

Creative Economies and Economic Recovery


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WESTAF



Headlines

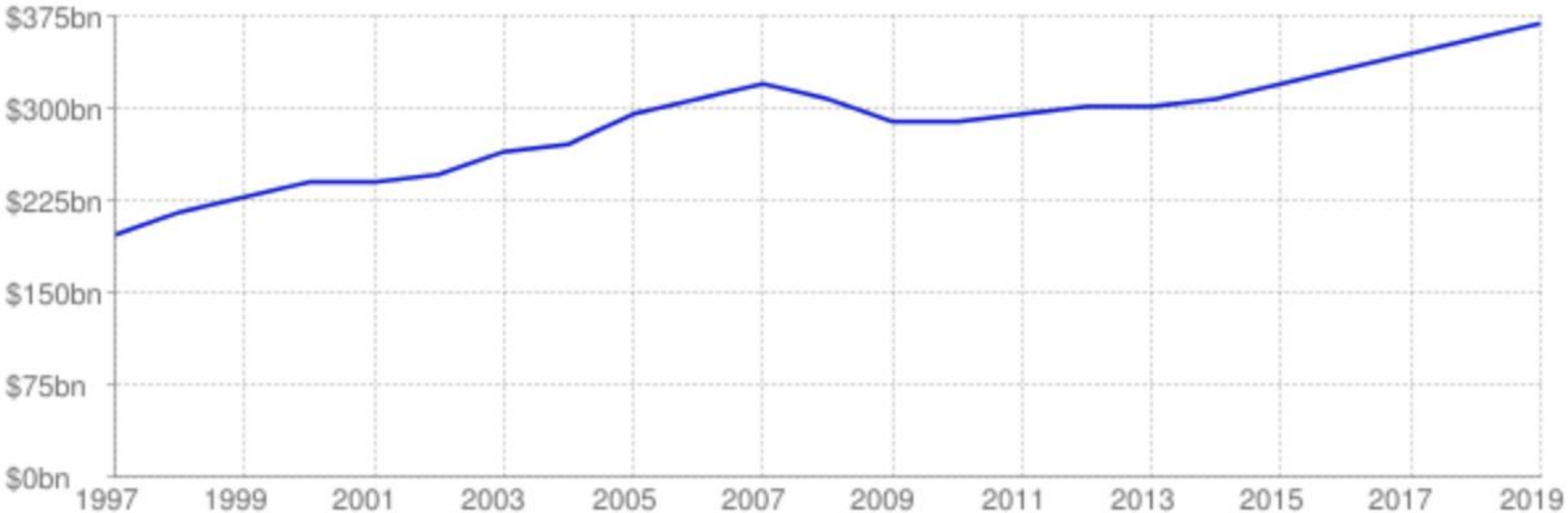
- Creative economies exhibit resilience in the face of turbulence
 - Creative economies contribute to regional economic development strategies
 - Creative economies thrive in rural and heartland regions
 - Regions leverage unique creative ecosystems and assets
- 



