Certified Creative Districts
Supporting the creative economy in Washington
What is a Certified Creative District?

• Focal point for people to enjoy the arts
• Includes cultural facilities and creative industries and businesses
• An exciting place to live, work in & visit
• A vehicle to grow jobs & economic opportunities
Why was this program created?

- Based on Colorado Creative Industries model
- Communities can capitalize on & grow their creative economies
- Signifies a community is serious about growing this sector

In Colorado, designated Creative Districts have seen a 5% annual increase in employment and a 6% increase in revenue.

Artist Jean Whitesavage at Cascade Middle School, Sedro-Wooley. Photo by Nick Lyle.
Program timeline through 2018

January 2017
Legislation Introduced
HB 1183 introduced to by Rep. Joan McBride (D-Kirkland), with companion bill SB 5390 introduced by Senator Hans Zeiger (R-Puyallup)

May 2017
Program Manager Hired
New program manager Annette Roth began work on October 16.

October 2017
Legislation signed into law
SB 1183 was signed into law by Governor Jay Inslee on May 8, 2017, in Olympia.

Q4 2017
Program Planning & Creation
Program planning and creation activities take place, including:
- Program plan
- Drafting of WACs
- Community readiness toolkit
- Promotional materials

Q1 2018
Community Outreach & Promotion
Outreach and promotion for the program will begin in earnest in January 2018.

Q2 2018
First Pilot Program
First community pilot program targeted for the spring of 2018.

Q4 2018
First District Identified
First Washington community identified for potential Creative District certification targeted for the fall of 2018.

arts.wa.gov
Who/What is Creative?

- Artists
- Entertainers
- Restaurateurs
- Inventors
- Bakers
- Museums
- Writers
- Historic & cultural assets
- Food & product manufacturers/makers

The number of creative jobs in Washington has grown an average of 3% annually since 2011, making it one of the fastest growing sectors in the state.

WESTAF, Creative Vitality Suite, November 2017
Creative industries drive the economy

In 2016, 177,000 people in WA were employed in creative industries, with combined wages of approximately $21.9B.

HEATH SATOW, YES
Bates Technical College, Tacoma

arts.wa.gov
Snapshot of the Arts in Washington
2016 Washington

Creative Vitality Index

<table>
<thead>
<tr>
<th>CVI Value</th>
<th>Total Population</th>
<th>Past 5 years of CVI Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.02</td>
<td>7,288,007</td>
<td>0.98 0.98 0.97 1.02 1.02</td>
</tr>
</tbody>
</table>

United States CVI = 1.0

This regional snapshot report gives the big picture of a region's creative landscape. It provides an overview of creative jobs, industry earnings, FDR grants, and Nonprofit revenues.

2016 Creative Jobs

- **177,648** Total Creative Jobs

There are 7 thousand more creative jobs in the region since 2015

- Occupations with greatest number of jobs:
  - Software developers: 11,050
  - Computer programmers: 7,559
  - Graphic designers: 6,326
  - Marketing managers: 5,930

2016 Creative Industries

- **$21.9B** Total Industry Earnings

There is a gain of $2.1 billion in creative industry earnings in the region since 2015

- Industries with greatest earnings:
  - Software Publishers: $13.9B
  - Internet Publishing: $2.8B
  - Architectural Services: $544.7M
  - Commercial Graphic Printing: $288.9M
  - Advertising Agencies: $278.2M

2016 Cultural Nonprofit

- **$843.1M** Nonprofit Revenues

There are $22.6 million less in revenues in the region since 2015

Data not available for this state in the selected year

DATA SOURCES: Economic Modeling Specialists International, National Assembly of State Arts Agencies, National Center for Charitable Statistics
CREATIVE VITALITY SUITE: The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region’s creative vitality compared to another region. For more information on data sources visit: learn.cvsuite.org

WESTAF © Creative Vitality™ Suite 2017 cvsuite.org
Case Study

Trinidad CO

- Former coal town
- Lost 1300 jobs in 5 years
- 2014 Creative District designation
- 150 startups in the creative industry

Trinidad is the first Space to Create location in CO, the first state-led initiative in the US to provide affordable housing to artists and creatives.
Benefits to the Community

- Long-term job creation
- New business & industries brought to community
- Redevelopment of community assets
- Increased tourism
- Increased community livability

Port Townsend School of Woodworking
Fort Worden State Park, Port Townsend WA
How does the process work?

1. Gather your planning team
2. Plan Work with your team to plan your Creative District
3. Apply Write & submit your formal application
4. Begin Implement your District plan and track progress

[ArtsWA logo] arts.wa.gov
How ArtsWA supports your community

• Resources & guidance during planning phase
• Rigorous & fair application process
• Networking opportunities
• Ongoing technical assistance
• Advocacy & support

In Colorado, designated Creative Districts have seen a 5% annual increase in employment and a 6% increase in revenue.
Questions?
Annette Roth, Creative Districts Program Manager
360-586-8098 direct | 360-753-3860 agency
annette.roth@arts.wa.gov | www.arts.wa.gov