



NEW ENGLAND FOUNDATION FOR THE ARTS

The Creative Economy – Hidden in Plain Sight

Visibility, Connection & Knowledge Sharing

New Hampshire Arts Partnership Conference 2023

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Creative Economy Sector vs. Initiatives

Creative Economy Sector =
three interdependent pieces:

- » Cultural nonprofits
- » Creative businesses
- » Creative professionals
that produce or
distribute cultural
goods and services

Creative Economy Initiatives =
activities that leverage the
creative sector for community
economic development

- » Place-based
- » Cross-sector partnerships



Tracking Creative People & Places

Manufacturing

- » Book printing
- » Pottery and glass manufacturing
- » Jewelry manufacturing

Information

- » Motion Picture and Sound Recording Industries
 - » Sound Recording Industries
 - » Music Publishers

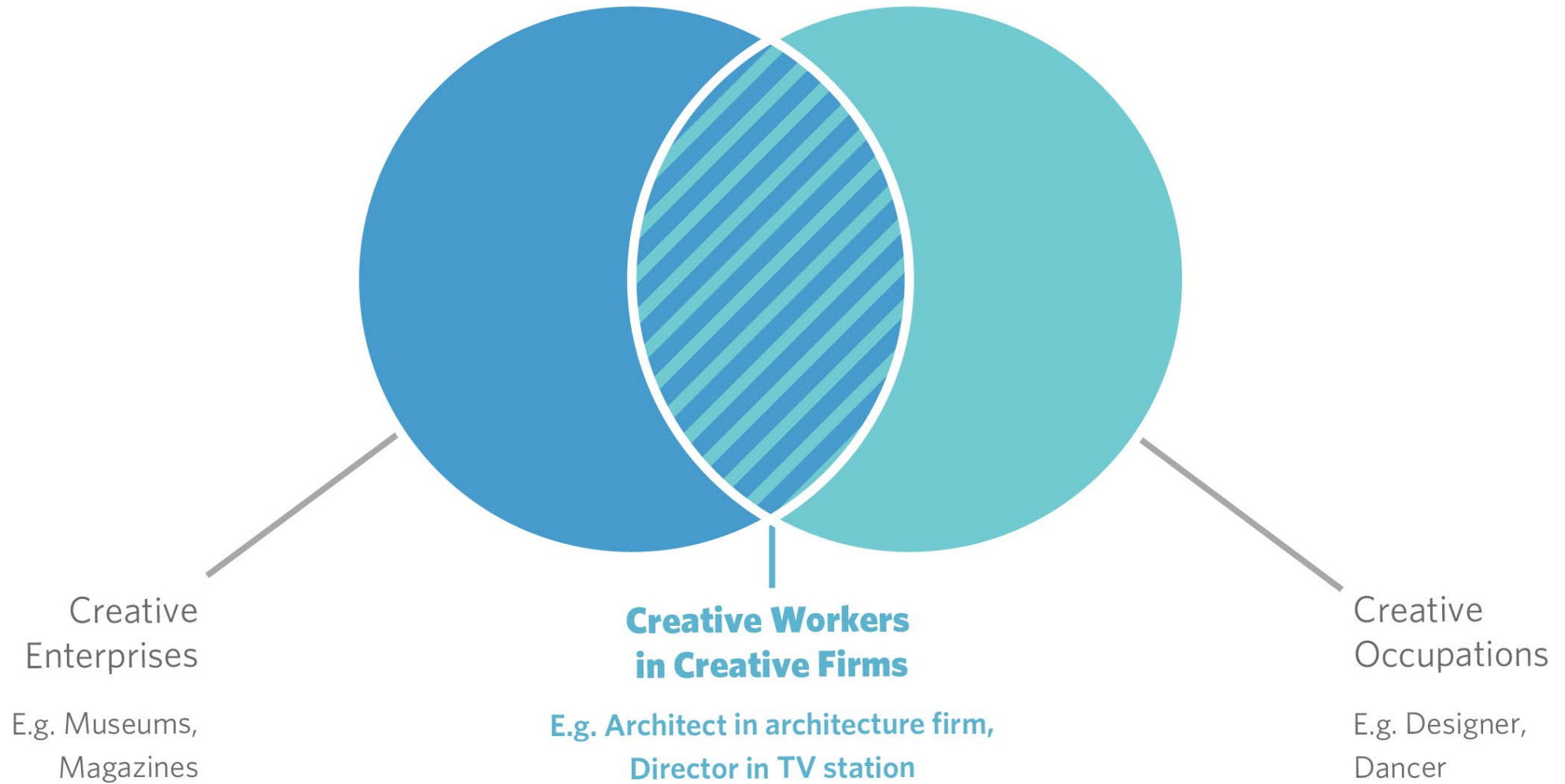


Tracking Creative People & Places

Data Source	Classification System
<p>Nonprofit IRS Form 990 (National Center for Charitable Statistics) and NEFA Annual Nonprofit Survey</p>	<p>National Taxonomy of Exempt Entities (NTEE)</p>
<p>U.S. Economic Census and County Business Patterns</p>	<p>Standard Occupational Classification (SOC) North American Industry Classification System (NAICS)</p>
<p>U.S. Population Census and monthly Current Population Survey (U.S. Bureau of Labor Statistics and Census Bureau)</p>	<p>Census Occupational Codes</p>



