

vermont CREATIVE network

Status report



House Commerce and Economic Development Committee January 19, 2017

Vermont Arts Council in partnership with:
ACCD/Downtown Program and Regional Development Corporations,
Common Good Vermont,
Champlain College Emergent Media Center,
Vermont Department of Libraries



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Research

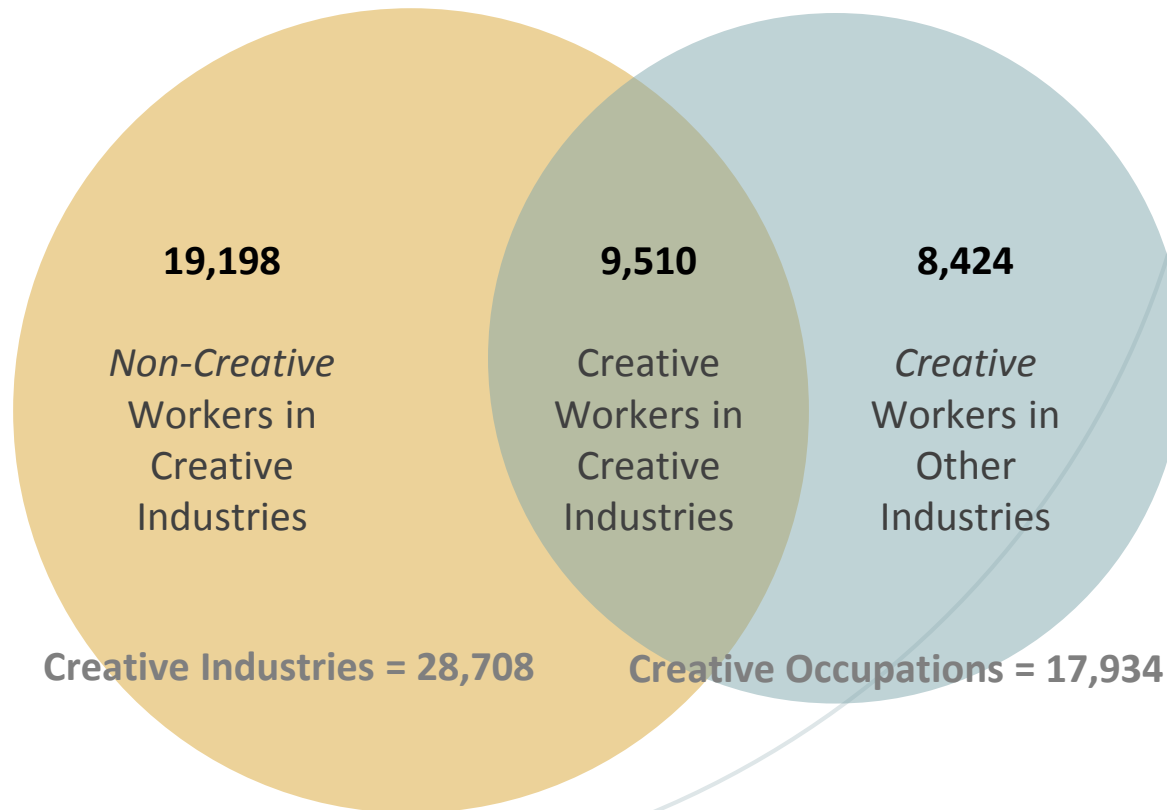
Vermont Creative Sector Economy

Prepared for the Vermont Arts Council
Prepared by FutureWorks



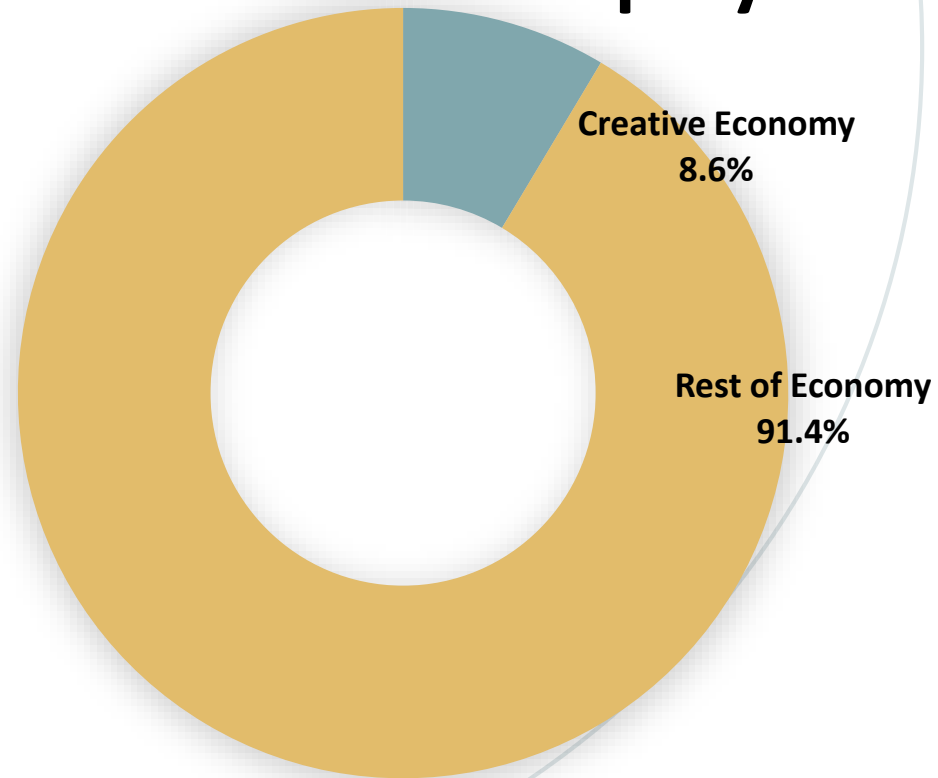
Vermont Creative Sector Economy

Total Employment = 37,132



Vermont Creative Sector Economy

Percent of Vermont Employment

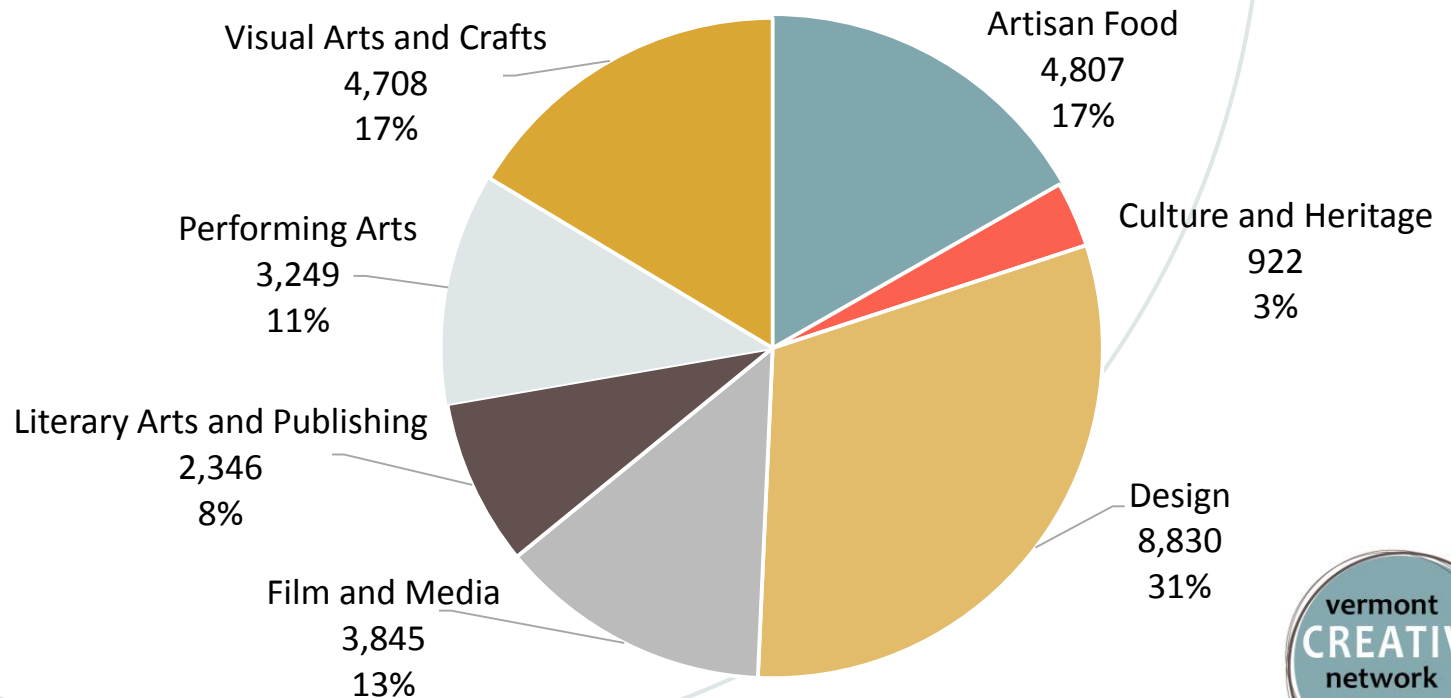


Total jobs in state economy
(2015) = 432,478



Vermont Creative Sector Economy

Employment distribution by industry segment



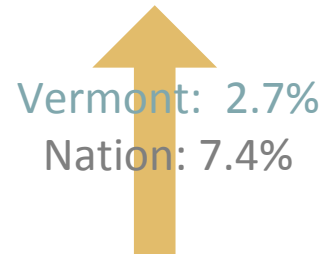
Vermont Creative Sector Economy

Creative Sector

Vermont's industry concentration relative to U.S., 2015



