

A photograph of three musicians performing on a boat deck. In the foreground, a man with a black cap and a purple patterned guitar strap is seen from behind, playing a blue electric guitar. To his left, another man in a white shirt and black cap is also seen from behind, singing into a microphone. Further left, a woman with long blonde hair is partially visible, also performing. The background features a large body of water with several boats, including a large white motorboat and a sailboat. In the distance, there are green, forested mountains under a clear sky. The scene is bright and sunny, suggesting a daytime outdoor event.

# Building partnerships: arts, culture and economic development





# Economic development 101

# A basic definition

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Economic development is about creating wealth that benefits the whole community.

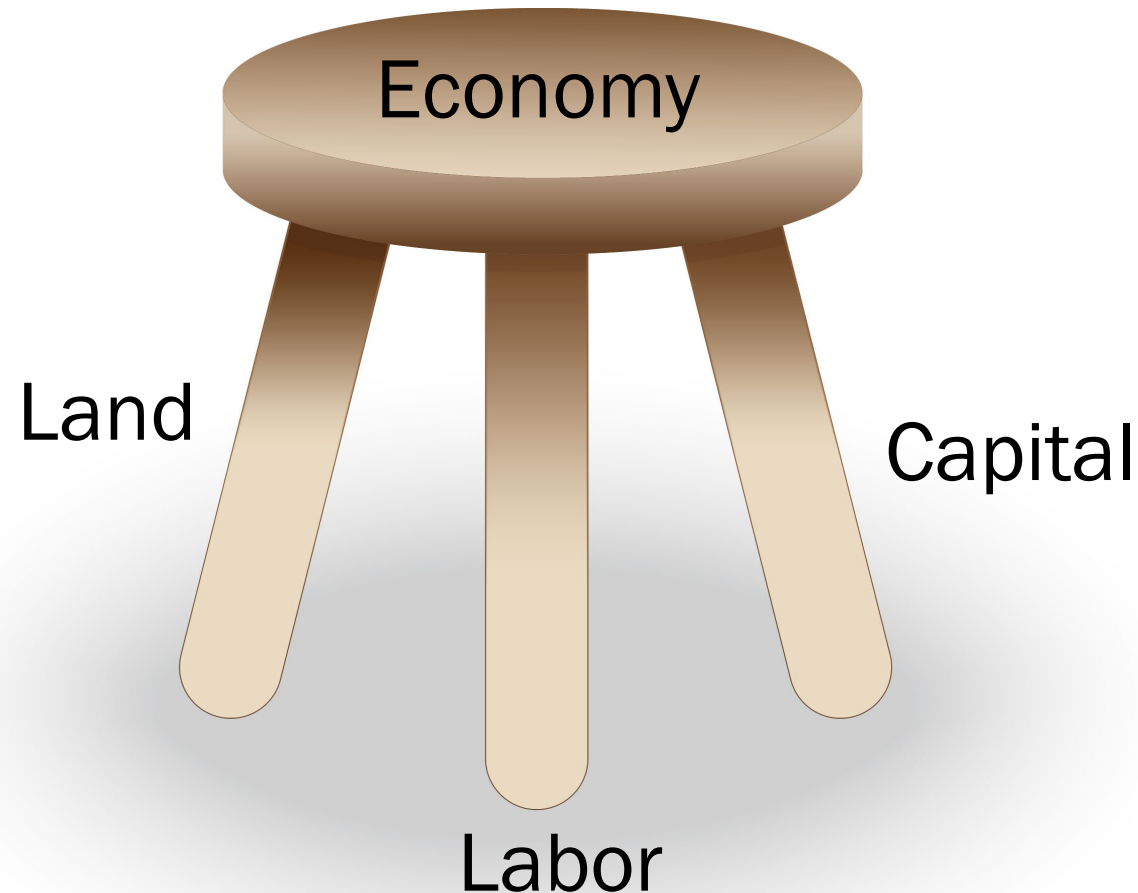
It's about investing in your local economy to create opportunity, grow community wealth, and improve quality of life for all residents.

