Today’s seminar will begin shortly.

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Rural Prosperity through the Arts and Creative Sector
Your Hosts

Eric Giles
Learning Services Director

Paul Pietsch
Research Manager
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National Governors Association
Rural Solutions for States

National Assembly of State Arts Agencies (NASAA) Webinar
April 25, 2019

Twitter: @NatlGovsAssoc
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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:
  
  o 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
  
  o 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
  
  o 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

Value added to TN’s economy exceeded $14.2 billion
At the community level...

Rural counties home to performing arts organizations experience:

- Three times the population growth
- Higher household incomes (up to $6K higher)
- Recession resiliency (greater weekly earnings growth 2010-2014)
- More recession resiliency (faster employment growth 2010-2014)*

*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

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
Thank you!
Bob Reeder  
Program Director  
Rural LISC

Cecily Engelhart  
Communications Manager  
First Peoples Fund

Margaret Hunt  
Executive Director  
Colorado Creative Industries
What’s on your mind?

Q&A Chat
Thanks for participating!

Questions or comments about this session? Contact NASAA Learning Services Director Eric Giles:
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