Percent change in employment 2010-2015



Vermont Creative Sector Economy

Benchmarks



Industry Summary for: Creative Industries

28,708	2.7%	\$34,906
Jobs (2015)	% Change (2010-2015)	Avg. Earnings Per Job (2015)
32% above National average	Nation: 7.4%	Nation: \$53,433

Industry Summary for: Agribusiness, Food Processing and Technology

17,845	19.2%	\$37,386
Jobs (2015)	% Change (2010-2015)	Avg. Earnings Per Job (2015)
42% above National average	Nation: 4.8%	Nation: \$41,374

Industry Summary for: Forest and Wood Products

10,617	0.0%	\$38,514
Jobs (2015)	% Change (2010-2015)	Avg. Earnings Per Job (2015)
71% above National average	Nation: 7.4%	Nation: \$48,818

Industry Summary for: Tourism

32,602	10.6%	\$30,909
Jobs (2015)	% Change (2010-2015)	Avg. Earnings Per Job (2015)
NA% above/below National average	Nation: NA	Nation: \$34,753

Vermont Creative Sector Economy

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Industry Summary for: Business and Financial Services

40,891	4.2%	\$64,423
Jobs (2015)	% Change (2010-2015)	Avg. Earnings Per Job (2015)
25% below National average	Nation: 12.2%	Nation: \$82,084

Industry Summary for: Education and Knowledge Creation

17,146	1.5%	\$34,648
Jobs (2015)	% Change (2010-2015)	Avg. Earnings Per Job (2015)
79% above National average	Nation: 4.6%	Nation: \$51,727

Industry Summary for: Information Technology and Telecommunications

17,220	-2.0%	\$81,336
Jobs (2015)	% Change (2010-2015)	Avg. Earnings Per Job (2015)
2% above National average	Nation: 11.2%	Nation: \$104,376

Vermont Creative Sector Economy

Benchmarks

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Industry Summary for: Healthcare Sector

42,284	7.4%	\$59,173
Jobs (2015)	% Change (2010-2015)	Avg. Earnings Per Job (2015)
9% above National average	Nation: 10.3%	Nation: \$61,166

Industry Summary for: Manufacturing Sector

35,140	3.6%	\$64,956
Jobs (2015)	% Change (2010-2015)	Avg. Earnings Per Job (2015)
17% above National average	Nation: 7.9%	Nation: \$76,422

