

ECONOMIC PROSPERITY & CREATIVE INDUSTRIES UPDATE



Report to Council, December
2015

THE BAKER'S DOZEN

Investing in Manufacturing Communities Partnership
21 World Championships - #INSPIRETHEWORLD
Regional Accelerator and Innovation Network
WEB Redevelopment
Engine-specific metrics
Prepare new industrial/employment lands
Telling the story
Sustainable funding for Parks and Recreation
Investment in Creative Industries
Expand high speed broadband network
Moving ahead – faster transit
Targeted industry conversations
Workforce analysis



INVESTMENT
IN
CREATIVE
INDUSTRIES:

proven



ACT I:
CULTURAL
POLICY
REVIEW



**Goal I – Strengthen public
and private sector
engagement, leadership,
and funding for arts and
culture**



B ARTS &
E BUSINESS
ALLIANCE
OF EUGENE

RAVA
ORGANIZING ARTS VISION & ACHIEVEMENT

LES
OF EUGENE & SPRINGFIELD





**Goal II – Provide
comprehensive
arts learning experiences
Eugene’s children, youth,
adults**



THE OREGON
COMMUNITY
FOUNDATION
For Oregon. Here for Good.



re & education
LIANCE
county oregon



**Goal III – Build audiences
for arts
and culture in Eugene**



UG *fun!*


Eugene
a go-go





**Goal IV – Strengthen the
ability
of cultural organization
and
artists to serve the
community**

VIVALDI for Artists SKILLS *Artists*



EUGENE
OPERA

BALLET
Fantastique



EUGENE SYMPHONY



al V – Integrate arts and
culture into the fabric of
downtown Eugene

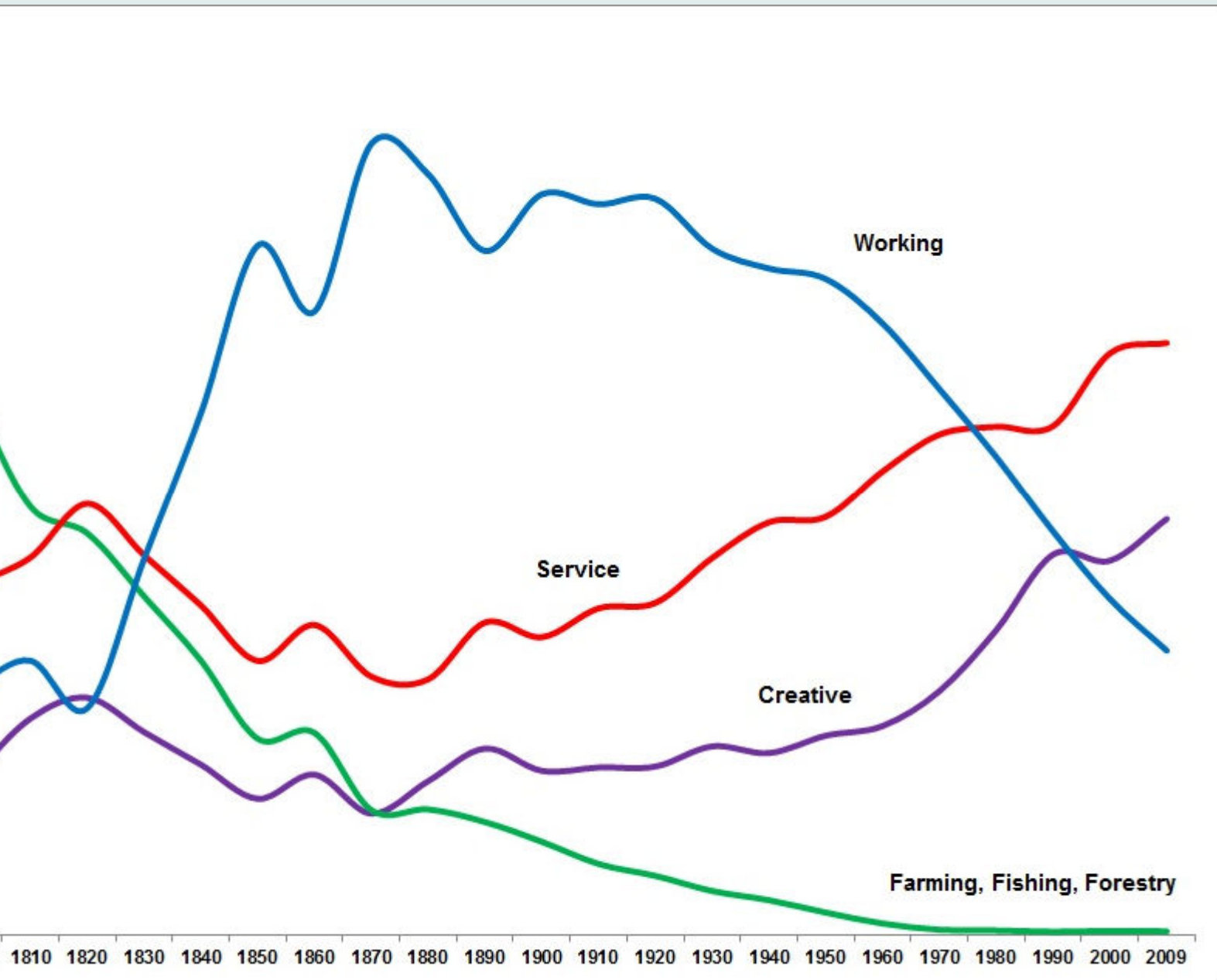






ACT IN
TODAY
Y

Shares of America's workforce 1800-2010



WORKING

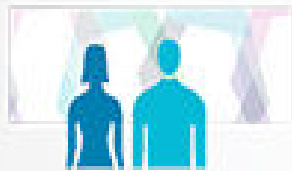
SERVICE

CREATIVE

FARMING/FIS

G/

THE CREATIVE AND CULTURAL INDUSTRIES ARE DIVERSE



Museums



Environmental
heritage



Libraries
& archives



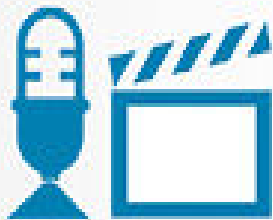
Literature &
print media



Performing
arts



Design



Broadcasting,
electronic
or digital
media or film



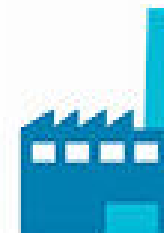
Music
composition
& publishing



Visual arts
& crafts



Fashion



Cultural goods
manufacturing
& sales



Supporting
activities



