

INVENTORY OF CREATIVITY PROGRAMS

October 2010

Introduction

As communities and regions across North Carolina move forward with plans to enhance the economic impact of creativity in their economies, the Institute for Emerging Issues (IEI) has examined a sample of programs from around the country to help inform efforts here at home. This report is not a comprehensive list but reflects a diversity of approaches across geography, sectors of the economy, governance structures and funding sources. The maps and tables below categorize the programs according to these dimensions. An appendix contains a brief description of each program along with contact information and hyperlinks to program websites.

Key Findings

Programs to develop the economic impact of creativity are a relatively new phenomena with no program reviewed here beginning before 2000. Of these, programs vary by geographic scope, from statewide to regional and community-focused efforts. There are other important differences as well.

Sector of the Economy: While each program's definition of creativity may differ somewhat, each generally encompasses some combination of the following three categories:

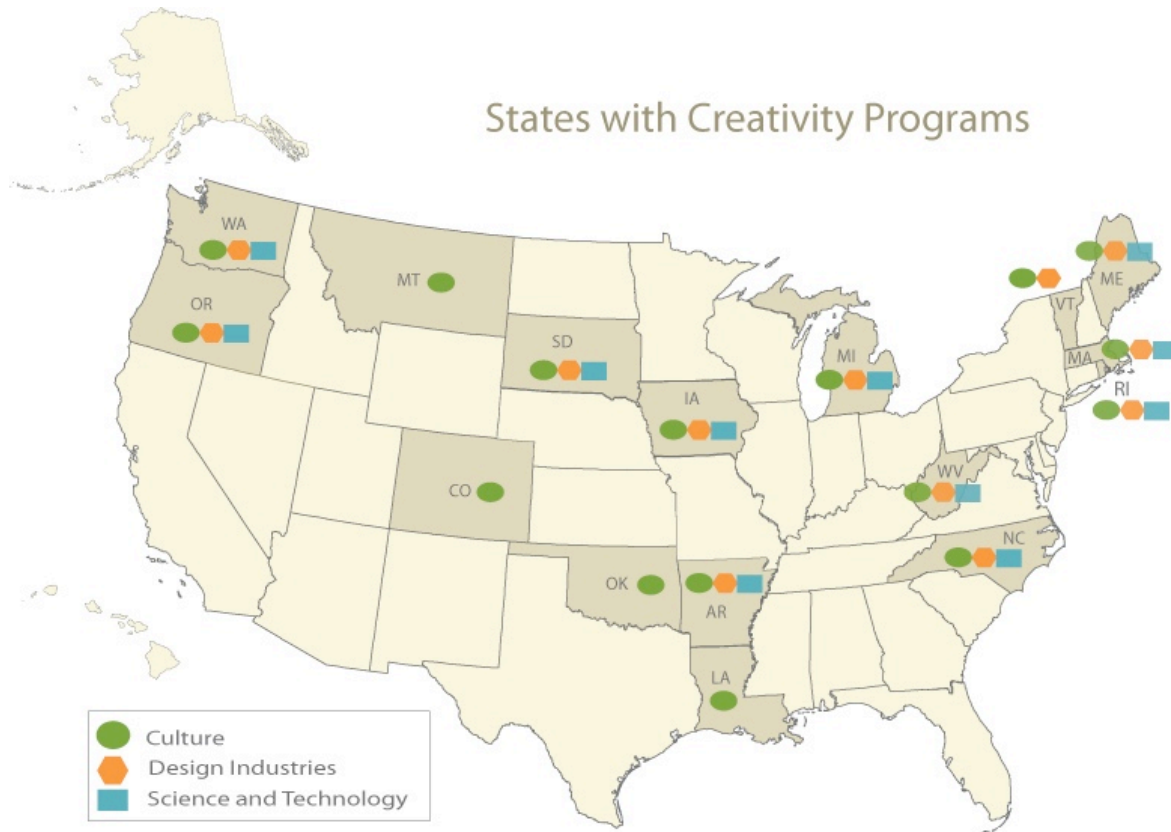
- Culture – includes arts and heritage of specific places. Examples include books and magazine publishing, visual performing arts, sound recordings, and film, video and television production.
- Design – includes design occupations and industries. Examples include advertising, architecture and computer-based services and software.
- Science and technology – includes industries such as pharmaceuticals, biotechnology, electronics, information technology, materials, engineering, and space and vehicles.

