

Today's seminar will begin shortly

National Assembly of
State Arts Agencies

KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY

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.

***New
step!***

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.

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

Creativity in the Natural State

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Your Hosts

National Assembly of
State Arts Agencies

KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY



Jesse Rye

Policy and Program Associate



Eric Giles

Learning Services Manager

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- **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.

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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

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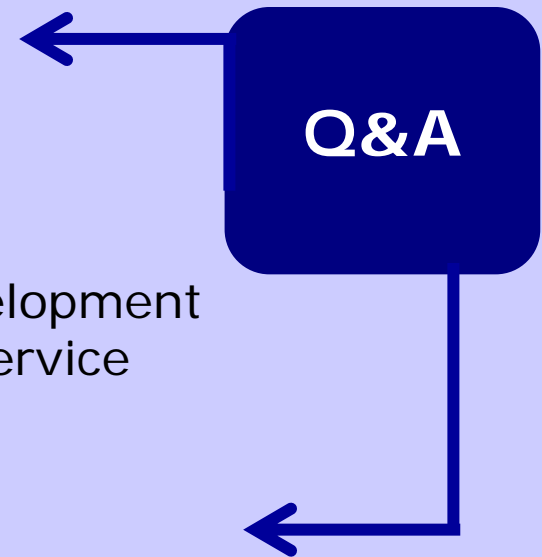
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Joy Pennington

Executive Director
Arkansas Arts Council

Arkansas's Creative Economy: Initiative Overview

Assembling the partners



Assembling the partners



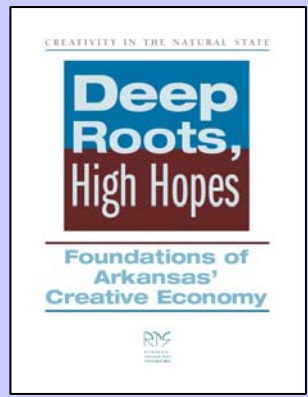
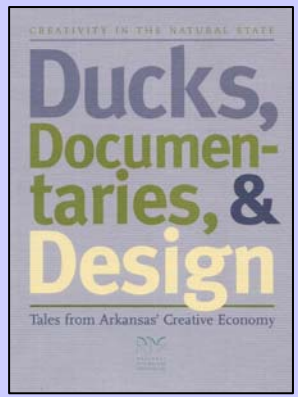
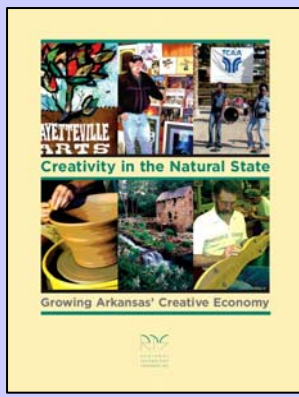
2005

