



# CREATE Plan Talking Points and Questions for Elected Officials

Ready to be a voice for the creative economy? By sharing insights from the CREATE Plan with elected officials, policymakers, and government leaders, stakeholders can play an active role in helping the creative economy realize its full potential.

Encourage your elected officials and government leaders to:

1. Learn more about the CREATE Plan and read the report at: [DELAWAREARTSALLIANCE.ORG/CREATIVEECONOMY](https://delawareartsalliance.org/creativeeconomy)
2. Talk about their vision for Delaware's creative economy. Sample talking points and questions are below.

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## INTRODUCTORY Talking Point

The Delaware Arts Alliance just released the **CREATE Plan**, a post-pandemic growth and recovery plan for the creative economy and cultural tourism sector in Delaware. The CREATE Plan...

- Is the **first of its kind in the nation**
- Is a shared vision and policy agenda with **25 recommendations** for advancing Delaware's creative economy at the **state, county, and local levels**
- Was developed with **input from over 600 Delawareans**



### Follow-Up Question:

Have you heard of the CREATE Plan yet? If so, what are your thoughts? If not, can I send you the report and tell you what excites me about the plan?

## ECONOMY Talking Point

The CREATE Plan shows that Delaware's creative economy significantly contributes to the state's economy by generating **\$3.7 billion in output annually**. It also:

- **Fuels jobs:** The creative economy supports 18,500 jobs, including nonprofit arts organizations, small creative businesses, and individual artists.
- **Has a ripple effect:** For every \$1 of output from the creative economy, there is an additional output of \$0.60 in the rest of Delaware's economy.



### Follow-Up Question:

Given its significant economic contributions, what is your vision for supporting the creative sector's continued growth and development and ensuring it remains a driving force for the state's economic development?



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## DIVERSITY AND ACCESS Talking Point

The CREATE Plan found barriers to accessing the arts (as both a patron and a working creative) but asserts that **the creative economy should be a source of opportunity for all Delawareans**, regardless of their demographic background or geographic location.



### Follow-Up Question:

How can we address disparities in access to resources and opportunities so that the benefits of the creative economy are equitably distributed throughout the state and available to historically underserved groups?

## ARTS EDUCATION Talking Point

Arts education is a cornerstone of a well-rounded education, fostering creativity, critical thinking, and cultural appreciation for our future workforce. The CREATE Plan found that **stakeholders want students to have access to well-funded arts programming in K-12 and want the arts integrated into career pathways and workforce development efforts.**



### Follow-Up Question:

How can we ensure all students have access to quality arts education and that young adults have clear pathways to pursue careers in the creative economy?



Image © The Music School of Delaware

## TOURISM Talking Point

Delaware's vibrant creative scene has the potential to attract visitors from around the world and be a place creatives call home. But, the CREATE Plan shows that **Delaware experiences a "brain drain" of creative talent and isn't yet perceived as a cultural destination.**



### Follow-Up Question:

How can we leverage the creative economy to enhance Delaware's tourism industry, promote unique cultural experiences, and position the state as a destination for arts, culture, and creativity?

## Ready to learn more and get involved?

The CREATE Plan provides a wealth of data, insights, mapping tools, and recommendations for shaping the future of Delaware's creative economy.

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