

Global Center for Cultural Entrepreneurship:

Fostering Economic Prosperity and Cultural Wealth

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Cultural Enterprise Entrepreneurs



Patricia Michaels
GCCE Fellow, Native American Fashion Designer

Cultural Enterprise Entrepreneurs are cultural change agents and resourceful visionaries who generate revenue from a cultural activity. Their innovative solutions result in economically sustainable cultural enterprises that enhance livelihoods, and create cultural value and wealth for both creative producers and consumers of cultural services and products.

Cultural Organizational Entrepreneurs

Cultural Organizational Entrepreneurs are cultural change agents and resourceful visionaries who create programs and/or organizations that contribute to the enhancement of people's lives culturally. They create cultural value in the community, small and large, through their entrepreneurial approach to cultural change. These programs and organizations require on-going philanthropic support and subsidy, some of which is created by cultural enterprises.

Cultural Capital

- * Cultural capital can include traditions, music, skills, dress, stories, art, decorations, feasts and celebrations, food, place, dwellings (antique, historic)
- * Individuals carry forward traditions while communities often have a legacy of creative talent that form its cultural capital
- * Organizations, e.g., museums, libraries, performing arts, are repositories of cultural capital made available to the public
- * Educational organizations that foster cultural creativity and advance traditions build community cultural capital

Cultural Enterprises

- ✳ Are commercial ventures, connecting creators to markets
- ✳ Adopt a business approach
- ✳ Are diverse in nature and size



Common Characteristics

- Cultural Entrepreneurs often demonstrate:
 - Passion
 - Vision
 - Innovation
 - Servant Leadership
 - Social Networking
 - Market Responsiveness
 - Resourcefulness

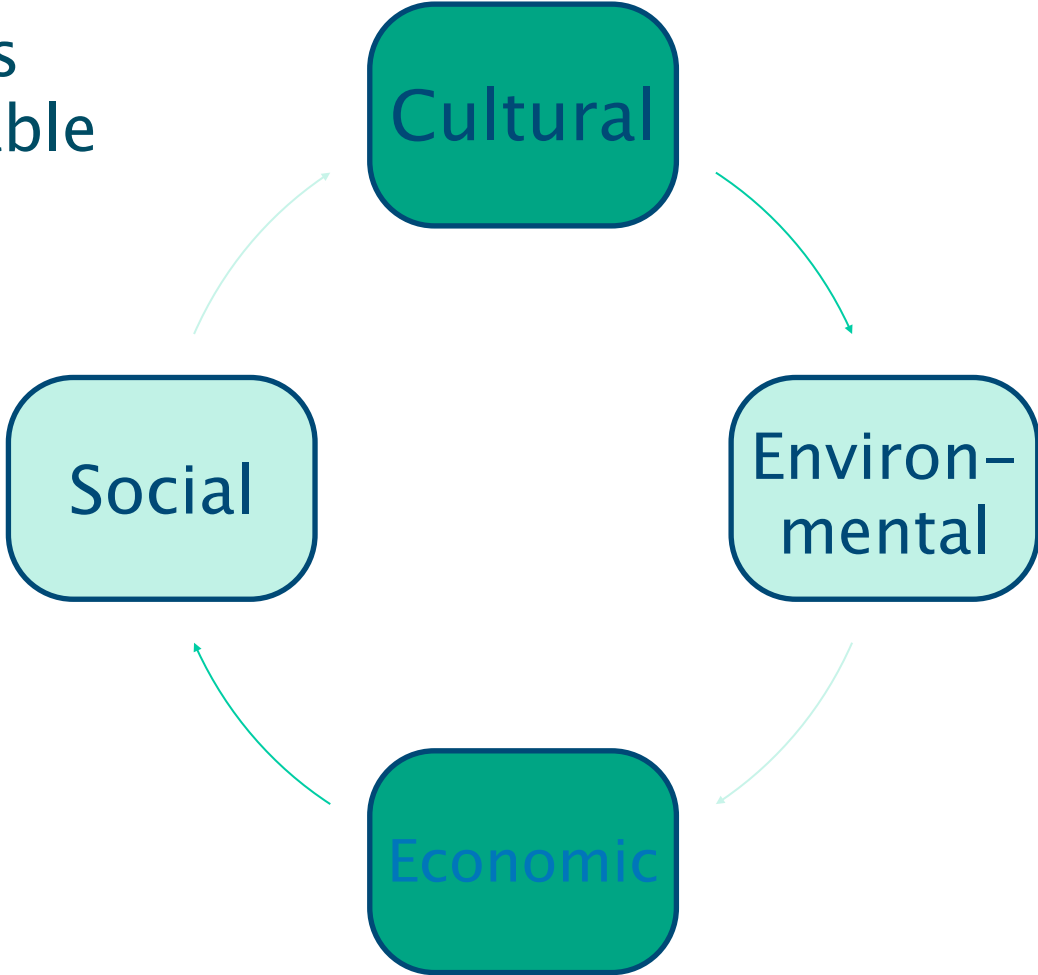


Jonathan Sims

GCCE Fellow, Native American Filmmaker

“You’ve gotta start from where you come from, first.”

