BRIEFING SESSION:
THE ARTS & RURAL PROSPERITY
2001
The Role of Arts in Economic Development

2002
The Impact of Arts Education on Workforce Preparation

2003
Using the Arts to Strengthen Global Trade

2005
Strengthening Rural Communities Through the Arts

2006
State Activities to Promote Reading and Literacy Activities in Communities

2008
Promoting Film and Media Activity to Enhance State Economic Development
NEA / NGA REPORTS

2009

Arts & the Economy
Using Arts and Culture to Stimulate State Economic Development

2013

New Engines of Growth
Five Roles for Arts, Culture and Design
Incorporating the Creative Sector into Rural Strategies

National Assembly of State Arts Agencies
2018 NASAA Assembly – November 3, 2018
Meet the NGA Team

Sally Rood
National Governors Association

Mike Bartlett
National Governors Association
The National Governors Association (NGA)

Who We Are
Founded in 1908, NGA is the collective voice of the nation’s governors and one of the nation’s most respected public policy organizations.

What We Do
Through NGA, governors identify priority issues and deal collectively with matters of public policy and governance at the state and national levels.
Key Concerns for Governors

Several key trends are impacting economic opportunity in states:

• New Technologies
• Changing Jobs & Skills
• Increasing Economic Insecurity
• Demographic & Geographic Inequality

- Non-routine Cognitive
- Non-routine Manual
- Routine Cognitive
- Routine Manual

Source: Maximiliano Dvorkin (2016) "Jobs involving routine tasks aren't growing" Federal Reserve Bank of St. Louis
Governors have a key role to play in reigniting economic opportunity.

**Workforce of the Future**
- Governors can capitalize on economic changes to enable all workers to find pathways to good jobs.

**Second Acts**
- Governors can re-skill and upskill disconnected workers to ensure their continued access to and success in the labor market.

**Rural Resurgence**
- Action by Governors can reconnect rural communities to economic success through smart policies and investments.
Why Arts & Culture?

• Arts & cultural activity stimulates business development

A creative talent base contributes to a region’s overall economic productivity

Arts & culture are pre-existing assets that can be leveraged for economic growth

The arts foster community vitality & destination appeal that is attractive to residents, businesses and visitors alike
Why **Rural Arts & Culture**?

Rural counties home to performing arts organizations experience:

- Three times the population growth
- Improved resiliency
- Greater worker attraction
- Higher household incomes
NGA’s Partnership with NEA & NASAA

I. Identified promising practices
   Extensive NASAA research > rural examples

II. Engaged national experts
    Experts roundtable > Spring 2018

III. A Governors’ Guide to be released December 2018
    • What are best practices for strengthening rural economies through the arts?
    • What unique policy roles can governors and the state level play?
Rural Prosperity through the Arts and Creative Sector: A Rural Resource Guide for Governors and States

Forthcoming December 2018!
Rural Resource Guide: Reinforces the principles of arts & culture for rural areas

- Authentic home-grown traditions
- Complements well other policy strategies
- Community identity
- Flexibility, scalability
- Appeals to younger populations & entrepreneurial mindset, family-friendly
- Year-round revenue opportunities - versus seasonal
Rural Resource Guide: Creative sector examples work for rural areas!

- State Cultural districts
- State creative placemaking initiatives
- State cultural heritage & arts trails

- Community planning – entire towns as arts campuses!
- Maker movement microenterprises & artist entrepreneurs
- Design methods applied to enhancing rural assets
- Career pathways, rural youth educational opportunities
- Cross-sector work can include “agricultural” intersections
Rural Resource Guide: Highlights process steps

- Inventory rural cultural assets
- Establish place-based policies (creative placemaking, cultural districts, comprehensive plans)
- Since the challenges are multi-faceted ... apply cross-sector problem-solving (the arts, business, agriculture, transportation, tourism, education, etc.)
- Integrate the arts into state’s overall economic development strategies, advisory bodies, policymaker & practitioner networks
- For optimal collective impact, broker strategic partnerships with other state agencies, the private sector, non-governmental organizations
- Take advantage of federal programs with dedicated rural funding stream
Governors’ & States’ Roles in Systems Change

1. Provide leadership for the creative sector
2. Capitalize on existing regional cultural assets
3. Build state infrastructure for cultural & creative partnerships
4. Develop local talent with creative skills
5. Create an environment friendly to investment & innovation
1. Provide leadership for the creative sector to benefit rural communities

- Communicate the economic impact of the creative sector in the state’s rural areas
- Set a vision, determine concrete goals
- Empower policymakers statewide
- Share best practices on creative placemaking – support collaborations for TA & peer-learning convenings
- Support arts-based entrepreneurs
2. Capitalize on existing regional cultural assets

- Identify creative assets in the state’s rural regions
- Connect creative community leaders around the state
- Reinforce local or regional branding
- For rural tourism, add a cultural heritage perspective
- Embed creative initiatives in rural community planning & main streets
3. Build the state infrastructure for partnerships with other policy areas

- Convene stakeholders to learn what different institutional sectors may offer
- Integrate the creative sector into other state policy goals:
  - Economic development
  - Entrepreneurship development
  - Housing & community development
  - Transportation
- Align creative activities with industry sectors for private investment
- Engage community foundations & family foundations
- Leverage & emulate federal programs offering funding, TA & models
4. Develop local talent & human capital with creative skills

- Foster networks of creative entrepreneurs along with cross-sector stakeholders
- Encourage rural community colleges & medical facilities to anchor creative clusters
- Articulate the strategic advantages of creative jobs for future rural generations
- Design state programs for inclusive artist outreach
5. Create an environment friendly to investment & innovation

- Make targeted investments in rural cultural/creative institutions
- Encourage the state legislature to allocate appropriations
- Provide seed capital for creative-sector small businesses & artist entrepreneurs
- Highlight creative initiative eligibility for state rural development grants
- Subsidize spaces — studios, nonprofit galleries, theaters, etc.
- Eliminate/reduce arts taxes, e.g., painting sales, ticket purchases, purchasing art supplies
- Advocate for historic tax credits
- Initiate state regulatory reforms, e.g., for new ventures or incorporation
Watch for the *Rural Resource Guide* in December ...

Thank you!

srood@nga.org
mbartlett@nga.org