



The Creative Economy

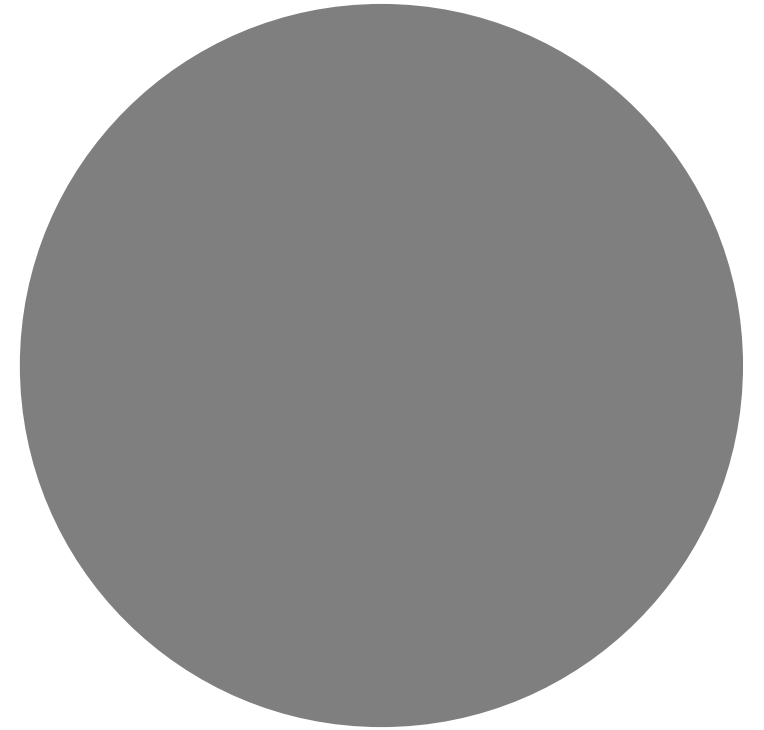
What is it and why do we care?

What is it?

“The creative economy is an emerging concept dealing with the interface between creativity, culture, economics and technology in a contemporary world dominated by images, sounds, texts and symbols.”

– United Nations Commission on Trade and Development

For New Mexico MainStreet, the Creative Economy is comprised of entrepreneurs, enterprises, and industries that engage intersections of commerce, creativity, innovation and culture. It includes those who produce creative products, those who turn creations into commercial products, those who distribute or market them, those who support creative endeavors and the spaces they live and work in.



What is the Creative Economy for New Mexico MainStreet?