Who Works Where? (Place vs. Person's Role)





Nonemployers (Self Employed People) Are Places



Industry Group and Sector
Architecture and Design
Art and Electronics-Related Retail
Materials Manufacturing
Media
Visual Arts, Music and Other Performing Arts
<i>Independent Artists, Writers, and Performers</i>
<i>Photographic Services</i>
Wholesale Art Stores

Source: U.S. Census Bureau, Nonemployer Statistics (NES)



Top 10 Employers of Creative Occupations



NEW HAMPSHIRE	
Industry	Employment
Educational Services	2,730
Colleges, Universities, and Professional Schools	1,750
Professional, Scientific, and Technical Services	1,530
Federal, State, and Local Government (excluding state and local schools and hospitals)	1,440
Local Government (OES Designation)	1,310
Publishing Industries (except Internet)	930
Newspaper, Periodical, Book, and Directory Publishers	900
Elementary and Secondary Schools	620
Newspaper Publishers	550
Architectural, Engineering, and Related Services	450

Source: U.S. Bureau of Labor Statistics, Occupational Employment Statistics (OES).

CreativeGround is New England's **community-generated, free**, arts and culture **directory** that provides visibility, connection, and information to support a region-wide creative network.

- ➔ Promote your work and activities to users worldwide
- ➔ Find collaborators and resources in your community
- ➔ Connect with Creative New England



