

# CREATIVE VITALITY IN WASHINGTON STATE



*"Great coffee shops, bustling bookstores, a lively music scene, well-designed buildings, thriving arts venues, and creative enterprise – these are elements we find in the communities that drive the new economy."*



WASHINGTON STATE  
ARTS COMMISSION

# CREATIVE ECONOMY

The creative<sub>2</sub> economy can be defined as individual<sub>3</sub><sup>1</sup> and cooperative enterprises which leverage creativity to create jobs and capital.



## WHAT IS AN INDEX?

An index is designed to summarize the content, scope, and dynamics of a complicated phenomenon, to provide a single indicator to describe a complex set of variables, and events.

The best known examples of indexes are the Dow Jones Industrial Average the Consumer Price Index, both of which measure the health of our economy.



## THE CREATIVE VITALITY INDEX

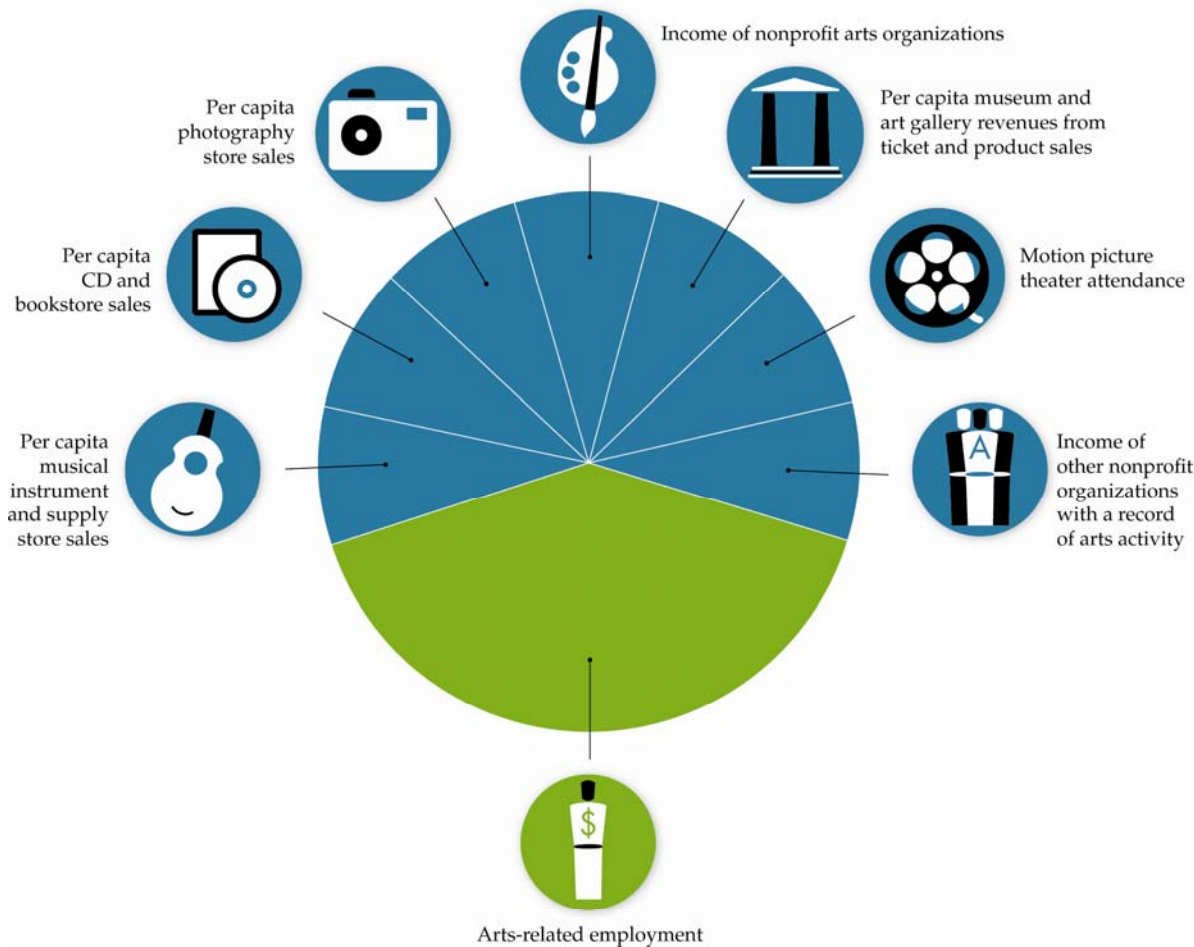
The Creative Vitality Index (CVI) is an annual measure of the economic health of the arts related creative economy in Washington State.