Project funded
Advisory panel formed

2006

RTS and Mt. Auburn
begin research

2007

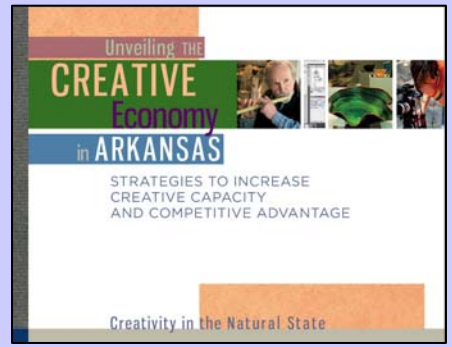


2008

RTS awards \$70,000
for pilot project grants

2009

Policy recommendations



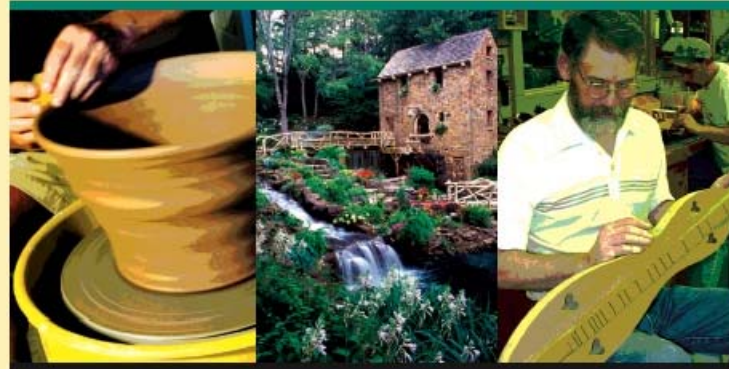


Dr. Stuart Rosenfeld
Principal & founder
Regional Technology Strategies

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



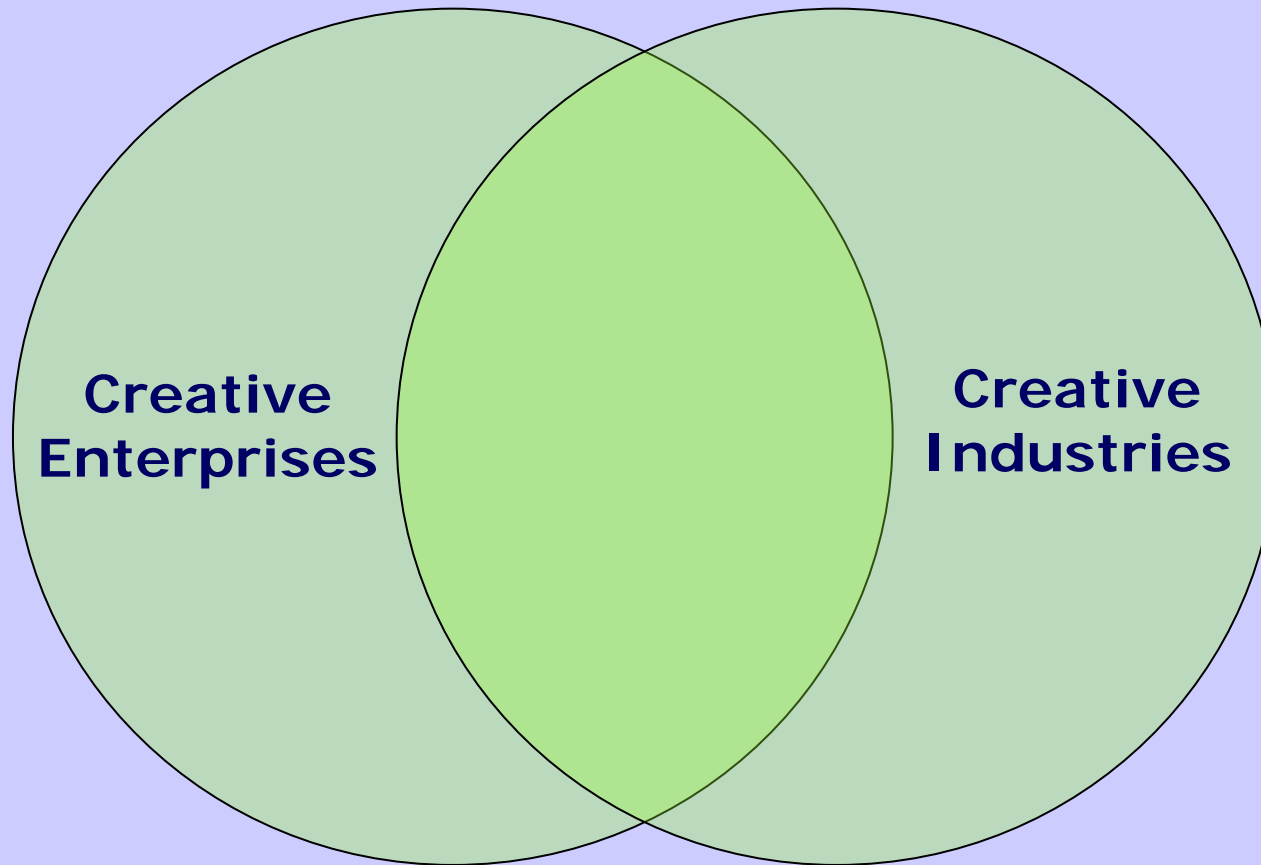
any company or individual with products or services whose distinguishing feature is their emotional or aesthetic appeal.



Elements of the Study



Creative Enterprise Cluster employment:



34,888
in 2005

*In addition,
non-creative
industries
employ
creative
workers.*

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

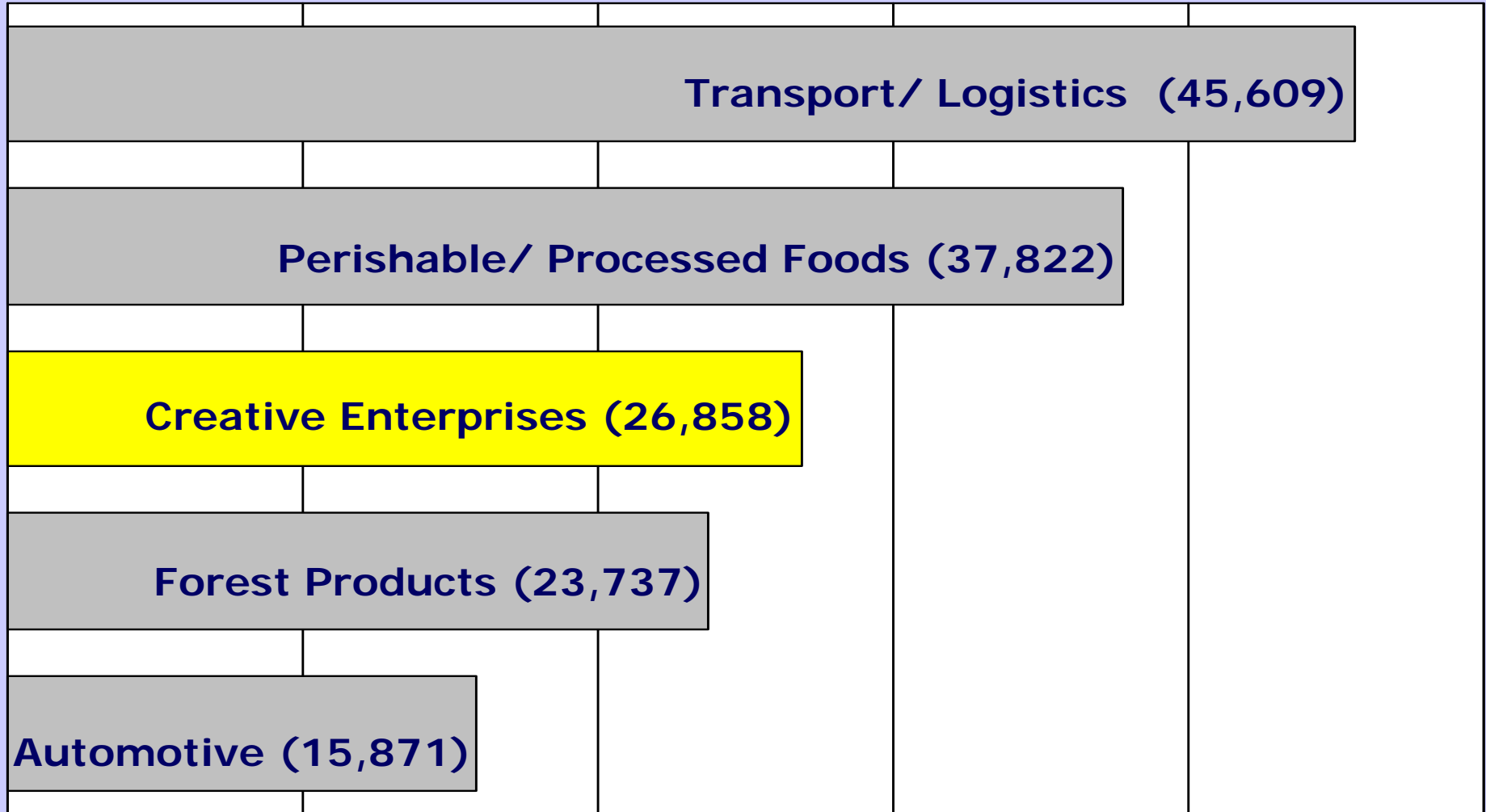


Elements of the Study



Sector	Employed	Self-employed	Percent self-employed
Artists	106	2,245	95
Design Services	1,911	1,200	45
Landscape Architects	147	318	68
Photography	733	526	42
Art Dealers	86	85	50
Advertising	1,710	659	28

