



Creative Economy and Quality of Place

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What is the creative economy?

The term 'creative industries' began to be used about twenty years ago to describe a range of activities, some of which are amongst the oldest in history and some of which only came into existence with the advent of digital technology.

<https://creativeeconomy.britishcouncil.org/guide/what-creative-economy/>



It includes:

TRADITIONAL ARTS

Painting

Drawing

Sculpture

Theater

Music

Dance



And also includes technology:

Photography

Film, Digital Media

Social Media, iTunes,

YouTube, Netflix

Sales via eBay, Facebook

Painting/drawing/sculpture

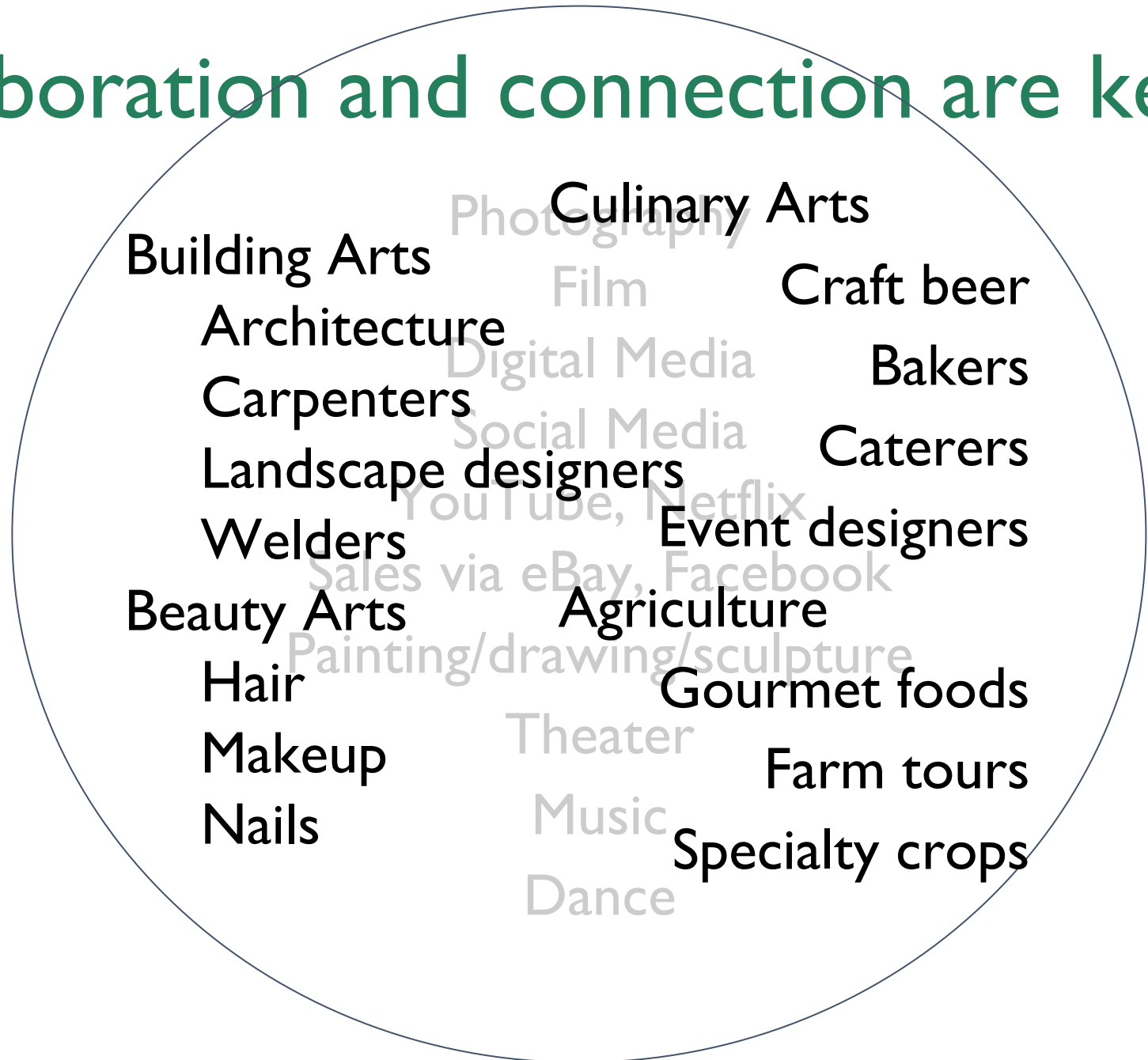
Theater

Music

Dance



Collaboration and connection are key:





Creativity grows with cross-pollination:

Health and Arts
Culinary Arts
Music therapy
Craft beer
Art therapy
Bakers
Painting and sculpture in hospitals
Caterers
Public art in airports
Event designers
Art walks
Sculpture parks
Agriculture
City planners, community developers
Fashion industry
Farm tours
Textiles, textile design
Specialty crops
Upcycling, makers, tinkerers
Crafters and Artisans

Building Arts
Architecture
Carpenters
Landscape designers
Welders
Beauty Arts
Hair
Makeup
Nails



It doesn't have to be art to contribute to the creative economy.