## How we do it:

1. Business creation
2. Business expansion
3. Business retention
4. Business recruitment

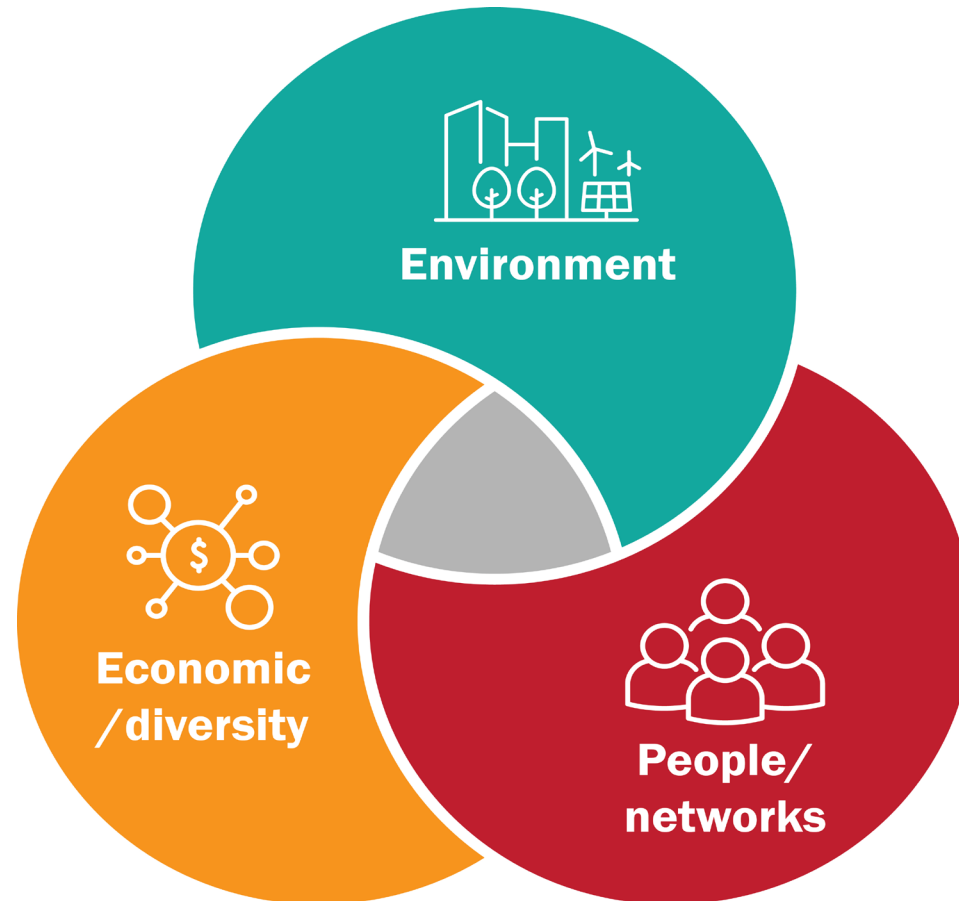
# Old model of economic development

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# New model of economic development

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# Why people and companies choose a place

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- Existing ecosystem
- Affordable cost of doing business
- Cool factor
- Easy access to culture and education