Employment By Industry Cluster

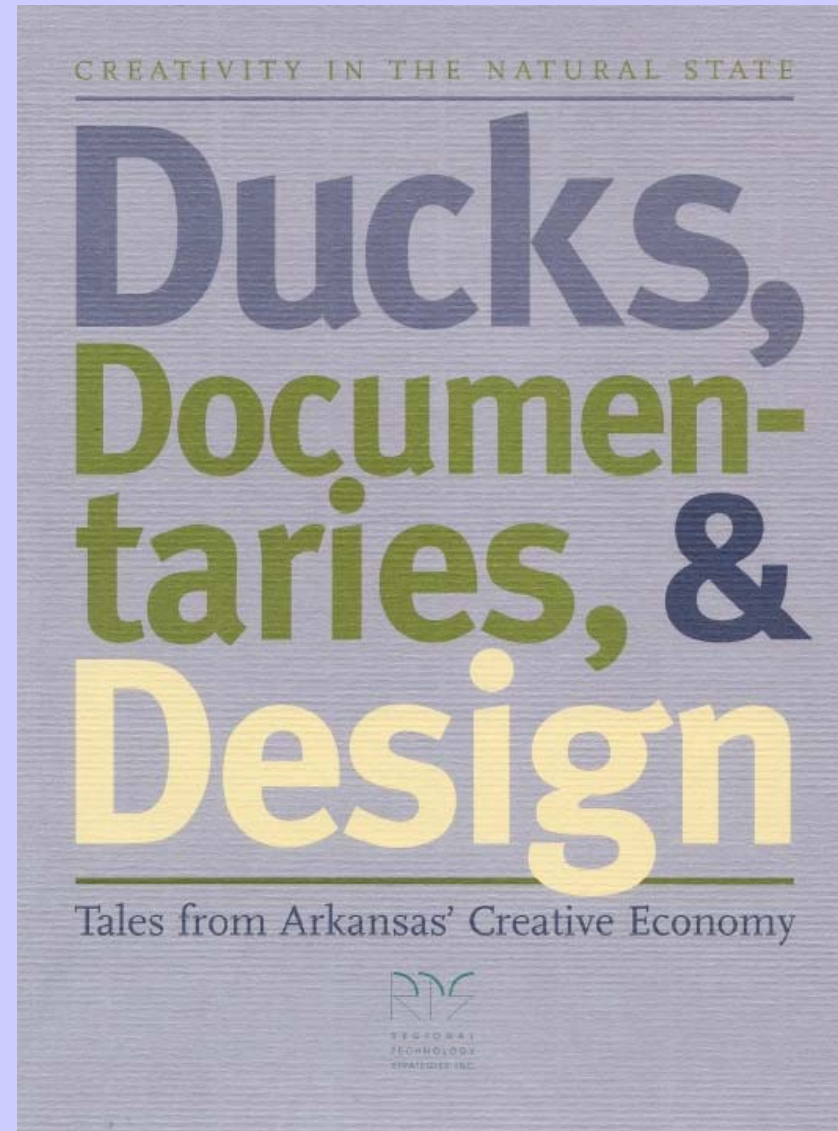


Monitor Report, National Governors' Association 2007

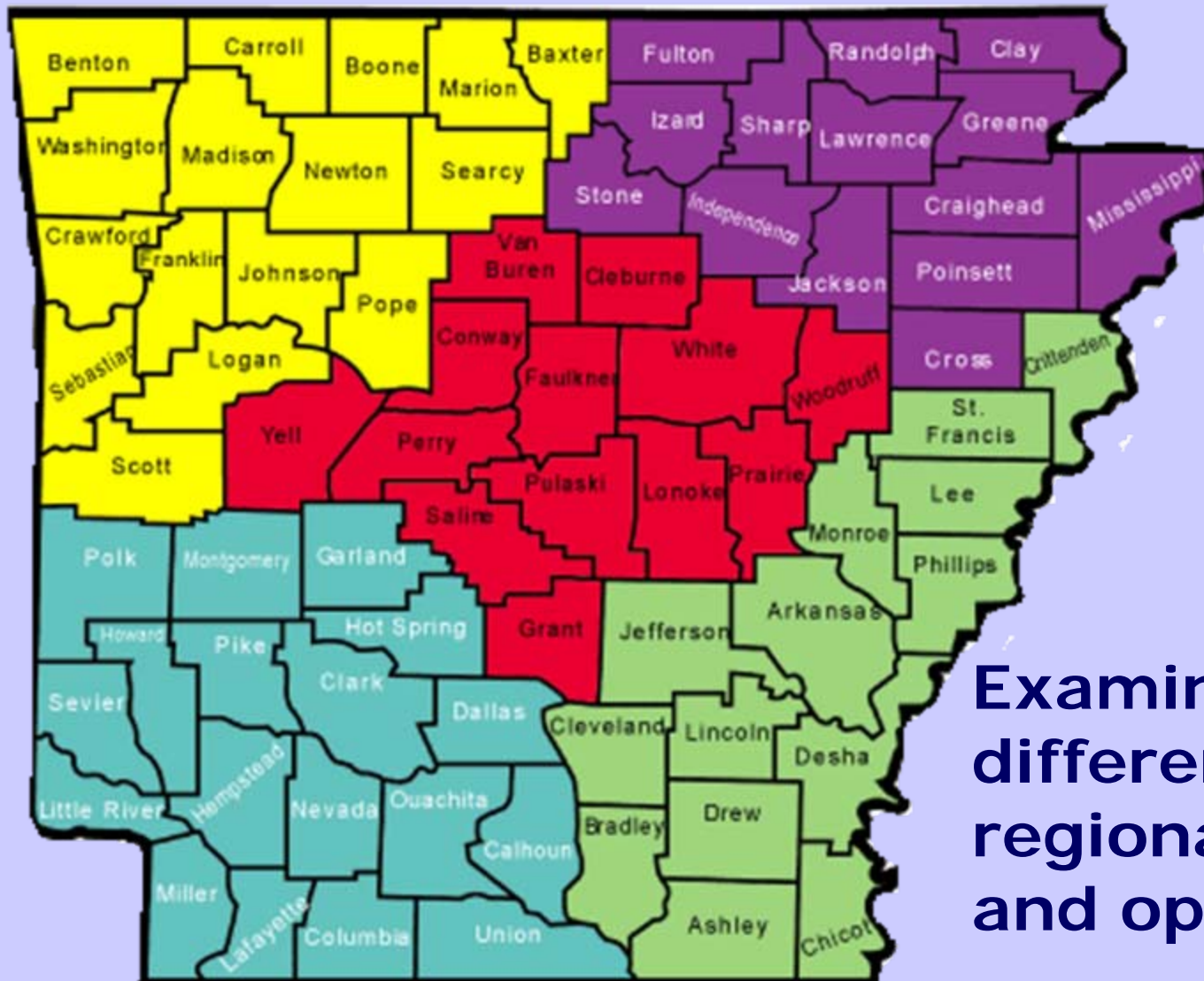
Vignettes of Creativity



- **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)



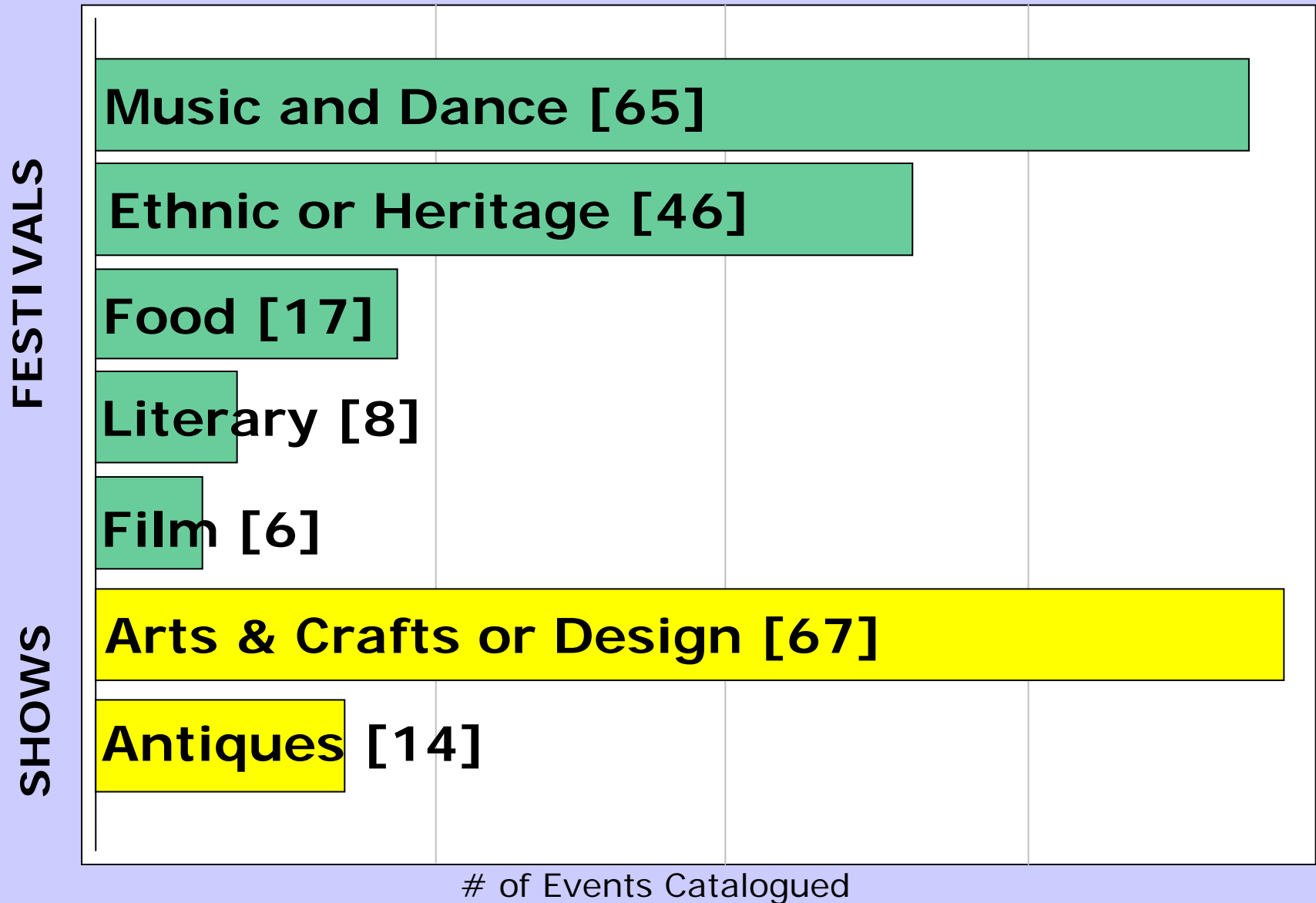
Visual, literary, performance

- 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



Number of Degrees Awarded



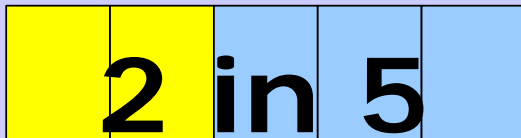
Sub-cluster	Assoc./ Cert.	BA
Visual, Literary, Performing	0	224
Entertainment, New Media	11	401
Product/Environmental Design	69	208
Cultural Heritage/Preservation	0	5