Margarita H. Maxson



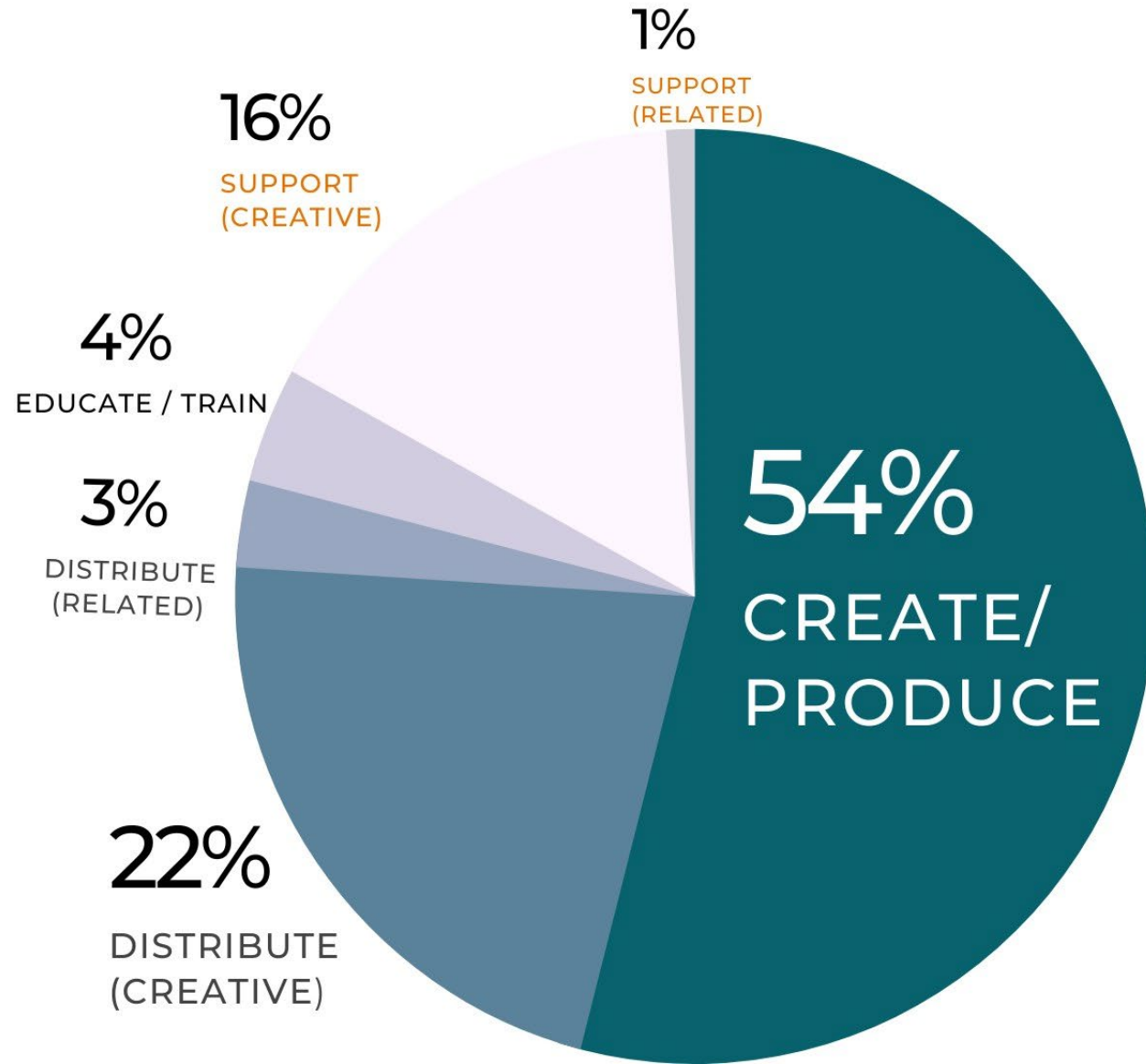
Opera House Arts



Cozy Arts



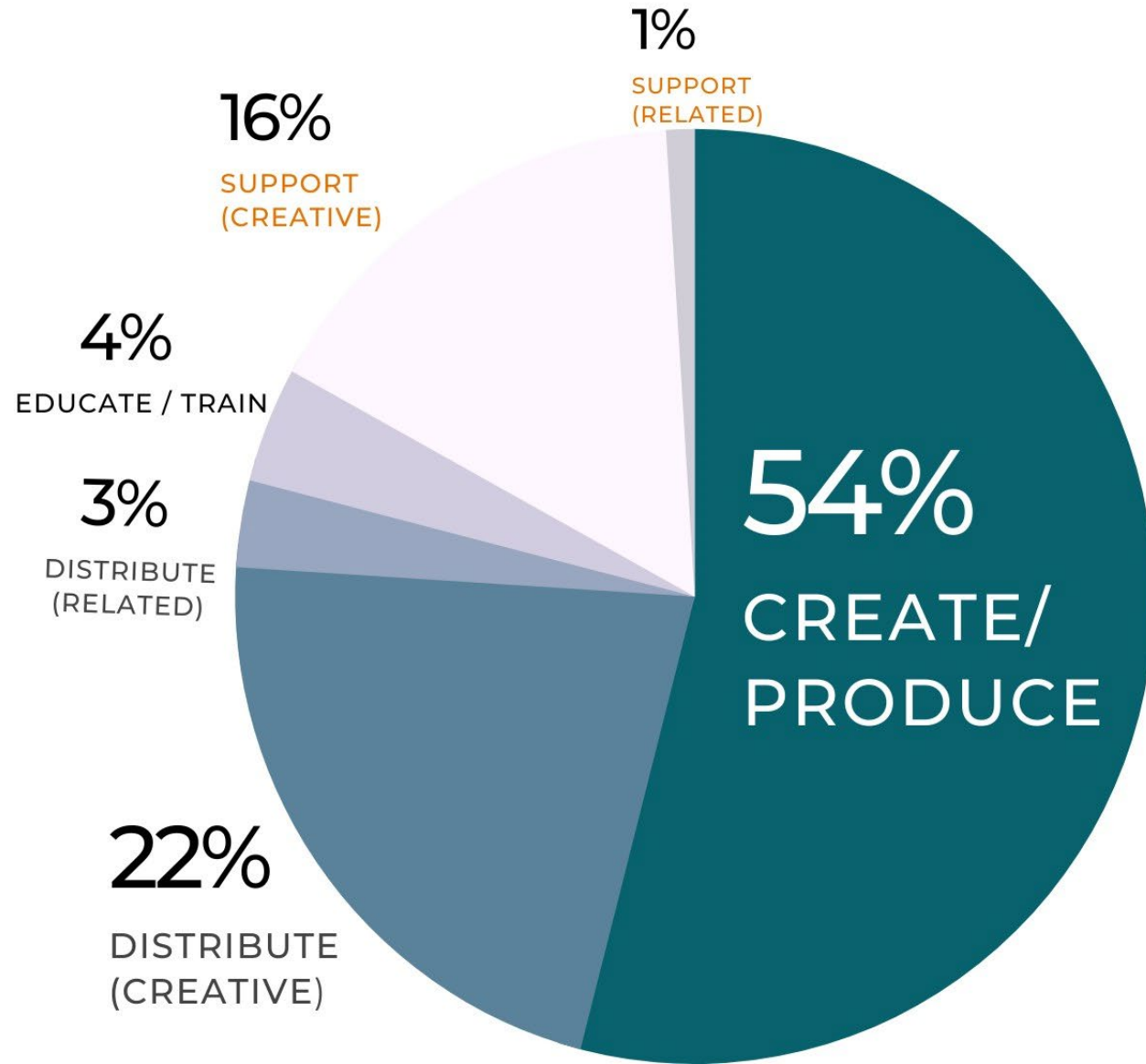
Groupings by Type: Entities That...



What type of entities do you think are in each group?



Groupings by Type: Entities That...

