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Certified Creative Districts

Supporting the creative economy in Washington

What is a Certified Creative District?

- Focal point for people to enjoy the arts
- Includes cultural facilities and creative industries and businesses
- An exciting place to live, work in & visit
- A vehicle to grow jobs & economic opportunities



DICK & JANE'S SPOT
Art site & home of Dick Elliott and
Jane Orleman, Ellensburg WA



Why was this program created?

- Based on Colorado Creative Industries model
- Communities can capitalize on & grow their creative economies
- Signifies a community is serious about growing this sector

In Colorado, designated Creative Districts have seen a 5% annual increase in employment and a 6% increase in revenue.



Artist Jean Whitesavage at Cascade Middle School, Sedro-Wooley.
Photo by Nick Lyle.



Program timeline through 2018



Who/What is Creative?

- Artists
- Entertainers
- Restaurateurs
- Inventors
- Bakers
- Museums
- Writers
- Historic & cultural assets
- Food & product manufacturers/makers



SHACK ART CENTER, Everett, WA.

The number of creative jobs in Washington has grown an average of 3% annually since 2011, making it one of the fastest growing sectors in the state.

WESTAF, Creative Vitality Suite,
November 2017



Creative industries drive the economy

In 2016, 177,000 people in WA were employed in creative industries, with combined wages of approximately \$21.9B.



HEATH SATOW, YES
Bates Technical College, Tacoma



Creative Vitality Index

1.02
CVI Value

United States CVI = 1.0

This regional snapshot report gives the big picture of a region's creative landscape. It provides an overview of creative jobs, industry earnings, FDR grants, and Nonprofit revenues.

Total Population

7,288,007

Past 5 years of CVI Performance



GAIN

▲ **4%**
since 2015

2016 Creative Jobs



177,648
Total Creative Jobs

There are 7 thousand more creative jobs in the region since 2015

Occupations with greatest number of jobs



Software developers

11,050

Computer programmers

7,559

Graphic Designers

6,326

Marketing managers

5,930

Public Relations Spelst

GAIN

▲ **10%**
since 2015

2016 Creative Industries



\$21.9B
Total Industry Earnings

There is a gain of \$2.1 billion in creative industry earnings in the region since 2015

Industries with greatest earnings

Industry type

Industry Earnings



LOSS

▼ **3%**
since 2015

2016 Cultural Nonprofit



\$843.1M
Nonprofit Revenues

There are \$22.6 million less in revenues in the region since 2015

Data not available for this state in the selected year

DATA SOURCES: Economic Modeling Specialists International, National Assembly of State Arts Agencies, National Center for Charitable Statistics
CREATIVE VITALITY SUITE: The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region. For more information on data sources visit: learn.cvsuite.org

Case Study

Trinidad CO

- Former coal town
- Lost 1300 jobs in 5 years
- 2014 Creative District designation
- 150 startups in the creative industry

Trinidad is the first Space to Create location in CO, the first state-led initiative in the US to provide affordable housing to artists and creatives.



2015 ArtoCade Festival
Trinidad CO

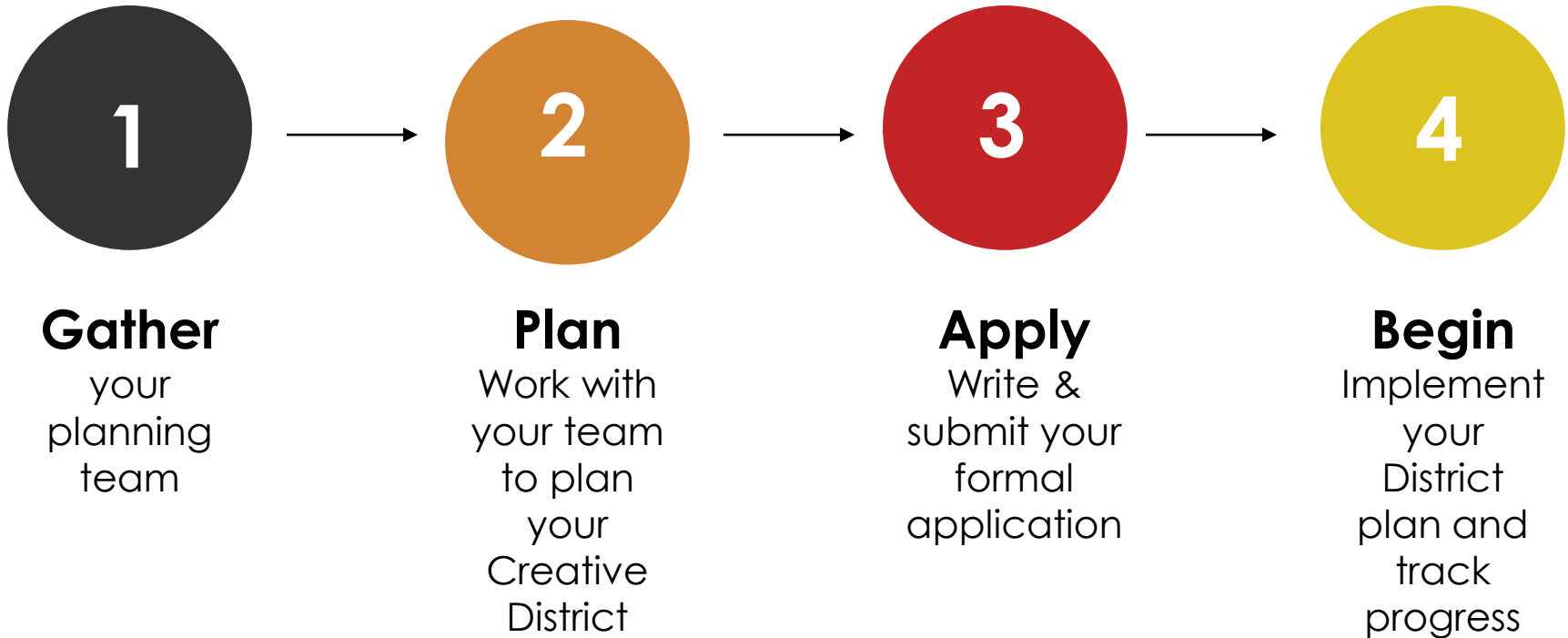


Benefits to the Community

- Long-term job creation
- New business & industries brought to community
- Redevelopment of community assets
- Increased tourism
- Increased community livability



How does the process work?



How ArtsWA supports your community

- Resources & guidance during planning phase
- Rigorous & fair application process
- Networking opportunities
- Ongoing technical assistance
- Advocacy & support

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STEVE GARDNER, *Where Will You Go?*
2010.
Pasco High School.
PHOTO BY THE ARTIST.





Questions?

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