

# Creative Economy

## Players:



The Creative Cornerstone Community of Vermont - known as 3CVT - is a zone of the Vermont Creative Network (a VT Arts Council program).

TRORC staff serve on the 3CVT Steering Committee



## Mission:

3CVT's mission statement is to boost the economic prosperity and interdisciplinary connections for the creative sector in the east central Vermont region.



## Accomplishments:

- Established a steering committee of volunteers meeting regularly to plan concrete action steps
- Toured the East-Central Vermont (ECV) Region holding 5 Mashup networking events in Barnard, White River Junction, Springfield, Randolph, and Bradford, highlighting 20+ local artists in the process by inviting them to give presentations
- Secured a USDA grant to fund research for a regional web portal for the creative economy in the ECV region

## Current Efforts:

- Focusing on marketing and branding opportunities
- Integrating regional efforts with state resources to ensure alignment
- Continuation of USDA grant-funded research into a regional web portal

*Employment in the creative industries is about 8.9% of the total ECV Region's employment*

*Employment growth in the Region's creative industries was 10.2% from 2010-2015 versus 8.2% for the U.S. and 7.6% for Vermont*

*The proportion of the workforce employed in creative industries in the Region is 86% above the similar national proportion*



Mashup at Chandler Center for the Arts in Randolph - 9/18/18



All-In Gathering in WRJ - 4/17/19

## CREATIVE ECONOMY /

*The enterprises, organizations and individuals whose products and services are rooted in artistic and creative content*

