



Pennsylvania
Council on the Arts

BRIEFING: WHAT WE'VE LEARNED

- **From Individuals & Organizations** – Survey
- **From Communities & Regions** - Community Conversations Across Pennsylvania
- **From State Agencies & Commissions** – Interagency Workshop
- **From Beyond Pennsylvania** – Creative Sector Environmental Scan

October 7, 2024

Survey



Survey

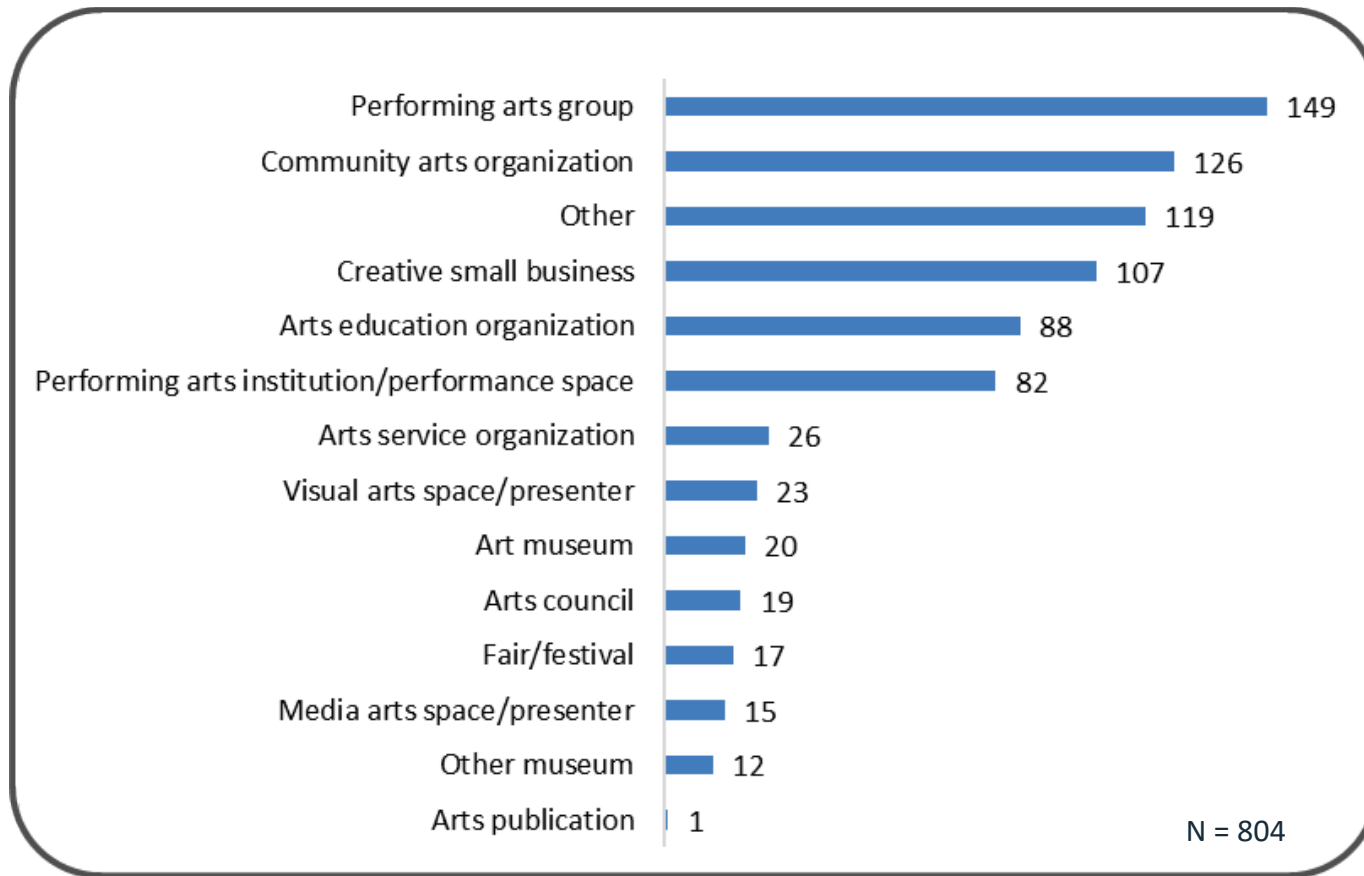
804
responses

Purpose: To obtain perspectives on a wide range of creative sector topics.

