Please complete your phone connection now:

1. **Dial the toll free number** 1 866 275 3495.

2. **Enter the meeting number** *4671867* on your phone keypad. Enter the star (*) key before and after the meeting number.

3. **Identify yourself**. Using your phone keypad, enter the unique 5-digit participant number from the bottom of your Voice Connection box. Enter the star (*) key before and after the number.

*New step!*

Tip: Find your Voice Connection Box near the lower right hand corner of your screen.
Creativity in the Natural State

If you have just arrived via the Web, complete your phone connection. Dial 1 866 275 3495 and identify yourself using the 5-digit number provided in the Voice Connection box.
If you have just arrived via the Web, complete your phone connection. Dial 1 866 275 3495 and identify yourself using the 5-digit number provided in the Voice Connection box.
Tech Tips

- **View all participants** in the roster to the right.
- **Use the “Chat to:” box at any time** to submit a question or get technical help.
- **During Q&A breaks,** we will unmute individuals with questions.

If you have just arrived via the Web, complete your phone connection. Dial 1 866 275 3495 and identify yourself using the 5-digit number provided in the Voice Connection box.
Agenda

**Initiative Overview**
Joy Pennington, Executive Director
Arkansas Arts Council

**What the Creative Economy Means in Arkansas**
Dr. Stuart Rosenfeld, Principal & founder
Regional Technology Strategies

**Policy and Practice**
Stuart Rosenfeld

**Uses of the Research**
Dr. Mark Peterson, Professor - Community Development
University of Arkansas Cooperative Extension Service

**Future Activities and Advocacy**
Joy Pennington

**Resources and Wrap-up**
Jesse Rye, NASAA

If you have just arrived via the Web, complete your phone connection. Dial 1 866 275 3495 and identify yourself using the 5-digit number provided in the Voice Connection box.
If you have just arrived via the Web, complete your phone connection. Dial 1 866 275 3495 and identify yourself using the 5-digit number provided in the Voice Connection box.
Joy Pennington
Executive Director
Arkansas Arts Council
Arkansas’s Creative Economy: Initiative Overview
Assembling the partners
Assembling the partners
2005
Project funded
Advisory panel formed

2006
RTS and Mt. Auburn begin research

2007
RTS awards $70,000 for pilot project grants

2009
Policy recommendations
Dr. Stuart Rosenfeld
Principal & founder
Regional Technology Strategies
Arkansas’s Creative Economy

Creativity in the Natural State

Growing Arkansas’ Creative Economy
Arkansas’s Arts and Culture

- Undervalued sources of **regional growth**
- **Competitive advantages** for other sectors
- **Attractions** for businesses, tourists, and talent
- **Sources of inspiration and innovation** for all businesses
- Underutilized **opportunities** for marginalized people and communities
Elements of the Study

1. Descriptive
   • Scale and scope-in economic terms
   • Catalog resources and assets
   • Uses of design
   • Vignettes

2. Engagement
   • Focus groups
   • Dissemination
   • Pilot projects

3. Impact
   • Influence policy
   • Affect practice
A “Creative Enterprise” is any company or individual with products or services whose distinguishing feature is their emotional or aesthetic appeal.
In addition, non-creative industries employ creative workers.

Elements of the Study

Creative Enterprise Cluster employment:

34,888 in 2005

15,014 employed in creative occupations
Elements of the Study

Large parts of creative economy are:

- Suppressed
- Self-employed
- Un- or under-reported
- Misreported
- Second source of income
- Embedded in other industries and in government
# Elements of the Study

<table>
<thead>
<tr>
<th>Sector</th>
<th>Employed</th>
<th>Self-employed</th>
<th>Percent self-employed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artists</td>
<td>106</td>
<td>2,245</td>
<td>95</td>
</tr>
<tr>
<td>Design Services</td>
<td>1,911</td>
<td>1,200</td>
<td>45</td>
</tr>
<tr>
<td>Landscape Architects</td>
<td>147</td>
<td>318</td>
<td>68</td>
</tr>
<tr>
<td>Photography</td>
<td>733</td>
<td>526</td>
<td>42</td>
</tr>
<tr>
<td>Art Dealers</td>
<td>86</td>
<td>85</td>
<td>50</td>
</tr>
<tr>
<td>Advertising</td>
<td>1,710</td>
<td>659</td>
<td>28</td>
</tr>
</tbody>
</table>
Employment By Industry Cluster

