



DELAWARE
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CREATE Plan Toolkit

[delawareartsalliance.org/
creativeeconomy](https://delawareartsalliance.org/creativeeconomy)



Table of Contents

How to Get Involved with the CREATE Plan.....	3
Step One: Learn About the CREATE Plan.....	4
What is the Creative Economy? And Why is it Important?.....	5
CREATE Plan Key Takeaways.....	8
Step Two: Explore The Asset Map.....	10
Step Three: Spread the Word on Social Media or Via Email.....	11
Sample Social Media Posts.....	12
Social Media Post Graphics.....	15
Sample Copy for Email Newsletter.....	16
Sample Copy for Dedicated Email.....	17
Step Four: Be a Voice for the Creative Economy.....	18

Welcome to the CREATE Plan Communications Toolkit!

Thank you for supporting the Creative Economy Advancement and Tourism Expansion (CREATE) Plan, a growth and recovery plan for Delaware's creative economy and cultural tourism industry. The CREATE Plan has officially launched, and now we're excited to spread the word!

This toolkit is designed to help you share key findings and leverage the plan's actionable recommendations for artists, businesses, nonprofit organizations, community members, government leaders, and other supporters who will be integral to the success of the CREATE Plan.

On the following pages, you'll find information about the work that went into this initiative, important insights from the CREATE Plan, social media assets to help drive awareness, and downloadable links for a variety of digital resources. We encourage you to use these tools to stay informed and share the CREATE Plan with your network as we work to build a more inclusive, vibrant, and equitable creative economy in Delaware.



Image © 1440 Film Co

How to Get Involved with the CREATE Plan

A thriving creative economy relies on the participation of all community members, and we welcome everyone to play a role in putting the CREATE Plan into action! By supporting creative businesses, attending local art events, and spreading the word about the CREATE Plan's findings and recommendations, every Delawarean can contribute to our creative economy's growth.

- **Step One:** Learn about the CREATE Plan by [visiting our website](#) and reviewing the [full plan](#), [Executive Summary](#), and other [resources](#).
- **Step Two:** Explore the asset map to discover creative businesses and organizations in your area.
- **Step Three:** Spread the word about the CREATE Plan on your social platforms or in an email newsletter. Use the provided copy and graphics to help you get started!
- **Step Four:** Engage your community and talk to your elected officials to ask how they are supporting the growth and development of Delaware's creative economy.
- **Step Five:** Connect with the DAA for updates and next steps by signing up for their [email newsletter](#).

Step One:

Learn About the CREATE Plan

The CREATE Plan: A Blueprint for Delaware's Creative Economy

Since 2022, the Delaware Arts Alliance (DAA) has been driving a groundbreaking research project to propel Delaware's creative economy and cultural tourism sector forward. This project—which is the first of its kind in the nation—delves into the full creative landscape at the state, county, and city levels.

The CREATE Plan was developed with input from a broad and diverse selection of voices. We surveyed and spoke with over 600 Delawareans—including 336 survey respondents, 227 focus group attendees, 55 launch event attendees, and 10 community engagement captains. Their input became the CREATE Plan, providing a wealth of insight into challenges that hinder the creative economy's growth, as well as a detailed roadmap for leveraging the potential of Delaware's creative and cultural tourism sectors. Key components of the plan include:

- An interactive online map showcasing over 2,500 creative economy assets in Delaware
- Economic data measuring our creative and cultural tourism sectors' impact
- 25 targeted recommendations for supporting the growth and resiliency of the creative economy

The development of the CREATE Plan was supported by funding from American Rescue Plan Act (ARPA) through the Delaware Division of Small Business as part of the Economic Development Administration's (EDA) American Rescue Plan Travel, Tourism & Outdoor Recreation program. DAA is also supported financially by the Longwood Foundation, The Welfare Foundation, The Delaware Division of the Arts, the Department of Education, and the contributions of our member organizations.