Creativity and resilience in the face of turbulence

AZ Creative Communities

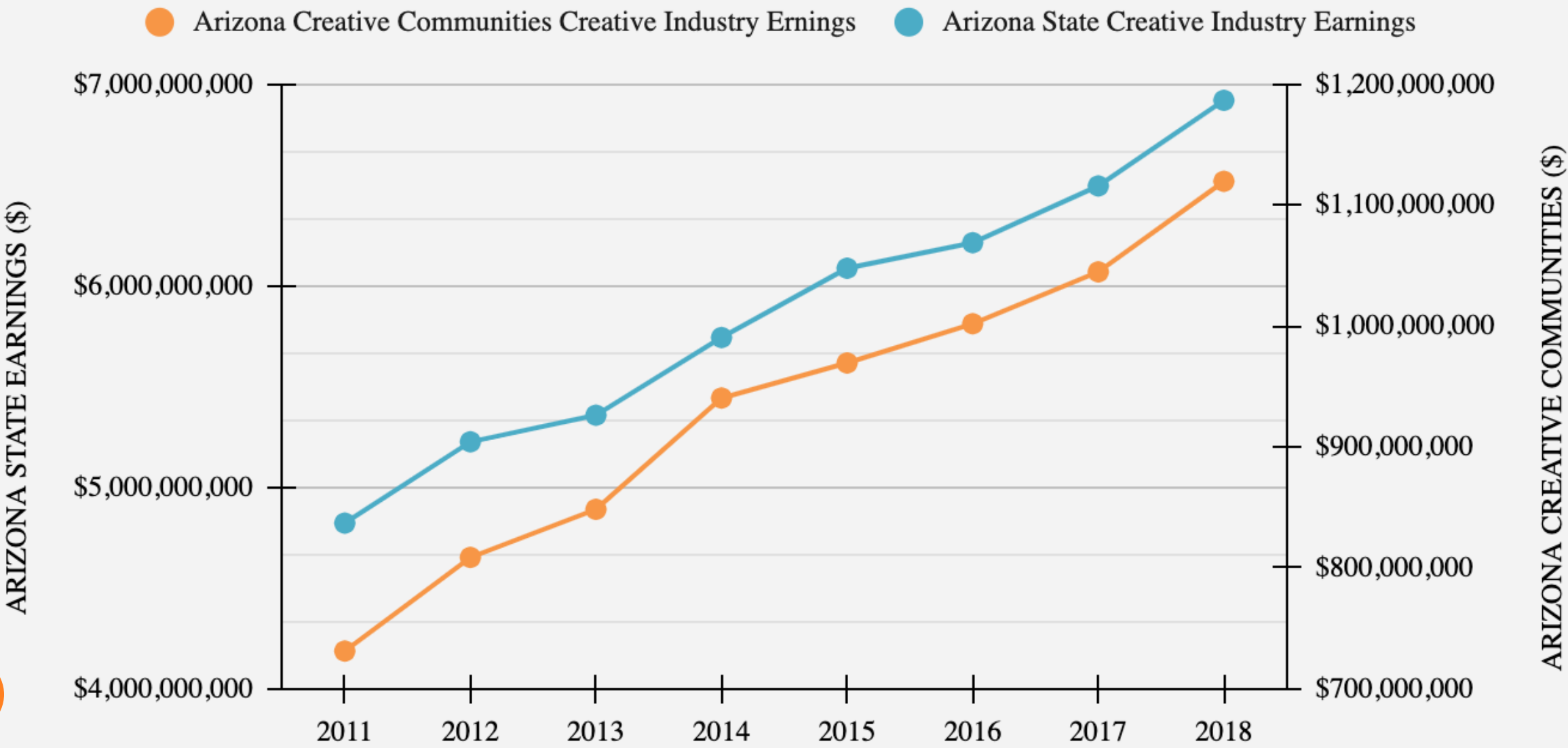
Real GDP (2019 Dollars): Arizona







AZ & CREATIVE COMMUNITIES CREATIVE INDUSTRY EARNINGS







Learnings



- Multi-sector (public-private) partnerships and networked and community-led approaches can be part of a community development orientation to creative economy work
- Communities can and do define objectives for arts, culture, and the creative economy that are consistent with an economic development approach (tourism, destination marketing, branding of place)

