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Rural Prosperity through the Arts and Creative Sector

Your Hosts

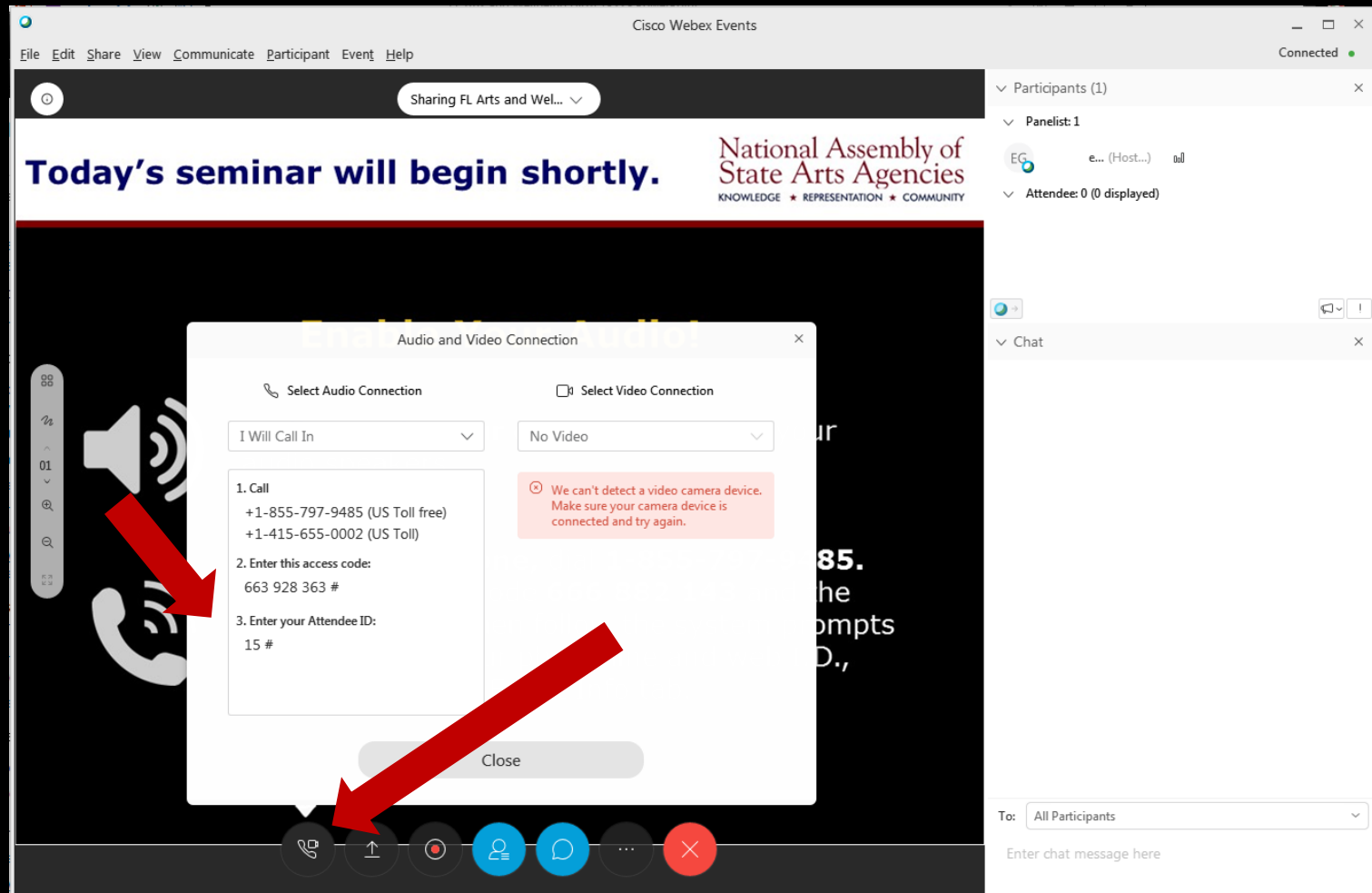


Eric Giles
Learning Services Director



Paul Pietsch
Research Manager

Tech Tips



If you have joined us today via a telephone, please complete your connection following the system prompts to synchronize your phone line and web identity.