Program Structure and Funding: The vast majority of creativity programs reviewed here are directed either by non-profits funded by a mix of public and private grants and contributions or are directed by and funded through government agencies. Most programs began as recommendations from studies or appeared in political campaign platforms.

Program Activities: Many programs engage in a mix of activities. Most common are those related to coordination and advocacy, research, and convenings that bring together creativity stakeholders. Activity directed at awarding grants or passing legislation to support creativity programs tends to be less prevalent. In the latter cases, most efforts have called for creation of a creativity task force or council. A few states created cultural districts and tax incentives for the arts.

State Programs

The states highlighted in the map below started government or private partnership organizations with the intent of promoting economic development through creativity. As noted below, most programs adopt a broad definition of creativity that encompasses a wide variety of economic sectors.



State Program Structure and Activities

The table summarizes each state's creativity program structure and activities.

STATE	GUIDING ENTITY	ADMIN./ ADVOCACY	GRANTS	RESEARCH/ STUDY	LEGISLATION	CONVENINGS
Arkansas	Advisory Panel	✓		✓		✓
Colorado	Council				✓	
Iowa	State Dept. of Cultural Affairs	✓	✓	✓		✓
Louisiana	Office of the Lt. Governor	✓		✓	✓	✓
Maine	Council				✓	✓
Mass.	Council	✓		✓	✓	
Michigan	State Housing Develop. Authority		✓	✓		✓
Montana	Arts Council & Governor's Office of Econ. Opp.	✓				
North Carolina	State Departments of Commerce and Cultural Resources; Institute for Emerging Issues	✓		✓		✓
Oklahoma	Non-Profit	✓				✓
Oregon		✓				✓
Rhode Island	Council	✓	✓	✓	✓	
S. Dakota		✓				✓
Vermont		✓				✓
Washington			✓	✓		✓
W. Virginia		✓				✓

Definition of Terms:

Ongoing guiding entity: Bodies that help direct the development of the creativity economy. In many cases, these entities were created in collaboration with arts councils or departments of economic development or cultural affairs.

Administrative support/advocacy: Includes an organization that works with the state's creative industries by providing networking, promotion and advocacy. Examples include handbooks, development guides and funding opportunities.

Grants: These programs provide grants to develop creative industries in local communities, counties or regions.

Research/study: These programs work with independent research organizations or local universities to produce creative industries studies. Often these reports serve as spring boards for ensuing programs.

Legislation: Legislative actions to enhance the creativity economy, including tax incentives and policy changes.

Convening: Includes conferences, summits, symposiums and expos at the local, state, national and even international levels on the topic of creativity. Some are held as a mechanism to create a program while others serve as a program's core process of work.

State Program Origin & Source of Funding

Creativity programs at the state level most often result from leadership in the governor's office and his or her executive leadership team. In many cases, non-profit entities are funded to implement programs. The table below offers details on leadership and funding for a range of state creativity programs.

STATE	YEAR FOUNDED	SOURCE OF PROGRAM LEADERSHIP	SOURCE OF FUNDING
Michigan	2003	State (Governor)	Public
S. Dakota	2003	State (Governor)	Public
Louisiana	2004	State (Lt. Governor)	Mixed
Iowa	2005	State (cultural affairs dept.)	Public
Maine	2005	State (Governor)	Public
Rhode Island	2005	State	Public
Washington	2005	State (Governor, Washington Arts Commission)	Public
Oklahoma	2006	Non-profit	Private
Vermont	2006	State (rural development council)	Mixed
W. Virginia	2006	Non-profit	Mixed
Arkansas	2007	State	Mixed
Montana	2007	State (Governor, arts council)	Public
Massachusetts	2008	State (Governor)	Public
Oregon	2008	Non-profit	Private
Colorado	2009	State (Lt. Governor, Governor)	n/a
North Carolina	2010	State (Governor and state agencies)	Public

Regional and City Programs

The regional and city level programs highlighted in the map below started government or private partnership organizations with the intent of promoting creativity and economic development. As with the state programs above, most programs adopt a broad definition of creativity that encompasses a wide variety of economic sectors.



Regional and City Program Structure and Activities

The table below summarizes the details for regional and city level programs using the same terms as the state program table.