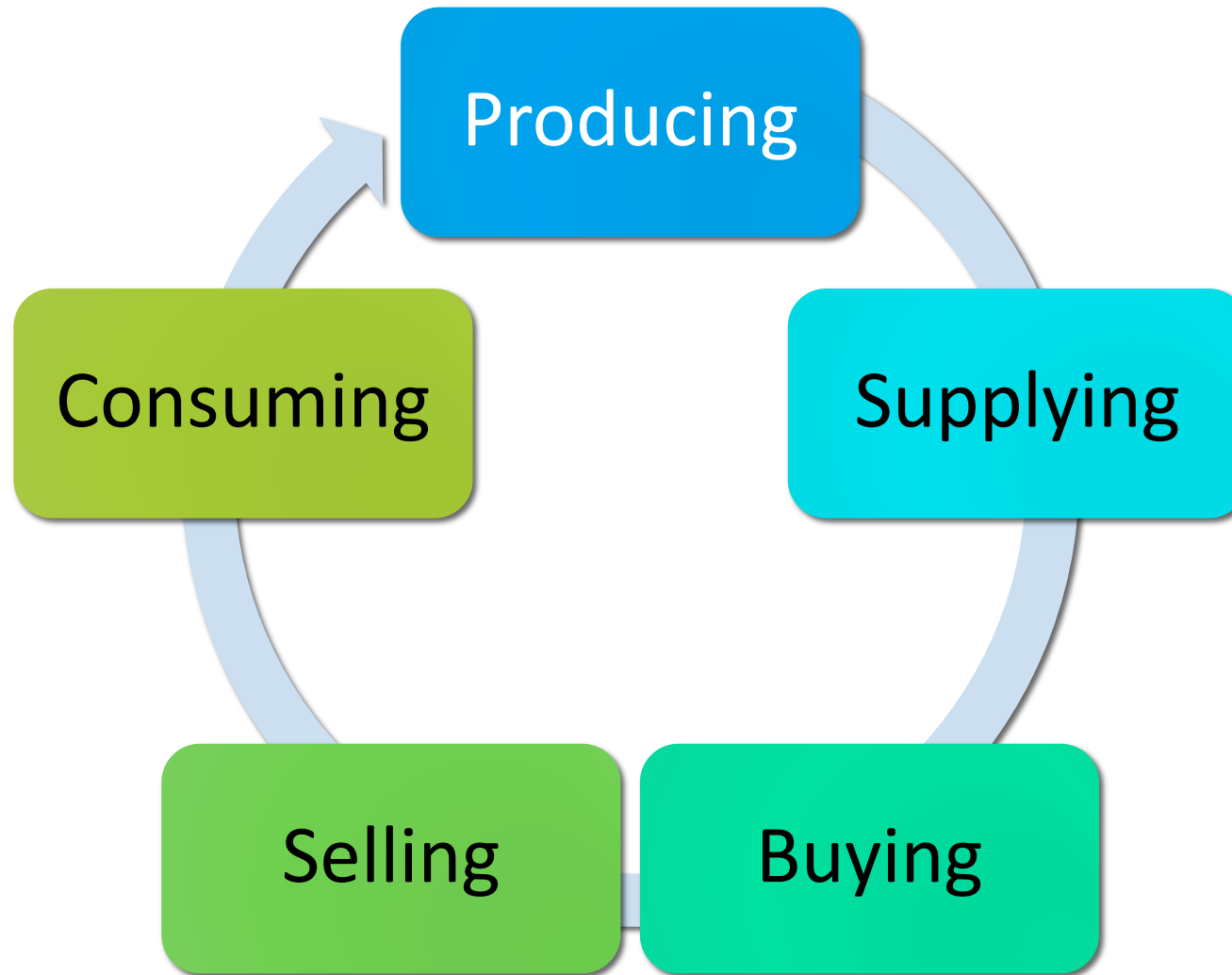




Why arts matter to  
economic developers



# Economic activities







**Aligning goals to build  
the economy**



# Communicating the value

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The creative economy is a:

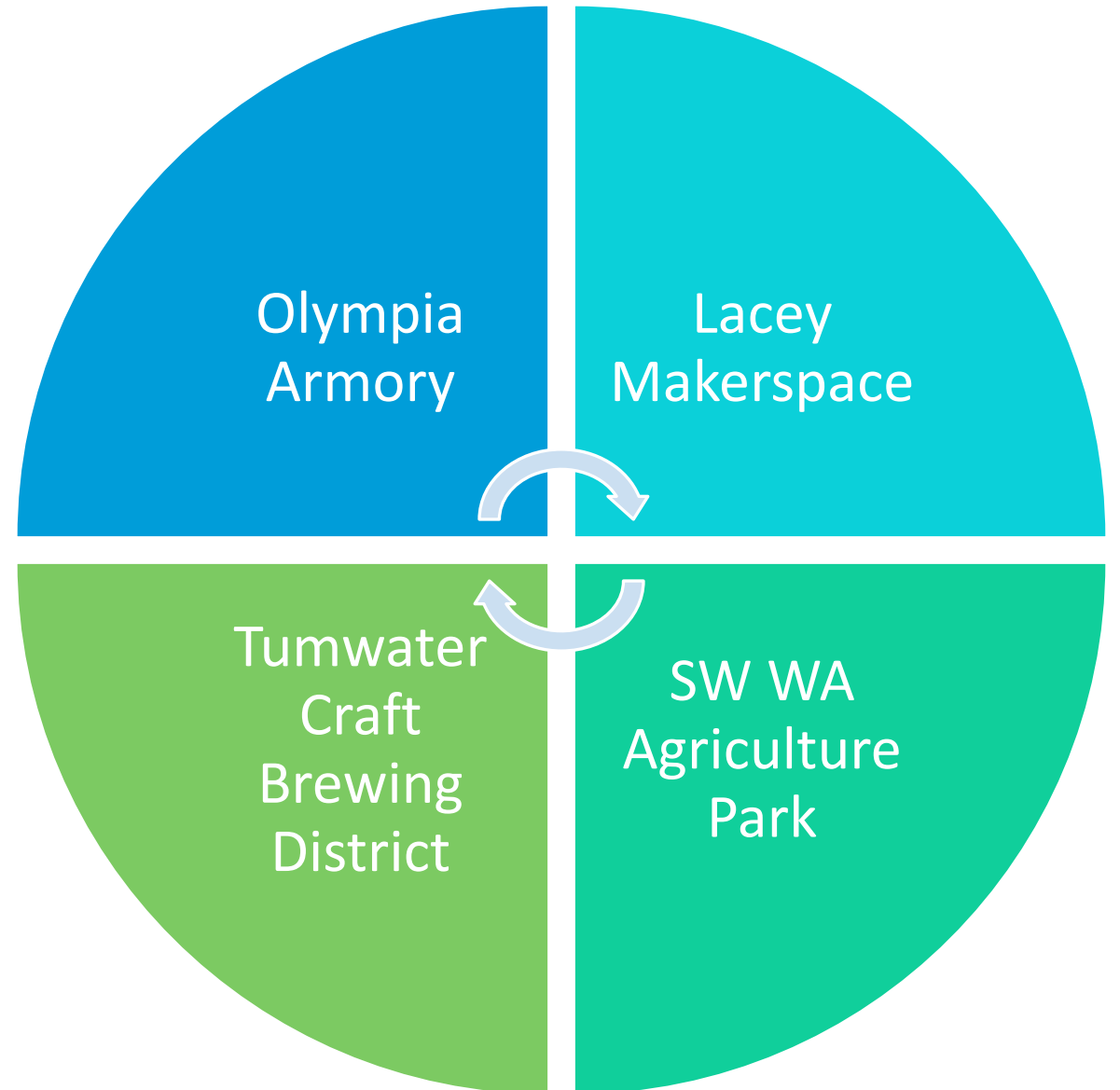
- Recruitment tool
- Retention tool
- Expansion tool
- Creation tool