Tech Tips

The screenshot shows a Cisco Webex Events window. The main content area has a dark background with the text "Today's seminar will begin shortly." and the National Assembly of State Arts Agencies logo. Below this, a large yellow text says "Enable Your Audio!". To the left of the text are icons for a speaker and a telephone. The text instructs users to enable audio for computer listening or dial a phone number for phone listening. A red arrow points from the text to the "Join" button in the bottom toolbar. The right sidebar shows "Participants (1)" with a host and "Attendee: 0 (0 displayed)". The bottom toolbar contains icons for chat, share, mute, join, and end.

Cisco Webex Events

File Edit Share View Communicate Participant Event Help

Sharing FL Arts and Wel...

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Participants (1)

Panelist: 1

e... (Host...)

Attendee: 0 (0 displayed)

Chat

To: All Participants

Enter chat message here

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Andi Mathis

State & Regional Specialist
National Endowment for the Arts

RURAL PROSPERITY THROUGH THE ARTS & CREATIVE SECTOR

A Rural Action Guide for
Governors and States





Sally A. Rood, Ph.D.

Senior Policy Analyst for
Economic Development
National Governors Association



Rural Solutions for States

National Assembly of State Arts Agencies (NASAA) Webinar

April 25, 2019



Twitter: @NatIGovsAssoc

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National Governors Association



Governors' Rural Challenges

NGA Solutions (NGA Center for Best Practices)

- NGA Economic Opportunity
 - Economic Development
 - Workforce Development
 - Post-Secondary Education
 - Human Services
- NGA Environment, Energy & Transportation
- NGA Health
- NGA Education
- NGA Homeland Security & Public Safety

Context

- 22 new state administrations in 2019
- Special focus on rural challenges & solutions – examples:
 - For **NGA Health**, access to treatment in rural areas has been one of 9 focus areas for governors' offices as they address opioids & addiction because rural areas don't have addiction specialists for primary care physicians to consult
 - For **NGA Environment, Energy & Transportation**, a current project on electric vehicles has a special focus on rural issues & equity because rural citizens can't access charging stations without broadband and 5G
 - For **NGA Economic Opportunity**, helping rural areas take advantage of the Opportunity Zones provision from the 2017 Tax Cuts & Jobs Act is a current challenge as 40% of the governor-designated zones are rural with little experience working with private investors

Recent NGA Economic Opportunity Focus

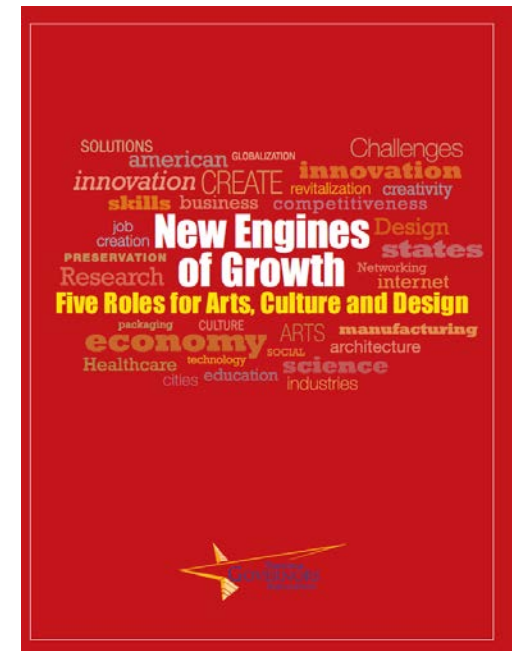
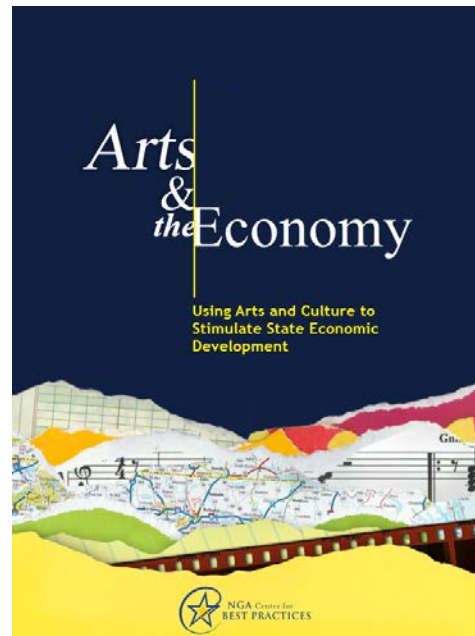
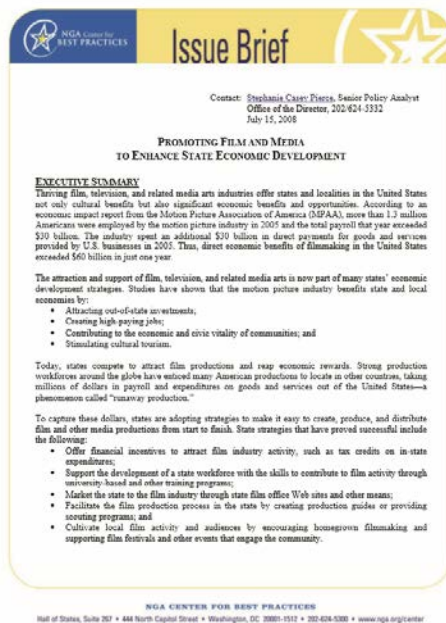
The Creative Sector & Rural America

