

Colorado Creative Industries

Developing a Colorado Music Strategy

With a truly impressive history and even more prodigious current musical landscape, the state of Colorado is perfectly positioned to strategically invest in the ongoing growth of its music industry. Such investment will create and retain jobs, support workforce development, attract new businesses, increase cultural tourism, and amplify Colorado's brand worldwide. It will also improve quality of life for the state's residents by supporting innovative and impactful music education, increasing understanding of pressing social issues, creating a more diverse and connected state, and promoting individual and community well-being.

With these goals in mind, Colorado Creative Industries is nearing completion of the Colorado Music Strategy. The Strategy's long-term efficacy will rely on routine research, the formation of a statewide music advisory committee, genuine stakeholder engagement via a statewide "listening tour," and thorough evaluation and continued improvement of 7 pilot projects: Detour, Brands for Bands, Career Development Grants, Space to Create, Music Industry Education, Music Communities Convenings, and Amplifying Colorado.

Colorado Music Strategy Presentation Proposal:

Rocky Mountain Community Radio Conference

CCI executive director Margaret Hunt and music consultants, Dr. Bryce Merrill and Jesse Elliott, will deliver a 15 minute presentation on the development of CCI's statewide music strategy. Presenters will discuss the state's plans for investing in music and findings from the 2015 Detour music touring program. A 10 minute video on Detour will be shown, then 15 minutes will be allotted for audience questions, for a total program length of 40 minutes.**

A major purpose of CCI's presence at this conference will be to seek input from Colorado's community radio stations on the development of the statewide strategy. Separate breakout sessions led by Hunt, Merrill, and Elliott will be held to gain input from community radio station stakeholders. Ideally, the presenters would be available for additional engagement over dinner or drinks with particularly interested community radio station stakeholders.

***Presentation duration is adjustable, depending on input from conference organizers.*