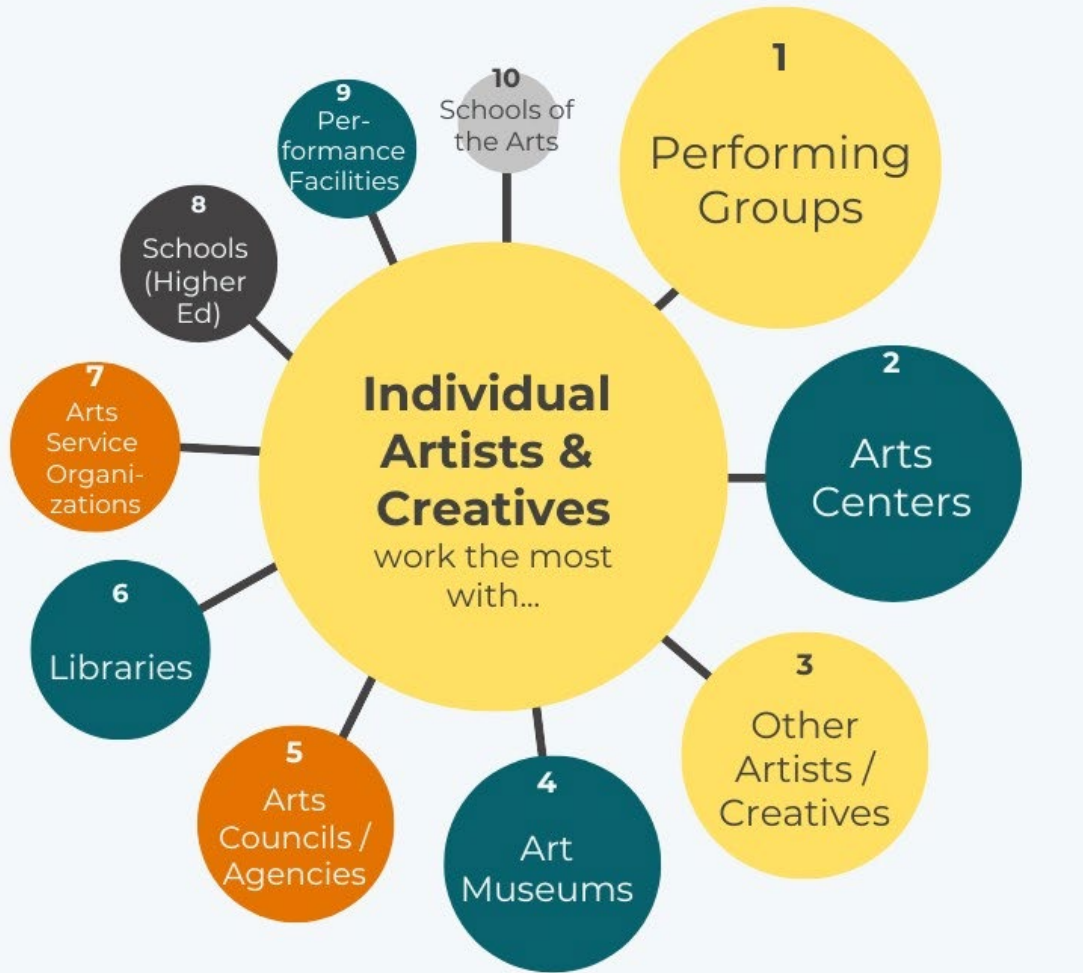


CreativeGround SEARCH

- » Pick 1 Grouping
- » Draw how that Grouping relates to the others
- » Share with us



Specific Relationships by Profile Type



Profile Type Groupings:

- Create/produce art
- Support (creative)
- Educate/train (creative)
- Distribution (creative)
- Distribution (non-creative)