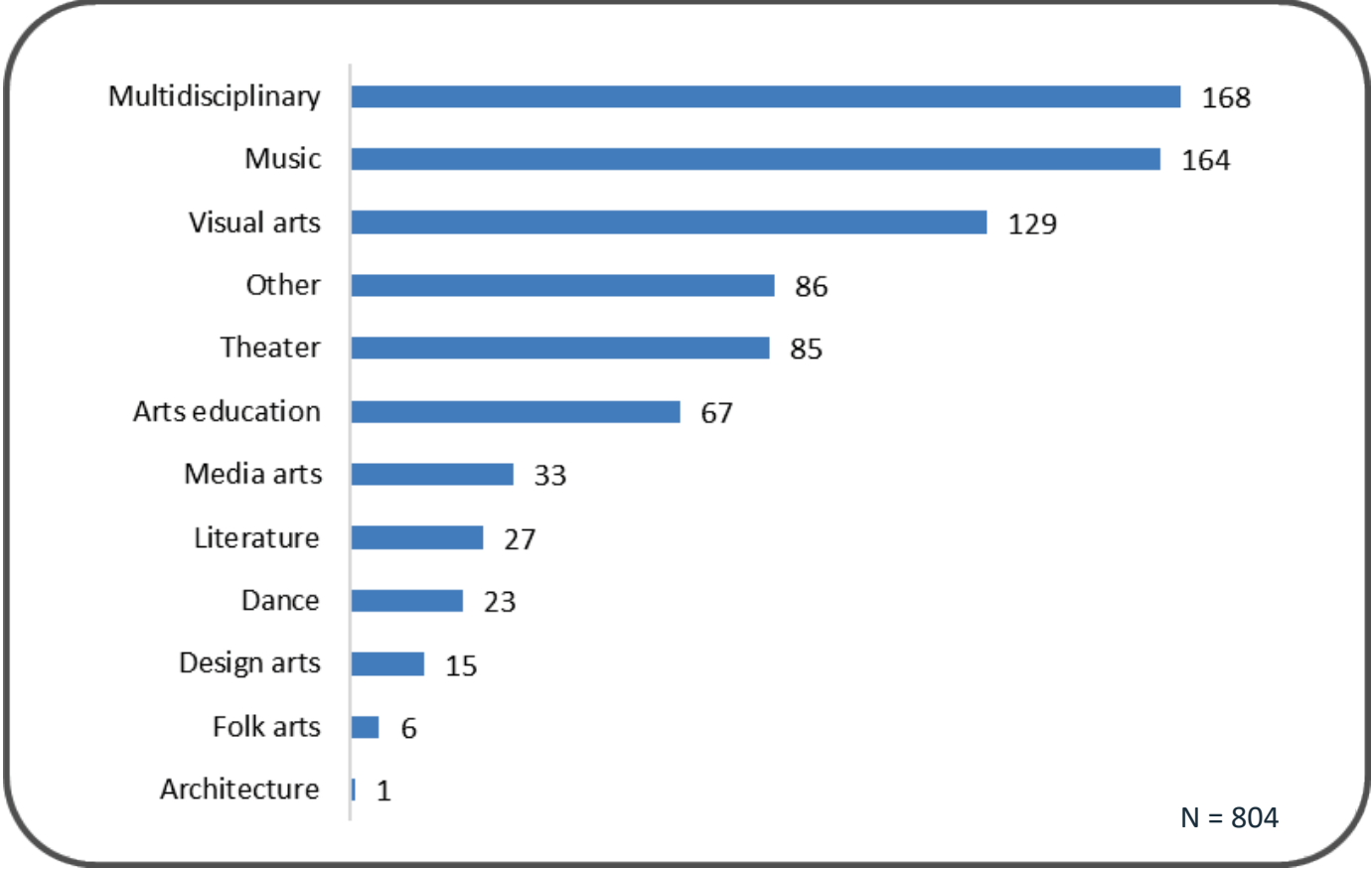
Audience: Artists, arts and community organizations, creative small businesses, and other stakeholders in the creative sector

- **Organizational Information**
 - Primary Role
 - Mission
 - Operating Budget
- **Creative Sector**
 - Contributions
 - Barriers
 - Needs (Non-funding Related)
- **Pennsylvania Council on the Arts**
 - Focus Areas
 - Impact
 - Satisfaction
 - Improvements
 - Opportunities
 - Support, Resources, or Technical Assistance
 - Communication
 - Innovation