REGION/CITY	GUIDING ENTITY	ADMIN./ ADVOCACY	GRANTS	RESEARCH/ STUDY	LEGISLATION	CONVENINGS
Region						
Berkshire County, MA	Council	✓	✓	✓		✓
Boise & Treasure Valley, ID	University program			✓		✓
Milwaukee, WI	Task Force	✓		✓		✓
Northern New Hampshire	Non-profit	✓		✓		
Philadelphia, PA	Council	✓	✓	✓		✓
Tampa Bay, FL	None at present	✓				✓
City						
Albuquerque, NM	Non-profit	✓		✓		✓
Austin, TX	Non-profit alliance			✓		✓
Boston, MA	Three state agencies	✓		✓		
Concord, NH	Task Force	✓				
Lexington, KY	None at present					✓
Rutland, VT	Task Force					✓
Santa Fe, NM	Non-profit	✓				✓
Spencer, IA	None at present	✓				✓
Washington, DC	Action Plan			✓		

Regional and City Level Program Origin & Source of Funding

Regional and city creativity programs shown in the table below were typically formed by coalitions of local government, business, and cultural leaders. Organizational leadership of these efforts has come from various mixes of public and public-private entities. The programs are listed in order of the year founded.

REGION/CITY	YEAR FOUNDED	SOURCE OF PROGRAM LEADERSHIP	SOURCE OF FUNDING
Region			
Philadelphia, PA	2001	Non-profit (economic development)	Mixed*
Tampa Bay, FL	2003	n.d.	None Currently
Boise & Treasure Valley, ID	2004	University	Public
Berkshire County, MA	2007	Non-profits (cultural, economic dev.), businesses, and government	Private
Milwaukee, WI	2008	Non-profits (cultural, economic dev.)	Public (and through other organizations)
Northern New Hampshire	n/a	Non-profit (cultural)	Public
City			
Santa Fe, NM	2004	Government	Public
Spencer, IA	2004	Non-profits (cultural, economic dev.), government	None Currently
Austin, TX	2005	Government, business, and cultural leaders	Public
Boston, MA	2005	Government	Public
Concord, NH	2007	Chamber of commerce	Public
Washington, DC	2007	Government, Non-profit (economic development)	Public*

Albuquerque, NM	2010	Non-profit (cultural)	Mixed
Lexington, KY	2010 Summit	n/a	None Currently
Rutland, VT	2010	Grassroots Effort	None Currently

*programs received funding from Leveraging Investments in Creativity (LINC) <http://www.lincnet.net/>

APPENDIX

INVENTORY OF CREATIVITY PROGRAMS

The hyperlinks beside each state, region or city name or within the text go to the program initiated by the locality or to supporting organizations.

STATE PROGRAMS

1. **Arkansas** – [Creative Economy Reports](#)

In 2007, the establishment of Arkansas' Creative Economy Advisory Panel was based on a series of four reports conducted for the state by [Regional Technology Strategies, Inc.](#) Funding for the research was provided by the Governor Winthrop Rockefeller Foundation, Arkansas Arts Council, Arkansas Science and Technology Authority and Arkansas Association of Two-Year Colleges. The final report was published in 2009, and the Rockefeller Foundation is obtaining feedback through four public forums this year.

Contact: Rockefeller Foundation, 501.376.6854; Arkansas Arts Council, 501.324.9766

Program Focus: Culture, design industries, science and technology

Program Activities: Administrative support/advocacy, research, convenings

Year Founded: 2007

Program Origin: State of Arkansas

Funding Source: Mixed

2. **Colorado** – [Creative Economy Advisory Panel, Legislative action](#)

In 2009, Lt. Governor Barbara O'Brien and the Office of Economic Development initiated a Creative Economy Advisory Panel, comprised of over 50 leaders from the design, literary & publishing, film & media, heritage, and performing and visual arts industries. Colorado's new Creative Economy Advisory Panel was formed to help identify areas of significant opportunity and recommend strategies and policies to grow Colorado's creative economy.

Based on their work, Governor Bill Ritter signed four bills in May 2010:

1. Senate Bill 158 creates a Council on Creative Industries within Colorado's Office of Economic Development (this action merges the Office of Film, TV and Media, Council on Arts, and the Art in Public Places program).

2. House Bill 1180 changes criteria for performance-based incentives for film production activities.

3. Senate Bill 94 clarifies the Arts in Public Places law by requiring a one-percent set-aside for public art for all capital construction projects funded with state dollars.
4. House Bill 1273 encourages all Colorado public schools to provide education in visual and performing arts.