New NGA Partnership



- I. NASAA research – 50-state scan, lit review, quantitative data sources
- II. Engaged national experts – Spring 2018
- III. Produced Rural Action Guide for governors & states

The partnership history extends over decades



The Creative Sector in Rural States

In 2016, arts & cultural production contributed >\$67 billion to the economies of rural states (per Census, 18 states are rural; 30% of pop. lives in rural areas)

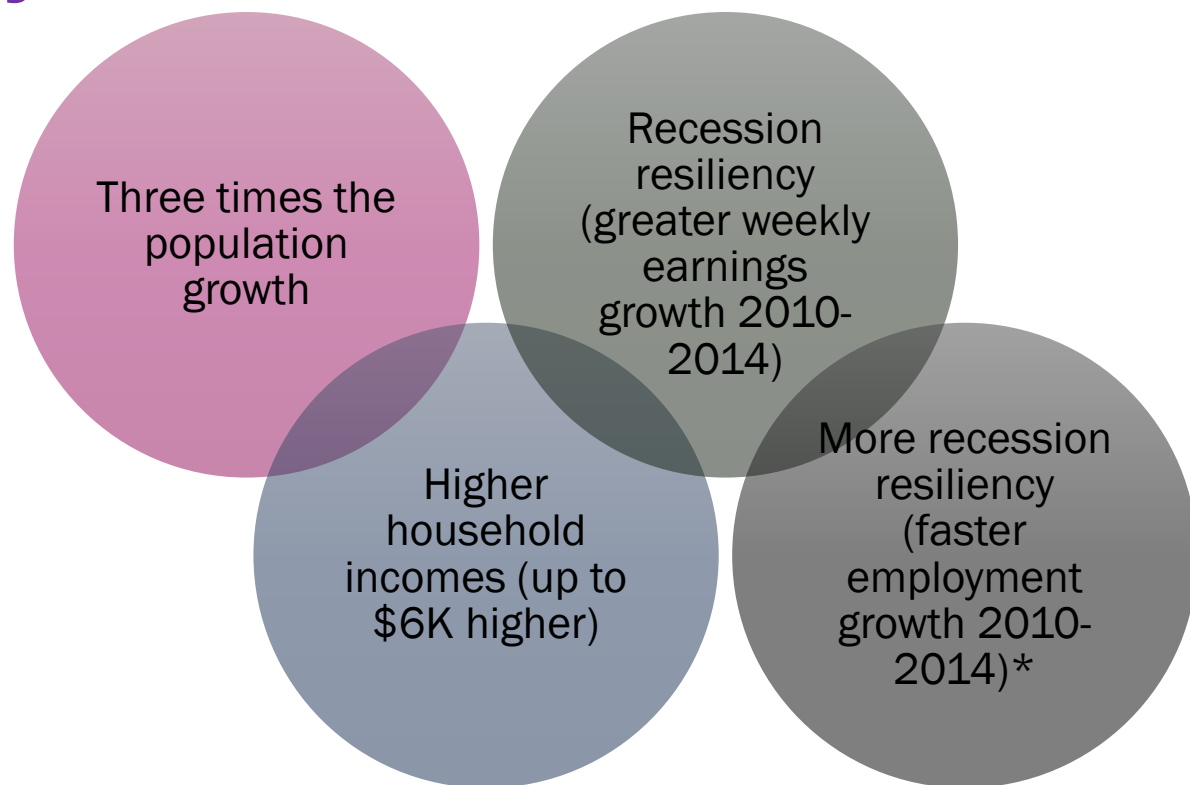
The value added to NC's economy exceeded \$14.4 billion, 2.8% of the gross state product, 120,000 jobs

Examples

Value added to TN's economy exceeded \$14.2 billion

At the community level ...