Uncounted: minors and continuing education

Art in Manufacturing



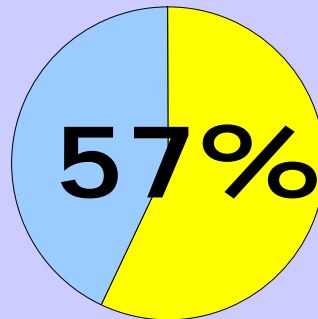
Creativity important in employees



At least $\frac{1}{2}$ sales
due to aesthetic design



Expect to invest
more in design within
next 3 months



Aesthetics integral/significant to competitiveness

Creative Community Grants



Project	Description
Ozark Film Festival (Batesville)	Teaching film to youth
Digital arts (Eureka Springs)	Creative services hub
Ecommerce (Beebe)	Web-based curriculum
Ouachita Craft Trail (Mena)	Marketing artisans
Arts Studio (Locust Grove)	Youth design program
SW AR Arts Council (Hope)	Entrepreneurial training
TCAA (Little Rock)	Training for music industry
AR Craft Guild (Mountain View)	Business curriculum

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**

-
- A row of 12 colorful, stylized panels, each depicting a different food item or theme. From left to right: a green chili pepper, a red tomato, a yellow chili pepper, a green chili pepper, a red chili pepper, a green chili pepper, a red chili pepper, a green chili pepper, a red chili pepper, a green chili pepper, a red chili pepper, and a green chili pepper. Each panel is framed with a decorative border and contains a unique, vibrant illustration of the food item.



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

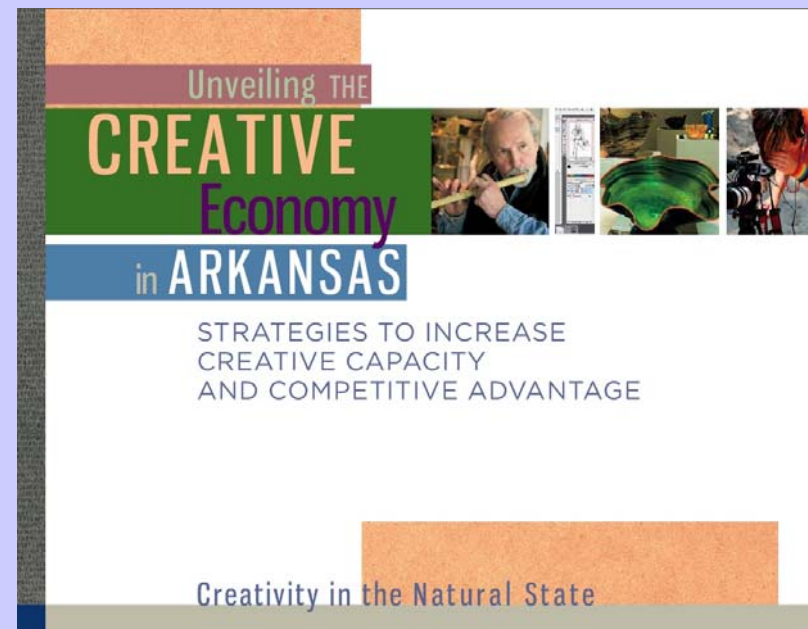


Goal V



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.**

Policy & Practice



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



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FEATURED ARTIST

STEVE LLOYD

Steve Lloyd directs the clay program at Haywood Community College, one of the founding members of CraftNet. We talked briefly in mid-April with Steve and his wife Becky as they were driving up I-85 on their way to the Smithsonian Craft Show at the National Building Museum in Washington, DC.

[Read more...](#)

LATEST NEWS

- ★ On April 23-26, CraftNet co-hosted the annual CODA conference in St. Paul, MN.
- ★ Haywood Community College and ABI (in partnership with HandMade in America) offered its 6th annual Arts Business Boot Camp on March 7 and 8.
- ★ The Montana World Trade Center and the Montana Arts Council took 10 artists to the annual "Kentucky Crafted: The Market," held on Feb. 19-22 in Louisville, KY.

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

HOW TO USE THIS WEBSITE

Welcome to CraftNet Global! We hope you will enjoy accessing and exploring our new website's key online features, including: 1) A modular curriculum tool designed to help guide artists as they establish a business website; 2) Online galleries displaying student and faculty creative work from our member colleges; and 3) Regular

SUBSCRIBE TO CRAFTNET SKETCHES

Hear news of upcoming meetings and ongoing CraftNet projects—or learn more about craft programs at our member colleges—via our quarterly e-newsletter.

[Read more...](#)

WHO'S ONLINE



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



...Working For You

North Central Arkansas Regional Economic Development • PO Box 1378 • Mtn. Home, AR 72654-1378 • (870) 425-4210



NCARED HOME

Business and Industry

Properties Database

Workforce

Education

Healthcare

Community Services

Quality of Life

Join Us

Membership Application

Principles Agreement

Dues Form

Who We Are

Board of Directors

Bylaws

1st Amendment

Members

Contact Us

Weather

Maps



ncared event calendar

North Central Arkansas Regional Economic Development (NCARED)