- Transport/ Logistics (45,609)
- Perishable/ Processed Foods (37,822)
- Creative Enterprises (26,858)
- Forest Products (23,737)
- Automotive (15,871)

Monitor Report, National Governors’ Association 2007
Vignettes of Creativity

- Bladesmithing in Washington (SW)
- Communications Arts Institute (NW)
- Hot Springs Film Festival (WC)
- Texarkana ArtsSmart (SW)
- EAST Initiative (AR)
Regional Analysis

Examined differences in regional challenges and opportunities
Catalogued Assets

- Social Capital
- Educational Programs
- Events
- Resources
- Places and Spaces
Organizations (social capital)

**Visual, literary, performance**

- 13 Poets & writers groups
- 41 Arts and crafts guilds
- 27 Quilters guilds
- 25 Music and dance organizations

**Also represented:**

- American Institute of Architects
- US Green Building Council
- Association of Professional Design
- Other informal groups & networks
Catalogued Assets

FESTIVALS
- Music and Dance [65]
- Ethnic or Heritage [46]
- Food [17]
- Literary [8]
- Film [6]

SHOWS
- Arts & Crafts or Design [67]
- Antiques [14]

# of Events Catalogued
## Number of Degrees Awarded

<table>
<thead>
<tr>
<th>Sub-cluster</th>
<th>Assoc./Cert.</th>
<th>BA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual, Literary, Performing</td>
<td>0</td>
<td>224</td>
</tr>
<tr>
<td>Entertainment, New Media</td>
<td>11</td>
<td>401</td>
</tr>
<tr>
<td>Product/Environmental Design</td>
<td>69</td>
<td>208</td>
</tr>
<tr>
<td>Cultural Heritage/Preservation</td>
<td>0</td>
<td>5</td>
</tr>
</tbody>
</table>

Uncounted: minors and continuing education
Art in Manufacturing

3 in 4
Creativity important in employees

2 in 5
At least ½ sales due to aesthetic design

57%
Aesthetics integral/significant to competitiveness

2 in 5
Expect to invest more in design within next 3 months
# Creative Community Grants

<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ozark Film Festival</strong></td>
<td>Teaching film to youth</td>
</tr>
<tr>
<td>(Batesville)</td>
<td></td>
</tr>
<tr>
<td><strong>Digital arts</strong></td>
<td>Creative services hub</td>
</tr>
<tr>
<td>(Eureka Springs)</td>
<td></td>
</tr>
<tr>
<td><strong>Ecommerce</strong></td>
<td>Web-based curriculum</td>
</tr>
<tr>
<td>(Beebe)</td>
<td></td>
</tr>
<tr>
<td><strong>Ouachita Craft Trail</strong></td>
<td>Marketing artisans</td>
</tr>
<tr>
<td>(Mena)</td>
<td></td>
</tr>
<tr>
<td><strong>Arts Studio</strong></td>
<td>Youth design program</td>
</tr>
<tr>
<td>(Locust Grove)</td>
<td></td>
</tr>
<tr>
<td><strong>SW AR Arts Council</strong></td>
<td>Entrepreneurial training</td>
</tr>
<tr>
<td>(Hope)</td>
<td></td>
</tr>
<tr>
<td><strong>TCAA</strong></td>
<td>Training for music industry</td>
</tr>
<tr>
<td>(Little Rock)</td>
<td></td>
</tr>
<tr>
<td><strong>AR Craft Guild</strong></td>
<td>Business curriculum</td>
</tr>
<tr>
<td>(Mountain View)</td>
<td></td>
</tr>
</tbody>
</table>
Eureka Springs (pop. 2,278)

- One of 12 Distinctive Destinations
  National Trust for Historic Preservation
- One of *100 Best Arts Towns in America*
- One of 25 top arts destinations,
  *American Style Magazine*
- One of USDA’s “Rural Artists Havens”
- Hosts 6,000 weddings per year
- 250 artists
Elements in Eureka Springs

- Communications Art Institute
- Eureka School of the Arts
- City Auditorium
- Main Stage Creative Community Center
- Inspiration Point Fine Arts Colony
- Glamorama Productions
- Paper Moon Productions
- Artists Registry
- Passion Play
- Gallery Mint
Goal I

Strengthen recognition of and support for Arkansas’s creative economy within state’s economic development community

- Create statewide creative economy leadership council
- Position creative economy alongside economic development in legislative process
- Create annual grants program for innovative projects
Goal II

Nurture the development of creative talent and the pipeline of creative workers.