Primary role of your organization, business, or program

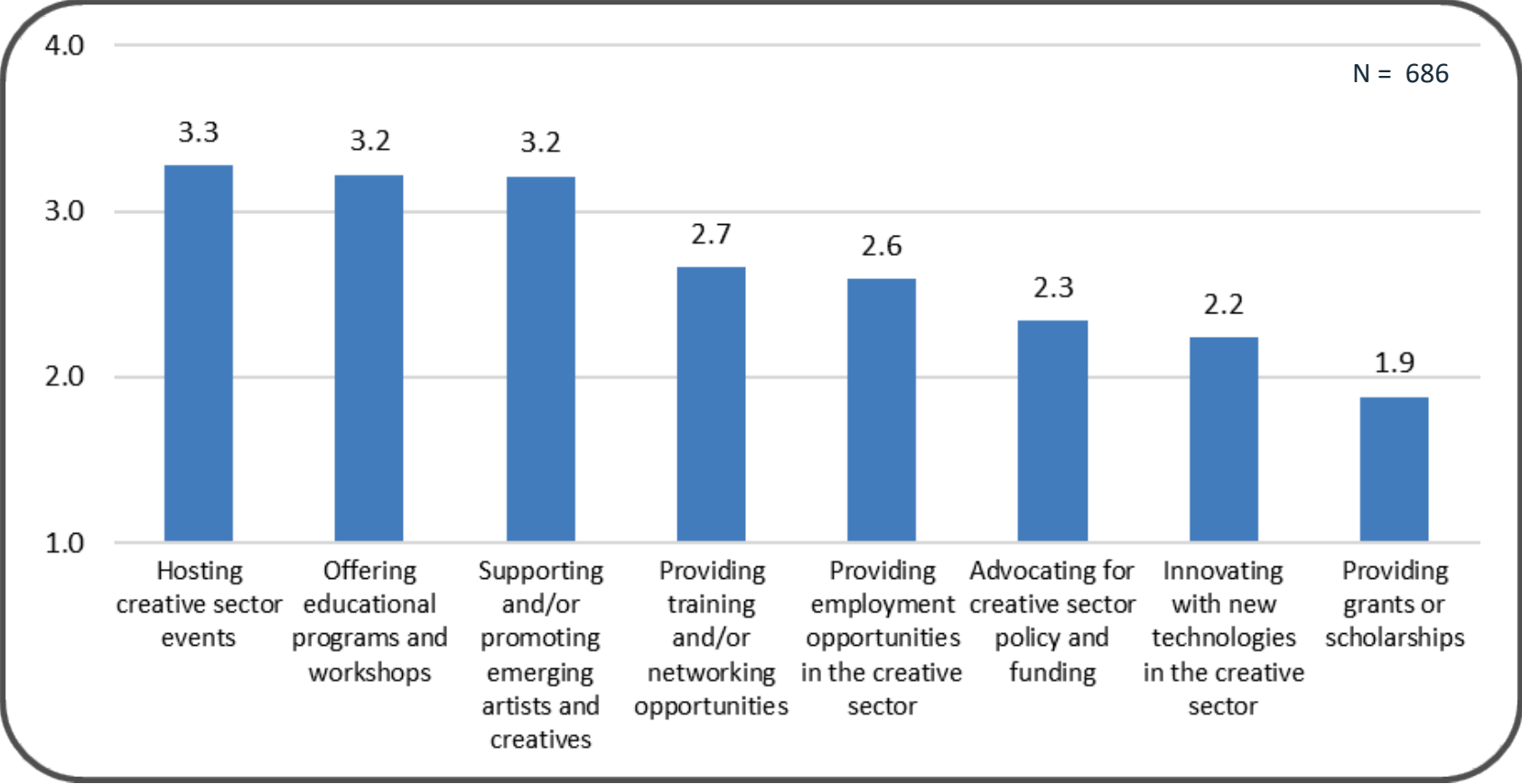


Mission of your