

Identify Superior Creatives and Ensure they are Included in Regional and State Rosters

Ensuring that Superior's creatives have a state-wide presence is an important component for a strong creative sector. The benefit is twofold. First, it reduces the pressure on creatives to conduct self-promotion. Second, it increases the likelihood that other towns and patrons of the arts become aware of Superior's creative assets. The CAPS Committee can achieve this by establishing a sub-committee to conduct a thorough scan of rosters and databases from local counties, Colorado and even nationally. This would include the Think 360 Arts for Learning Artists Roster, numerous artist databases in Boulder, the Mural Artist Roster, and the Streetwise Artist Roster. Importantly, it is only possible to include Superior creatives on regional and state rosters, if the Town and CAPS Advisory Committee are aware of who they are. Therefore, an important first step is to establish a town-wide database of artists and creatives.

Work with the Chamber of Commerce to Establish an Award for Creative Businesses

Creating a Chamber of Commerce award that recognizes top creative businesses presents an opportunity to make a direct link between the arts and economy in Superior. In doing so, a local business can benefit from a higher profile, while the CAPS Committee and Chamber have the potential to enhance collaboration. This noteworthy award presents another avenue to build partnerships and reinforce the integral nature of arts, culture and the creative sector in Superior. It could be achieved by having a CAPS sub-committee collaborate with the Chamber of Commerce.

Conduct Survey of Local Artists and Creatives to Assess Context-Sensitive Needs

The people with the clearest understanding of the state of a town's creative sector are those whose daily activities and livelihoods are shaped by it. Recognizing this, an annual survey of local artists and creatives is a pragmatic approach to assessing local needs. Using the same survey over multiple years, and including questions directly related to measures of success established through this Master Plan will also enable Superior to measure changes and growth in the local creative economy over time. In turn this creates sustained opportunities for responsive, evidence-based policy making at the local level. This survey could be conducted by Town staff, the CAPS Advisory Committee, or in collaboration.

Support Diverse Opportunities for Learning, Interaction and Connection

Superior's growing demographic diversity is an asset to the town's creative community. Diversity in ethnicity, country of origin, age and more creates opportunities to apply new lenses to local arts and culture, events, exhibitions and interventions. The co-mingling of ideas can result in new applications for existing ideas as well as a stronger social network and sense of meaning and belonging among an array of people - new and old - who call Superior home. Ensuring space is available or that events are planned to include this opportunity are simple, cost-effective ways to open a new realm of cultural opportunities for not only creatives, but all Superior residents, too. Examples include a Chinese lantern painting and lighting night or a cross-cultural culinary celebration.

Offer Time and Space for Cultural and Artistic Programming at Superior's New Community Spaces

Responding to residents' requests for shared indoor space, the Town is preparing to open two new community spaces in the near future. The creation of these spaces offers a powerful moment to boost social connections among residents, as well as to strengthen Superior's creative sector. Dedicating time and space for cultural and artistic activities requires minimal Town resources, yet can provide an important boost for creatives and the community alike. This Plan does not allocate funding to accomplish this, but envisions how this could be achieved within the budget frameworks established for these new spaces.

Document and Publicize Outcomes from Creative Activities

Generating and promoting high-quality content from events, exhibitions and permanent interventions is an important way to highlight the town and local creatives. This material enables an event to live on through social media and local publications. Importantly, by giving local creatives license to use Town-generated photography and video (and audio in some cases), Superior can provide additional support to the creative sector while increasing the town's appeal and reputation among the region's creative community. Funding has been directed to professional photographers for some events, such as The Main Event: Superior Spectacular. Moving forward, this should be an automatic consideration early in the planning process for every event with an arts & culture focus.