



DELAWARE
ARTS
ALLIANCE

CREATE Plan Business Leaders

Delaware's creative economy stands to benefit significantly from increased business support and targeted initiatives. **Investing in this sector not only fosters innovation but also drives job creation and stimulates the local economy.** Informed by input from local creatives, entrepreneurs, and industry leaders, the CREATE Plan recognizes the creative economy as a powerful engine for growth and provides a roadmap to maximize its economic potential.

Image © Biggs Museum



Delaware's creative economy isn't just about artistic expression; it's vital for our state's overall prosperity and economic growth. A thriving creative and tourism sector fosters innovation and entrepreneurship across the entire business landscape. By addressing challenges faced by creative businesses and individual artists, the CREATE Plan aims to strengthen this sector and harness its potential to benefit all of Delaware's businesses.

Why Delaware's Creative Economy Matters for Businesses

Businesses shouldn't overlook the power of a thriving creative economy—its impact extends far beyond arts and tourism. A vibrant creative and cultural tourism sector:

- 📍 Fosters a unique cultural identity
- 📍 Attracts a wider range of customers to local businesses
- 📍 Positions Delaware as a more attractive destination for skilled workers

Ultimately, by supporting the creative economy, businesses invest in the state's overall prosperity, creating a climate where everyone thrives.

In 2021, Delaware's creative economy generated **\$3.7 billion** in total output and contributed **\$2.2 billion** in added value to the state's economy after expenses.

This sector supports **18,500+** **direct, indirect, and induced jobs** – that's more than industries like wholesale trade and agriculture!

Every **\$1 of output** from the creative economy generates an **additional \$0.60** of output in the broader Delaware economy.

Over 70% of the creative economy is made up of small businesses and self-employed individuals.



Image © Downtown Dover Partnership



Image © The Developing Artists Collaboration

How Businesses Can Support the Creative Economy

The CREATE Plan offers the following recommendations to help business leaders capitalize on these opportunities:

- **Source creative services** such as graphic design, marketing, photography, and content creation from local businesses. Check out our asset map for ideas: [DELAWAREARTSALLIANCE.ORG/ASSETMAP](https://delawareartsalliance.org/assetmap)
- **Provide financial support** through sponsorship of local arts events, festivals, and exhibitions. Collaborate on microgrant programs with the Delaware Division of the Arts.
- **Incorporate creative or cultural elements into company events**, partnering with Delaware artists or arts organizations.
- **Enrich corporate environments by rotating local art exhibitions in office spaces**. Showcase regional cultural assets and events to employees, fostering engagement through initiatives such as subsidized ticketing and corporate memberships at arts and cultural venues.
- **Integrate arts and culture** to understand the communities we work in and with. This can include offering art classes, workshops, or visits to local galleries.
- **Sponsor** art supplies, instruments, equipment, workshops, or mentorship programs for students.
- **Employ artists** working in different mediums on a freelance basis to provide creative trainings to staff.
- **Be a voice for the CREATE Plan's recommendations** by sharing how these policy changes will help from your perspective. Our downloadable communications toolkit is your go-to resource for raising awareness: [DELAWAREARTSALLIANCE.ORG/CREATEPLANTOOLKIT](https://delawareartsalliance.org/createplantoolkit)

Did you know? [DELAWARESCENE.COM](https://delawarescene.com) is the state's main source for arts and culture. Access events, view the roster of artists, and post jobs and opportunities for creatives.

Turning Vision Into Action With The CREATE Plan

The CREATE Plan is more than just an analysis – it's a powerful call to action. This roadmap equips all stakeholders, from community members to government officials, with actionable recommendations for unlocking the full potential of Delaware's creative economy.

Learn more about the CREATE Plan and read the report at:
[DELAWAREARTSALLIANCE.ORG/CREATIVEECONOMY](https://delawareartsalliance.org/creativeeconomy)