



## State Creative Economy Strategies

October 25, 2024

To cultivate the creative sector as an economic catalyst, state arts agencies are collaborating with state economic development officials as well as private partners to develop strategic plans and policy agendas for the creative sector. Learn about exciting new initiatives designed to propel the growth of the creative economy from three states.

### Facilitators

Jessica Ball, Director, Delaware Division of the Arts

Danielle Brazell, Executive Director, California Arts Council

Karen Hanan, Executive Director, Washington State Arts Commission (ArtsWA)

Neil Kirschling, Executive Director, Delaware Arts Alliance

Annette Roth, Community Development Manager, ArtsWA

Ryan Stubbs, Senior Director of Research, NASAA

Ryan Stubbs introduced the session.

Danielle Brazell: California recently developed a [creative economy working group](#), which is formulating a statewide creative economy plan. Enabling legislation was directly borrowed from Washington. From the RFP, California received three proposals for research consultants. They chose The Institute for the Future.

California is facing a transition. Using the framework of the Berkana Institute two-loop model of system change, the state is in the emerging loop phase, exiting out of the

dominant loop. What is emerging is the question, "What does California do when its dominant industry (film) leaves?"

Neil Kirschling: The [CREATE Plan](#) was created because it was determined that there was major room for growth and Delaware was not leveraging all levels of government.

How the plan came to be? 18 months working with partners. They received federal funding to do research yet could not introduce any advocacy. Research was advocacy adjacent.

Methodology included a regulatory assessment, economic impact study, mapping, stakeholder engagement, SWOT analysis, action plan and recommendations.

Karen Hanan, Annette Roth: Washington recently enacted a [creative economy plan](#). It began from the understanding that during the Great Recession, the creative sector was the only sector that grew. In 2017, Washington developed a creative district program which borrowed language from Colorado.

21% of Washington's gross regional product comes from the creative sector, and 8% of the state's jobs are in the creative sector.

For the development of the plan, ArtsWA contracted with Creative West.

Today the plan is live. It prioritizes accessibility, strengthens vitality, centers around collaboration and coordination, encourages local responsiveness. Plan priorities are equity and access, learning and skills, infrastructure and investment, and sector and workforce development. Washington has received funding to continue implementing the plan.

## **Roundtable Discussion**

Attendees broke out into three groups for roundtable discussions:

- Data for creative economies
- Advocacy supporting and developing creative economies
- Beginning, middle and end strategies for creative economy plans and implementation

## **Creative Economy Data**

Many different studies say many different things regarding creative economies.

Other sectors are more well-defined and can be represented through data. Creative sector can't be well-defined and does not have strong data.

Data sources: Americans for the Arts focuses on nonprofits; states conduct studies but they can be very expensive; U.S. Bureau of Economic Analysis data.

Think about data and defining in terms of partnerships.

South Dakota tourism does geofencing using data from cell phones to understand movement.