Contact: Megan Castle, communications specialist, Office of Governor Bill Ritter, 303.319.8513, megan.castle@state.co.us

Program Focus: Culture

Program Activity: Legislation

Year Founded: 2009

Program Origin: Governor and Lt. Governor

Funding Source: N/A (there is no formal entity funded at this time)

3. **Iowa** – [Iowa Great Places](#)

The Iowa Great Places Initiative, created in 2005, is a response to a collaborative research paper by the state's Department Cultural Affairs and Iowa State University. Leading up to this in 2004, the department held a cultural caucus entitled Imagine Iowa 2010: Great Places. By 2010, the program has awarded \$3 million in grants to 23 projects in six regions in Iowa.

Contact: Create Places Program, Francis Boggus, 515.281.6911

Francis.boggus@iowa.gov

Program Focus: Culture, design industries, science and technology

Program Activities: Administrative support/advocacy, grants, research, convenings

Year Founded: 2005

Program Origin: State of Iowa, Department of Cultural Affairs

Funding Source: Public

4. **Louisiana** – [Cultural Economy Initiative](#), [Social Entrepreneurship](#)

In 2004, then Lt. Governor Mitch Landrieu launched a Cultural Economy Initiative. The following year a summit was held to create a strategic plan. In 2007, Louisiana passed legislation for tax incentives for historical preservation and the creation of cultural districts. The program has since lost funding. However, the cultural districts program and annual economic summits continue to collaborate with Louisiana's Department of Economic Development to promote creativity and cultural industries.

Louisiana also has an office for Social Entrepreneurship within the Lt. Governor's office to support the creation and growth of innovative, measurable and sustainable solutions to the social problems affecting Louisiana's citizens.

Contacts: Dabne Whitemore, Louisiana Office of Cultural Development, 504.568.2500, dwhitemore@crt.state.la.us; Lisa Picone, Grant Administrator,

Louisiana Division of the Arts, 504.895.2800; Dana Lafonta, Executive Director, Division of the Arts, 225.342.8200

Program Focus: Culture

Program Activities: Administrative support/advocacy, research, legislation, convenings

Year Founded: 2004

Program Origin: Lt. Governor

Funding Source: Mixed

5. **Maine** – [Creative Economy Council](#)

Maine's Creative Economy Council was formed in 2005, following a conference the previous year, and housed under the Department of Economic and Community Development. The council produced [creative economy recommendations](#) and hosted the [Juice Conference in 2007](#). After 2007, the council dissolved and the state Department of Economic and Community Development took charge of enacting the recommendations. Initiatives include hosting the annual Juice Conference, the Tax Increment Financing municipal tax program, collaboration with the Small Business Development Center to promote creative entrepreneurs, and Opportunity Maine, a tax-credit program for professionals who remain in the state post-graduation.

Contacts: Brian Hodges, Deputy Commissioner, Department of Community Economic Development, 207.624.9804. Sandy Maxey, CEO of Beta Systems, served as staff to the Maine Creative Economy Council years ago, and can be reached at 828.505.0771 sandymaxey@gmail.com

Program Focus: Culture, design industries and science and technology

Program Activities: Legislation, convenings

Year Founded: 2005

Program Origin: Governor

Funding Source: Public

6. **Massachusetts** – [Creative Industries, Creative Economy Council](#)

The Massachusetts' Creative Economy Council, operating out of the state's Executive Office of Housing and Economic Development, was created in 2008 through a bill signed by Governor Deval Patrick. The council is charged with providing the legislature with policies to support the creativity economy including programs to aid entrepreneurs in financing, site selection, export promotion and tax incentives for for-profit industries. In [2009 a mid-year report](#) was published detailing progress and outlining the short-term goals of branding, research, talent retention and promotion of entrepreneurship.

Contact: Eric Nakajima, Senior Innovation Advisor, Executive Office of Housing and Economic Development, 617.788.3622, Eric.nakajima@state.ma.us

Program Focus: Culture, design industries, science and technology
Program Activities: Administrative support/advocacy, research, legislation, convenings
Year Founded: 2008
Program Origin: Governor
Funding Source: Public

7. **Michigan** – [Cool Cities Program](#)

Michigan's Cool Cities Program is part of a larger Vibrant Cities Program run by the state's Housing Development Authority. The Cool Cities program originated from Governor Jennifer Granholm's efforts to attract knowledge workers to vibrant cities. Cool Cities aims to revitalize cities around the state to attract and retain Talent, spur Innovation, foster Diversity, and create an Environment to represent the future needs of Michigan (TIDE). The development program focuses on urban pioneers and young knowledge workers. Creativity economy reports on Michigan have been completed by Michigan State University but there has not been any follow up action from those studies.