- Attract talent
- Map career paths
- Promote K-12 arts education
- Expand art & design in higher education
Goal III

Promote the growth and profitability of creative enterprises

- Develop markets for creative economy
- Provide technical/business assistance to artists
- Encourage entrepreneurship in creative sectors
Goal IV

Utilize creative talent and assets to increase the competitiveness of other key clusters in Arkansas

- Help companies use design to become more competitive
- Further develop cultural tourism
Goal V

Support and expand the creative infrastructure

- Assist creative and cultural organizations
- Build physical infrastructure through Arkansas Cultural Development Bond
To ask a question, use the “Chat to:” box.
Effects

- Education & training
- Support for creative and cultural enterprises
- Appreciation of creative & cultural goods
- Communities
- Marginalized populations
- Industrial design
College of Aspiring Artists

- “Edutainment” series to showcase new talents
- Creative Thursdays
- Youth artworks
- Creative economy networking
- Expanded stakeholders and partners
T Tauri Galaxy Film School

• Youth designed and driven by 5 teen advisors
• Online tutorials and resources
• Post films, work-in-process, reviews, dialogue
• “Do, view, talk, and know”
• Annual competitions
Arkansas Craft School

- Joint venture with Ozarka Community College and Ozarka Folk center in Mountain View
- Art and Craft in the Creative Economy Workshop for public planners/leaders
- Teaching crafts in elementary and middle schools
- Continuing education credit for crafts courses
- Apprenticeship program in pottery, glass, blacksmithing, bladesmithing, and tatting
Ouachita Arts Trails

- Developed first regional studio/cultural tour
- Attracted 375 people from 10 states
- Created 2009 guidebook to arts and culture
- Partnered with Rich Mountain Community College
- Increased awareness in surrounding regions
  - Lum & Abner Festival
  - Mountain Festival
  - Ouachita Little Theater
CraftNet Activities

- April ‘07 Conference in Rogers: Crafting Economic Growth Strategies
- Bus. Meeting, tours of Eureka Springs
- Monthly conference calls
- Features in quarterly “CraftNet Sketches”
- Jointly developing web site and e-commerce curriculum with Arkansas State Univ-Beebe
- Meeting in April in Little Rock at CODA, April ‘08.
CraftNet Global

Ecommerce for Artists
A New Curriculum Resource for Educators, Arts Organizations, Extension Agents, and Individual Artists

CraftNet is pleased to announce the public beta release of Ecommerce for Artists, a fully integrated, modular curriculum that introduces artists to the fundamentals of using the Internet to strengthen their arts-related businesses. It primarily is a tool to help teachers working with artists who want to develop their business skills, but it also seeks to support individual artists who want to explore these strategies on
Mark Peterson, PhD
Professor - Community Development
University of Arkansas Cooperative Extension Service
Creative Economy Project in the NCARED Region of Arkansas:
Cooperative Extension Service

• **Our Mission:** To provide research-based information to help Arkansans improve their economic well-being and the quality of their lives.

• Connected to the land grant university

• 80 Offices in Arkansas

• **Community and Economic Development Department:** Strategic planning, community and economic development, local government education, public policy education
North Central Arkansas Regional Economic Development (NCARED)

North Central Arkansas Regional Economic Development (NCARED) provides information and assistance to businesses and individuals relocating to North Central Arkansas or considering relocation.

For those already in our region we provide a network between businesses located in the eight counties of our region. NCARED promotes industrial & existing workforce training incentives.
NCARED Region
Welcome to our home of mountains, lakes, and rivers. Nestled in the beautiful Ozark Mountains of Arkansas, the Mountain Home Area is one of the best vacation and retirement spots in the country. The Mountain Home Area encompasses two massive lakes, three rivers, and beautiful mountain scenery, fulfilling Arkansas’ motto.

Request a Brochure
Looking for even more information? We’ll be happy to send you a fun, informative brochure about the Twin Lakes area. Just click here.
Vacation in the Ozarks!