organization, business, or program



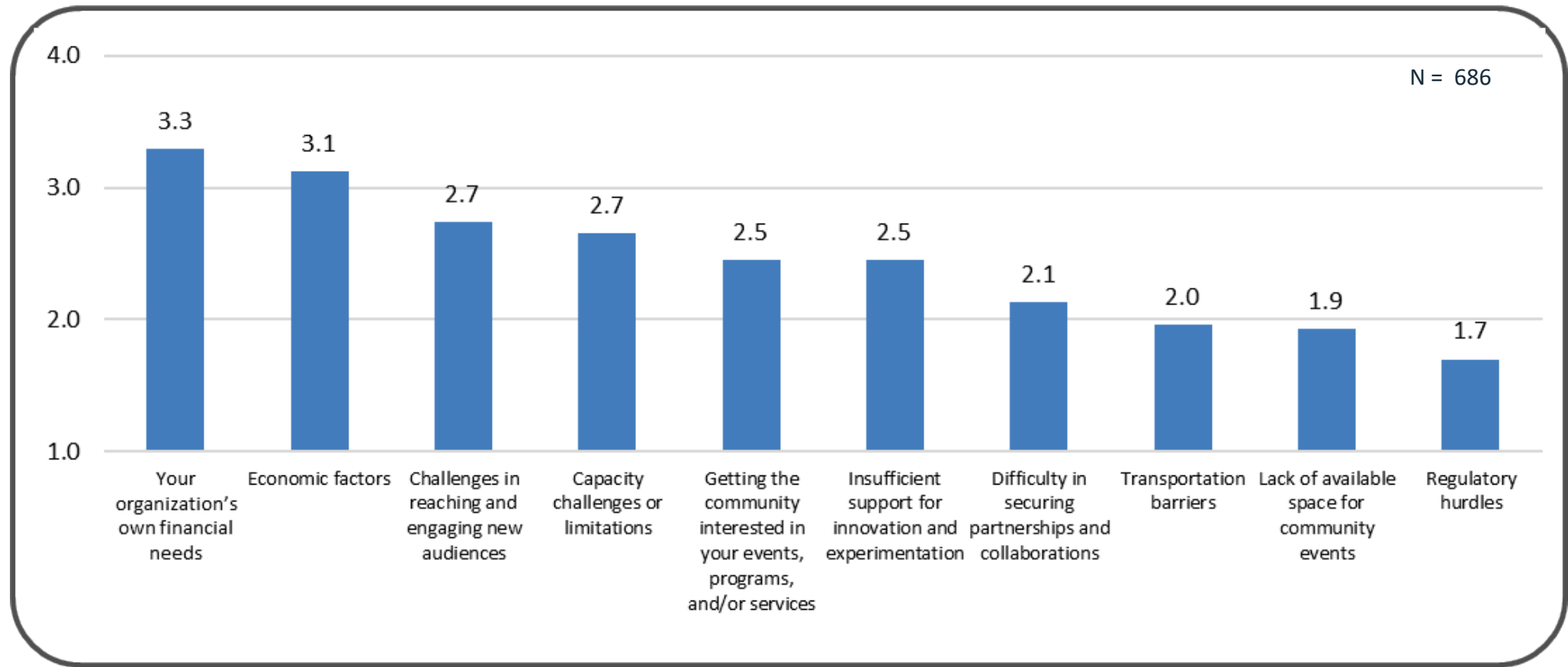
Contributions to the creative sector in Pennsylvania

