

STRATEGIC PLAN

2024 – 2026

COLORADO
MUSIC
HALL OF FAME



Executive Summary

Dear Music Fan,

Colorado Music Hall of Fame has expanded its purpose in its second decade and is poised to serve as the cultural champion of Colorado music. After experiencing the impacts of the Covid-19 pandemic on the music industry, The Hall has redefined its mission with the goal of ensuring that Colorado has a vibrant music culture for years to come.

Over the next two years, The Hall will be adding programming that stretches beyond celebrating the past to promoting and supporting Colorado's music industry today and in the future. This expansion includes music tourism, promotion, advocacy and a mini-grant program to help Colorado's music community with mental health and addiction support. And we will continue to offer programming that is accessible to all.

It has been through strategic public and private partnerships and a dedicated board of directors that The Hall has been able to achieve what we have over the past 13 years. Today, the activation, engagement and commitment from The Hall's board leadership is stronger than ever. Our decision-making has evolved and uses a lens focused on diversity, inclusion and accessibility. The partnerships we are forging are expansive and representative of the entire state of Colorado, not just the Denver metro area. We see so much opportunity to make Colorado "The Music State." The Hall is prepared to lead this charge.

We are confident in The Hall's path and vision, and proud of the progress we have made during our first decade. We are even more excited about the impact that The Hall will make on Colorado's music industry and music fans as we follow our new 2024-2026 Strategic Plan.

Join us in celebrating, promoting and supporting Colorado's music community!



Paul Epstein
Board Co-Chair & Founding Member



Karen Radman
Executive Director



Scott Tobias
Board Co-Chair & Founding Member

History

Colorado Music Hall of Fame was founded in 2011 as a 501(c)(3) nonprofit and is the only Colorado organization of its kind that is inclusive of all genres of music. For its first 10 years, The Hall's programs included celebrating and preserving Colorado's music heritage through induction concerts/events and music history storytelling via exhibits, videos and written and published materials. To date, over 50 musicians, music industry professionals, venues and music organizations have been inducted into The Hall.

Colorado Music Hall of Fame exhibits have been displayed at 1STBANK Center in Broomfield, Colorado, from 2011-2015; at Denver International Airport in 2017; and at the Trading Post of Red Rocks Amphitheatre in Morrison, Colorado, from 2015 through the beginning of 2024. A major refresh of The Hall's exhibits at Red Rocks, including the addition of bilingual exhibits, was conducted in 2022. A collection of over 900 music memorabilia and artifacts comprise The Hall's archives.

Mission Statement

To celebrate, promote and support Colorado's music community

Vision

To make Colorado's music scene as iconic as its mountains

Beliefs

- * Music plays a foundational role in Colorado's history and culture.
- * Colorado's music industry is a major economic driver in our state.
- * The Colorado music community deserves a champion.
- * Colorado will be a leader in the music industry for generations to come

What We Do

- * Celebrate and honor those who have had significant impact on Colorado's music culture
- * Promote and encourage participation in Colorado's diverse music scene
- * Directly support Colorado musicians and behind-the-scenes industry professionals with mental health and addiction recovery resources
- * Inspire the next generation of Colorado music

Where We Work

Colorado Music Hall of Fame is a statewide music nonprofit, headquartered in Denver

Whom We Serve

Music fans — live and recorded music enthusiasts of all ages, races/ethnicities and abilities who have a strong interest in and emotional attachment to music

Colorado musicians and music industry professionals — those who create, produce and promote music

Future music fans — those who will discover their love of music through our programs and promotions

How We Are Funded

- * Sponsorships
- * Individual contributions
- * Events/ticket sales
- * Grants
- * SCFD Tier III funding

Strategic Priority #1

Promote Colorado Music

Colorado does not have a music industry trade association that represents the entire music community. Yet, the music industry is responsible for generating billions of dollars of revenue in the state and tens of thousands of jobs. To establish a statewide music network, The Hall will convene a Colorado Music Task Force comprised of musicians, stage crew, industry professionals, venue owners, promoters, managers, agents, educators and funders. The Task Force will provide a statewide voice for the music industry and help inform decision-making around the future of music tourism in Colorado.

Promotion Goals

- * Form/finalize partnerships with Colorado Tourism Office, Visit Denver, Colorado Creative Industries and Colorado Business Committee for the Arts
- * Convene Colorado Music Task Force to inform the needs of the music community and to provide input on a statewide music marketing initiative
- * Survey community regarding music in the state
- * Develop the concept of a statewide music marketing initiative and seek funding to launch
- * Outline a strategic plan around music tourism, inclusive of Coloradans and out-of-state visitors
- * Expand billboard and ad campaign, as well as associated business partnerships: “Experience a State of Music: Colorado, where music thrives, inspires, flourishes...”
- * Advocate for an updated economic development research report on the music industry from Colorado Creative Industries

Strategic Priority #2

Support Colorado's Music Community

After the pandemic shut down the music industry, it became apparent that the Colorado music community could use a champion of its own. With deep roots in the community, Colorado Music Hall of Fame is uniquely positioned to become this statewide advocate. In 2020 and 2023, The Hall officially endorsed legislation to positively impact Colorado's music industry, and it will continue to serve as an advocate as new legislation is proposed. Colorado Music Hall of Fame will also do more to directly support Colorado's music community. With the increase in mental health issues and addiction around the world, the music industry has not been spared. With Colorado ranked the lowest in 2022 for access to mental health services in the entire U.S., The Hall launched Keep The Beat, a mental wellness awareness and resource-sharing program for the Colorado music community.

Advocacy Goals

- * Expand Keep The Beat to include mini-grants to support Colorado musicians and behind-the-scenes professionals with mental health and addiction services
- * Create a mental wellness awareness campaign for the music industry
- * Engage Colorado Music Task Force to share resources
- * Advocate for new legislation that impacts Colorado's music community
- * Launch fiscal sponsorship of El Chapultepec Legacy Project, aid in promotion of project's shows and co-present jazz and blues events in Denver

Strategic Priority #3

Celebrate Colorado's Music Culture

Activities that entertain and educate music fans, both from Colorado and those visiting our state, will continue to be among The Hall's core programming. Colorado Music Hall of Fame celebrates Colorado's music heritage and culture, paying tribute to musicians, music industry professionals, venues and music organizations through induction events, concerts, exhibits and other programming. The relocation of its permanent exhibits from Red Rocks Trading Post to a new City of Denver cultural facility will provide new opportunities for sharing Colorado's music history with residents and tourists alike. An online collection and sharing of Colorado music memories from the public will enrich the storytelling of Colorado's music history.

Celebration Goals

- * Host multiple induction events, including at least one free, public event each year
- * Establish Colorado Music Hall of Fame induction protocol with community input that has diversity, equity and inclusion at its core
- * Partner with City of Denver to identify a new permanent location to host Colorado Music Hall of Fame exhibits in a space that is free and open to the public
- * Identify statewide partners to host temporary Hall exhibits
- * Launch "Music Memories & Musings," an online collection and public sharing of Colorado music experiences
- * Expand programming such as walking tours, film screenings, art exhibits and more

Celebrate. Promote. Support.

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Learn more at www.cmhof.org / Follow us on  

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Colorado Music Hall of Fame is a registered 501(c)(3) nonprofit organization: Tax ID #27-2529106

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