Cultural Enterprises Help Build Sustainable Communities





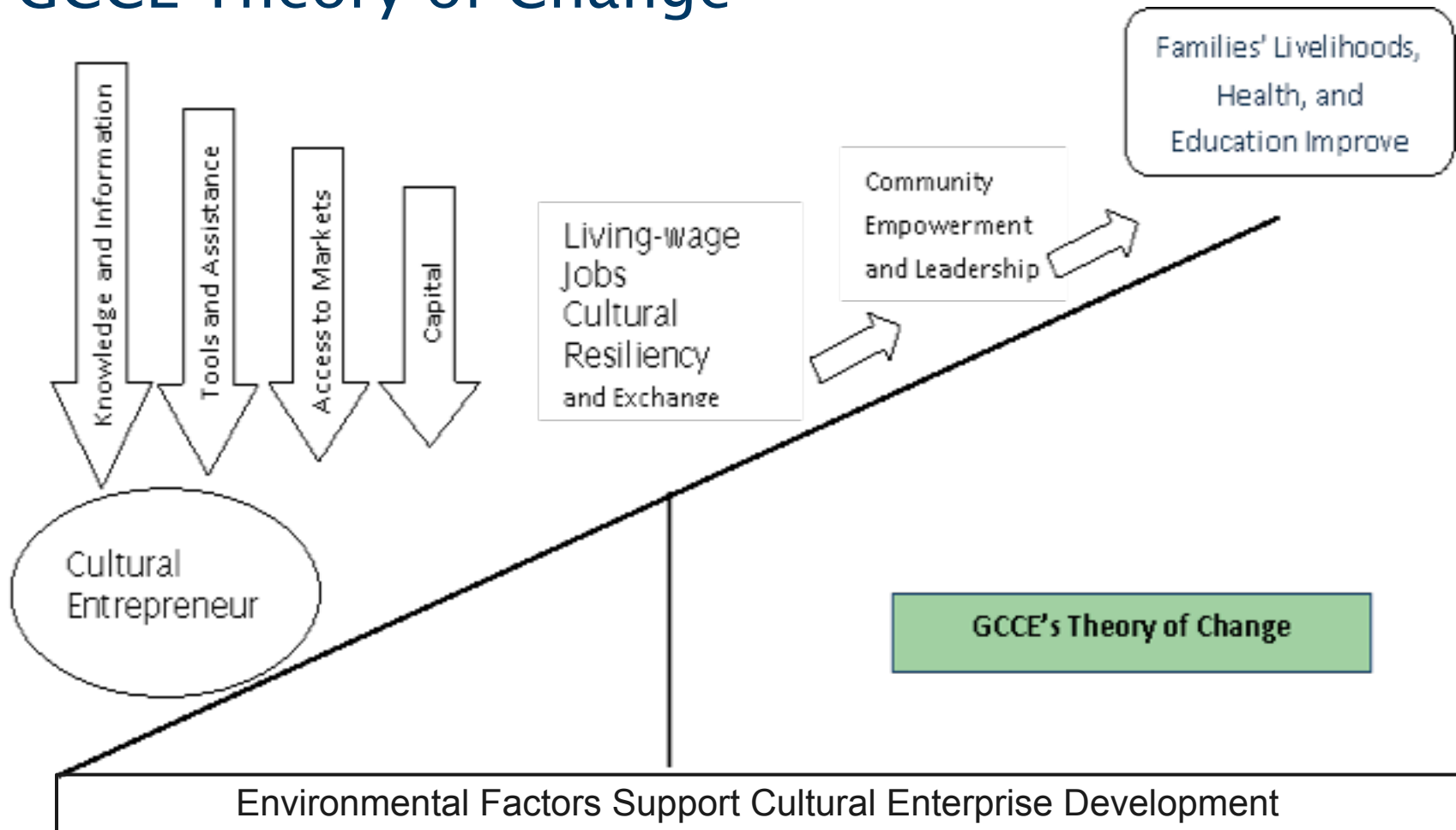
Cultural Enterprises Help Build Sustainable Communities