Scale: 1-not at all to 4-significantly, or not applicable



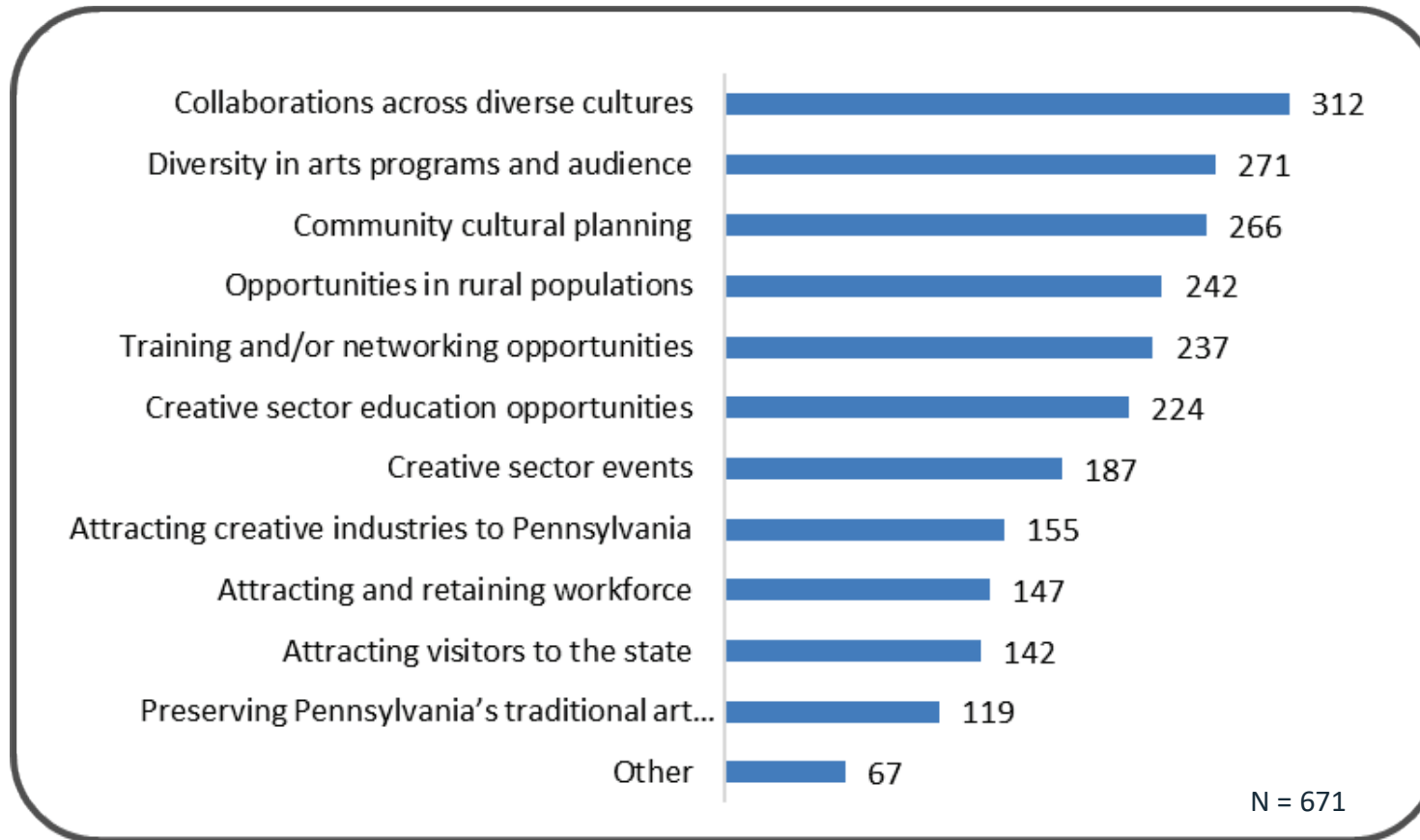
Barriers that most hinder your contributions to the creative sector in PA

Scale: 1-not at all to 4-significantly, or not applicable



Beyond additional funding,

Needs to further contribute to the creative sector in Pennsylvania



Community Conversations



Community Conversations

**~150
participants**

| Region | Town | Venue | Date | Estimated Participants |
|----------------------|---------------|---|-----------|------------------------|
| Northeast | Hazleton | Hazleton Integration Project | 8/13/2024 | 35 |
| Lehigh Valley | Allentown | Lehigh Valley Planning Commission (LVPC) | 8/19/2024 | 20 |
| Southwest | Pittsburgh | 7800 Susquehanna Street | 8/20/2024 | 13 |
| North Central | Ridgway | North Central Regional Planning and Development Commission | 8/20/2024 | 11 |
| Northwest | Erie | Tom Ridge Environmental Center | 8/21/2024 | 11 |
| Southeast | Philly | Gannett Fleming Philadelphia Office | 8/23/2024 | 30 |
| Southern Alleghenies | Altoona | Southern Alleghenies Planning & Development Commission (SAP&DC) | 8/27/2024 | 8 |
| Central | State College | Gannett Fleming State College Office | 8/28/2024 | 10 |
| Northern Tier | Troy | Bradford County Library | 8/29/2024 | 9 |

Community Conversations: Some of What We Heard

- Education & Raising Awareness
- Funding & Incentives
- Regional-Local Capacity Building
- Technical Assistance
- Attraction & Retention of Talent
- Networking & Convening
- Economic Analysis/Return on Investment
- Various Quality of Life Improvements
- Attention of Policymakers (State & Local)
- Diversity, Equity, Belonging, and Inclusion (DEBI)



