Creative Economy and Quality of Place

Lenore Shoults, Ph.D.
Creative Economy Sub-Committee Chair

Committee:  
Dr. David Ciscel, Economist  
Catherine Shoults, Biomedical Informatics  
Madison Conklin, Graphic Designer  
Sandy Martin, Tourism
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:

- Building Arts
  - Architecture
  - Carpenters
  - Landscape designers
  - Welders
- Beauty Arts
  - Hair
  - Makeup
  - Nails
- Culinary Arts
  - Craft beer
  - Bakers
  - Caterers
  - Event designers
- Agriculture
  - Gourmet foods
  - Farm tours
  - Specialty crops
- Photography
- Film
- Digital Media
- Social Media
- YouTube, Netflix
- Sales via eBay, Facebook
- Painting/drawing/sculpture
- Theater
- Music
- Dance
Creativity grows with cross-pollination:

- Building Arts
- Architecture
- Landscape designers
- Welders
- Beauty Arts
- Hair
- Makeup
- Nails
- Culinary Arts
- Craft beer
- Bakers
- Caterers
- Event designers
- Agriculture
- Gourmet foods
- Farm tours
- Specialty crops
- Health and Arts
- Music therapy
- Art therapy
- Painting and sculpture in hospitals
- Public art in airports
- Art walks
- Sculpture parks
- City planners, community developers
- Fashion industry
- Textiles, textile design
- Upcycling, makers, tinkerers
- Crafters and Artisans
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
Creative economy is based on creative imagination that increases value.

Creative communities are stronger:

ARTS
CREATIVE THINKING
Health
Education
Agriculture
Tourism
= COMMUNITY RESILIENCE
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

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

\[1\]
The creative economy is growing faster than Arkansas’ overall economy:

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.

- 18% plan to stay in Arkansas after graduation
- 23% plan to leave Arkansas after graduation
- 59% would stay for a paid opportunity
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."
Note that this information is pre-COVID19

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.”

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

Inspiration
Innovation
Collaboration
= Economic Growth
Quality-of-Life

Arkansas