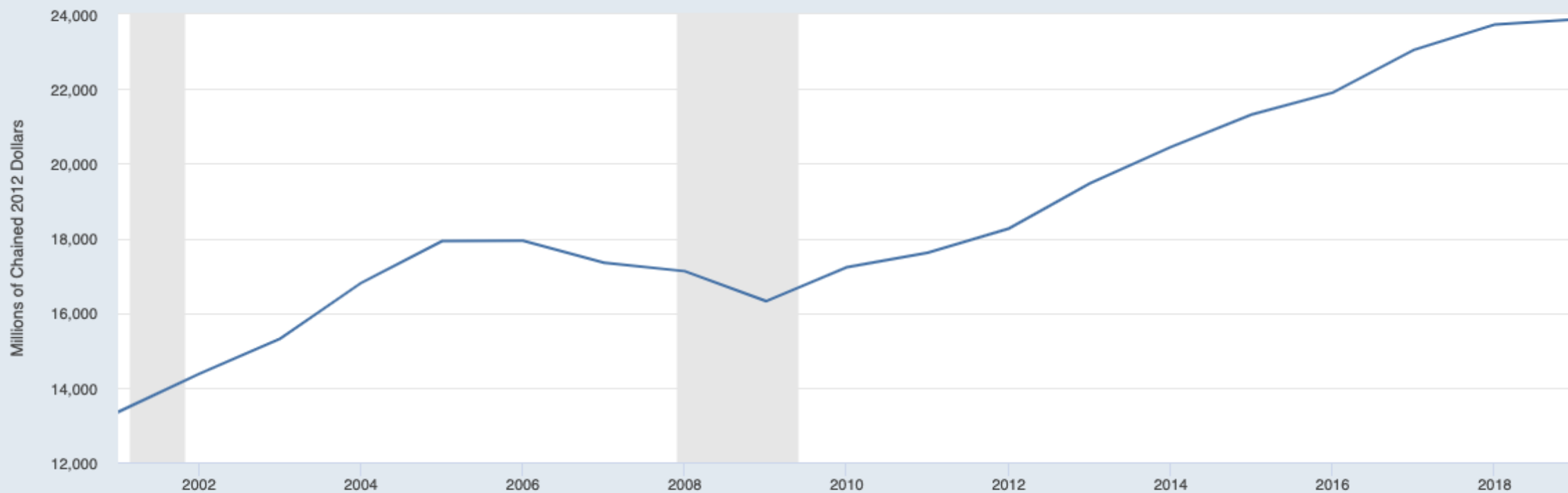


Creative economies and regional economic development

Northwest Arkansas' creative approach to regional development



— Total Real Gross Domestic Product for Fayetteville-Springdale-Rogers, AR-MO (MSA)



U.S. recessions are shaded; the most recent end date is undecided.

Source: U.S. Bureau of Economic Analysis

fred.stlouisfed.org



Northwest Arkansas : ONE OF THE FASTEST-GROWING REGIONAL ECONOMIES IN THE NATION



#1 Walmart
#80 Tyson Foods
#395 J.B. Hunt Transport Services

Northwest Arkansas is one of the nation's ten **TECH HUBS** RISING, SMALLER as noted by urban researcher Richard Florida.



Population: **558,197**
The United States' 102nd Largest Metropolitan Statistical Area



ENTREPRENEURIAL RESOURCES:

endeavor NW ARKANSAS

PLUGANDPLAY STARTUP NW AR

startup junkie

The University of Arkansas is a **tier one research university**, classified by the **Carnegie Foundation** as having the **highest level of research activity**, which places the **U of A** among the **top 2.7%** of universities nationally.



The nation's first major American Art museum to open in more than a decade, **Crystal Bridges Museum of American Art** attracted **4.2 million visitors** in seven years.

The Walton Family Charitable Support Foundation gave a **\$120 million gift** to the University of Arkansas. It was the **largest gift ever** given to a U.S. university to support or establish a school of art.



\$34 million: capital campaign funds raised for TheatreSquared, professional theatre company's new home, opening this summer

A fast-rising **bike destination**, Northwest Arkansas includes **250 miles** of natural surface trails for mountain biking and **150 miles** of paved paths, connected by the **Razorback Regional Greenway**.



Educational Excellence
Seven NWA high schools rank among the **Top 10 percent** in the nation. Haas Hall Academy is the nation's **7th best** public high school.



Top 5 Best Place to Live in U.S.