All kinds of creative thinking builds a creative economy.

Perhaps more important, this creativity builds a place where people want to live.

Quality of Life or Quality of Place



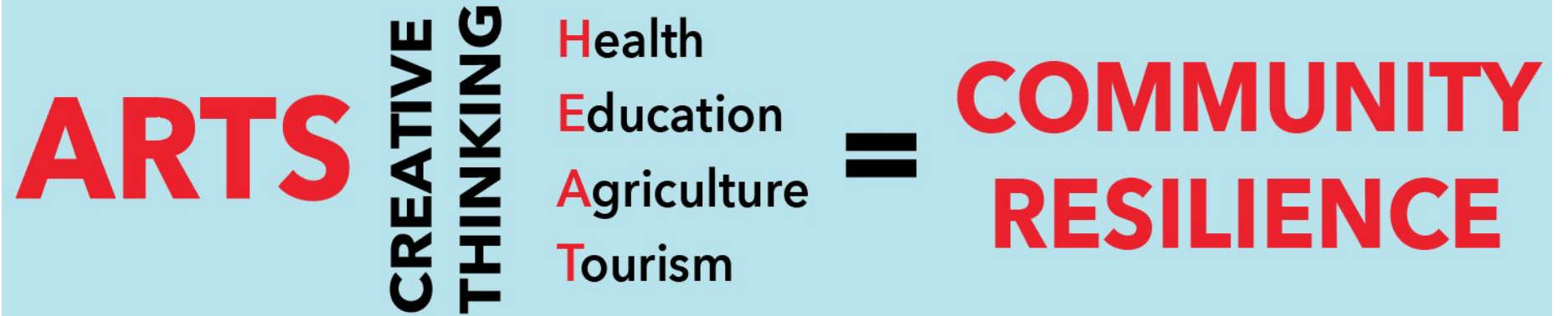
Ten words or less:

Creative economy is based on creative imagination that increases value.

[https://en.wikipedia.org/wiki/Creative_economy_\(economic_system\)#Definitions_of_a_creative_economy](https://en.wikipedia.org/wiki/Creative_economy_(economic_system)#Definitions_of_a_creative_economy)



Creative communities are stronger:





Diversity is at the heart of the creative economy.

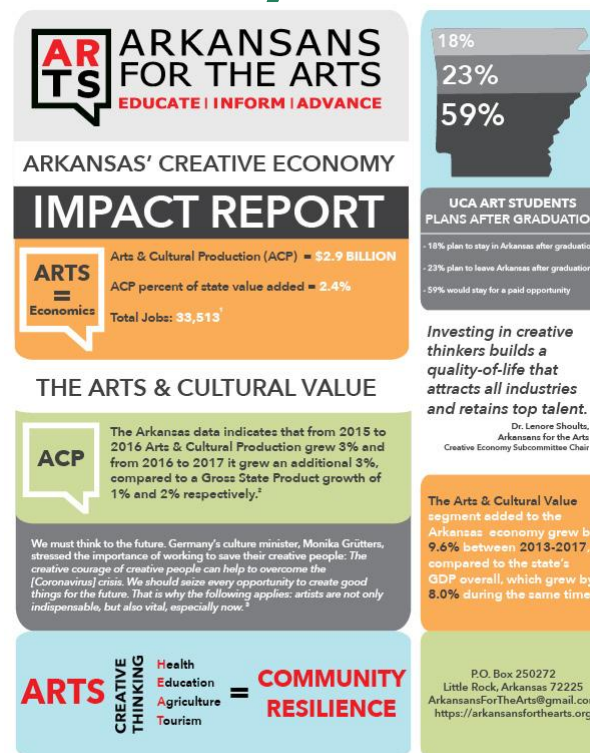
The ARTS bring people together.

Diversity — the tolerance and celebration of difference — is often the hallmark of innovative, creative cities.¹

1. Maria Rosario Jackson, "Towards Diversity That Works: Building Communities Through Arts and Culture," in *21st Century Color Lines: Exploring the Frontiers of Americas Multicultural Present and Future*, ed. Andrew Grant-Thomas and Gary Orfield (Philadelphia: Temple University Press, 2009).