Economic Impact of Nonprofit Arts & Culture Industry U.S.A. \$135.2 Billion Annual Expenditures (2010)

Full-Time Equivalent Jobs	4.1 Million
Resident Household Income	\$86.7 Billion
Local Government Revenue	\$6.1 Billion
State Government Revenue	\$6.7 Billion
Federal Income Tax	\$9.6 Billion

The Arts Mean Business in Eugene (2010):

\$16.1M
Event-related
spending by
Eugene arts
audiences

\$2.4M
Generated in
local and state
tax revenue

\$45.6M
Economic activity
generated by the
arts/culture sector



EUGENE V. NATIONAL

EUGENE, OR

SIMILAR STUDY REGIONS

(pop. 100-250K)

Direct spending by arts
organizations

\$29.4 M

Local government revenue

\$984K

FTE equivalent jobs

1739

Direct spending by arts
organizations

\$12.1 M

Local government revenue

\$419K

FTE equivalent jobs

836

ACT
III:
Strategies for
Moving
Forward



ATTRACT, GROW, AND RETAIN CREATIVE WORKERS



DEVELOP & SUPPORT LOCAL FILM/TELEVISION INDUSTRY



SUPPORT CREATIVE INCUBATORS/MAKER SPACES



A night-time outdoor event, possibly a festival or concert, featuring a large digital display showing colorful, abstract patterns. The display is mounted on a structure that appears to be part of a stage or a large tent. Below the display, a crowd of people is gathered, some holding drinks. In the foreground, a DJ booth is visible, consisting of a laptop on a stand and a mixer. The scene is illuminated by stage lights and ambient lighting from the event.

**CREATE AN “EVENT
FRIENDLY
CITY AND GROW
CULTURAL TOURISM**

DEVELOP A COMPREHENSIVE PLACEMAKING PROGRAM

WHAT MAKES A GREAT PLACE?



PROGRAMMING

MANAGEMENT

DESIGN

THE BAKER'S DOZEN

Investing in Manufacturing Communities Partnership
21 World Championships - #INSPIRETHEWORLD
Regional Accelerator and Innovation Network
WEB Redevelopment
Engine-specific metrics
Prepare new industrial/employment lands
Telling the story
Sustainable funding for Parks and Recreation
Investment in Creative Industries
Expand high speed broadband network
Moving ahead – faster transit
Targeted industry conversations
Workforce analysis





QUESTIONS?