Contact: Michigan State Housing Development Authority, 517.373.8370
Program Focus: Culture, design industries and science and technology
Program Activities: Grants, research, convenings
Year Founded: 2003
Program Origin: Governor
Funding Source: Public

8. **Montana** – [Made in Montana](#)

Between 2002 and 2005, the Montana Arts Council and the Governor's Office of Economic Opportunity conducted studies of the economic impact of the state's creative enterprises, including one by [Regional Technology Strategies](#). In 2007, a Made in Montana campaign was started. Included in this initiative are a range of businesses, including food and beverage producers, vehicle and machinery parts fabricators, software and online management companies, log home builders, fine artists and crafts makers.

Contact: Montana Department of Commerce, Made in Montana, 406.841.2757
Program Focus: Culture, design industries, science and technology
Program Activities: Administrative support/advocacy
Year Founded: 2007
Program Origin: Governor and the state's arts council
Funding Source: Public

9. **North Carolina** – [N.C. Department of Cultural Resources, N.C. Board of Science & Technology, Institute for Emerging Issues](#)

In 2007, the N.C. Department of Cultural Resources published a report prepared by Regional Technology Strategies, Inc. on the jobs in North Carolina's arts industry. Under the leadership of N.C. Governor Beverly Perdue, in 2010, the state established an Innovation Council to foster investments in the innovation economy. The Council's membership draws upon on a broad spectrum of expertise in entrepreneurship, science, academia and government. In addition to the N.C. Innovation Council, North Carolina has an established Board of Science & Technology to guide the state's next generation of technology companies. Finally, the Institute for Emerging Issues (IEI) has an active program whose goal is to make the state invest and grow its creative businesses. IEI is working with the Governor's Office, the N.C. Department of Commerce and the N.C. Department of Cultural Resources to establish a Creativity Task Force. This Creativity Task Force will complement Governor Beverly Perdue's Innovation Council. An umbrella organization such as the task force will provide the state with the leadership and infrastructure to grow the state's five percent creative workforce across industries and in many occupations.

Contact: Al Delia, Senior Director, Office of the Governor, 919-733-0409, al.delia@nc.gov; John Hardin, Director, N.C. Board of Science & Technology, 919.715.0516, jhardin@nccommerce.com; Diane Cherry, Policy Manager, Institute for Emerging Issues, 919.513.7072, diane_cherry@ncsu.edu

Program Focus: Culture, design industries, science and technology

Program Activities: Administrative support/advocacy, research, convening

Year Founded: 2010 (for the Innovation Council), The Board of Science & Technology has been an ongoing program within the N.C. Department of Commerce; IEI's program was begun in 2009

Program Origin: State

Funding Source: State

10. **Oklahoma** – [DaVinci Institute](#), [Creative Oklahoma](#)

Oklahoma leaders who were eager to make the state a place where creativity and innovation thrive formed the non-profit organization Creative Oklahoma in 2006. One driver of this non-profit is the DaVinci Institute, which promotes creativity in education. Creative Oklahoma has successfully launched awards in higher-education and within industry, built a cross-disciplinary dialogue between public and private stakeholders, and created a documentary and television series highlighting creativity workers in the state through Oklahoma's public television network. The DaVinci Institute and Creative Oklahoma are both funded by the Kirkpatrick Foundation. Oklahoma has been interested in organizing a virtual network of states involved in the creativity economy.

Contact: Susan McCalmont, Executive Director, Kirkpatrick Foundation, Inc., 405.608.0938, smccalmont@kirkpatrickfoundation.com;

Program Focus: Culture

Program Activities: Administrative support/advocacy, convenings

Year Founded: 2006

Program Origin: Non-Profit

Funding Source: Private

11. Oregon – Oregon Creative Industries

Oregon Creative Industries (OCI) is a grassroots effort in the process of becoming a non-profit. The organization was certified by a working group conversation from the 2008 Cre8Con, a revitalized annual Portland Creative Economy Unconference. The OCI plans to develop a website, create a statewide trade association, promote a public-private alliance in Oregon's creative industries and start programs to foster networking and advocacy.

