

# BRIEFING SESSION: THE ARTS & RURAL PROSPERITY

2018  
NASAA ASSEMBLY  
NOVEMBER 1-3 | BALTIMORE, MD





**ART WORKS.**

**National  
Endowment  
for the Arts**

arts.gov



# NEA /NGA ISSUE BRIEFS

2001

*The Role of Arts in Economic Development*

2002

*The Impact of Arts Education on Workforce Preparation*

2003

*Using the Arts to Strengthen Global Trade*

2005

*Strengthening Rural Communities Through the Arts*

2006

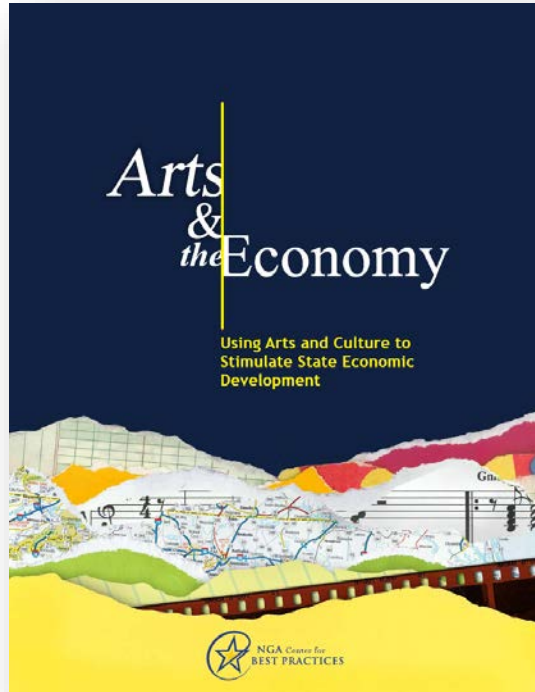
*State Activities to Promote Reading and Literacy Activities in Communities*

2008

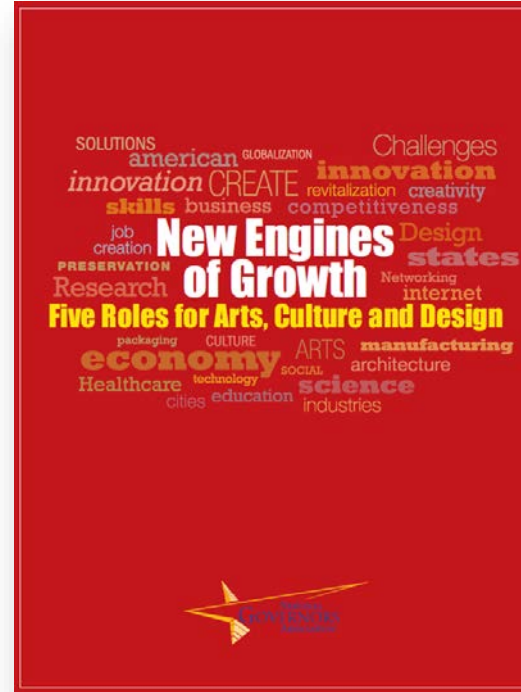
*Promoting Film and Media Activity to Enhance State Economic Development*

# NEA /NGA REPORTS

2009



2013





# Incorporating the Creative Sector into Rural Strategies

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National Assembly of State Arts Agencies  
2018 NASAA Assembly – November 3, 2018



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# Meet the NGA Team

**Sally Rood**  
National Governors Association



**Mike Bartlett**  
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# The National Governors Association (NGA)



## Who We Are

Founded in 1908, NGA is the collective voice of the nation's governors and one of the nation's most respected public policy organizations.

## What We Do

Through NGA, governors identify priority issues and deal collectively with matters of public policy and governance at the state and national levels.



