

ArtsMarket

CASHING IN ON CULTURE

FOR THE INTERNATIONAL ECONOMIC
DEVELOPMENT COUNCIL CONFERENCE

TORONTO

CREATIVITY = The Economy of the Future.

IS IT THIS?



OR IS IT THIS?



A large, diverse crowd of people is shown from a slightly elevated perspective, filling the frame. Many individuals have their hands raised in the air, some clapping and others holding up smartphones to take photos or videos. The crowd is composed of people of various ages, ethnicities, and styles of dress, suggesting a public event like a festival, concert, or sports game. The background is bright and slightly out of focus, emphasizing the density and energy of the group. The overall atmosphere is one of excitement and participation.

JUST WHAT IS THE CREATIVE ECONOMY?

YOU KNOW THESE PLAYERS.



**THEY'VE BEEN YOUR HISTORIC
CREATIVE ECONOMY.**

**THEIR TRADITIONAL AUDIENCE
HAS BEEN YOUR BASELINE
CREATIVE ECONOMY.**



THE CREATIVE
ECONOMY IS
THEM AND
MUCH MORE.



Consumer appetite for the creative has grown beyond anything known 20, or even 10 years ago.

REMEMBER WHEN PEOPLE RECEIVED THEIR ONE SET OF WEDDING CHINA TO LAST THEIR FULL LIFE?

WE DON'T REMEMBER IT EITHER.

HUNDREDS OF THOUSANDS OF CREATIVES FUEL OUR INSATIABLE DESIRE FOR NEW STUFF.

THEY LIVE AND WORK EVERYWHERE. MOST ARE SMALL SHOPS.



REMEMBER THE DAYS BEFORE KIDS CREATED GAMES
AND WHEN NO ONE HAD GAMES ON MULTIPLE
DEVICES?
GAME TECH IS THE CREATIVE INDUSTRY.





NOTICE ANYTHING NEW?

FOOD INDUSTRY?

BEVERAGE INDUSTRY?

CONSTRUCTION
INDUSTRY?

CREATIVE INDUSTRY.





OUR ECONOMY IS NOW & WILL STAY ADDICTED TO CREATIVITY.

NONE OF THESE JOBS ARE NEW.

BUT WE SEE THEM DIFFERENTLY, AND
THE PEOPLE IN THE JOBS ARE DIFFERENT.

THEY THINK DIFFERENTLY THAN THEY DID.
THEY ACT DIFFERENTLY THAN THEY DID.

THEY IMPACT OUR COMMUNITIES
DIFFERENTLY.

OUR CREATIVE-HUNGREY SOCIETY REQUIRES
MORE OF THEM, EVERYWHERE.



THE CHEF STARTS A BUSINESS.

THEN HE LAUNCHES 10 MORE RESTAURANTS FROM HERE TO AUSTRALIA.

HIS IS A MULTI NATIONAL COMPANY.



THE FABRICATOR

CREATES A WHOLE NEW LINE OF STEEL ROOFING, KNOWN FOR ITS BEAUTY AND DURABILITY.

MARKETS INTERNATIONALLY.

TODAY HE IS ONE OF YOUR MOST SUCCESSFUL BUSINESS LEADERS.

TEN YEARS AGO HIS WAS A \$25,000 START UP IN THAT OLD FOUNDARY OUTSIDE OF TOWN.



ONCE, THEY WERE “JUST” ARTISTS. TODAY THEY PRODUCE, LICENSE, DISTRIBUTE, PUBLISH, JOINT VENTURE, INVEST AND SELL AROUND THE GLOBE.



THEY WILL CASH IN.

WILL YOUR COMMUNITY?

INCUBATORS, BUSINESS PLANNING LOANS,
INVESTORS, ZONING, INCENTIVES...

**THEY NEED A GLOBAL
KNOWLEDGE BASE.**

CROWDSOURCING.

**NATIONAL MEDIA
ATTENTION.**

**THEY NEED ACCESS TO
SPACES, EQUIPMENT, AND
CAPITAL TO EXPERIMENT
AND GROW.**

TO CASH IN ON THE CREATIVE ECONOMY

ASSESS YOUR ENVIRONMENT: WHAT ARE YOUR STRONGEST CREATIVE INDUSTRY CLUSTERS AND HOW CAN YOU GROW THESE?

LOOK AT YOUR LEARNING TO JOBS CONTINUUM: FROM HIGH SCHOOL TO START-UP BUSINESS TO MULTI-NATIONAL.

EDUCATE YOUR COMMUNITY: MORE NONPROFIT ARTS AND CREATIVE PRESENCE IN YOUR COMMUNITY ATTRACTS CREATIVES WHO YOU CAN THEN WORK WITH TO BUILD THEIR CREATIVE BUSINESSES.

INVEST IN YOUR NONPROFITS AS A FOUNDATION, TRAINING GROUND, AND INDICATOR OF PUBLIC VALUE. WORK WITH THEM TO BUILD THE CREATIVE ECONOMY FOCUS AUTHENTIC TO YOUR CITY.