*Moving from  
transactional to  
experiential,  
extractive to additive*



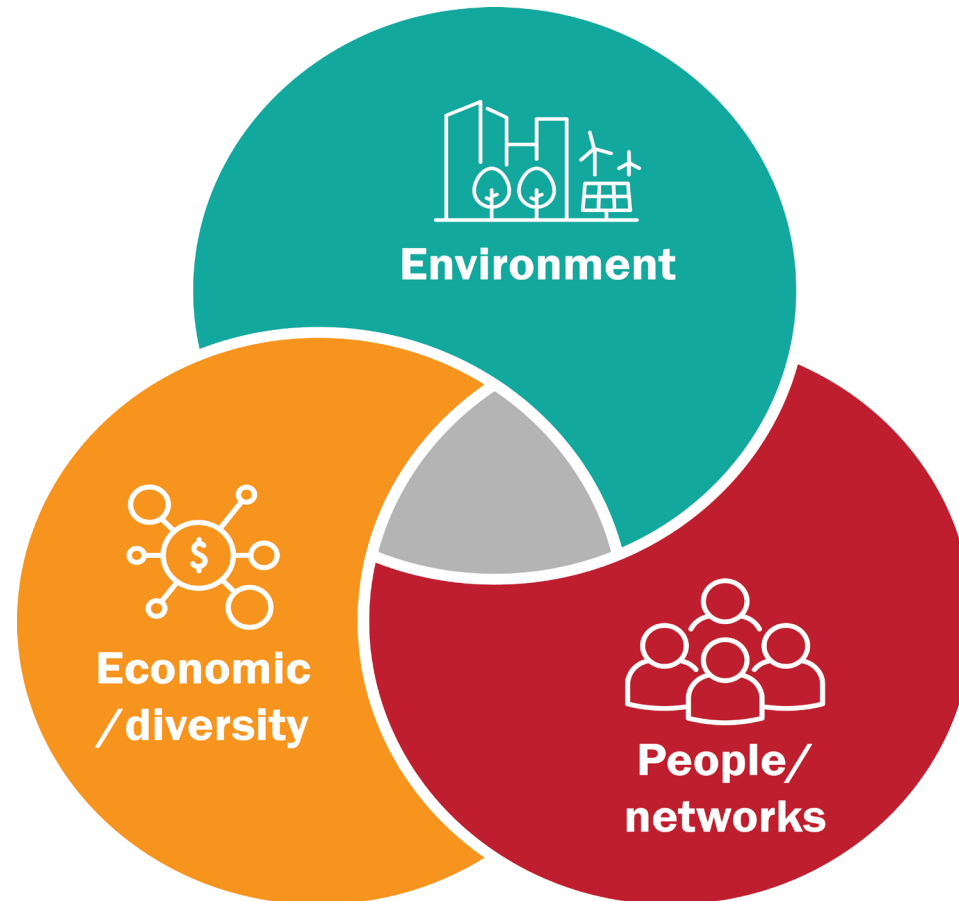
# What are the economic pillars of your creative economy?