State Agencies and Commissions



State Agencies & Commissions Workshop

40
participants

- Departments of
 - Community and Economic Development
 - Education
 - Conservation and Natural Resources
 - Health
 - Pennsylvania Turnpike Commission
 - Pennsylvania Historical and Museum Commission
 - Governor's Advisory Commissions
 - African American Affairs
 - Asian American & Pacific Islander Affairs
 - Latino Affairs
 - LGBTQ Affairs
 - Next Generation Engagement
 - Pennsylvania Human Relations Commission
 - Office of Administration
 - Office of Commonwealth Libraries
 - Commonwealth Office of Digital Experience (CODE)
 - Governor's Office of the Budget
 - The State Museum of Pennsylvania
 - Ben Franklin Technology Partners
 - Center for Rural Pennsylvania
- Others invited
All attendees marked "keep me informed"

State Agencies and Commissions

Partnerships and Strategic Alliances

- Pilots for successful partnering models
- Events to bring government, business, creators together (e.g., Rocks Lititz); and to connect with grant program recipients
- Collaborative funding (DCED, DCNR, PHMC, etc.) focused on creative sector



The Pennsylvania Council on the Arts | Council Retreat for the 2025-2029 Strategic Plan

State Government Policy

Major elements of a PA Creative Sector Policy should address:

- Education
- Economic success for individuals
- Culture
- Technology
- Workforce
- Inclusion (DEI)
- Youth
- Science and art (not separate)
- Statewide
- Grassroots level leadership
- Commonwealth leadership, support, technical assistance

State Agencies and Commissions

Promotion, Communication, and Marketing

- Expand understanding of what comprises the creative sector
- Focus messaging on economic impact
- Provide briefings to legislators on the creative sector in their districts (standard look/format)



Organization, Resources, and Incentives

- Collaborate with the newly formed “Next Generation” Advisory Commission and other commissions
- Re-brand/re-market PCA
- Create opportunities for cross-collaboration between agencies:
 - Remove budget barriers
 - Find efficiencies/reduce duplicative efforts.
- Develop policy as the foundation for creative sector planning.
- At the ground level, ensure broad-based understanding of the value add of the creative sector.

Environmental Scan: Perspectives from Beyond Pennsylvania



Policies Abroad

Australia

- “Impact investment” from the private sector
- Digital clusters to support concentration and collaboration of creative industries
- Diverse educational pathways – short courses, modules, micro-credentials, etc.

South Korea

- Policies for creative industries working in country and abroad
- Digital infrastructure for creative industries
- Funding and incentives, esp. for startups and small- and medium-sized companies

United Kingdom (Labour Party)

- Technical support and peer-to-peer learning for entrepreneurs
- Arts in public education to nurture future workers and future consumers

All three emphasized the value of creative intellectual property and the need for protection and retention in their economy.