Rural counties
home to
performing arts
organizations
experience:



*Where there were more design businesses, there was more job growth

At the business level, in rural areas ...

Where there
is art, there
are more
innovative
businesses

Source: Wojan & Nichols (2018)
using USDA/ERS Rural
Establishment Innovation Survey
data (a survey of rural businesses -
and their nexus with rural arts,
design & innovation)

The Rural Systems Change Framework: State Roles



Provide leadership for creative sector



Capitalize on cultural assets



Build state infrastructure for partnerships



Develop local talent with creative skills



Create an environment friendly to investment & innovation

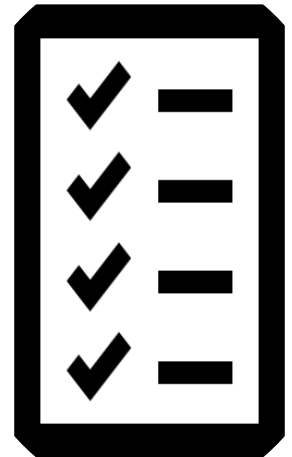
1. Provide leadership for the creative sector to benefit rural communities

- Communicate about economic impact
- Set vision & goals
- Empower state & local policymakers
- Share best practices



2. Capitalize on existing regional cultural assets

- Identify creative assets
- Connect creative community leaders
- Reinforce branding
- Add cultural heritage perspective to tourism
- Embed creative initiatives in community planning & main street activities



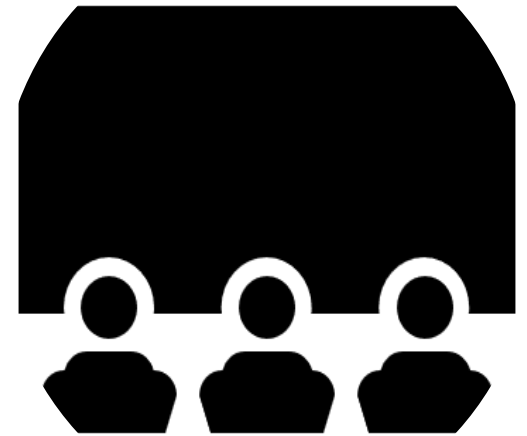
3. Build the state infrastructure for partnerships

- Integrate the creative sector with *other* state policy goals:
 - Economic development
 - Entrepreneurship development
 - Housing & community development
 - Transportation
 - ...and other
- Align creative activities with *industry* sectors for private investment
- Leverage & emulate federal funding, TA & models
- Engage community foundations & family foundations



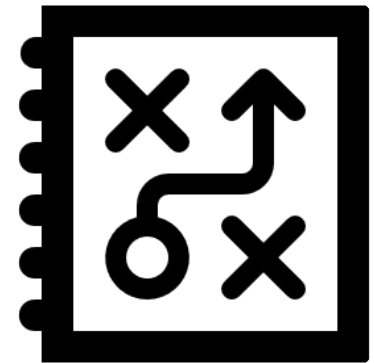
4. Develop local talent & human capital with creative skills

- Support arts-based entrepreneurs
- Foster networks of entrepreneurs and other stakeholders
- Encourage community colleges to anchor creative clusters
- Incorporate inclusive outreach



5. Create an environment friendly to investment & innovation

- Provide seed capital for creative small businesses & artist entrepreneurs
- Highlight creative-initiative eligibility for rural development grants
- Subsidize nonprofit spaces, studios, galleries, theaters
- Eliminate or reduce arts taxes (e.g., painting sales, ticket purchases, art supplies)
- Advocate for historic preservation tax credits



The Rural Action Guide

✓ Reinforces principles, such as ...

- ☐ Build on existing cultural assets
- ☐ Supplement economic development with creative initiatives
- ☐ Multi-faceted rural challenges require cross-sector problem-solving

✓ Highlights process steps ...