TO CASH IN ON THE CREATIVE ECONOMY:

OFFER THE SUITE OF SERVICES AND INCENTIVES YOU NOW OFFER, BUT TAILORED TO BROADLY DEFINED CREATIVE ENTERPRISES:

- **BUSINESS DEVELOPMENT PLANNING**
- **ADVISORY BOARDS AND TEAMS**
- **RISK CAPACITY TRAINING AND SUPPORT**
- **ACCESS TO MARKETS**
- **ACCESS TO WORKING CAPITAL FOR START UP AND GROWTH**
- **FINANCIAL LOCATION INCENTIVES: TAX CREDITS, TAX ADVANTAGES, BELOW MARKET FINANCING, AFFORDABLE REAL ESTATE**
- **VENTURE FUNDING FOR NEXT STAGE DEVELOPMENT: FROM CROWDSOURCING TO ANGEL INVESTORS**
- **TRUE PARTNERSHIP WITH YOUR AGENCY: A “CREATIVE INDUSTRIES” SPECIALIST AND INDUSTRY FOCUS BY YOUR LEADERSHIP AND GOVERNANCE**

THE VALUE PROPOSITION

CREATIVE WORKERS EARN MORE AND CREATE MORE LOCAL ECONOMIC VALUE THAN WORKERS IN MANY OTHER INDUSTRY SECTORS.

I.E.

MORE THAN FAST FOOD.

MORE THAN RETAIL.

MORE THAN TRANSPORTATION.

MORE THAN HOSPITALITY.

MORE THAN...

THE INDIRECT BENEFITS OF AN ECONOMIC PROGRAM FOR CREATIVE INDUSTRY DEVELOPMENT ARE HUGE:

I.E.

CREATIVITY ATTRACTS = PEOPLE WANT TO LIVE AND WORK NEAR CREATIVES.

CREATIVITY ATTRACTS = UNIQUENESS BRINGS VISITORS AND CREATES TRUE ECONOMIC VALUE- BOTH NEW MONEY IN THROUGH VISITORS COMING AND VIA EXPORTED CREATIVE PRODUCT.

WRITE YOUR OWN CREATIVE ECONOMY ECONOMIC DEVELOPMENT PLAN.

YOUR VISION

ECONOMIC GOALS

YOUR UNIQUE CREATIVE SECTOR SEGMENTS

YOUR DESIRED LONG TERM OUTCOMES

YOUR INVESTMENT AND ROI

TRAINING

CONNECTIONS AND NETWORKS

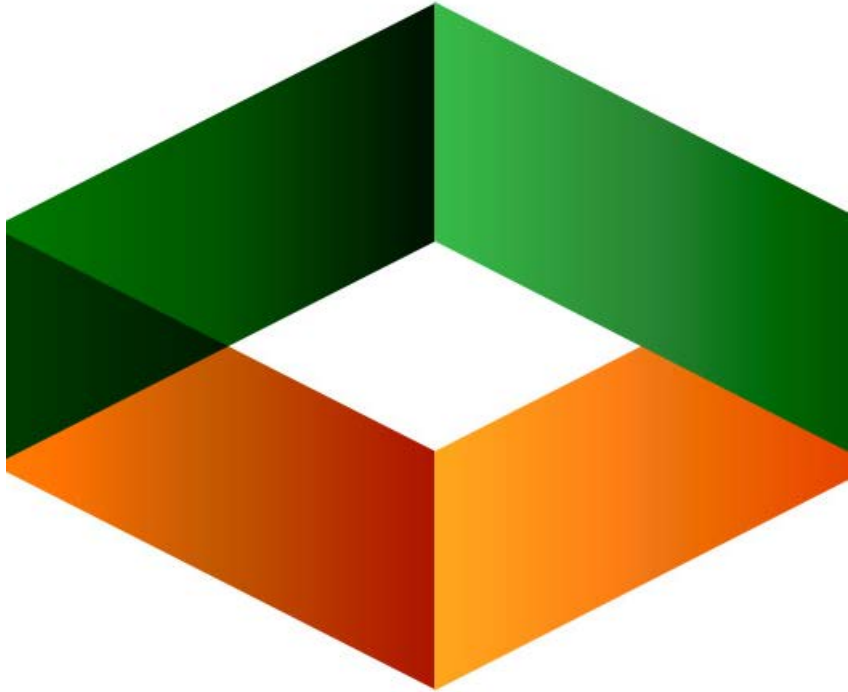
ZONES, CORRIDORS, HUBS, INFRASTRUCTURE

FINANCIAL OPPORTUNITIES

AFFORDABLE AND VIABLE SPACES AND EQUIPMENT

ACCESS TO MARKETS





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THANK YOU.

FOR A COPY OF THIS, SEND EMAIL TO: lstevens@artsmarket.com