Contact: Tad Lukasik, Co-Founder, Oregon Creative Industries, 503.740.2404, tad.lukasik@oregoncreative.org

Program Focus: Culture, design industries, science and technology

Program Activities: Administrative support/advocacy; convenings

Year Founded: 2008

Program Origin: Non-profit

Funding Source: Private

12. Rhode Island – Science and Technology Advisory Council

Rhode Island's Science & Technology Advisory Council was launched to increase Rhode Island's research and development and encourage entrepreneurship. Council membership consists of leaders in academic, business and public sectors who work collaboratively to advance these important issues.

Contact: Brendan McNally, Director, Rhode Island Center for Innovation & Entrepreneurship

Program Focus: Culture, design industries, science and technology

Program Activities: Grants, research, legislation (innovation tax credit)

Year Founded: 2005

Program Origin: State

Funding Source: Public

13. South Dakota – 2010 Initiative

South Dakota's 2010 Initiative began as a 2003 program dedicated to promoting arts, culture and research and technology development. The initiative reports progress on four of five program goals.

Contact: Office of the Governor Mike Rounds, 605.773.3212

Program Focus: Culture, design industries, science and technology

Program Activities: Administrative support/advocacy, convenings

Year Founded: 2003

Program Origin: Governor

Funding Source: Public

14. **Vermont** – [Creative Communities Program \(CCP\)](#)

Vermont's Creative Communities was a pilot program in 2006–2007 run by the state's Council on Rural Development. The program provided 12 communities with the administrative support to build their creativity economies. This support included town meetings, a summit linking community leaders and project development. In 2008, a [final report](#) provided action plans for each community.

Contact: Margaret McCoy, Office and Communications Manager, Vermont Council on Rural Development, 802.223.6091, info@vtrural.org

Program Focus: Culture, design industries

Program Activities: Administrative support/advocacy, convenings

Year Founded: 2006

Program Origin: State of Vermont Council on Rural Development

Funding Source: Mixed

15. **Washington** – [Creative Vitality Index](#), [Creativity Matters](#)

In 2003, the [Washington State Arts Commission](#) convened a group of cultural leaders to design a Creative Vitality Index to annually report the state's creative sector economic contributions. Creativity Matters is a statewide campaign born out of an innovation summit in 2007 to promote creativity and imaginative thinking in all Washington elementary schools. Governor Christine Gregoire has been heavily involved in its development. The program oversees an annual Imagination Award for schools.

Contacts: Mark Gerth, Washington State Arts Commission, 360.753.3860 mark.gerth@arts.wa.gov; Eric Liu, Founder, Creativity Matters, 206.905.8333 eric@guidinglightsnetwork.com

Program Focus: Culture, design industries, science and technology

Program Activities: Grants, research, convenings

Year Founded: 2005 (for vitality index), 2007 (for creative thinking work)

Program Origin: State of Washington Arts Commission, Governor

Funding Source: Mixed

16. **West Virginia** – [Create West Virginia](#)

Create West Virginia is a four-year-old entity currently becoming a non-profit organization. The organization's goal is to spin-off creative enterprises. The program also serves as a catalyst for community dialogue and annual conferences on the state's creativity economy.

Contact: Herk Conner, Program Coordinator, West Virginia Community Development Hub, 304.566.7332

Program Focus: Culture, design industries, science and technology

Program Activities: Administrative support/advocacy, convenings

Year Founded: 2006

Program Origin: Non-profit

Funding Source: Mixed

REGIONAL PROGRAMS

1. **Berkshire County, MA** – [Berkshire Creative](#)

Formed in 2007, Berkshire Creative focuses on economic support by providing representation on the Massachusetts' Creative Economy Council, monthly events including informal creativity showcases, seminars and funding networks.

Contact: Helena Fruscio, Director, 413.822.8324,

helena.fruscio@berkshirecreative.org

Program Focus: Culture, design industries, science and technology

Program Activities: Administrative support/advocacy, grants, research, convenings

Year Founded: 2007

Governing Body: Non-Profit

Funding Source: Private

2. **Boise and Treasure Valley, Idaho** (the area encompassed by the cities of Boise, Weiser and Mountain Home, Idaho and Vale, Oregon) – [Center for Creativity and Innovation](#)

The Center for Creativity and Innovation operates out of Boise State University's College of Business and Economics. The program holds Create! Idaho, an annual conference/workshop that promotes the annual convening of Idaho's creativity economy leaders and stakeholders and conducts creativity research studies. Boise State also offers courses in creativity.