[Learn more at delawareartsalliance.org/creativeeconomy](https://delawareartsalliance.org/creativeeconomy)

Download Resources:

[↓ Full CREATE Plan](#)

[↓ CREATE Plan Executive Summary](#)

CREATE PLAN one-page summary:

[↓ English](#)

[↓ Spanish](#)

[↓ Haitian Creole](#)



What is the Creative Economy? And Why is it Important?

The creative economy is a vibrant ecosystem. It includes arts nonprofits, for-profit creative businesses, and individual artists all dedicated to producing, sharing, and celebrating cultural, artistic, and heritage-related goods, as well as services and activities. Based on the taxonomy provided by UNESCO, we define the creative economy as being composed of these 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)

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

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

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

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

Design & Creative Services: Interior designers, industrial design companies, graphic designers, fashion designers, costume and jewelry designers, architects, landscape architects, and advertising agencies

Music Recording & Publishing: Music publishers, recording studios, rehearsal spaces, record labels, and pre-recording producers and distributors

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

Visual Arts & Crafts: Photographers (portrait, commercial), craftspeople (jewelry, woodworking, ceramics, weaving), art galleries, auction houses, and art dealers

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

Industry Support - Retail: Music stores (records, instruments, equipment), bookstores and wholesalers (retail and wholesale of books, newspapers, magazines), and film and video stores

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

The creative economy also includes contributors like venues, event organizers, educators, and an essential network of regional suppliers, manufacturers, and retailers who all play key roles in sustaining and enriching the creative economy.

The Economic Impact of the Creative Sector

Investing in the creative economy is an investment in a thriving future for everyone. It fuels significant economic growth, fosters job creation, and strengthens communities.



Arts and culture added \$1,016.2 billion to the U.S. economy alone and employed 4.9 million people nationwide.



In 2021, Delaware's creative economy supported 18,551 local jobs, 4.1% of the state's employment.



In 2021, Delaware's creative economy generated a total output of \$3.7 billion and a Gross Value Added (GVA) of \$2.2 billion.



For every \$1 of output generated by Delaware's creative economy, an additional \$0.60 of output is created locally across other industries.

[↓ Economic Data One-Pager](#)



Image © The Dover Art League

CREATE Plan Key Takeaways

The CREATE Plan is packed with valuable data on Delaware's creative economy, and we encourage you to dive into the full document for a comprehensive understanding. To get you started, here are ten findings and insights:

- 1 Creative sectors contribute significantly to the state economy:** The creative economy generated a total output of \$3.7 billion in 2021 and a Gross Value Added (GVA) of \$2.2 billion.
- 2 The creative economy supports local jobs:** In 2021, Delaware's creative economy supported 18,551 local jobs, constituting 4.1% of the state's employment.
- 3 The creative economy has a ripple effect on other sectors:** Every \$1 of output generated by the creative economy leads to \$0.60 of additional output for the rest of the economy.

4

The creative economy has a higher average income but salaries vary greatly: The average income for workers in the creative economy is 29% above the average for the rest of the economy, but there are large income disparities, with salaries ranging from \$29,000 to \$93,000.

5

Creatives seek greater financial opportunities: While 64% of creatives' income, on average, stems from their creative work, there's a desire for increased revenue among individual creatives (83%) and organizations (78%).

6

Small businesses and freelancers power the creative economy: Delaware's creative economy consists of 70.7% small businesses, a higher percentage than the overall economy's 58.5%. In addition, the creative economy has a self-employment rate of 17.8%.

7

The creative economy is not yet equitable for women: The creative economy workforce is made up of only 35% women compared to 49.4% in the rest of the economy. In addition, men in the creative economy earn on average 39.9% more than women.

8

For the creative economy to thrive, all voices need to be heard: Black individuals make up 12.3% of the creative economy workforce, which is significantly lower than their proportion of the general population at 21.5%.

9

There is a lack of funding for individuals and small businesses: 67% of individual creatives have not received any grants in the last two years, while 68% of creative institutions have. This indicates a need for increased funding for individuals and small businesses.

