FRAMEWORK FOR STRATEGIC ACTION

I. Conceptualizing the market power of culture
II. The Economic Development Context
III. Defining the Cultural Economy
IV. The Louisiana Cultural Economy Initiative
CONCEPTUALIZING THE MARKET POWER OF CULTURE

- Recognizing cultural assets distinct from creative industries
- Maintaining authenticity without commodification
- Organizing cultural economy stakeholders
THE ECONOMIC DEVELOPMENT CONTEXT

• Define consumer parameters
• Enhance competitiveness of export based industries
• Develop workforce and training capacity
• Build business and entrepreneurial support systems
• Strengthen access to markets
DEFINING THE CULTURAL ECONOMY

Conventional Approach

• Nonprofit emphasis
• Economic impact analysis
• Defensive
• Advocacy and fundraising
• Led by arts and cultural community
• Focus on consumption
DEFINING THE CULTURAL ECONOMY

New Approach

• Focus on production and distribution

• Include commercial enterprises and individual artists

• Broader focus on economic development, job creation, entrepreneurship and revitalization

• Collaborative effort (Redefining related industries)
THE LOUISIANA CULTURAL ECONOMY INITIATIVE

- Formed a cultural economy initiative steering committee
- Defined the cultural economy and industry segments
  - Created economic profiles of cultural industries
  - Held regional focus groups and interviews
  - Assessed infrastructure and resources
  - Developed strategic plan (August 2005)
LOUISIANA: WHERE CULTURE MEANS BUSINESS

- Support the **origination and sustainability** of authentic Louisiana culture

- Enhance the **production capacity** for Louisiana cultural products

- Expand the **distribution and markets** for Louisiana cultural products

- Foster the **support system**
Define Message Components

Develop Cultural Economy DVD (August 2005)

Establish New Brand Markets
Tangible Outcomes

- Arts-in-Education legislation setting new requirements
- Cultural districts legislation
- Slices of the economic development pie
- New interest from the national foundations community
- Louisiana Cultural Economy Foundation
EXERCISE:
Modeling Louisiana’s Regional Focus Groups
DISCUSSION:
New ways to expand the distribution and markets for cultural/creative products
Leverages the state’s unique heritage and ensure it remains the driving force and embodiment of a global cultural economy

- Brings together cultural ambassadors, educators, arts and cultural leaders from around the world

- Demonstrates the value of culture internationally, shine the light on Louisiana's cultural industries, invite investment, and welcome national and international visitors