"A Wonderful Way to Enjoy Yesterday," here's an adventure in yesterday's Ozark Mountain way of life that you can see, touch and enjoy today. Arkansas's unique Ozark Folk Center State Park is America's only facility that works at preserving the Ozark heritage and presenting it in such an entertaining way.

Tap your toes to mountain music at one of your favorite Arkansas state parks located in the Ozarks. See blacksmithing, pottery-making and over 18 other pioneer skills and crafts. Learn to play the dulcimer or autoharp, to jig dance or to grow an organic herb garden. Design your own workshop for the study of the traditional crafts demonstrated here. Browse our gift shop. Sample country cooking at our Skillet Restaurant. Spend the night in our...
Creative Economy Project

Purposes:

• Build on NCARED’s Regional Blueprint using the Creative Economy

• Increase awareness of the potentials for the creative economy

• Explore the possibilities of a regional brand

• Develop a database of creative economy people in the region
Cluster and Value Chain

- Equipment
  - Artists
  - Artisans
  - Designers
  - Games
  - Architects
  - Interior decorators
  - Chefs

- Supplies
  - Printers
  - Foundries
  - Builders
  - Reproducers

- Capital
  - Publishers
  - Ad agencies
  - Agents
  - Web sites

- Services
  - Galleries
  - Coops
  - Shows
  - Theatres
  - Boutiques
  - Exhibits
  - Museums

Education & Training

Associations, guilds & other non-profits
Development Project

- Focus groups held in each of the eight NCAREDE counties
- 130 participants
Sample Question

**How did you become associated with your business?**

1. Started it: 50.5%
2. Carrying on a family business: 5.1%
3. Bought the business: 16.6%
4. Other: 27.8%
Focus Group Results

1. Challenges - marketing to and finding customers
2. Keeping a good work force – work ethic, wages
3. Taking full advantage of broadband (70% have web pages)
4. Community can be very supportive
5. Developing a regional brand would be valuable
Welcome to the Handcrafted Design Source, a guide to Western North Carolina craft artists who create custom home furnishings, architectural elements, and accessories for the home and garden. Design professionals, as well as homeowners, seeking to commission local craft artists for signature construction and custom design projects will find this resource helpful and easy to use. Whether you are looking for a one-of-a-kind iron railing, a pottery sink, a handcrafted tile countertop, a dining room table, or a garden bench, the Handcrafted Design Source is the place to look!

SEARCH the Handcrafted Design Source
Creative Economy Team

- Broad-based group of people, including community college
- Reviewed results of study
- Shared information about upcoming events and grant opportunities
- Design a logo, set up a web site, develop trails, start branded products
- Rich Fischer (Chairperson), Ken Ballman (Board Liaison), Gil deLorenzo, Greg Bess
Results of Branding
Future activities & advocacy
Goals & Recommendations

Goal I: Strengthen recognition of and support for Arkansas’s creative economy within state’s economic development community

Goal II: Nurture the development of creative talent and the pipeline of creative workers.

Goal III: Promote the growth and profitability of creative enterprises.

Goal IV: Utilize creative talent and assets to increase the competitiveness of other key clusters in Arkansas.

Goal V: Support and expand the creative infrastructure.
Future Activities & Advocacy

Formation of new arts advocacy group
Future Activities & Advocacy

$500,000 appropriation request from the Governor
Future Activities & Advocacy

Fayetteville, Arkansas Chamber of Commerce artist relocation efforts
To ask a question, use the “Chat to:” box.
Resources

Joy Pennington
Arkansas Arts Council
Phone: 501-324-9766
Email: Joy@arkansasheritage.org

Dr. Stuart Rosenfeld
Regional Technology Strategies, INC.
Phone: 919-933-6699
Email: rosenfeld@rtsinc.org

Mark Peterson, PhD
University of Arkansas Cooperative Extension Service
Phone: 501-671-2253
Email: mpeterson@uaex.edu
Resources

Arkansas Creative Economy Research
Resources

• NASAA Creative Economies Web Center

• National Governor’s Association Report: Arts and the Economy
August Web Seminar

Save the Date!

Arts Participation in America

Tuesday, August 18th
3:00 pm – 4:30 pm

Questions or comments about this session? Contact Eric Giles, Learning Services Manager (eric.giles@nasaa-arts.org).
Thanks for participating!

Questions or comments about this session? Contact Eric Giles, Learning Services Manager (eric.giles@nasaa-arts.org).