

Today's seminar will begin shortly

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.

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Boosting State Economic Growth: Five Roles for Arts, Culture and Design

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Your Hosts



Eric Giles

Learning Services Manager



Sue Struve

Communications Manager

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- **View all participants** in the roster to the right
- **Use the “Chat” box at any time** to submit a question or get technical help
- **During the Q&A break** presenters will answer chat questions

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Today's Format

I. Roundtable Discussion



Mary Jo Waits

National Governors Association



Laura Scanlan

National Endowment for the Arts



Kelly Barsdate

NASAA

II. Your Questions and Comments

Today's Format

I. Roundtable Discussion



Mary Jo Waits

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II. Your Questions and Comments

About the Project

National Assembly of
State Arts Agencies

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Issue Brief

Economic & Technology Policy Studies
Contact: Paul Kalomiris (202) 624-5379
May 2003

How States Are Using Arts and Culture to Strengthen Their Global Trade Development

Executive Summary

As new international
government
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This aspect
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*Relationships of
understanding, respect
and trust with other
nations will not alone
guarantee expanded trade
development, but they can
form an effective
foundation upon which
trade partnerships rest.*

This Issue
incorporates
including:

- initiation
- develop
- includin
- making
- initiation
- creating
- promote



Issue Brief

Contact: [Madeleine Bayard](#), Policy
Analyst, Special Projects
202/624-5332
August 31, 2005

Strengthening Rural Economies through the Arts

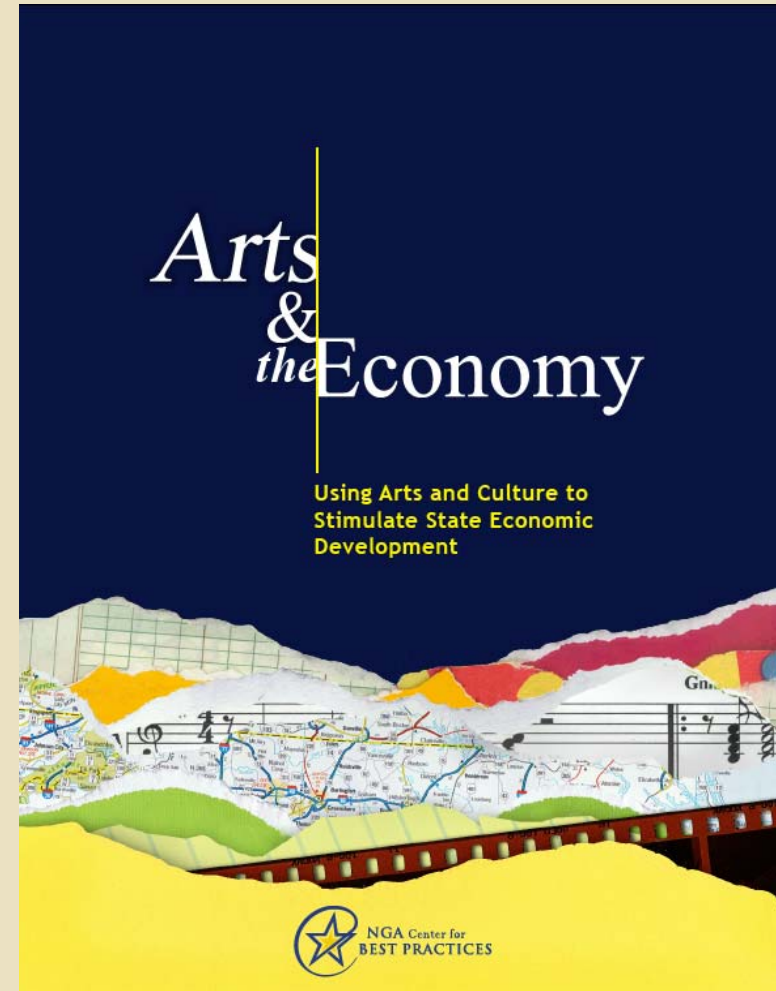
Executive Summary

Every state has areas with rural characteristics. Rural areas are often noted for providing an enhanced quality of life and some of the highly distinctive and treasured dimensions of a state's culture and character. However, these regions also may face economic development challenges such as geographic isolation from metropolitan areas, infrastructure deficiencies, poor links with metropolitan and global markets, and the flight of skilled human resources to metropolitan regions. States have successfully addressed these challenges through the arts.

An arts-based economy can enhance state efforts to diversify rural economies, generate revenue, improve the quality of life, and attract visitors and investment. Rural areas often feature various arts and cultural industries, which, with some assistance, can become productive economic sectors. In addition to stimulating substantial employment and tax revenues, arts enterprises are highly entrepreneurial, readily available in many communities, and attractive to tourists. The arts also create a highly desirable quality of life that draws businesses and knowledge workers to further stimulate the economy.