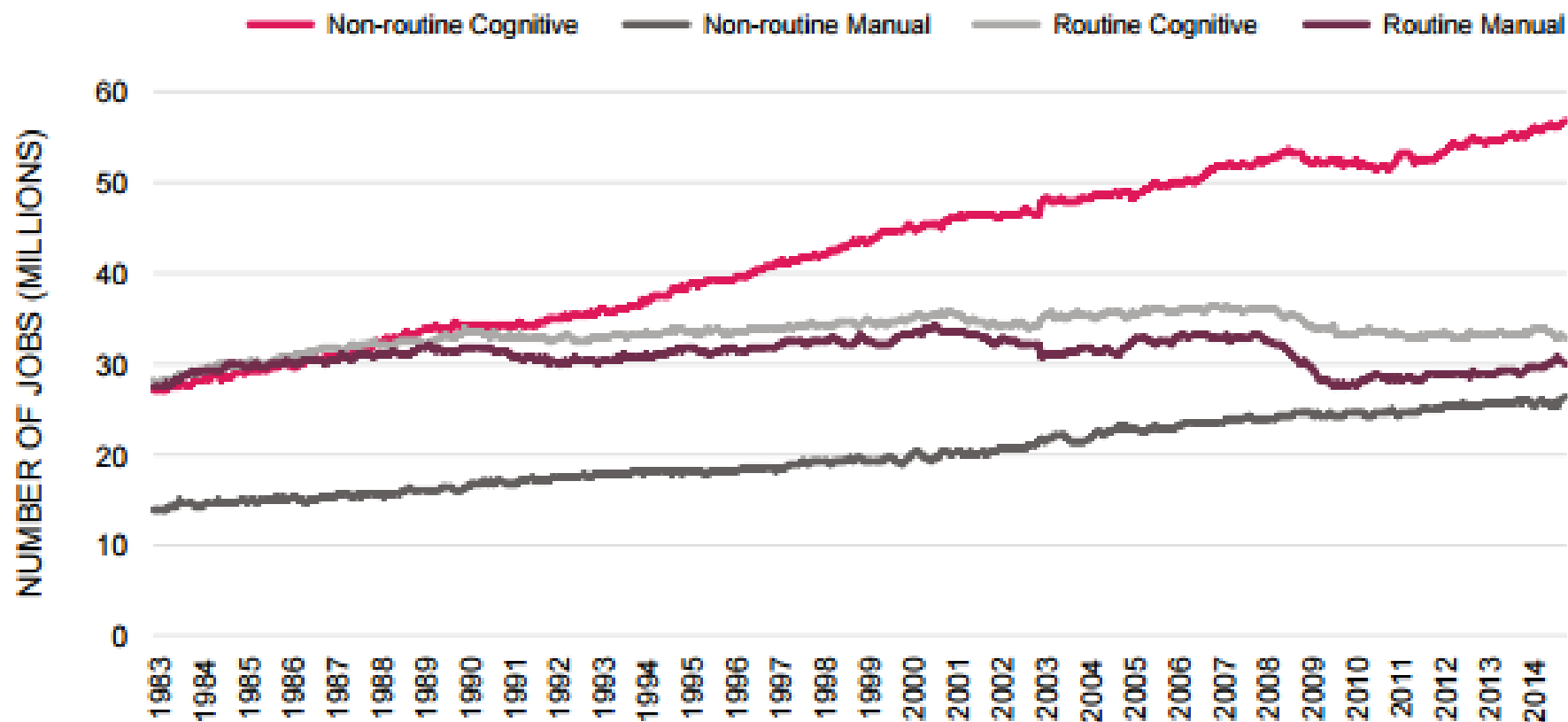
# Key Concerns for Governors

Several key trends are impacting economic opportunity in states:

- New Technologies
- Changing Jobs & Skills
- Increasing Economic Insecurity
- Demographic & Geographic Inequality