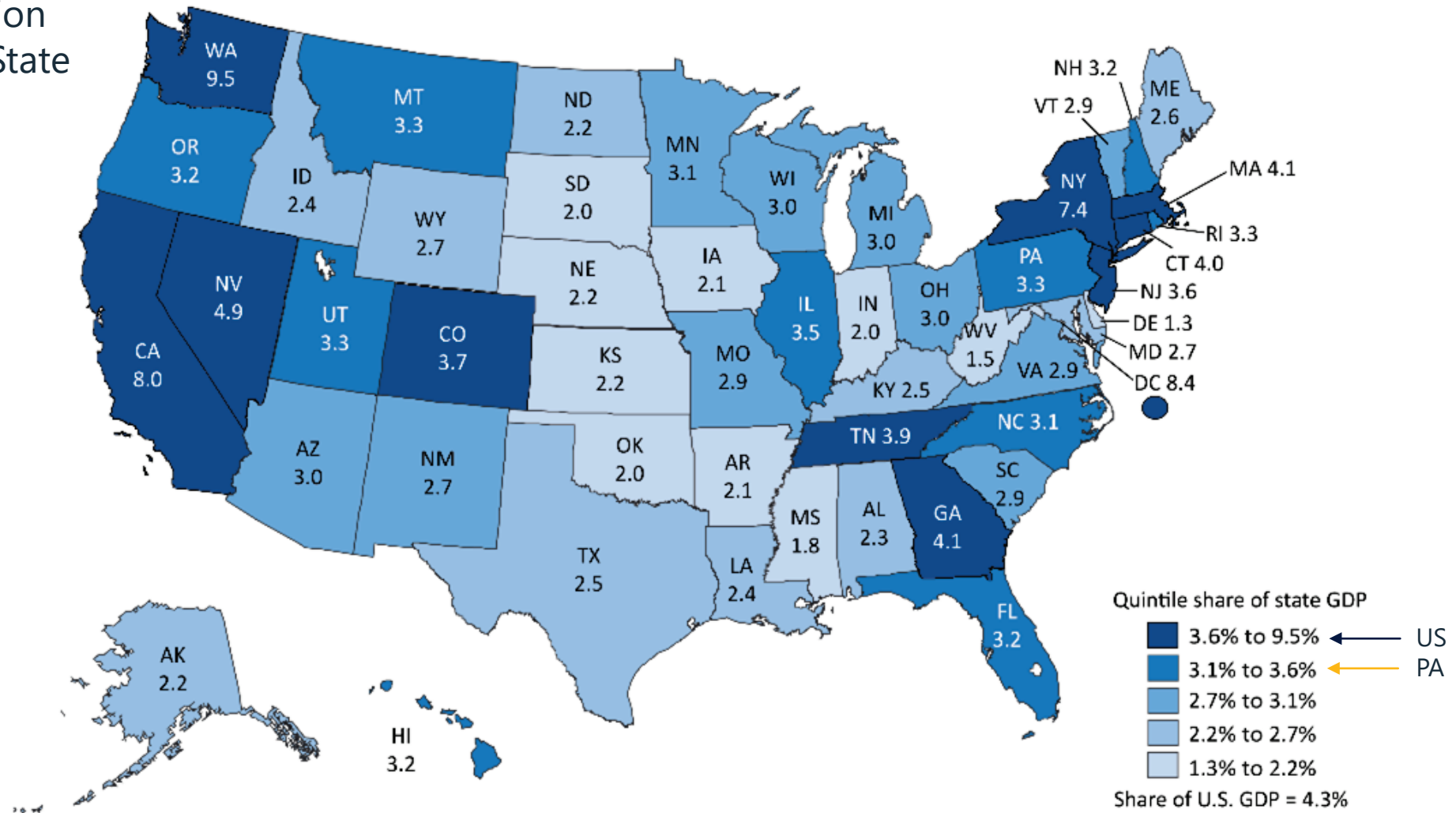
Arts and Cultural Production Value Added as Share of State DGP, 2022