No. 27 among nation's Best-Performing Cities

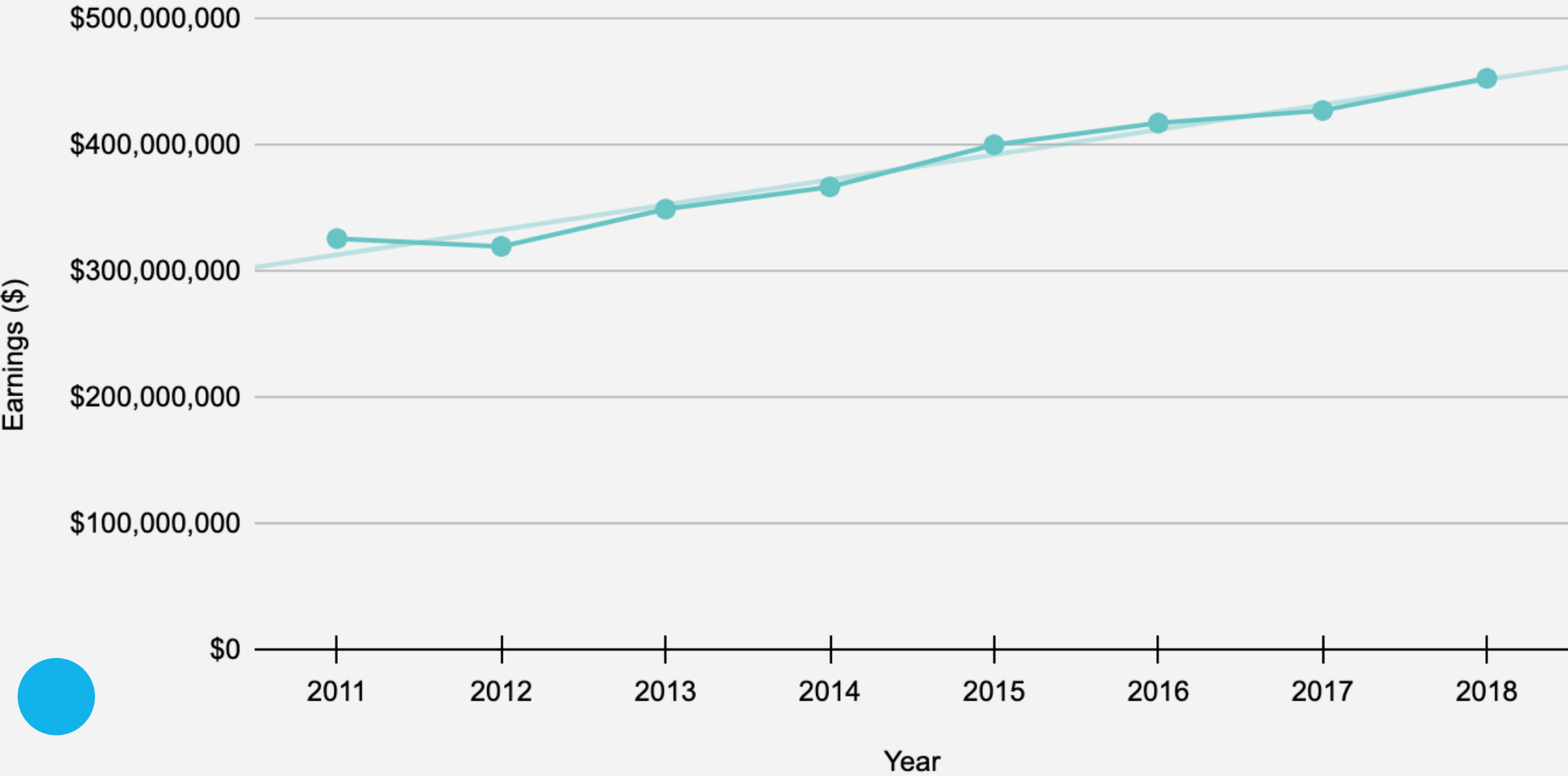
18.6% POPULATION GROWTH SINCE 2010
(Faster than 96 of Top 100 MSAs)

Great for Business. Great for Life.