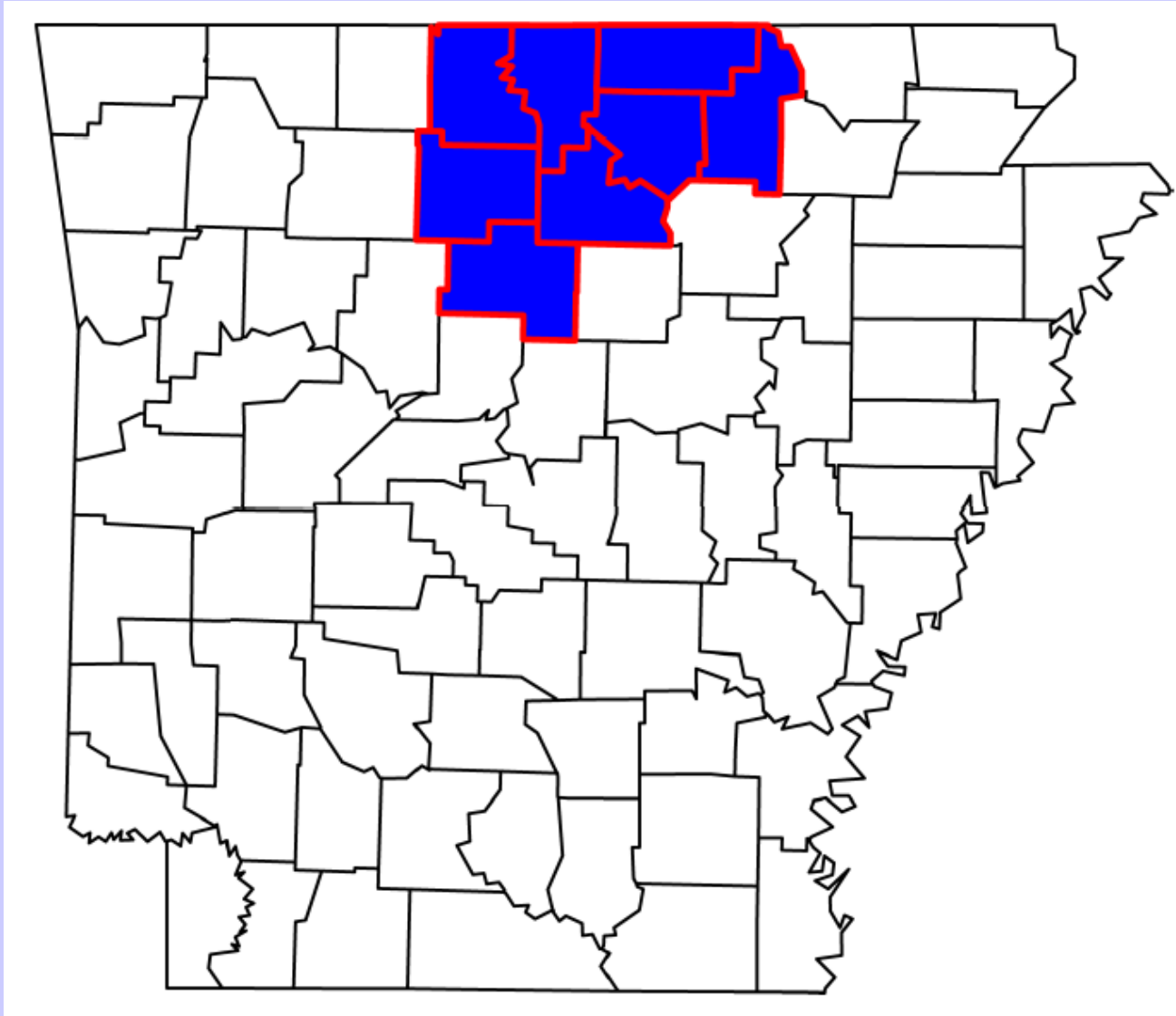
[COPYRIGHTS, CREDITS AND PRIVACY](#)

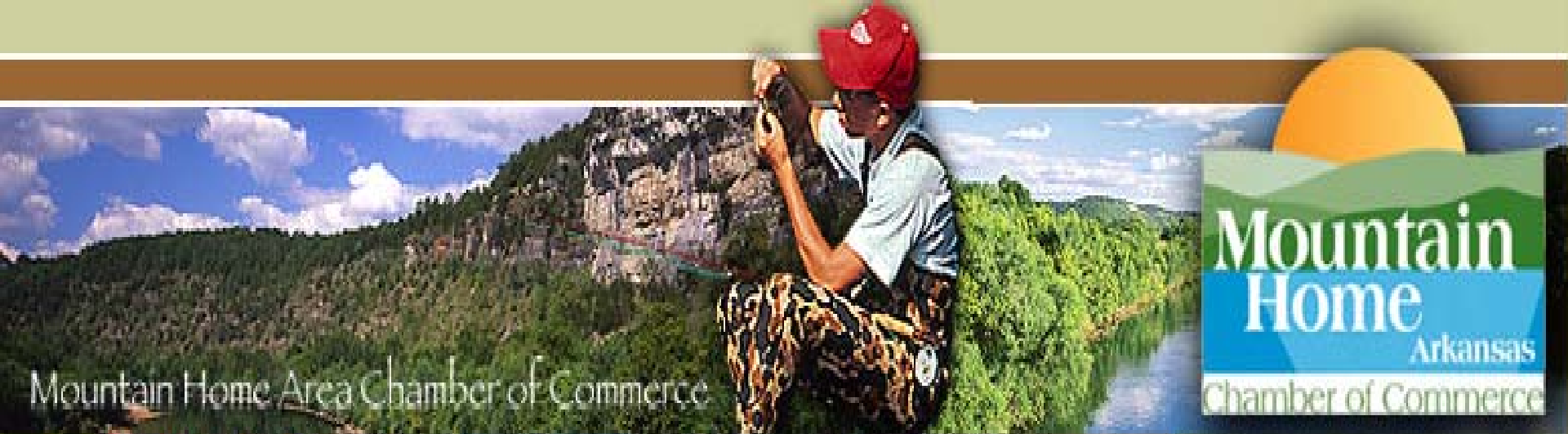
North Central Arkansas Regional Economic Development (NCARED) provides information and assistance to businesses and individuals relocating to North Central Arkansas or considering relocation.

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





Mountain Home Area Chamber of Commerce

Mountain
Home
Arkansas
Chamber of Commerce



Experience Mountain Home

Vacation

Relocation

General Information

Maps & Directions

Chamber Info

White River Lake Norfolk Buffalo National River Bull Shoals Lake North Fork River Ozark Mountains

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](#).