- Recognizable 'landmarks'
- Tied to the community's culture
- Threads other parts of your economy together



# Filling gaps using the new model

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# Fostering economic resilience

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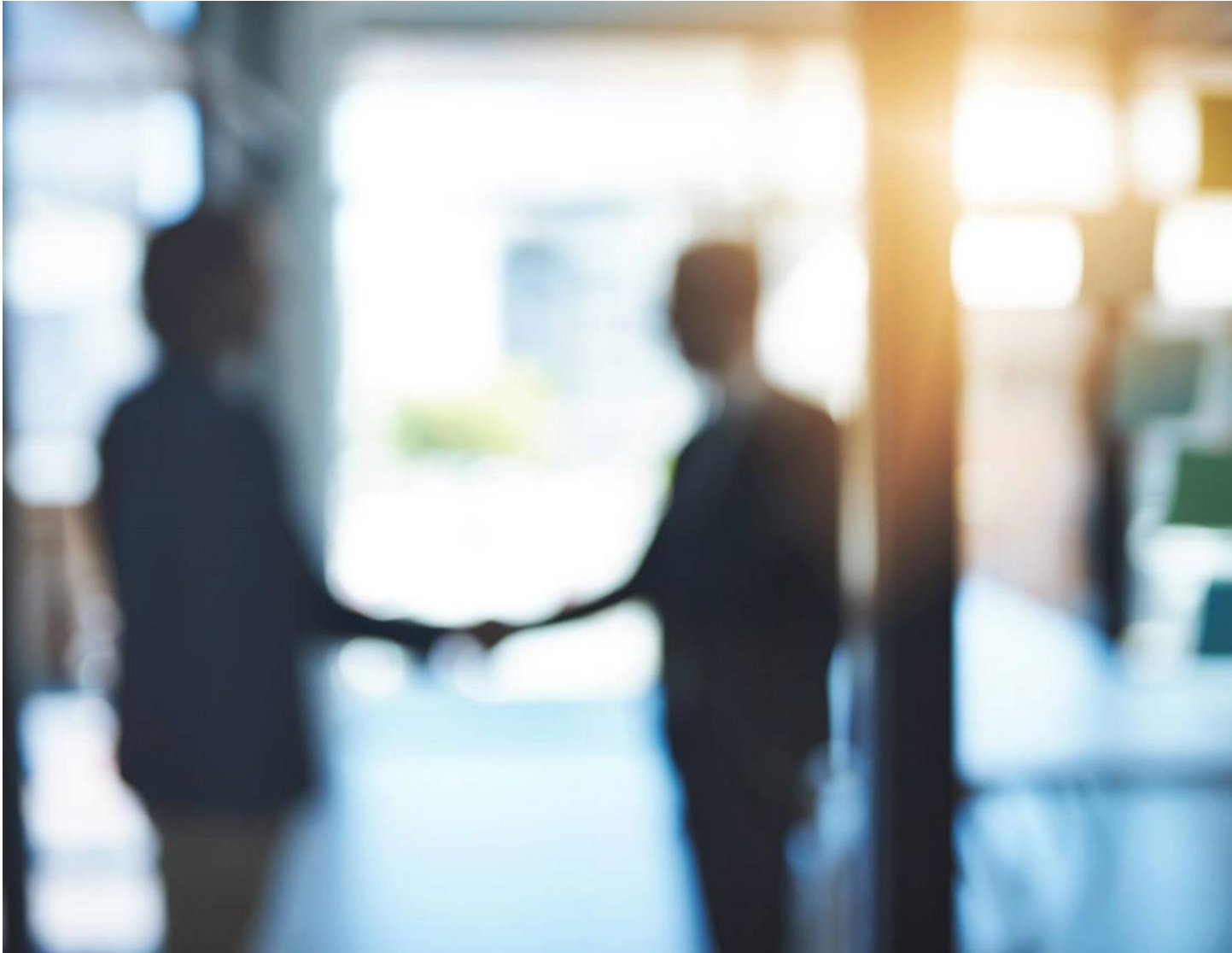
Shared, holistic, locally-based focus areas

Keeping talent in the community

Combatting brain drain

- Sports = monoculture
- Arts/culture = multiculture

Investment



# Thank you

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