10

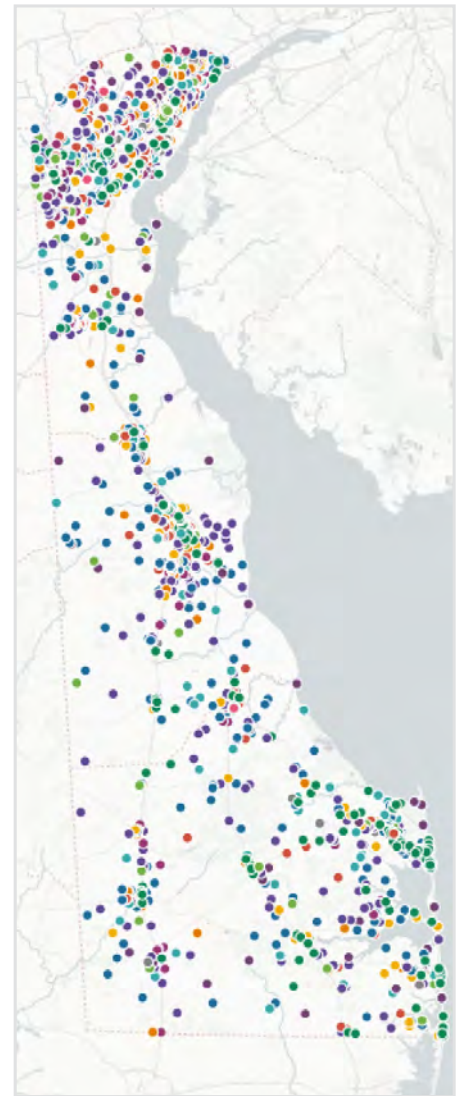
Arts education needs to be more accessible: While primary education generally adheres to national standards, access to arts education becomes significantly less equitable at the secondary level, particularly for students from low-income backgrounds and rural communities.

Step Two: Explore The Asset Map

The Asset Map: Your Go-To Resource for Discovering Delaware's Creative Landscape

The CREATE Plan's asset mapping tool supports future creative economy growth and enables organizations to monitor changes over time. Featuring over 2,500 unique creative assets located in Delaware, this interactive map can be used to:

- Identify statewide resources for accurate needs assessment and strategic planning
- Provide additional data to refine existing strategic plans based on what has and has not worked
- Prioritize the Inclusion of previously overlooked entities and encourage new collaborations
- Facilitate connections and partnerships between like-minded organizations
- Drive excitement and collective goal achievement through statewide representation of creative businesses



[View the Asset Map](#)

[↓ Asset Map One-Pager](#)

Step Three:

Spread the Word on Social Media or Via Email

The CREATE Plan is one of the nation's most robust creative economy development initiatives and the first plan of its kind to offer state, county, and city-aligned recommendations. You can use the following key messaging to help spread awareness and share the plan's insights with your audience:

The CREATE Plan: Key Messages to Share

- **The CREATE Plan is an unprecedented, collective effort:** With input from over 600 Delawareans, this groundbreaking initiative has established a shared vision and roadmap to grow the state's vibrant creative economy, foster tourism, and drive post-pandemic economic recovery.
- **Delaware's creative economy is vibrant and diverse:** Delaware's creative economy encompasses a wide array of professionals from artists and musicians to designers, filmmakers, and beyond. It's a vivid mosaic representing all demographics and regions of the state.
- **The creative economy is essential, not optional:** The creative economy isn't merely an optional luxury; it's a cornerstone of Delaware's economy, contributing \$3.7 billion annually and supporting over 18,500 jobs. It's about economic sustenance as much as cultural enrichment.
- **Delaware's creative economy faces challenges in reaching its full potential:** Despite significantly contributing to the state's economy and cultural landscape, Delaware's creative economy faces challenges that impede its further growth. By tackling these challenges collectively, we can unlock its true power, enriching our communities and driving economic development.

- **Everyone is welcome to play a role in supporting the creative economy:** The CREATE Plan invites and encourages every Delawarean to actively engage with and support the creative economy, especially those who have been historically excluded. Together, we can build an inclusive, vibrant, and equitable creative sector that reflects the true diversity of our state.