In the CVI, the creative economy is defined as including for-profit and nonprofit arts-related creative enterprises and the key support and service activities that sustain them.

Using readily available, inexpensive data on employment and community participation, the Creative Vitality Index reflects the vigor of this sector of the economy.

# WHAT IS MEASURED BY THE CVI?

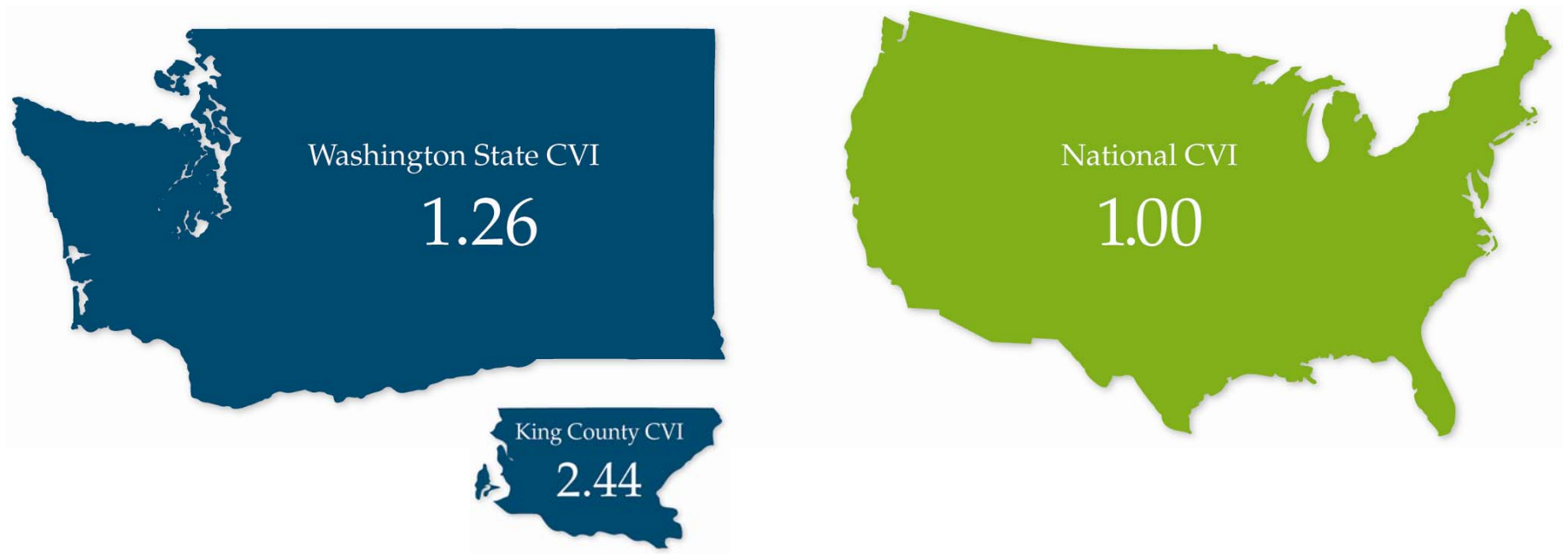
## PARTICIPATION



## EMPLOYMENT

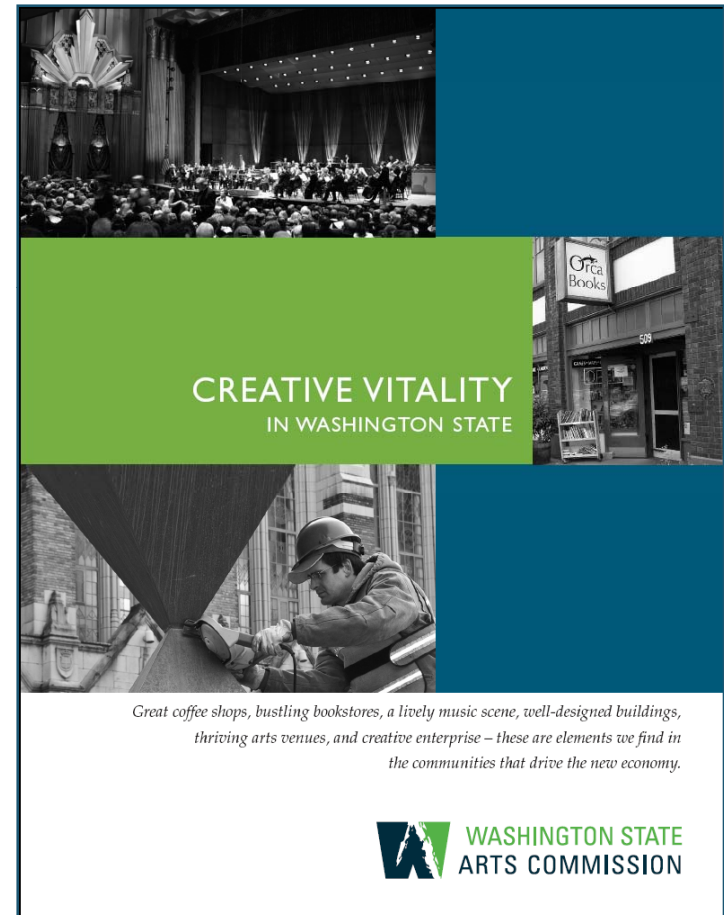
- Actors, Producers and Directors
- Architects, Landscape Architects
- Art Directors
- Commercial, Industrial Designers
- Dancers, Choreographers
- Editors
- Fashion, Floral Designers
- Fine Artists
- Graphic, Interior Designers
- Multimedia Artists and Animators
- Music Directors, Composers
- Musicians, Singers
- Producers, Directors
- Radio, TV announcers
- Photographers
- Set, Exhibit Designers
- Technical Writers
- Writers and Authors
- Advertising, Promotions Managers
- Agents, Business Managers
- Audio, Video Equipment Technicians
- Broadcast, Sound Technicians
- Camera Operators, TV, Video, Movies
- Art, Drama, Music Teachers
- Editors,
- English Language, Literature Teachers
- Film, Video Editors
- Librarians
- Media Equipment Workers
- Musical Instrument Repairers, Tuners
- Other Media, Communications Workers

# WASHINGTON'S CREATIVE VITALITY



## USING THE CREATIVE VITALITY INDEX

The Index will continue to help us understand the context of artistic and creative enterprises, educate the community at large about the creative economy, and inform public policy decision-making about trends and related issues.



## NEXT STEPS & DISCUSSION

### Publication

- CVI Booklet
- Over the next six months, we'll also be focusing in on some stories that illustrate the creative economy through a series of briefing papers:
  - *Arts and Economic Development: Looking Closer at Washington State's "Creative Economy"* by Valerie Devis, Department of Community, Trade, and Economic Development, Growth Management Services
  - *Arts Employment in Spokane: Architects Building Creative Economy*
  - Others (K-Records in Olympia, Applebaum Violin Shop in Tacoma, Centrum in Port Townsend, etc.)

### Briefings, convenings, symposium, and conversations

- Authorizers
- Advocates
- Arts agencies