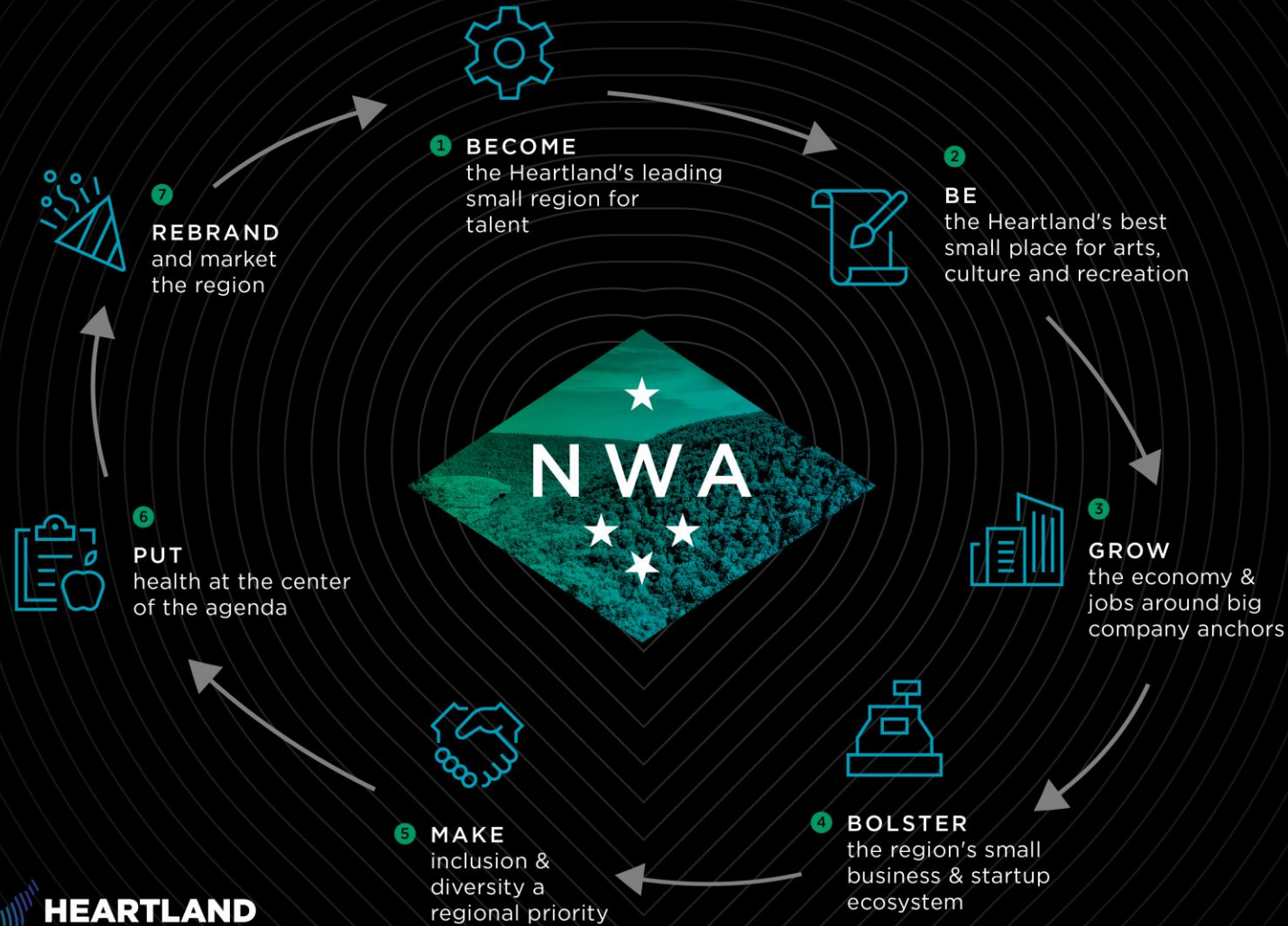


www.nwacouncil.org

CREATIVE INDUSTRY EARNINGS IN NW ARKANSAS (2011-2018)