Contact: Dr. Nancy Napier, Executive Director, Centre for Creativity and Innovation
Boise State University, 208.426.4205, stephaniechism@boisestate.edu

Program Focus: Culture, design industries, science and technology

Program Activities: Research, convenings

Year Founded: 2004

Governing Body: University program

Funding Source: Public

3. **Milwaukee, WI** (Kenosha, Ozaukee, Washington, Racine, Walworth, and Waukesha Counties) [Milwaukee Regional Creative Economy Project – Creativity Works!](#)

This program was spurred by the state's Cultural Alliance in 2008 and promoted through a summit of regional leaders in 2009. Still in its beginning stages, Creativity Works has started networking events and focus groups.

Contact: Shirah Apple, Program Manager, Creativity Works, 414.347.0131,
creativity@culturalalliancemke.org

Program Focus: Culture, design industries, science and technology

Program Activities: Administrative support/advocacy, grants, research, convenings

Year Founded: 2008

Governing Body: Task Force (called “Creative Coalition Task Force”) is in the process of hiring a director with grant funding from the U.S. Department of Commerce

Funding Source: Mixed

4. **Northern New Hampshire** (Coos County and throughout the North Country) – [Creative Economy Initiative](#)

The Arts Alliance of Northern New Hampshire promotes the region and provides funding. Initiatives include establishing the Creative Spaces Inventory, which identifies existing space for creativity development, and conducting a survey of artists needs.

Contact: Frumie Selchen, Executive Director Arts Alliance of Northern New Hampshire, 603.323.7302

Program Focus: Culture, design industries

Program Activities: Administrative support/advocacy, research

Governing Body: Non-profit

Funding Source: Public

5. **Philadelphia, PA** (11 counties in Southeastern Pennsylvania, Southern New Jersey and Delaware) – [Innovation Philadelphia](#)

Innovation Philadelphia, a leading creativity economy program, is currently being restructured due to funding changes. The program holds regional and global creativity economy summits, provides opportunities for entrepreneurial networking and development, and conducts periodic studies. The [Philly Creative Guide](#) is an online directory of professionals, firms and organizations.

Contact: Rich Bendis, Chairman of the Board, 215.496.8110, rbendis@bendisig.com

Program Focus: Culture, design industries, science and technology

Program Activities: Administrative support/advocacy, grants, research, convenings

Year Founded: 2001

Governing Body: Organization itself (Innovation Philadelphia, which has its own board of directors and staff)

Funding Source: Mixed

6. **Tampa Bay, FL** (area includes Hernando, Hillsborough, Manatee, Pasco, Pineallas, Polk and Sarasota counties) – [Creative Tampa Bay](#)

Creative Tampa Bay is a non-profit organization that engages creativity economy professionals through innovative events including creative cities and international design summits. The program also publishes the BUZZ, a weekly newsletter that compiles local highlights and national projects that foster creativity.

Contact: Mark Sena, Chair of Creative Tampa Bay,
msena@mediaspherepartners.com
Program Focus: Culture, design industries, science and technology
Program Activities: Administrative support/advocacy, convenings
Year Founded: 2003
Governing Body: Non-profit (virtual organization; does not have substantial funding or staffing)
Funding Source: None at the present time

CITY PROGRAMS

1. Albuquerque, NM – [Creative Albuquerque](#)

Creative Albuquerque was formed in 2010 from the Albuquerque Arts Alliance, a 25-year-old non-profit organization, in response to a 2007 study on the broader creativity economy and multiple town hall meetings. The organization supports the creativity economy by hosting educational seminars and symposiums, tracking economic trends, and serving as an economic development strategic planning entity.

Contact: Creative Albuquerque, 505.268.1920, info@creativeabq.org
Program Focus: Culture, design industries
Program Activities: Administrative support/advocacy, research, convenings
Year Founded: 2010
Governing Body: Non-profit
Funding Source: Mixed

2. Austin, TX – [Austin Creative Alliance](#), [Create Austin](#), [Now Playing Austin](#)

In 2005, the city formed Create Austin, a leadership group to study the creativity economy. In 2006–2007, community input was solicited through meetings, advisory groups and interviews. Recommendations were presented to city hall and Austin Creative Alliance was formed to implement an [action plan](#) to advocate, provide critical services and market Austin's creativity economy.