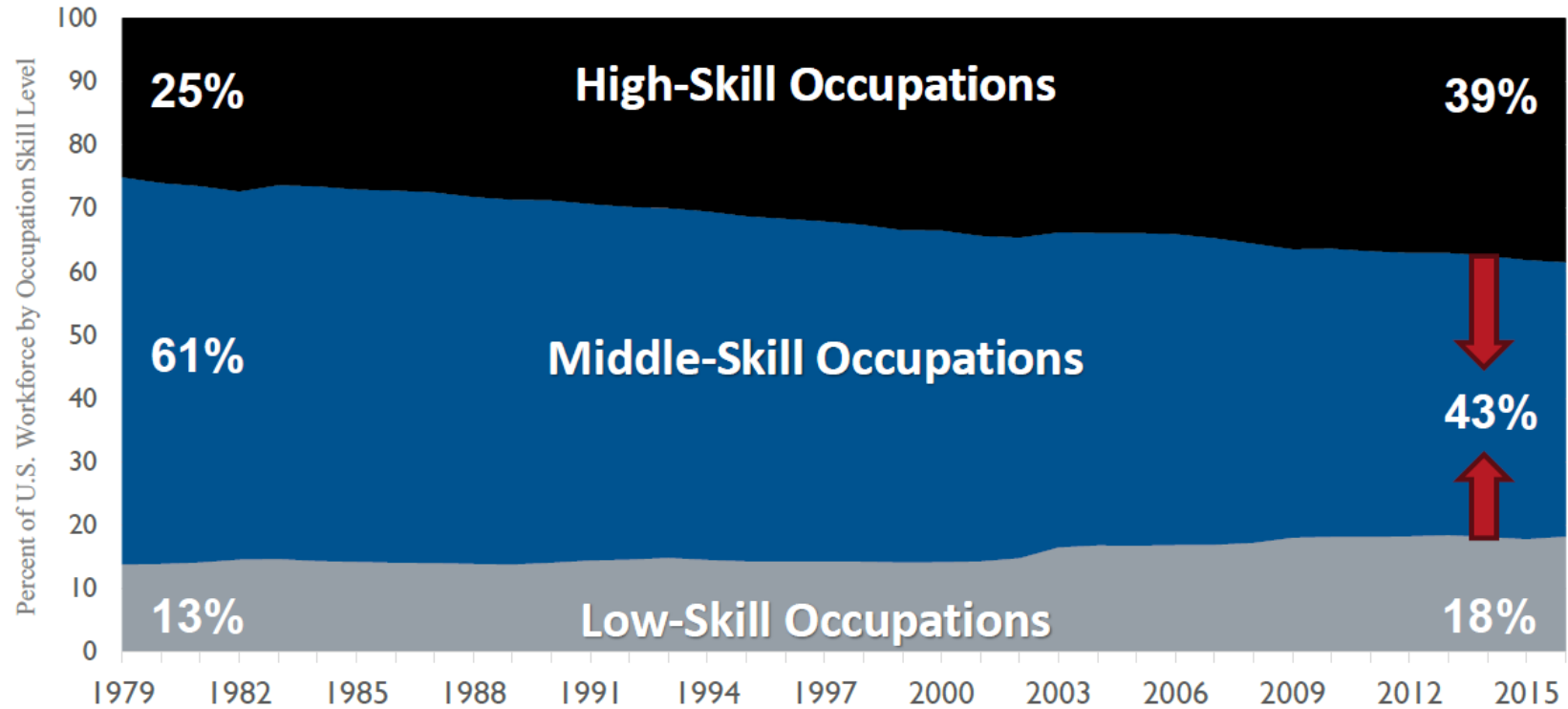
## US Job Growth: Routine vs. Non-routine, Cognitive vs. Manual



Source: Maximiliano Dvorkin (2016) "Jobs involving routine tasks aren't growing" Federal Reserve Bank of St. Louis

# Employment Shares by Skill Level

January 1979 - September 2016



SOURCE: The original chart is from "The Vanishing Middle: Job Polarization and Workers' Response to the Decline in Middle-Skill Jobs," by Didem Tuzemen and Jonathan Willis, Federal Reserve Bank of Kansas City, 2013. The original chart has been updated to begin in 1979 and end in September 2016. Data were provided by Didem Tuzeman.



**Governors have a key role to play in reigniting economic opportunity**

### **Workforce of the Future**

- Governors can capitalize on economic changes to enable all workers to find pathways to good jobs.

### **Second Acts**

- Governors can re-skill and upskill disconnected workers to ensure their continued access to and success in the labor market.