MUSIC

CRAFTS

HERBS

OZARKS

EMAIL UPDATES

SIGN UP

ABOUT US | GROUPS | NEWSROOM | PHOTO GALLERY

SITE SEARCH

GO

UPCOMING EVENTS

<<< July 2009 >>>

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

[Printable Calendar \(PDF\)](#)

July 23, 2009

Ozark Folk Center Day Camp (Ages 8 - 12)



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



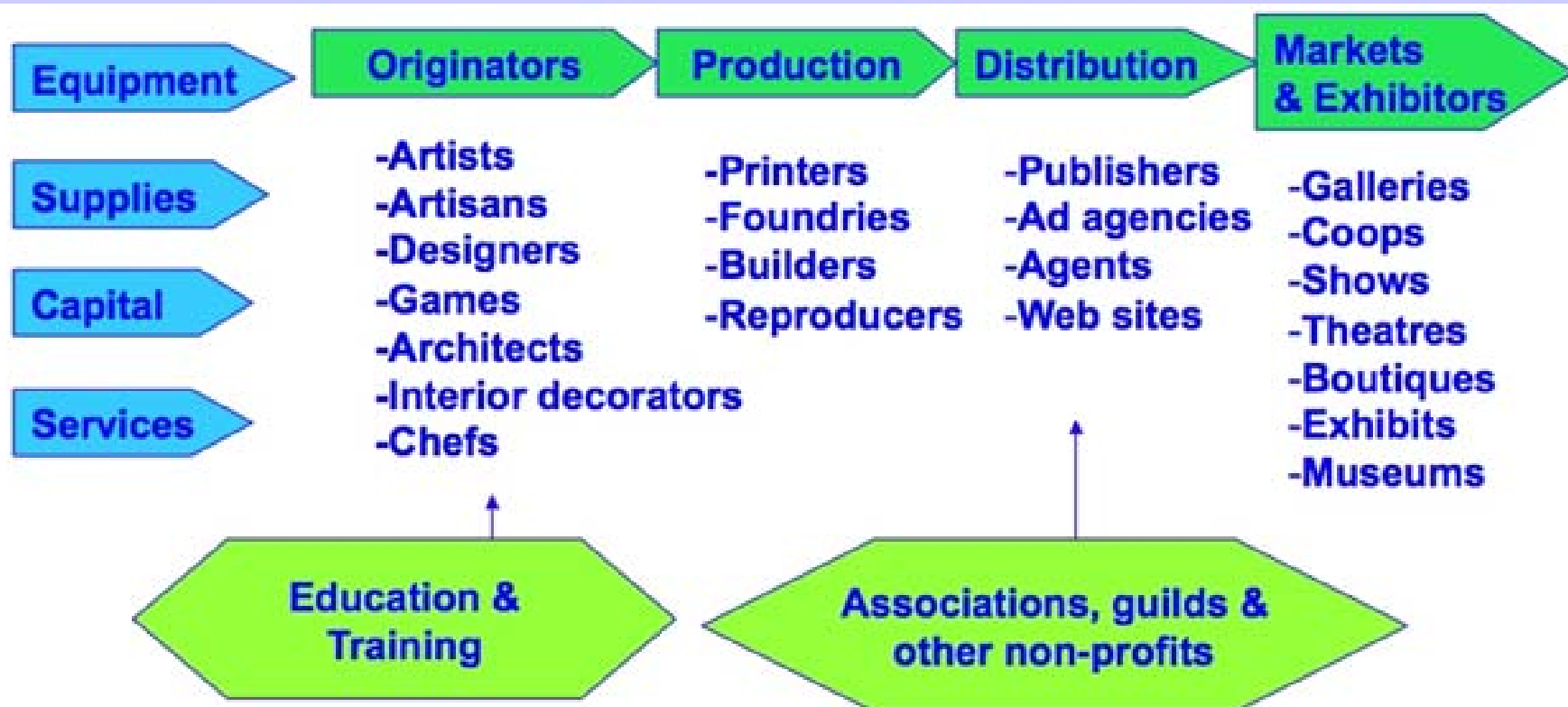
Creative Economy Project



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



Development Project



- Focus groups held in each of the eight NCARED 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