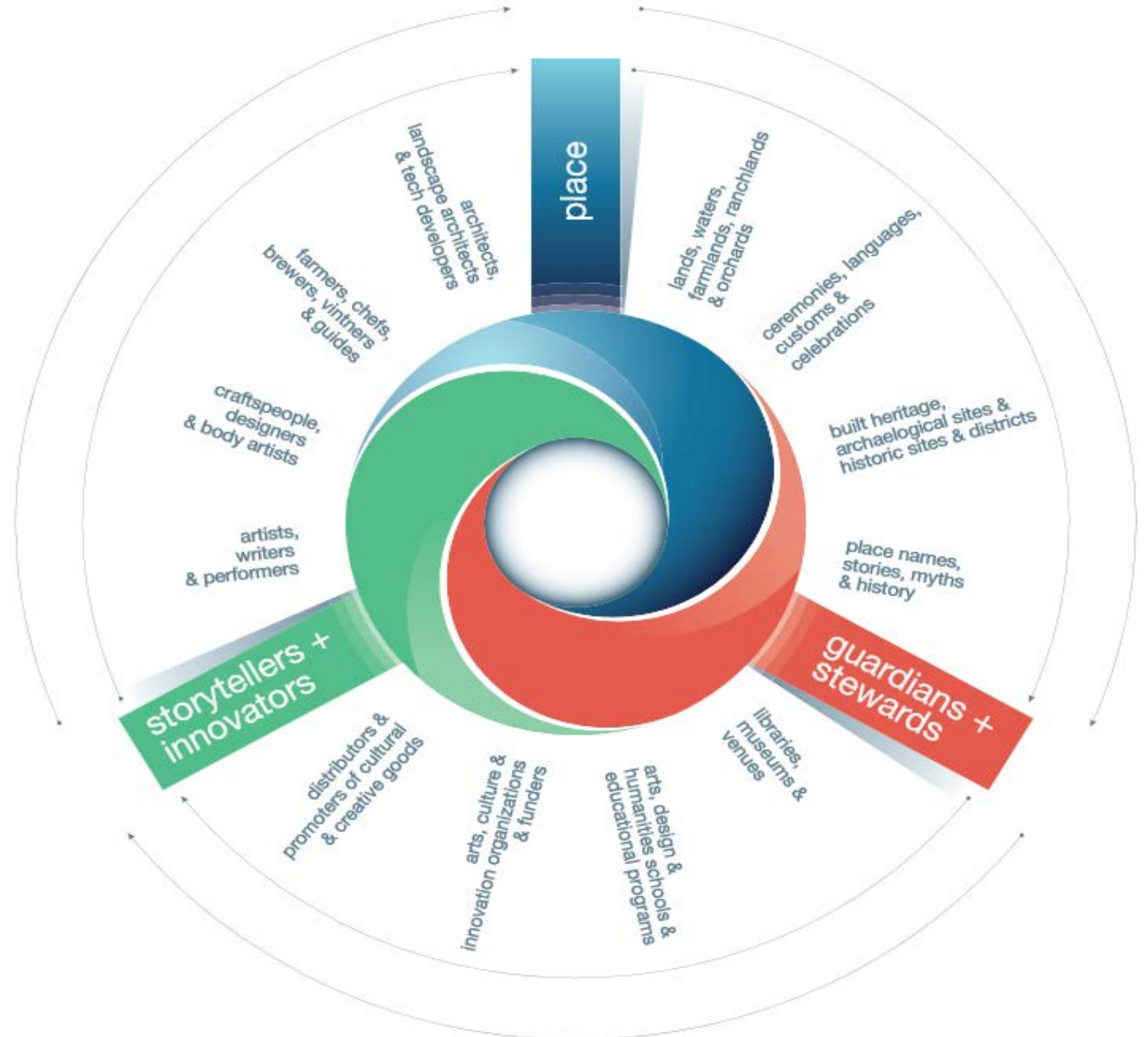
How is New Mexico MainStreet Defining Creative Economy?