Industry Summary for: Advanced Materials

12,904	-4.5%	\$77,999
Jobs (2015)	% Change (2010-2015)	Avg. Earnings Per Job (2015)
3% above National average	Nation: 7.1%	Nation: \$93,098

Vermont Creative Sector Economy

Benchmarks



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Vermont Poll

The Arts in Vermont

Prepared for the Vermont Arts Council
Prepared by UVM Center for Rural Studies



Vermont Poll

1. I value the arts as an important element of life in my community.

Strongly agree	60%
Somewhat agree	25%
Neutral	6%
Somewhat disagree	4%
Strongly disagree	3%

85%

Vermont Poll

2. I value the arts as an integrated part of K-12 public education in Vermont.

Strongly agree	74%
Somewhat agree	20%
Neutral	4%
Somewhat disagree	1%
Strongly disagree	1%

94%



Vermont Poll

3. A member of my household is actively engaged in the arts on a regular basis.

Daily	26%
Weekly	22%
Monthly	13%
Several times a year	15%
Never	22%

76%



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Additional research

1. **Arts and Economic Prosperity 5**, impact study
2. **Economic Footprint of the Arts in Vermont**, impact study
3. **The State of Arts Education in Vermont Public Schools**
4. **Vermont Town Plans and...**



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Network Structure





Network Outcome Statement

**Vermont's creative sector
advances the state's economy
and quality of life.**



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Indicators of success

Creative sector thrives

Story is told

Sector contributes to state's well-being

Common points identified, promoted



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Steering Team

- Five partners
- Six zone leaders
- Key voices

Roles

- 30,000 foot view (system health)
- Advocacy
- Strategic plan development
- Annual convening



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Creative Zones

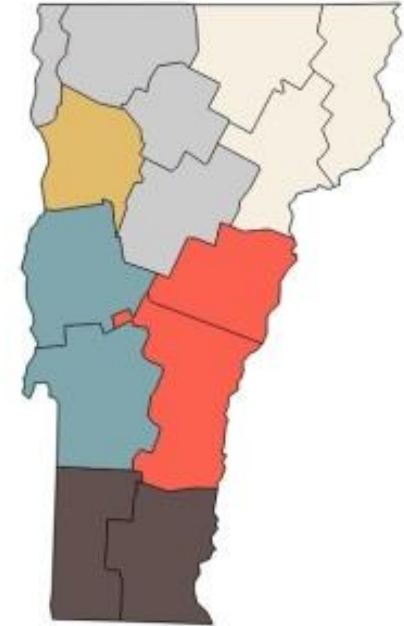
- 7-11 regional organizations/leaders

Roles

- On the ground action
- Zone engagement
- Action plan, reporting

Action Roadmap

- Community
- Education
- Funding
- Leadership
- Technical resources
- Visibility



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Backbone

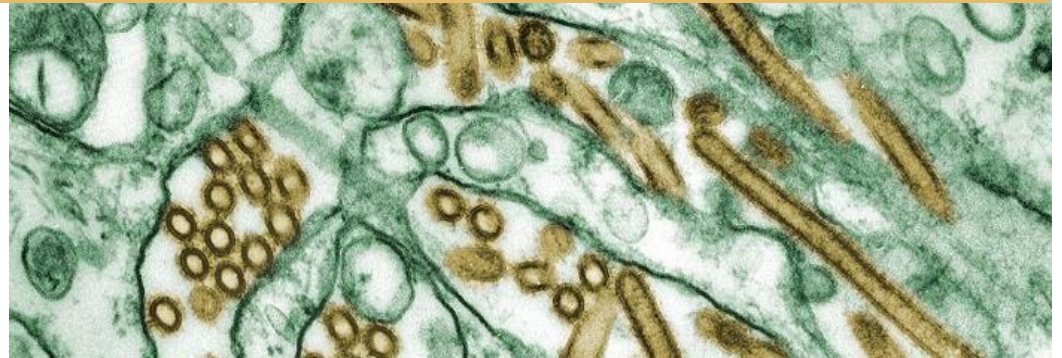
Vermont Arts Council, facilitator

Roles

- Development, coordination, support
- Regular communication
- Network convening
- Funding research, securing
- Advocacy



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