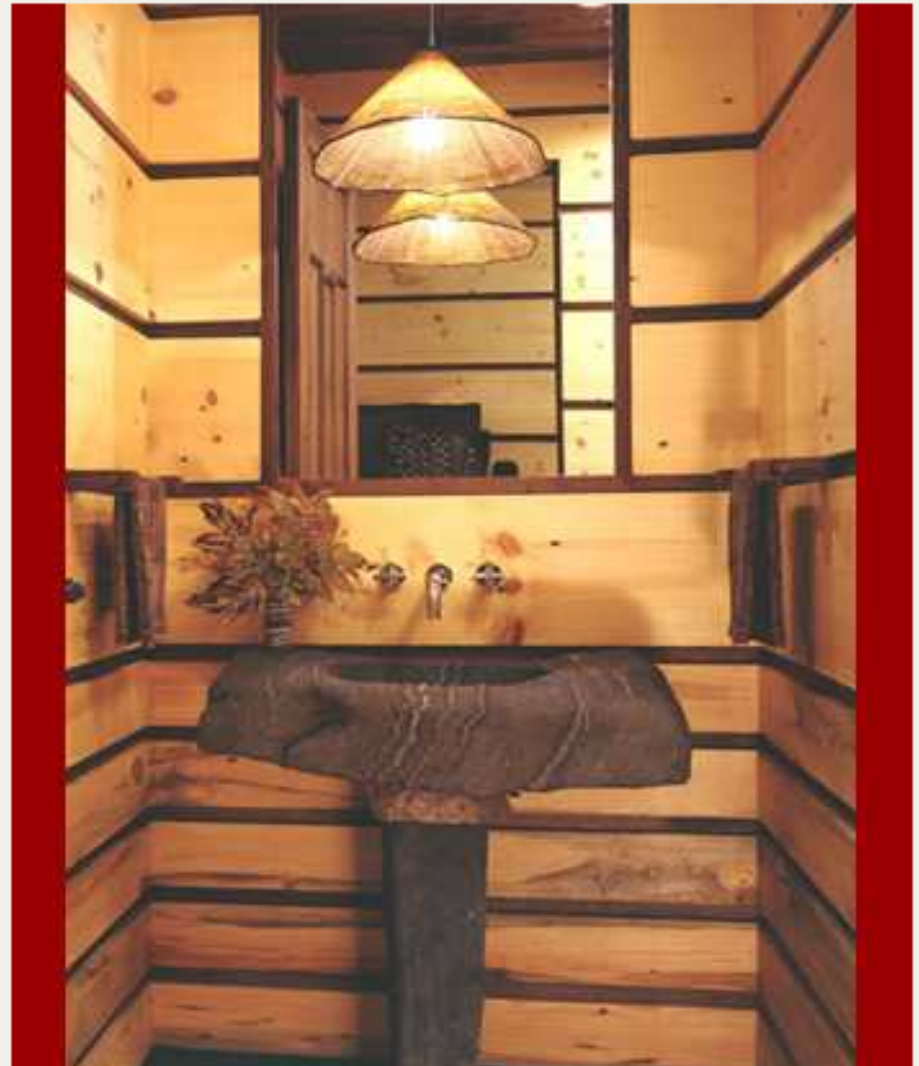
HANDMADE *in* AMERICA

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Handcrafted Design Source

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



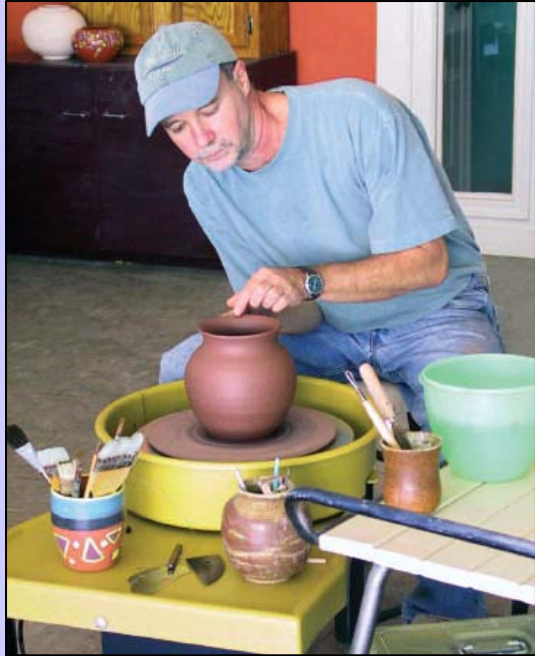
**Formation of new arts
advocacy group**

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

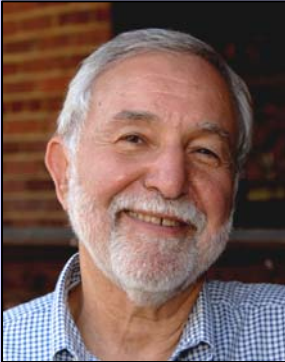


Joy Pennington

Arkansas Arts Council

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Dr. Stuart Rosenfeld

Regional Technology Strategies, INC.

Phone: 919-933-6699

Email: rosenfeld@rtsinc.org



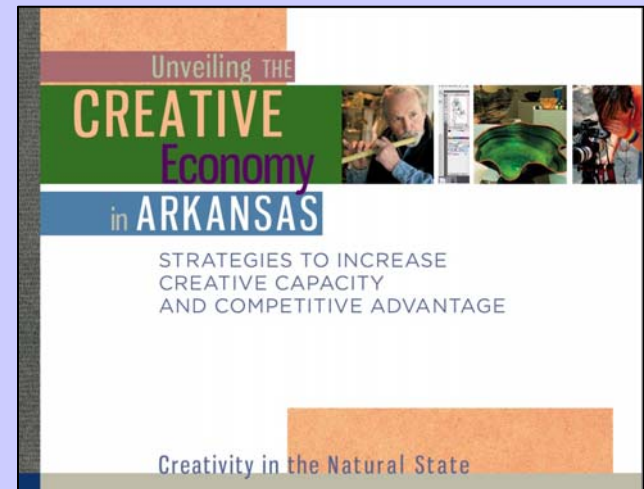
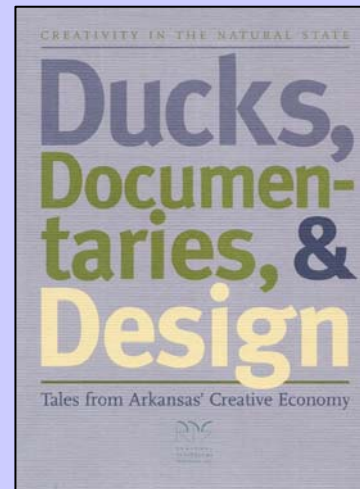
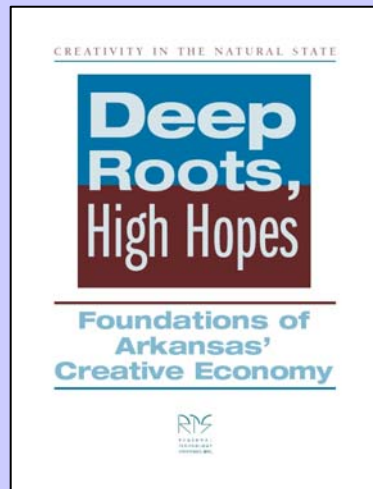
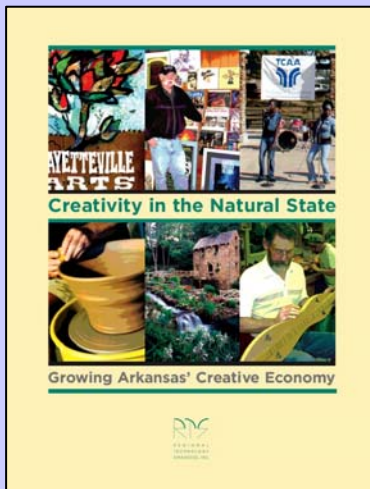
Mark Peterson, PhD

University of Arkansas Cooperative Extension Service

Phone: 501-671-2253

Email: mpeterson@uaex.edu

Arkansas Creative Economy Research



- **NASAA Creative Economies
Web Center**
- **National Governor's Association
Report: Arts and the Economy**

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).