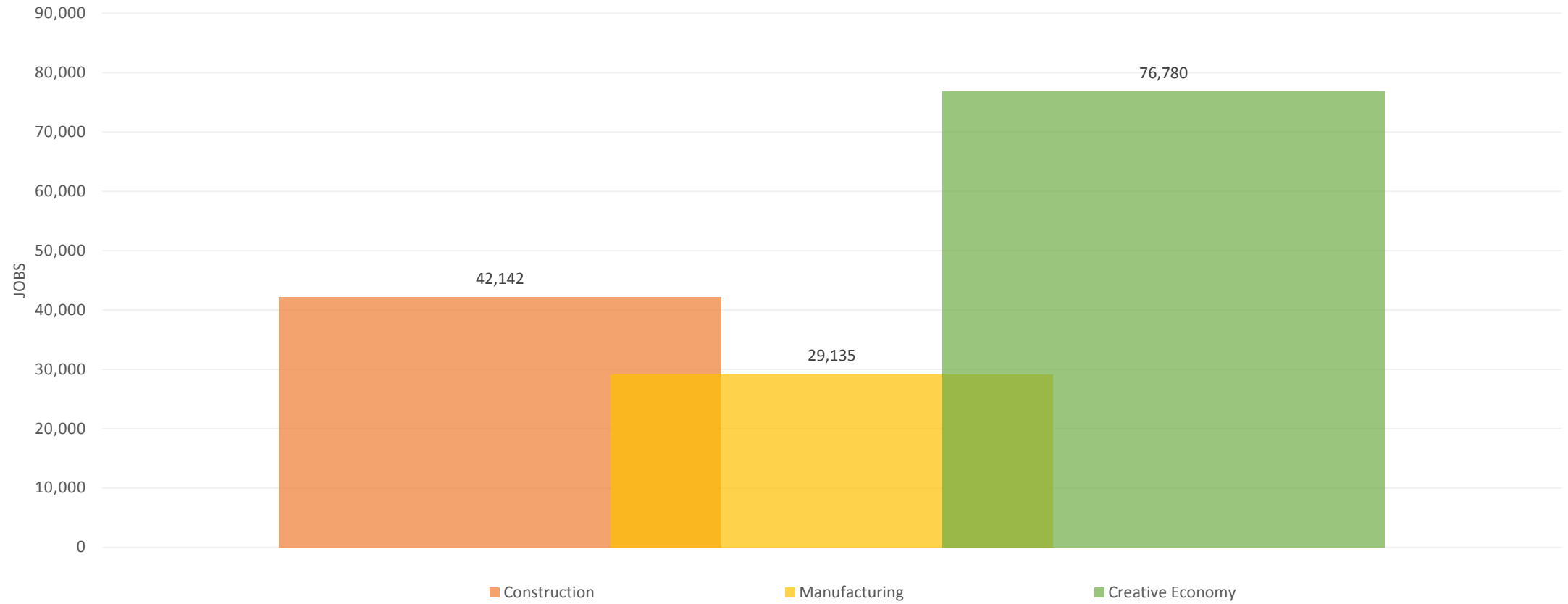
The Cultural and Creative Ecosystem

Cultural and Creative Entrepreneurs (Storytellers and Innovators) cannot exist in a vacuum – they require a rich creative and cultural environment – or ecosystem in order to thrive. That ecosystem includes inputs from the geographic Place in which a cultural/creative economy is developing, and a community of Guardians and Stewards to protect, support and amplify the creative and cultural entrepreneurs.



Why do We Care? Creative Economy is Big Business.

- The Creative Economy contributes \$2.25t in revenues and 29.5 million jobs worldwide.
- The Creative Economy contributes \$698b in revenues and 4.7m jobs to the U.S. economy.
- The Creative Economy is growing faster nationally than accommodation and food services, retail trade and transportation and warehousing.



The Creative Economy employs 9.8% of the population in New Mexico

Employment, Wages and Output of the Creative Economy in New Mexico

Arts and Cultural Industries Employment Wages Output (Wage and Output in '000s)			
	Employment	Wages	Output
Independent Artists	8,171	\$170,977	\$234,826
A & C Goods Manufacturing	3,552	\$107,460	\$312,799
Advertising and Public Relations	1,769	\$78,546	\$279,839
Architecture and Design	4,826	\$236,016	\$409,988
Arts Funding and Promotion	1,485	\$72,875	\$137,830
Heritage and Craft Industries	1,377	\$40,996	\$102,882
Libraries, Museums, Historical Sites and Parks	4,673	\$108,121	\$211,289
Photography, Motion Picture and Sound	2,772	\$74,003	\$200,286
Publishing and Broadcasting	9,158	\$362,343	\$869,799
A & C Retail and Wholesale Trade	13,318	\$261,209	\$1,168,629
Cultural Tourism	11,077	\$155,129	\$561,457
Arts and Humanities Education	14,578	\$545,575	\$1,102,366
Total	76,756	\$2,213,248	\$5,591,991

Why do we care? Creative Economy is the future.

- The United States is entering the Post-Industrial Era.
- We are seeing a response in the economy to globalization.
- Communications, media, narrative development are more important than ever.
- Creative and Cultural Industries are essential to maintaining a sense of community and identity in a globalized world.

What is New Mexico MainStreet doing about it?

- Creative Economy has been identified as one of NMMS's Economy Transformation Strategies.
- NMMS is developing a Revitalization Specialist position specializing in creative economy development.
- One quarterly each year will be dedicated to Creative Economy Development.

What can you do about the Creative Economy in your District?

- Identify and facilitate capacity building opportunities within your District, between your District and your larger community and across your region.
- Think outside the brick and mortar box – expand the definition of creative and cultural experience and space.
- Identify sense of community and sense of place as goals of economic development and creative and cultural programming efforts.
- Diversify marketing and branding efforts and prioritize local experience and authenticity.

Affinity Lunches

Amy Barnhart – Cultural preservation, and Food and Agriculture

- Amy Bell - Outdoor Recreation and Interpretation

- Robyne Beaubien – Performing Arts and Music

- Gary Cascio – Communications and Media

- Gillian Joyce - Community Engagement, Social Wellness and Support Services

- Keith Kjelstrom - Health, Wellness & Beauty, Food & Agriculture

- Eduardo Martinez – Technology, Literary Arts

- Will Powell - Built Environment and Visual Art / Design

Asset Mapping Exercise

- Purpose: to start mapping the CE assets of our NMMS and ACD Districts and communities, explore the meaning of creative economy and relevance in your community, and to stretch our economic development muscles.
- What we will cover:
 - Comparative Advantage
 - Anchors and Levers
 - Representation
 - Collaboration and Co-Promotion



Thank You!

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