



For Immediate Release
Office of Gov. John Hickenlooper

**Office of Economic Development
and International Trade**
Jenifer Doane
303.892.3847
jenifer.doane@state.co.us

Colorado Creative Industries and Bohemian Foundation announce new partnership to advance music industry in Colorado

Denver, CO — October 24, 2016 - Colorado Creative Industries (CCI) and Bohemian Foundation today announced a public-private partnership to advance music in Colorado through the Colorado Music Strategy, a comprehensive plan to support music as a key creative industry in the state.

"Bohemian Foundation brings more than 10 years of experience providing opportunities and enrichment through music," said CCI executive director Margaret Hunt. "We are thrilled to partner with them on the execution of The Colorado Music Strategy, focusing on economic development objectives, such as industry workforce development and increasing music exports."

The Colorado Music Strategy aims to increase revenues for Colorado-based musicians and music-related businesses while raising state's profile nationally and internationally. The strategy will provide resources and leadership for music projects, grants to nonprofits to present music and opportunities for networking and thought-sharing at an annual music conference.

Bohemian Foundation has committed \$75,000 in matching funds to support the first year of the strategy.

"We are excited to help CCI advance music in Colorado," said Bohemian music programs director Tom Scharf. "We share an interest in supporting live music and helping to grow musicians and music-related organizations, and we are happy to share what we've learned and collaborate with communities across the state."

The strategy also includes designating a Colorado Music Ambassador. Gov. John Hickenlooper along with CCI chose Shawn King of Devotchka as the 2017 ambassador for his outstanding creative, professional and social contributions to the state. In addition to his exemplary creative activities, King has worked recently with Colorado businesses to increase music licensing opportunities for Colorado musicians. King will continue to advocate for the placement of Colorado music in film, on television and online. He also will lead workshops around the state on music licensing.

The CCI pilot music touring project, Detour, will continue through 2017 as part of the strategy with two or three additional statewide tours. Detour was launched in partnership with the Colorado band Flobots to match Colorado musicians with communities throughout state for special performances, community events and workshops. Detour has helped to increase touring opportunities for musicians in Colorado while also creating access to music in parts of the state that are not traditional tour stops.

Colorado's music industry currently contributes 16,300 music-based jobs to the state's economy and generates \$1.8 billion in annual revenue.

"Music is an essential part of our state's creative economy, increasing tourism, creating jobs and helping make Colorado an all-around great place to live," said Gov. Hickenlooper. "Since 2011, the state's music economy has outperformed the nation as a whole, and job growth in live music has grown by 70 percent in the past five years. Colorado is a global destination for music festivals, and our musicians play to fans just about everywhere in the world."

About Colorado Creative Industries

Colorado Creative Industries is a division of the Colorado Office of Economic Development and International Trade. Established to capitalize on the immense potential for our creative sector to enhance economic growth in Colorado, the mission of Colorado Creative Industries is to promote, support and expand the creative industries to drive Colorado's economy, grow jobs and enhance our quality of life. www.coloradocreativeindustries.org

About Bohemian Foundation

Bohemian Foundation is a private family foundation established in 2001. Based in Fort Collins, Colo., Bohemian Foundation works to empower citizens and impact communities through its responsive grant making programs and special initiatives in four program areas: community programs, global programs, music programs and civic programs. More information is available at www.bohemianfoundation.org

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