Many state initiatives are harnessing these creative assets to help revitalize rural regions while improving their ability to compete in the new economy. State arts agencies are positioned to assist in economic development efforts; many already initiate, support, and grow arts programs that contribute to rural economies. States have adopted a wide array of arts-based economic development strategies, including the following.

- Integrate the arts as a formally recognized and quantified industry into state economic-development planning as a part of overall investment strategies and programs.
- Use traditional entrepreneurship and economic-development tools, including incubators, start-up capital, and training.
- Attract the arts community by offering incentives, supporting business collaboration, and improving physical infrastructure.
- Use higher-education systems in training and business assistance efforts.
- Integrate the arts into planning and marketing to build sustainable tourism.
- Invest in cultural resources for rural areas by helping fund rural programming and providing incentives for other entities to invest in rural communities.
- Identify, obtain, and creatively use the wide variety of federal resources available from sources including the National Endowment for the Arts and U.S. Departments of Agriculture, Transportation, and Commerce.



Preview of Findings

1. Staying ahead in the innovation game is a constant challenge.
2. Innovation in mature industries is vital to prosperity.
3. More high-quality places must be created to attract talent and foster innovation.
4. Older urban areas are increasingly in need of revitalization.
5. A constantly changing innovation economy requires constantly updated workforce skills.

The Arts, Culture and Design...

1. Provide the core of a fast-growth, dynamic industry cluster;
2. Help mature industries become more competitive;
3. Provide the critical ingredients for innovative places;
4. Catalyze community revitalization; and
5. Deliver a better-prepared workforce.

Phoenix's Vision:

- Knowledge Anchors
- Downtown Living
- Great Neighborhoods
- Arts and Entertainment Hub
- Distinctive Shopping
- Great Places/Great Spaces
- The Connected Oasis



Placemaking



- Community revitalization
- Reclaiming abandoned spaces
- Improving livability and quality of life
- Art in public places



Workforce Development

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- Creative entrepreneurship
- K-12 arts education
- Adult education and workforce training

- Promote the idea that arts, culture, and design are one of the keys to the innovation economy.
- Use the state's design assets to help mature industries become more competitive.
- Use existing economic development strategies to focus on creative businesses as a cluster.
- Foster the connection between creative industries and place-based economic development.
- Incorporate creative skills in workforce development efforts.

Using the Report

States and Innovation Setting the Stage for Job Creation

Reorganizing for Economic Development
March 24, 2011




Audience Questions


Use the “chat” box.

More Information





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Contact(s)

[Erin Sparks](#)
Social, Economic &
Workforce Development
Division

Publications and Resources

01/14/2009
[Arts & the Economy: Using Arts and Culture to Stimulate State Economic Development](#)

07/14/2008
[Promoting Film and Media to Enhance State Economic Development](#)

02/23/2006
[State Efforts to Promote Reading and Literary Activities in Communities](#)

[All SubIssue Publications](#)

Arts & the Economy

Governors are increasingly incorporating arts and cultural exchanges into their economic development approaches. Many states have invested in the arts as a strategy to attract the "creative class" and reverse "brain drain."


Arts programs have been high-impact components of economic development programs by:

- Leveraging human capital and cultural resources through tourism, crafts, and cultural attractions;
- Serving as a centerpiece for downtown redevelopment and cultural renewal;
- Creating vibrant public spaces, enhancing urban quality of life, expanding the tax base, and improving regional and community image; and
- Contributing to a region's "innovation habitat" by making communities more attractive to highly desirable, knowledge-based employees.

Governors can position their states to use the arts effectively by promoting new partnerships among state agencies, communities, and the business sector and by harnessing the power of the arts and culture as tools that unite communities, create economic opportunity, and improve the quality of life.

 [printable version](#)

Highlight



[Arts & the Economy: Using Arts and Culture to Stimulate State Economic Development](#)

This report outlines steps governors can take to incorporate arts and culture into state economic development plans and policies.

More Information

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Key Topics

- Creative Economic Development
- Arts Education
- Arts Participation
- Nonprofit Finance

Funding

- Grant Making
- Structure

Best Practices

- Planning and Accountability
- Ask NASAA

State arts agencies such as the New Hampshire State Council on the Arts provide support to the livelihood of traditional craftspeople and help to sustain a region's heritage and character.

Warner, the canoe builder Jay Trayner works on a canoe seat for a vessel he is building. Photo by Lynn Martin Graton, courtesy of the New Hampshire State Council on the Arts

Links and information from:

- NGA Center for Best Practices
- NASAA
- NEA

Contact information for presenters

Thanks for participating!

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

Many thanks to NASAA's member states and today's guests for making this session possible. The work of NASAA and of state arts agencies is also supported and strengthened in many ways through funding and programming partnerships with the National Endowment for the Arts.