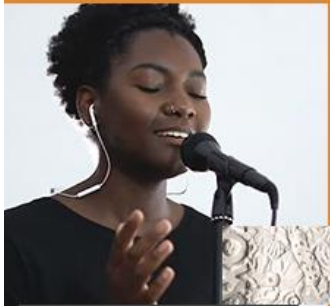


A SEVEN-POINT PLAN FOR NORTHWEST ARKANSAS' POST-COVID-19 RECOVERY





CACHE



Learnings

- Arts, culture, and the creative economy can be a core part of a regional positioning strategy
- Economic development strategies increasingly incorporate explicit goals for arts, culture, and the creative economy
- The private sector and private philanthropy can be instrumental in supporting arts, culture, and the creative economy
- The creative economy can be a driver of talent attraction/a core part of aspirations for talent attraction

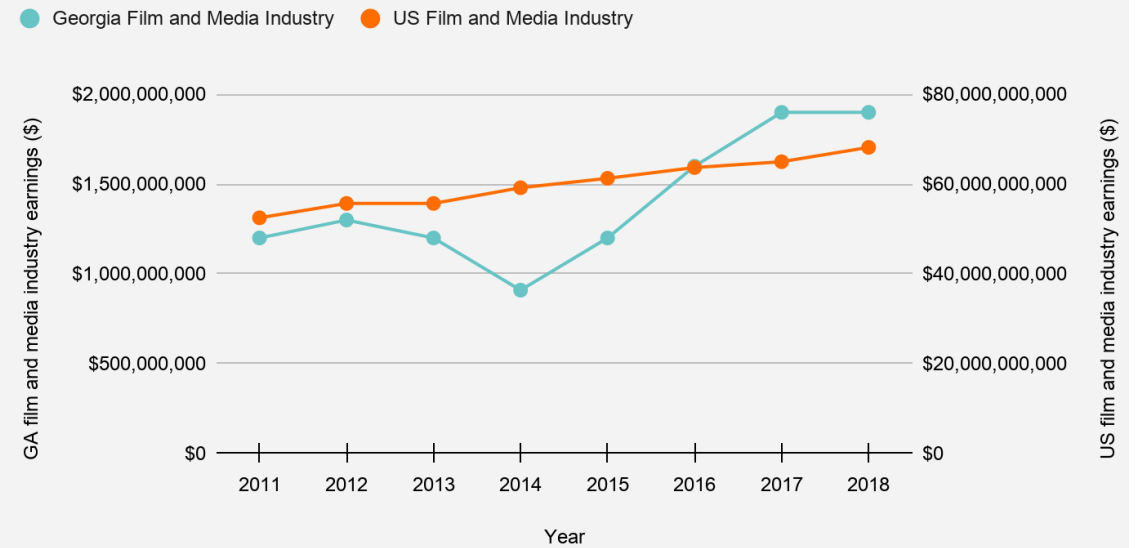


Creative ecosystems across contexts

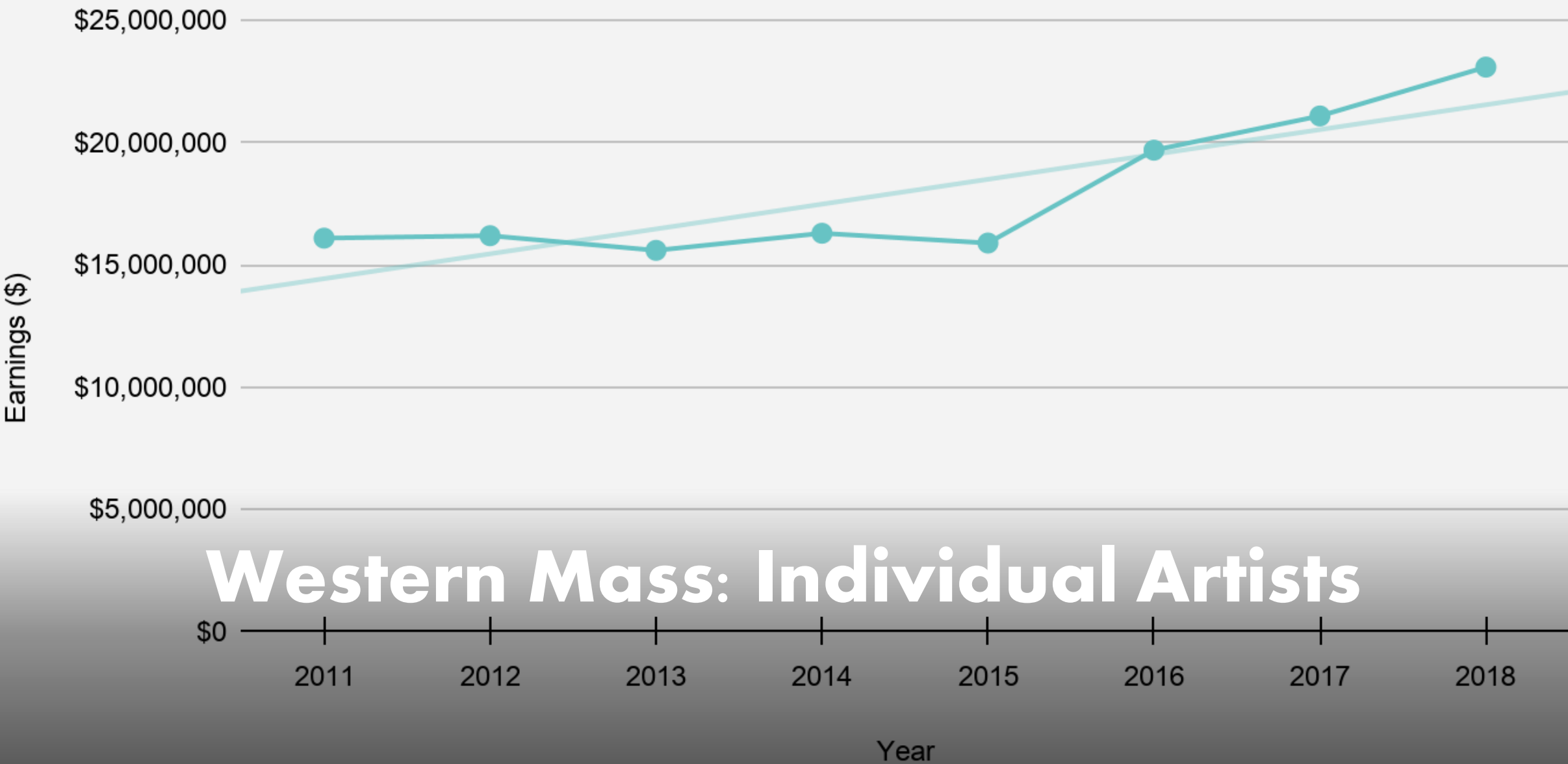
Northeast Kindgdom, Southern Minnesota, Georgia, and more