PA's Top 5 Industries

- Broadcasting
- Government
- Publishing
- Retail
- Other information services

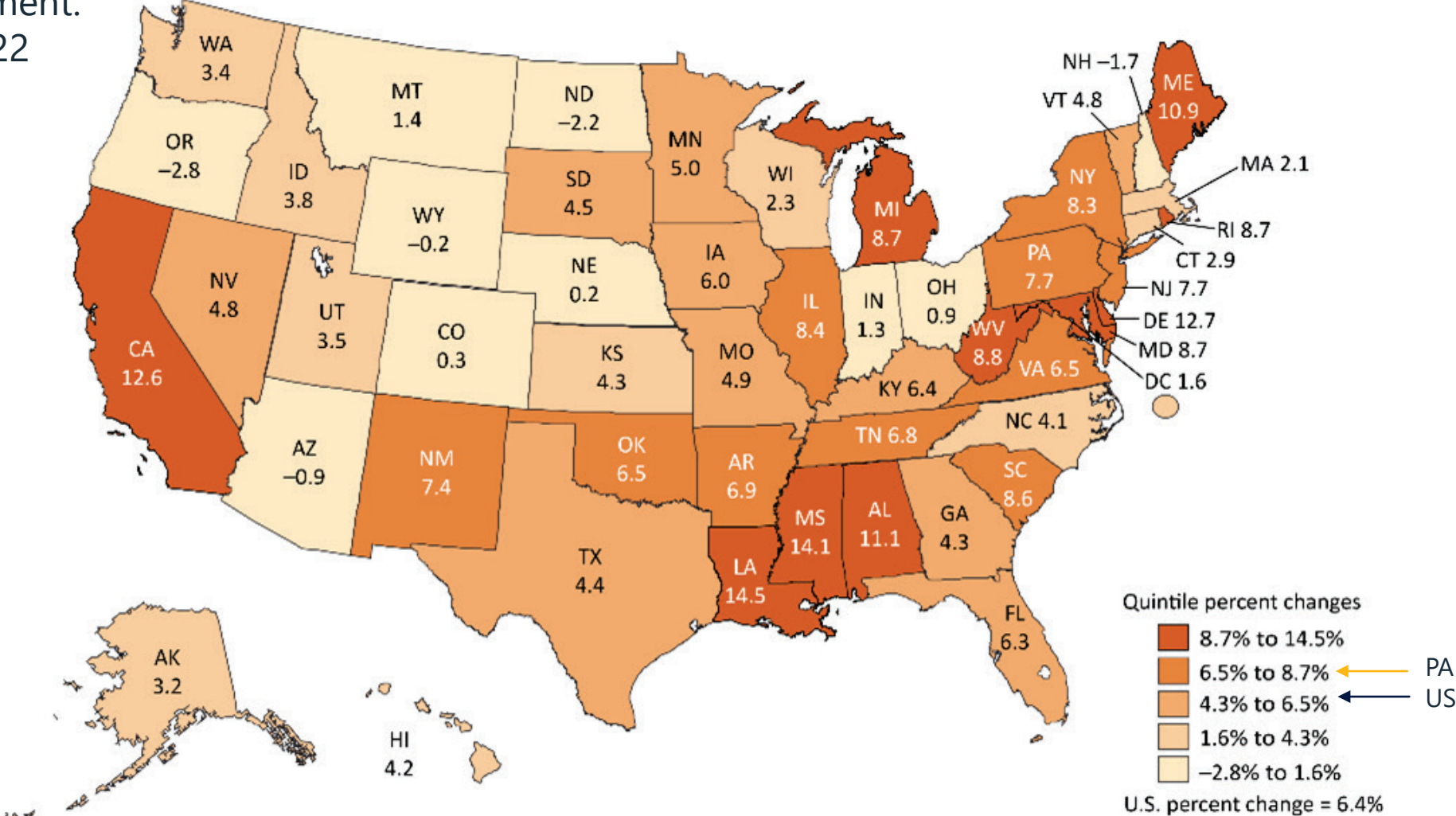
PA's Top 5 Core Industries

- Advertising
- Architectural services
- Education services
- Museums
- Performing Arts Companies



U.S. Bureau of Economic Analysis

Arts and Cultural Employment: Percent Change, 2021-2022



U.S. Bureau of Economic Analysis

State Policies Across the US

California

- Created a Creative Economy Workgroup tasked with preparing a strategic plan; due June 2025

Colorado

- [Creative Industries Division](#), seated within the Colorado Office of Economic Development and International Trade since 2010
- New strategic plan underway

Maryland

- [Preliminary Report on Maryland's Film, Television, and Entertainment Industry](#) by the Entertainment Industry Council recommends
 1. Examine tax incentives.
 2. Partner with the technology sector.
 3. Align investments in the arts and culture with the M&E industry.
- The Art of Business: Creative Industry Mixer

Massachusetts

- Launched Creative Economy Initiative in the late 2000s
- [Creative youth development](#)
- Strong advocacy partner in MASSCreative

Washington

- [Creative Economy Strategic Plan](#)
- [Creatives Academy](#) under the Washington State Small Business Training & Education Center

Shapiro Administration—Leveraging Supportive Policies

- 2023-05 – Pennsylvania Office of Transformation and Opportunity
- 2023-09 – Pennsylvania’s Master Plan for Older Adults
- 2023-14 – Governor’s Advisory Commission on Next Generation Engagement
- 2023-17 – Commonwealth Workforce Transformation Program (CWTP)



Governor Shapiro and Pennsylvania Council on the Arts Present Proclamation Recognizing the Roots for Contributions to the Commonwealth’s Arts Legacy at the Sixteenth Roots Picnic.

What We've Learned

- Individuals and organizations see themselves contributing to the creative sector
 - They believe more can be done with state policy and programs.
- State agencies and commissions are excited to see the creative sector advance
 - They see a role for new and revised state policy and programs.
- National policies abroad emphasize
 - Unified economic support for the creative sector
 - Investment in digital infrastructure
 - Education for creatives of all ages
 - Sustained funding and incentives