### **Rural Resurgence**

- Action by Governors can reconnect rural communities to economic success through smart policies and investments

# Why Arts & Culture?

- Arts & cultural activity stimulates business development

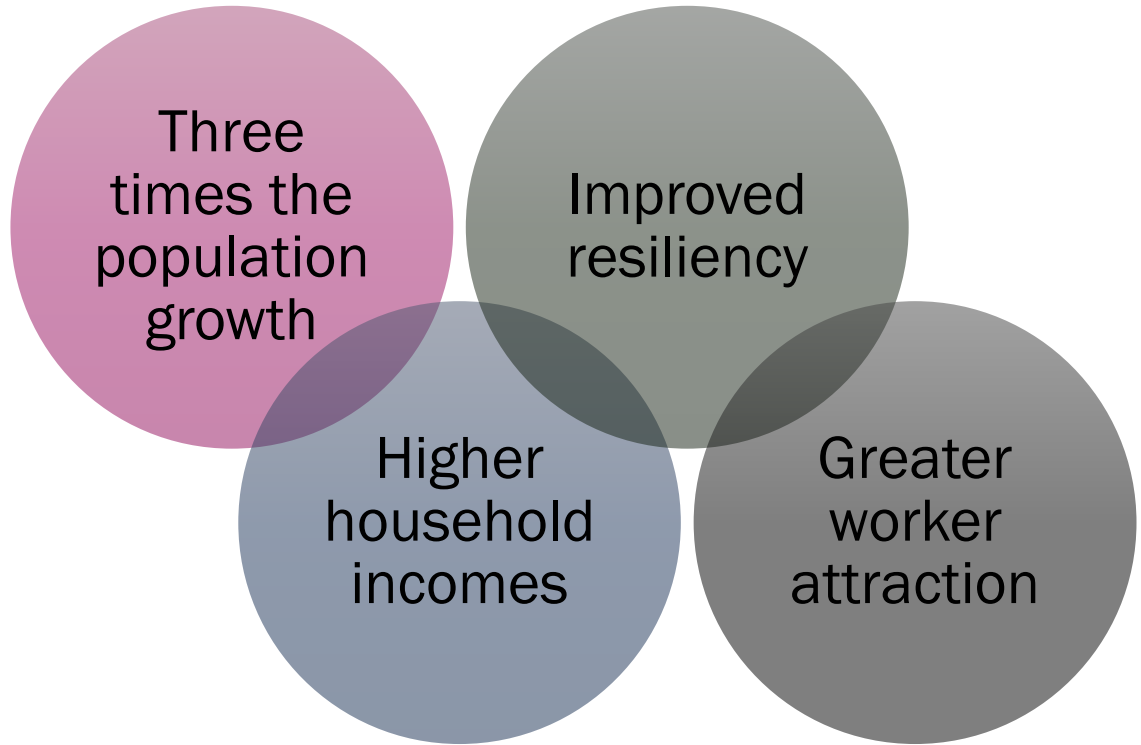
A creative talent base contributes to a region's overall economic productivity

Arts & culture are pre-existing assets that can be leveraged for economic growth

The arts foster community vitality & destination appeal that is attractive to residents, businesses and visitors alike

# Why Rural Arts & Culture?

Rural counties home  
to performing arts  
organizations  
experience:



# NGA's Partnership with NEA & NASAA

## I. Identified promising practices

Extensive NASAA research > rural examples

## II. Engaged national experts

Experts roundtable > Spring 2018

## III. A Governors' Guide to be released December 2018

- *What are best practices for strengthening rural economies through the arts?*
- *What unique policy roles can governors and the state level play?*



# **Rural Prosperity through the Arts and Creative Sector: A Rural Resource Guide for Governors and States**

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Forthcoming December 2018 !

# Rural Resource Guide: Reinforces the principles of arts & culture for rural areas

- ✓ Authentic home-grown traditions
- ✓ Complements well other policy strategies
- ✓ Community identity
- ✓ Flexibility, scalability
- ✓ Appeals to younger populations & entrepreneurial mindset, family-friendly
- ✓ Year-round revenue opportunities - versus seasonal





# Rural Resource Guide:

## Creative sector examples work for rural areas!

- ❖ State Cultural districts
- ❖ State creative placemaking initiatives
- ❖ State cultural heritage & arts trails
- ❖ Community planning – entire towns as arts campuses!
- ❖ Maker movement microenterprises & artist entrepreneurs
- ❖ Design methods applied to enhancing rural assets
- ❖ Career pathways, rural youth educational opportunities
- ❖ Cross-sector work can include “agri-cultural” intersections