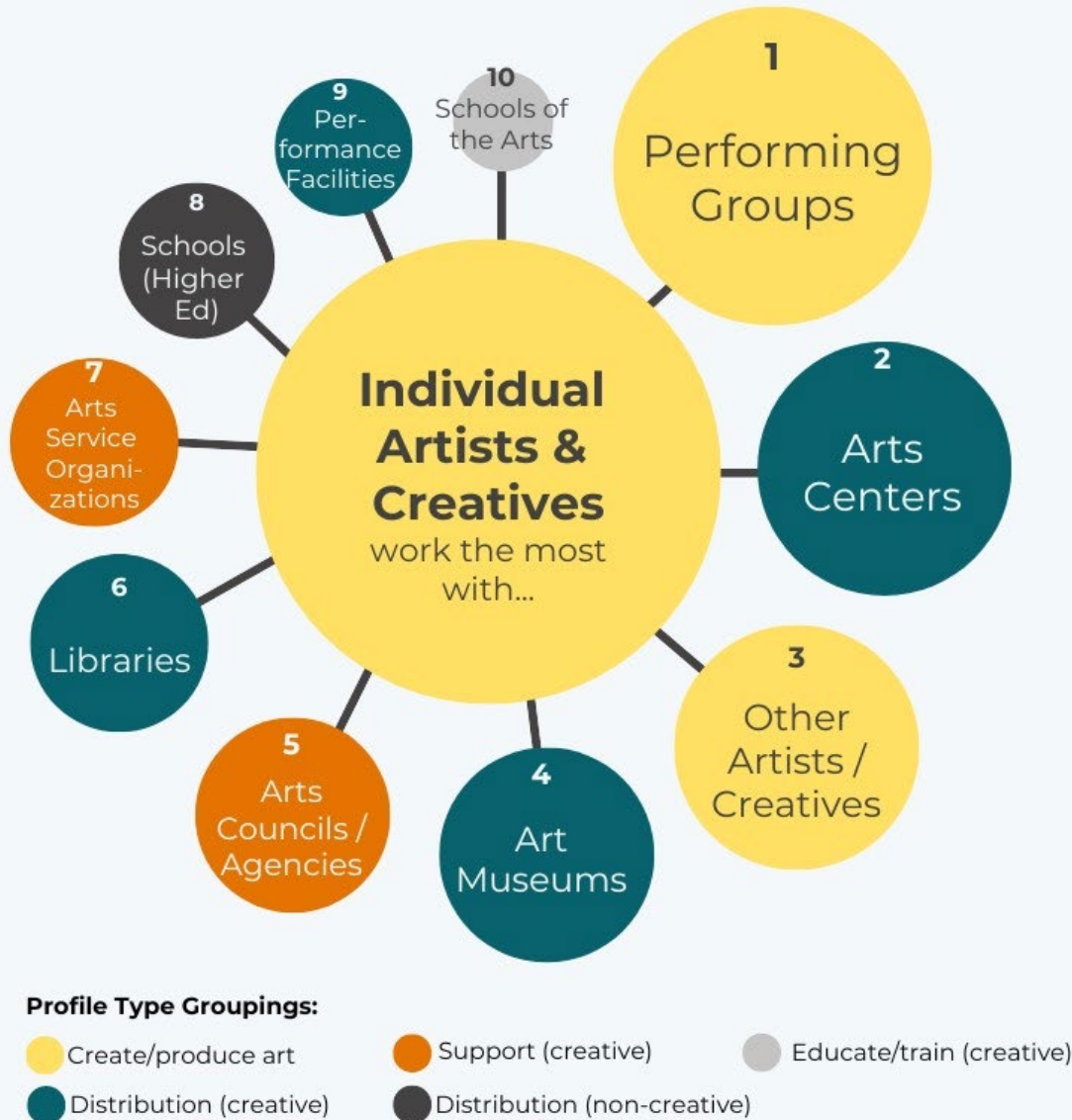
CreativeGround SEARCH

» NH Profiles

» I Have Worked With



Specific Relationships by Profile Type



- » Find the Profiles in your community
- » Pick 1 Institution/Business Type
- » Who do those profiles work with?
- » List or Draw it out like this example



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Cross-Sector Community Initiatives



HOME > RESOURCES >

Community Initiatives

REFINE STATE WORKSHOP LEADER TAGS Award Recipient APPLY

Community initiatives are posted by advocates from around New England to share creative economy projects that leverage local creativity and cross-sector partnerships to address social, economic, and cultural issues in their communities.

Search the community initiatives below or [submit your own](#) >

[Check out the community initiatives that will be discussed at CCX workshops](#) >

Harbor Voices Public Art



100 Voices, Our Collective Story

Northampton Community Arts Trust



33 Hawley Street — What it takes to survive a successful creative economy

Clemmons Family Farm



A Sense of Place: How African-American/African Diaspora Arts & Culture and A Rare Farm Are Improving Mental Health and Community Well-Being in Vermont

- ❖ **Infrastructure Investment:** Creative use of facilities, land, or systems to build community identity and resources.
- ❖ **Heading Downtown:** Innovative events and projects that energize various creative communities and draw visitors and visibility to the economic centers.
- ❖ **Policy & Planning:** The use of information and community planning to integrate the arts and creativity into policy and zoning decisions.
- ❖ **Sector Connector:** Efforts that use technology, networking, and training to enhance the capacity of creative people and places and their connection to other sectors.