W.K. Kellogg Foundation Grant: 2009

- 12% of New Mexico's work force
- Children experience less poverty
- Children stay in school
- Children learn cultural traditions

Percent of Children for each Category (in New Mexico)	Children w/ a Cultural E-preneur	Children w/ a Cultural Worker	Children w/ other E-preneur	Children w/ other Worker	Children w/ No Worker
Living in poverty	15%	21%	21%	20%	68%
Children w/ disability	4.3%	5.5%	4.4%	5.6%	10.6%
Lives w/ single parent	20.5%	33.3%	20.9	29.3	63.1%
Receives foodstamps	14%	22%	15%	17%	53%
Preschool enrollment	55%	38%	35%	40%	40%
Teen school enrollment	84%	77%	85%	80%	82%
Learns 2nd language	35%	37%	26%	30%	35%

GCCE Theory of Change



GCCE Mission

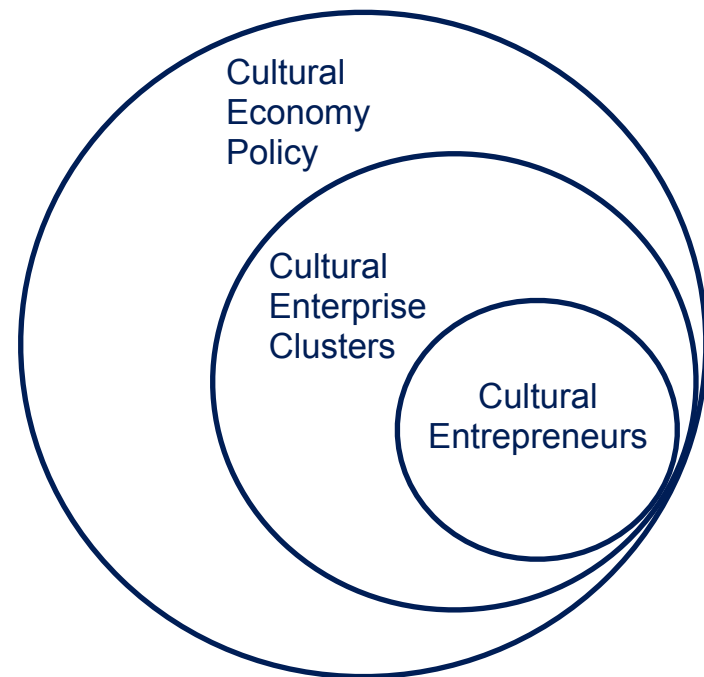


GCCE cultivates thought leadership and advocacy to foster an environment in which cultural entrepreneurs can successfully scale their cultural enterprises. GCCE connects cultural entrepreneurs with the:

1. Knowledge.
2. Technical assistance.
3. Market links and information.
4. Access to financial capital necessary to the success of their ventures

GCCE Strategies & Programs

- (1) enterprise resources for cultural entrepreneurs
- (2) cultural enterprise clusters tied to market opportunities
- (3) holistic community engagement
- (4) public policy to support diverse cultural entrepreneurs



Actions Communities Can Take Now



Roy Kady and Family
GCCE Advisor, Navajo Weaver, Community Leader

- Seek out and support cultural entrepreneurs
 - Develop cultural entrepreneur' technical skills
 - Invest in market link programs
- Promote cultural economy strategies
 - Establish benchmarks for measuring impacts of cultural economy
- Build financing resources for cultural entrepreneurs
 - CDFI's, double-bottom line vc funds



Building Technical Skills

Fast Forward New Mexico

Supporting cultural entrepreneurs as they leap across the digital divide

- Basic Computer and Internet Skills
- Internet Tools for Cultural Enterprises
- Social Media Marketing for Cultural Enterprises

Supporting Cultural Entrepreneurs: Dancing Earth Creations, GCCE Fellow

- Goal: Build enterprise capacity
 - First-ever recipient of National Dance Project award for “contemporary indigenous” project
 - Provides classes @ tribal schools
 - Performs around the country and demonstrates Native values and traditions through a contemporary lens



“If we haven’t placed language and culture at the centerpiece of our economic development strategies we are contributing to our own demise. Cultural entrepreneurship is a strategy that can help us find a middle ground.”

Regis Pecos, Cochiti Pueblo



Global Center for Cultural Entrepreneurship, 2010

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