The creative economy is vital:



Arkansans for the Arts' 2020 Creative Economy report is based on the latest national data (2017) from the National Endowment for the Arts and the Bureau of Economic Analysis.



These data only cover major Arts & Cultural Production industries and represent the tip of the creative iceberg.

ARKANSAS' CREATIVE ECONOMY

IMPACT REPORT

ARTS
=
Economics

Arts & Cultural Production (ACP) = **\$2.9 BILLION**

ACP percent of state value added = **2.4%**

Total Jobs: **33,513**



The creative economy is growing faster than Arkansas' overall economy:

ACP

The Arkansas data indicates that from 2015 to 2016 Arts & Cultural Production grew 3% and from 2016 to 2017 it grew an additional 3%, compared to a Gross State Product growth of 1% and 2% respectively.²



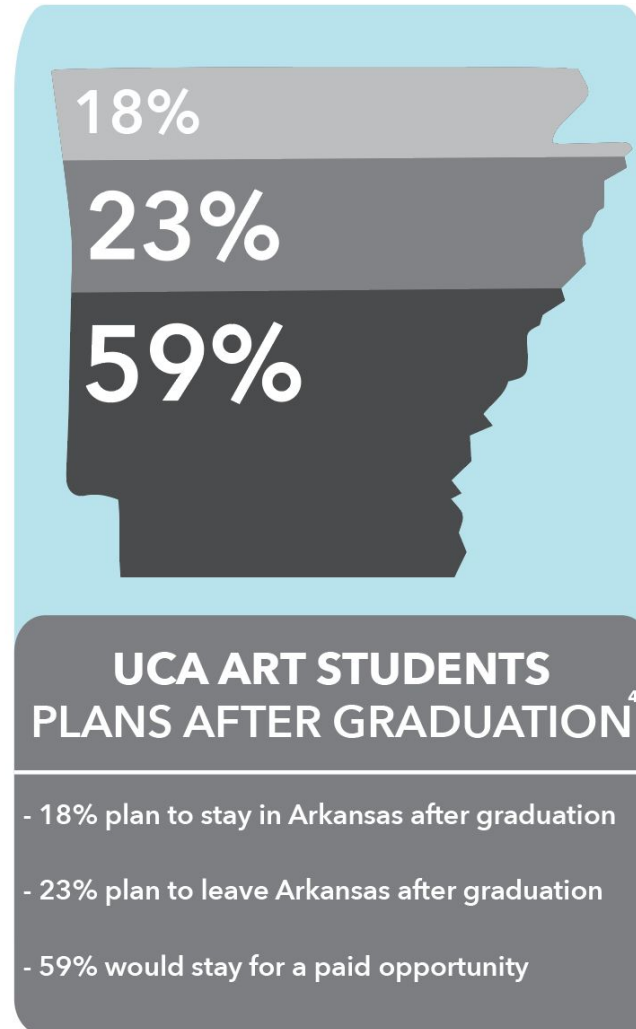
The creative economy is growing faster than Arkansas' overall economy:

The Arts & Cultural Value segment added to the Arkansas economy grew by 9.6% between 2013-2017, compared to the state's GDP overall, which grew by 8.0% during the same time.²





Quality of Life/Place will depend on job opportunities.





Good Quality-of-Life relies on culture:

We must think to the future. Germany's culture minister, Monika Grütters, stressed the importance of working to save their creative people: *The creative courage of creative people can help to overcome the [Coronavirus] crisis. We should seize every opportunity to create good things for the future. That is why the following applies: artists are not only indispensable, but also vital, especially now.*³



Note that this information is pre-COVID 19

We have no idea what impact the pandemic will have on Arkansas' creative economy.

We speculate that many creative people will want to leave major cities and Arkansas may be an attractive destination.



“Creative work promotes fundamental rights, such as respect for human dignity, equality and democracy, all of which are essential for humans to live together in peace.”

Creative Economy Outlook: Trends in international trade in creative industries. United Nation Conference on Trade and Development. <https://unctad.org/en/pages/PublicationWebflyer.aspx?publicationid=2328> (accessed June 25, 2020)



“Ultimately too, the creative economy has the power to influence and inspire present and future generations, to protect our planet, people, cultures and natural resources and therefore contribute to a more sustainable development path.”

Creative Economy Outlook: Trends in international trade in creative industries. United Nation Conference on Trade and Development. <https://unctad.org/en/pages/PublicationWebflyer.aspx?publicationid=2328> (accessed June 25, 2020)



Creative thinkers build both the economic sector and our quality-of-life.