- ☐ Integrating the arts into state's overall strategies and policymaker & practitioner networks for economic development, including advisory bodies
- ☐ Brokering strategic partnerships among state agencies and with outside investors
- ☐ Creating initiatives bringing together stakeholders from the arts, business, agriculture, transportation, tourism, education, and so on



Rural Action Guide: 100 rural examples

❖ State cultural districts

- In 2016, Maryland's 24 certified districts supported more than 8,500 jobs, which collectively yielded \$267 million in wages, \$63.2 million in local and state tax revenue and almost \$856 million in state GDP

❖ State creative placemaking & housing initiatives

- Space to Create Colorado has implemented >40 real estate transactions totaling \$7.6 million to provide affordable housing for creative sector workers it is trying to attract (as opposed to tax incentives to attract a company)



Rural Action Guide: 100 rural examples

❖ State cultural heritage/arts trails

- Virginia's heritage music trail called the Crooked Road had an annual economic impact of \$9.2 million in the 19 counties of southwestern Virginia in 2015, according to Virginia Tech
- In the 8 counties of North Carolina's African American Music Trail, visitor spending increased by nearly 11% from 2013 to 2016

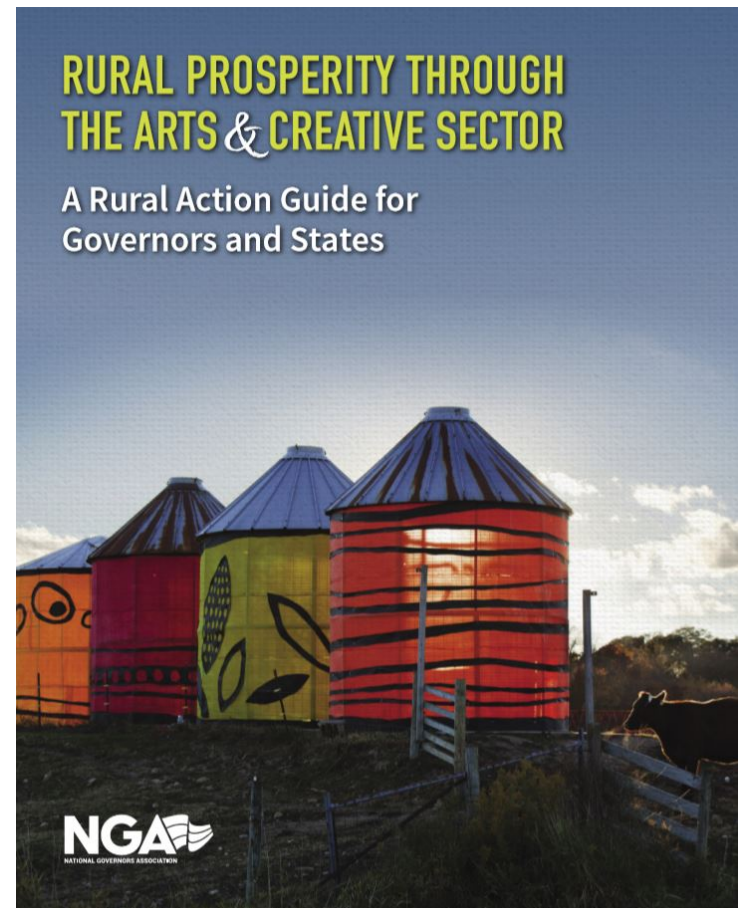
❖ Entrepreneurship

- The Montana Artrepreneur Program provides business and marketing training to artist entrepreneurs over 10 months. Artists who received the program's certification, 2009-2014, experienced on average a 650% net sales increase and an 87% out-of-state sales increase

Please visit ...

www.NGA.org/RuralArts

- The Rural Action Guide
- State-by-state data
- State videos
- Additional resources – blogs, research, grants assistance



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Thank you!



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Program Director
Rural LISC



Cecily Engelhart
Communications Manager
First Peoples Fund



Margaret Hunt
Executive Director
Colorado Creative Industries







What's on your mind?



Chat

Thank you

Thanks for participating!

Questions or comments about this session?
Contact NASAA Learning Services Director Eric Giles:
eric.giles@nasaa-arts.org

Support from NASAA's member state arts agencies and the National Endowment for the Arts
made this session possible.