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.

Tip: Find your Voice Connection Box near the lower right hand corner of your screen.
Boosting State Economic Growth:
Five Roles for Arts, Culture and Design
Your Hosts

Eric Giles  
Learning Services Manager

Sue Struve  
Communications Manager

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Tech Tips

- **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

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II. Your Questions and Comments
About the Project
About the Project

NGA CENTER FOR BEST PRACTICES

PROVIDING GOVERNORS IDEAS THAT WORK
About the Project

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

Executive Summary
This report’s findings show that states with strong arts and culture development programs are more likely to see growth in global trade. The report also highlights the role that arts and culture can play in attracting and retaining businesses and workers.

Issue Brief

Boosting State Economic Growth 06.22.11

National Assembly of State Arts Agencies

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Issue Brief

Using Arts and Culture to Strengthen State Economic Development

August 31, 2015

Issue Brief

Using Arts and Culture to Stimulate State Economic Development

Annex, Special Projects
303-837-3592

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Using Arts and Culture to Stimulate State Economic Development

August 31, 2015

Executive Summary

This report’s findings show that states with strong arts and culture development programs are more likely to see growth in global trade. The report also highlights the role that arts and culture can play in attracting and retaining businesses and workers.
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.
Preview of Findings

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.
Innovation

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

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

- 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.
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.
More Information
Resources en Route

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.