# Rural Resource Guide: Highlights process steps

## Examples

- ❑ Inventory rural cultural assets
- ❑ Establish place-based policies (creative placemaking, cultural districts, comprehensive plans)
- ❑ Since the challenges are multi-faceted ... apply cross-sector problem-solving (the arts, business, agriculture, transportation, tourism, education, etc.)
- ❑ Integrate the arts into state's overall economic development strategies, advisory bodies, policymaker & practitioner networks
- ❑ For optimal collective impact, broker strategic partnerships with other state agencies, the private sector, non-governmental organizations
- ❑ Take advantage of federal programs with dedicated rural funding stream

# Governors' & States' Roles in Systems Change



Provide leadership for the creative sector



Capitalize on existing regional cultural assets



Build state infrastructure for cultural & creative partnerships



Develop local talent with creative skills



Create an environment friendly to investment & innovation

# **1. Provide leadership for the creative sector to benefit rural communities**

- Communicate the economic impact of the creative sector in the state's rural areas
- Set a vision, determine concrete goals
- Empower policymakers statewide
- Share best practices on creative placemaking – support collaborations for TA & peer-learning convenings
- Support arts-based entrepreneurs



## 2. Capitalize on existing regional cultural assets

- Identify creative assets in the state's rural regions
- Connect creative community leaders around the state
- Reinforce local or regional branding
- For rural tourism, add a cultural heritage perspective
- Embed creative initiatives in rural community planning & main streets



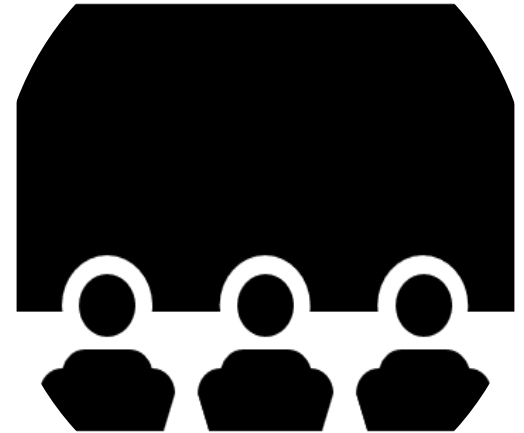
### 3. Build the state infrastructure for partnerships with other policy areas

- Convene stakeholders to learn what different institutional sectors may offer
- Integrate the creative sector into *other state policy goals*:
  - Economic development
  - Entrepreneurship development
  - Housing & community development
  - Transportation
- Align creative activities with *industry* sectors for private investment
- Engage community *foundations* & family foundations
- Leverage & emulate *federal* programs offering funding, TA & models

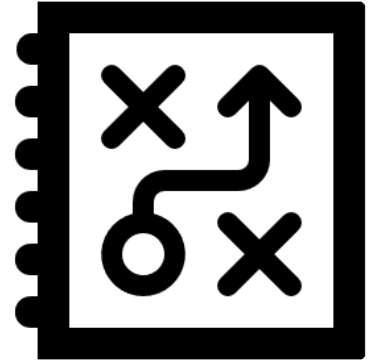


## 4. Develop local talent & human capital with creative skills

- Foster networks of creative entrepreneurs along with cross-sector stakeholders
- Encourage rural community colleges & medical facilities to anchor creative clusters
- Articulate the strategic advantages of creative jobs for future rural generations
- Design state programs for inclusive artist outreach



## 5. Create an environment friendly to investment & innovation



- Make targeted investments in rural cultural/creative institutions
- Encourage the state legislature to allocate appropriations
- Provide seed capital for creative-sector small businesses & artist entrepreneurs
- Highlight creative initiative eligibility for state rural development grants
- Subsidize spaces — studios, nonprofit galleries, theaters, etc.
- Eliminate/reduce arts taxes, e.g., painting sales, ticket purchases, purchasing art supplies
- Advocate for historic tax credits
- Initiate state regulatory reforms, e.g., for new ventures or incorporation



Watch for the  
*Rural Resource Guide*  
in December ...

Thank you!  
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