Georgia: Film Industry

GA FILM INDUSTRY EARNINGS V. US FILM INDUSTRY EARNINGS



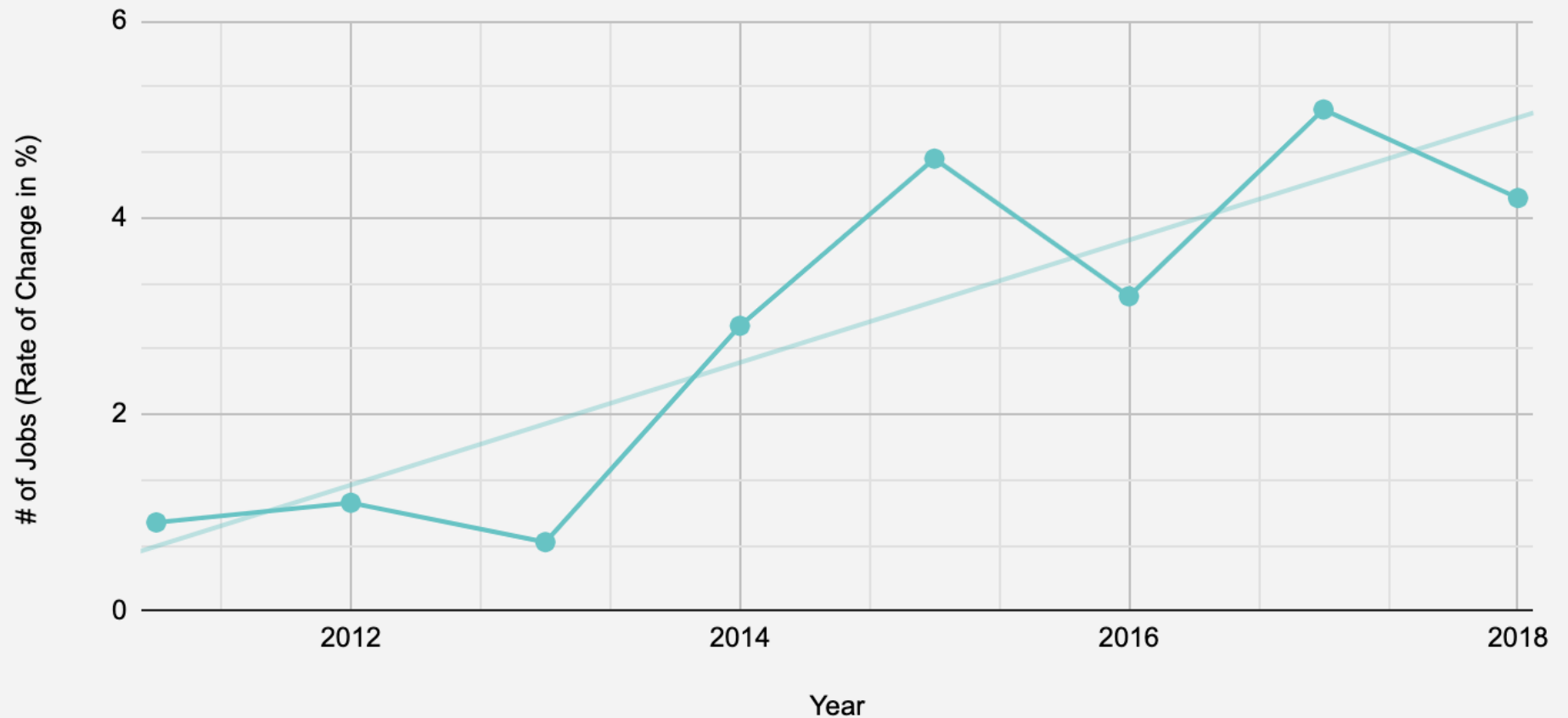
INDEPENDENT ARTIST EARNINGS IN WESTERN MASS (2011-2018)



Western Mass: Individual Artists

Bellevue, WA: Gaming Industry

Creative Occupation Growth in Bellevue 2011-18



Learnings

- Regions have vastly differing and distinctive creative economy profiles in terms of key sectors and industry and employment growth trends
- Sector development strategies and/or a focus on key industries can be effective and with the right vision and investments a region (or state) can become a key market in a specific industry
- Understanding the health and vitality of a regional (or state) creative economy over time can be important to economic/sector development planning