

# LT. GOVERNOR'S CREATIVE ECONOMY CONVENINGS



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# Agenda – 3/13/25

## 1. Welcome & Introductions (Lt. Governor) 9:30 – 9:40AM

Attendees introduce yourself via chat: Name, Affiliation (Organization and/or Art Form), Location in Delaware

## 2. Key Topic of the Month (Moderator: Neil Kirschling) 9:40 – 10:20AM

- "Pathways in the Arts: From K-12 to Career" - in celebration of March for the Arts in Education
  - CREATE Plan Findings & Recommendations
- Conversation Starters
- Group Discussion

## 3. Community Updates 10:20 – 10:30AM

- Delaware Arts Alliance
- Delaware Division of the Arts
- Lt. Governor's Office

## 4. Wrap Up (Lt. Governor) 10:30AM



# Introductions

(Lt. Governor Kyle Evans Gay)

In the Zoom chat, please share your:

- Name
- Organization (if affiliated) and/or
- Art Form (if you are a creative/artist/performer)
- Location in Delaware

# The Creative Economy

- The creative economy is a **dynamic, interconnected network of individuals, businesses, and nonprofits** dedicated to producing, sharing, and celebrating **cultural, artistic, and heritage-related goods, services, and activities**.
- Beyond its artistic value, the creative economy is a **powerful economic driver that fuels innovation, research and development, tourism, and efforts in placemaking and branding**.
- Supports a total of **18,551 jobs** in Delaware with an output of **\$3.7 billion**, surpassing industries like wholesale trade and agriculture.



# Creative Economy Sectors



## Artistic Creation & Performance

Performers (musicians, artists, actors, dancers), writers, technical specialists (art restorers, sound technicians), performing groups (bands, orchestras, choirs, theatrical companies), visual artists (painters, sculptors), and media creators (filmmakers, directors, radio DJs)



## Cultural & Natural Heritage

Museums that preserve and exhibit historical, cultural, and educational artifacts, and zoos and botanical gardens that showcase live plant and animal collections



## Audiovisual & Interactive Media

Film and video (production, distribution, theaters), radio and TV (stations, networks), software and music production, broadcasting and telecom equipment makers, news providers, interactive media developers, and internet streaming platforms



## Cultural Education

Organizations offering traineeships, universities with cultural and creative programs or business programs, public or private schools with cultural and creative programs, and independent instructors offering cultural and creative-related skills tutoring services



## Books & Press

Book publishing (print, electronic, audio), newspapers (print, distribution, ads), magazines and periodicals, directories and databases, greeting cards, other publishers (calendars, yearbooks, catalogues), printing services (print, apparel), and libraries and archives



## Design & Creative Services

Interior designers, industrial design companies, graphic designers, fashion designers, costume and jewelry designers, architects, landscape architects, and advertising agencies

# Creative Economy Sectors



## Music Recording & Publishing

Music publishers, recording studios, rehearsal spaces, record labels, and pre-recording producers and distributors



## Tourism

Accommodation establishments, such as hotels and hostels, including bed and breakfasts



## Performing Arts: Live Theater, Music, Dance, and Circus

Venues (arenas, theaters, concert halls, multi-purpose spaces, parks, galleries, churches), nightclubs, bars/restaurants with live music, booking agencies, producers, festivals, and artist managers



## Industry Support - Retail

Music stores (records, instruments, equipment), bookstores and wholesalers (retail and wholesale of books, newspapers, magazines), and film and video stores



## Visual Arts & Crafts

Photographers (portrait, commercial), craftspeople (jewelry, woodworking, ceramics, weaving), art galleries, auction houses, and art dealers



## Other Professional & Business Support

Ticket resellers, cultural and creative publications, other support services (accounting, marketing and social media, content creation, event production, licensing), nonprofits, charities, and artist associations

# Learn more about the **CREATE Plan:**

[www.delawareartsalliance.org/creativeeconomy/](http://www.delawareartsalliance.org/creativeeconomy/)

## RECOMMENDATIONS

- **Improve career development opportunities** for secondary education students
- **Advocate for more pathway courses and associate degrees** related to the creative economy.

### CREATE Plan Findings

- Delaware faces significant challenges in **recruiting and retaining** young professionals, particularly within the creative economy.
- Young creatives in Delaware **lack access** to formal training programs and long-term internship opportunities; and
- Students in secondary education and those pursuing non-college higher education programs **require more structured pathways** to view the creative economy as a viable career option; and
- The absence of a cohesive ecosystem that **integrates education, mentorship, and career development opportunities** has led to **workforce migration**, with many young creatives leaving Delaware to seek professional opportunities in other states.



Image © Gable Music Ventures



# Conversation Starters

1

As we consider policy solutions to implement these recommendations to provide a stronger pipeline from K-12 to career in the creative economy...

- **What has your experience been?**
- **What barriers exist?**
- **What opportunities do you see?**

2

How was your career impacted by the (or lack thereof) **career development opportunities and/or pathway courses/associate degrees** available to you in Delaware?

3

How does "**brain drain**" **limit the potential** for the creative sector and artistry in Delaware?

4

What **skills/knowledge** did arts education provide you with that has **served you outside of the arts?**

# Community Updates

**Delaware Arts Alliance**

**Delaware Division of the Arts**

**Lt. Governor's Office**

**Arts Advocates**

Please add your updates to the chat!



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THE OFFICE OF THE  
LIEUTENANT GOVERNOR  
KYLE EVANS GAY

# Wrap Up

(Lt. Governor Kyle Evans Gay)

**Next Call: May 8, 2025, at 9:30AM**

**Register at [bit.ly/LTGOVCEC](https://bit.ly/LTGOVCEC)**