

THE CREATIVE ECONOMY & TOURISM

“How the enterprises, organizations, and individuals whose products and services are rooted in artistic and creative content, can help boost travel and tourism revenues by attracting visitors including young *Millennial* visitors many of whom will stay and become Vermont’s future workforce.”





CREATIVE SEGMENTS



design

graphic design services, architecture, landscape architecture, interior design, industrial design services, printing, other specialized design



performing arts

performing arts companies, promoters of performing arts, music and dance schools, musical instrument manufacturing and supplies stores, self-employed actors, dancers, directors, musicians



visual arts & fine crafts

photography, sculpting, painting, jewelry, pottery, textiles, pressed and blown glass, art dealers, galleries, craft making, craft stores



culture and heritage

museums, historical sites, libraries/archives, antiques, preservation



film & media

motion picture and video industries, sound recording, radio and television broadcasting, internet publishing, newspapers, advertising, public relations agencies, video game developers



artisan foods

retail and commercial bakeries, breweries, spice and extract companies, specialty canning, chocolate and confectionary manufacturing, cheese manufacturing



literary arts

writers, publishers, bookstores, printing



RESEARCH METHODS

economic data analysis

utilizing 2018 Economic Modeling Specialists Intl (EMSI) data – labor market information compiled from 90+ data sources, updated quarterly; standard source in economic and workforce development

focus groups

10 focus groups held throughout the state in 2019; 3 in Four-County, 2 in Chittenden County, 2 in Addison/Rutland, and 3 in Southern VT

statewide survey

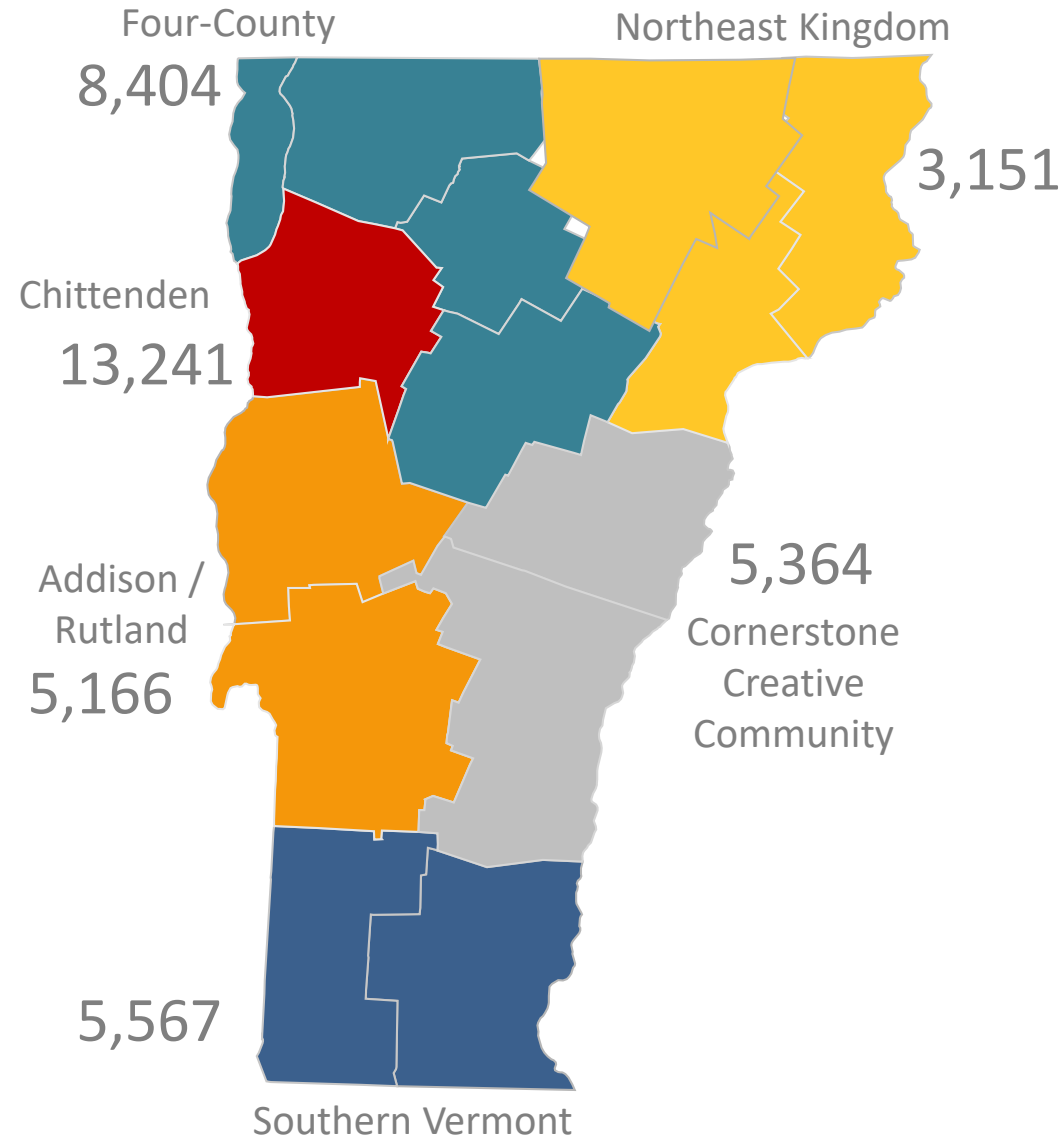
focused on creative freelancers and small creative business owners; fielded online for ~1 month in 2019; distributed via the VT Arts Council

interviews

six interviews to fill gaps in data and reach stakeholders unable to attend focus groups



CREATIVE SECTOR EMPLOYMENT BY ZONE (2018)



Total VT
Creative
Employment:
40,893 (9.3%)



PRIORITIES



Based on the research, the priorities for amplifying the creative sector center on:

- **marketing creativity:** Our reputation for creativity and innovation should be recognized as part of what defines Vermont's identity and as something that attracts and retains creative entrepreneurs and young people to our state
- **investing in creative enterprises and individuals:** Economic incentives, access to capital, and business and marketing support are needed to encourage development and to sustain creative enterprises such as makerspaces, design firms, arts guilds, and galleries
- **educating, training, and supporting emerging entrepreneurs:** high schools, career and technical education centers, and colleges need support in providing creative sector-related skills matched to the workforce needs of Vermont's businesses
- **leveraging cross-sector intersections/partnerships to amplify economic and community development:** Profitable connections can be forged between creative businesses and other sectors of Vermont's economy (such as agriculture/food production and outdoor recreation)











The Creative Economy: A Key Component To Equitable Economic Development in Vermont

Creative residents and businesses contribute to addressing VT-wide challenges

Creative activity helps attract younger demographic to VT, creative designers and marketers can help shape and leverage VT brand to increase tourism.

Expansion of the creative economy generates jobs and income

Improvements in economic well-being of all residents