Contact: Latifah Taormina, Executive Director, Greater Austin Creative Alliance, 512.247.2531
Program Focus: Culture
Program Activities: Research, convenings
Year Founded: 2005
Governing Body: Greater Austin Creative Alliance (has dedicated staff and budget) and the City of Austin Department of Culture
Funding Source: Public

3. Boston, MA – [Create Boston](#)

Create Boston was formed in 2005 by three Boston agencies. The organization provides tools for artists to become entrepreneurs and connect with firms and resources. The tools include real estate assistance, such as site location, advocacy, financing assistance, workforce development and research.

Contact: Carole Walton, Manager, Create Boston, 617.918.4259,
Carole.Walton.BRA@cityofboston.gov

Program Focus: Culture

Program Activities: Administrative support/advocacy, research

Year Founded: 2005

Governing Body: City of Boston Redevelopment Authority

Funding Source: Public

4. **Concord, NH – [Creative Concord Initiative](#)**

In 2007, a creativity economy task force was formed through the Greater Concord Chamber of Commerce. [New Hampshire's Creative Crossroads: Concord Creative Economy Plan](#) was published in 2008. Create After Hours is a network of creative professionals that formed in the area.

Contact: Concord Chamber of Commerce, 603.224.2508,
info@concordnhchamber.com

Program Focus: Culture, design industries and science and technology

Program Activities: Administrative support/advocacy

Year Founded: 2007

Governing Body: City of Concord Chamber of Commerce

Funding Source: Public

5. **Lexington, Kentucky – [2010 Creative Cities Summit](#)**

In April 2010, Lexington held a Creative Cities Summit to focus on the topics of talent attraction and retention, innovation, developing entrepreneurship, community design and civic engagement. Following the summit, the Now What Lexington “unconference” was held to discuss action plans for the city’s creativity economy.

Contact: Phil Holoubek, Creative Cities Summit, 859.225.3476

Program Focus: Culture, design industries, science and technology

Program Activities: Convenings

Year Founded: 2010 (No organization is leading the effort at present.)

Funding Source: None at the present time

6. **Rutland, VT – [Rutland Creative Economy](#)**

Rutland Creative Economy is a recently formed grassroots effort. In March 2010, community leaders held the first Creative Economy Creative forum. Currently, four post-forum creativity task force committees are working to foster community support for developing a creativity economy.

Contact: rutlandcreative@gmail.com

Program Focus: Culture

Program Activities: Convenings
Year Founded: 2010
Governing Body: Loosely affiliated grassroots organization.
Funding Source: None identified at this time.

7. **Santa Fe, NM – [Creative Santa Fe](#)**

The non-profit organization Creative Santa Fe is based on Santa Fe's 2004 economic development strategy. The organization's definition of creativity is broad, including visual, performing, culinary and the healing arts as well as science and technology. Creative Santa Fe provides resource guides, community forums and cultural fairs, workshops and presentations. Plans to build a center for the arts are underway.

Contact: info@creativesantafe.org
Program Focus: Culture, design industries, science and technology
Program Activities: Administrative support/advocacy, convenings
Year Founded: 2004
Governing Body: The City of Santa Fe Economic Development Fund
Funding Source: Public

8. **Spencer, IA – [Spencer Alliance for a Creative Economy \(SPACE\)](#)**

SPACE is a grassroots effort to recruit creative people and business to the Spencer community. Spencer is the first of eight state-certified cultural districts in Iowa. The organization holds weekly summer events to display creative works and recently recruited a visual arts director to assist in program planning.

Contact: Jim Schooley, Program Director, 712.262.4320 (note: phone number is business line for Furniture Doctor)
Program Focus: Culture, design industries, science and technology
Program Activities: Administrative support/advocacy, convenings
Year Founded: 2004
Governing Body: Grass roots organization
Funding Source: None at the present time.

9. **Washington D.C. – [Creative DC](#)**

Washington D.C.'s focus on a creativity economy was sparked in 2007 at the District Creative Summit, a collaboration among its Commission on the Arts and Humanities, Economic Partnership and Office of Planning. In May 2010, the Office of Planning published a [creative action agenda](#).

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Program Focus: Culture, design industries, science and technology
Program Activities: Research
Year Founded: 2007
Governing Body: District of Columbia Office of Planning
Funding Source: Public