Resources are available for creatives but more support is still needed: While resources and opportunities already exist to help artists, the creative community needs even more support to truly reach its full potential. That's why it's crucial to connect creatives with these resources while also advocating for more support, ensuring every creative mind has the tools they need to thrive.

Sample Social Media Posts for Sharing the CREATE Plan

Post 1

Have you heard about the Creative Economy Advancement and Tourism Expansion (CREATE) Plan? It's a groundbreaking new initiative spearheaded by the Delaware Arts Alliance to support the creative and cultural tourism sectors in our state!

The arts and tourism are essential in Delaware, and we're committed to working together to build a more inclusive and thriving creative economy. Want to be a part of it? Learn more and get involved in the CREATE Plan: <https://delawareartsalliance.org/creativeeconomy>

Post 2

Did you know that Delaware's creative economy contributes billions to the state's economy each year? And there's even more potential for this sector to grow! That's why we're excited about the CREATE Plan—a game-changing action plan commissioned by the Delaware Arts Alliance to help grow and strengthen our state's creative economy.

We're ready to do the work to build a more inclusive, vibrant, and equitable creative economy in Delaware! Will you join us? You can learn more about the CREATE Plan at: <https://delawareartsalliance.org/creativeeconomy>

Post 3

Calling all Delawareans! We're spreading the word about an exciting new initiative from the Delaware Arts Alliance. The CREATE Plan is a roadmap to grow, strengthen, and ensure more equitable opportunities in Delaware's creative economy.

We're excited to share the CREATE Plan with creatives, business owners, local leaders, and government officials as we collaborate to create a thriving future for Delaware's arts and tourism sectors! Get started by visiting: <https://delawareartsalliance.org/creativeeconomy>

Post 4

Fun fact: Delaware's creative economy has an impressive output multiplier effect. For every \$1 generated by the sales of goods and services in the creative economy, an additional \$0.60 is generated locally across other industries. Pretty cool right?

That's why we're thrilled to support the CREATE Plan, a new project commissioned by the Delaware Arts Alliance to fuel economic growth in the creative economy. Check out the full plan and its recommendations at: <https://delawareartsalliance.org/creativeeconomy>

Post 5

How important is the creative economy? In Delaware, the creative and cultural tourism sectors support over 18,500 jobs statewide! This includes:

- * 10,520 direct jobs in creative fields like design, performing arts, etc.
- * 4,021 indirect jobs supporting the creative sector, like suppliers and printers.
- * 4,010 induced jobs created by spending within the creative economy, like restaurants near art venues.

So what can you do to support this essential sector? Get involved with the CREATE Plan! We're calling on all members of our community to be a part of this incredible initiative and help us realize a new vision for the creative economy. Learn more at: <https://delawareartsalliance.org/creativeeconomy>

Post 6

Have you checked out the CREATE Plan yet? Recently launched by the Delaware Arts Alliance, the CREATE Plan aims to:

- Connect our lively arts scene with tourism, so we can foster economic growth and strengthen communities.
- Showcase the vibrant arts and culture in every corner of Delaware.
- Build opportunities for tourists and locals alike, encouraging exploration and collaboration.

So what are you waiting for? You can get involved today by visiting:

<https://delawareartsalliance.org/creativeeconomy>

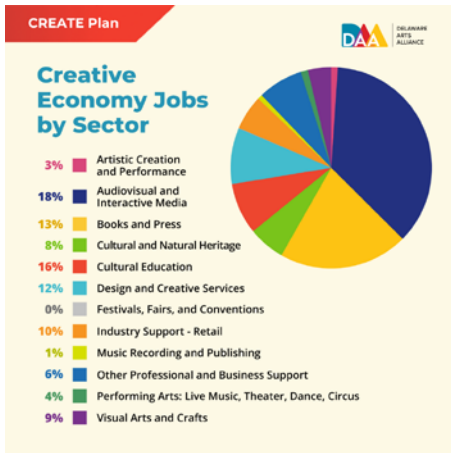
Hashtags to use when posting about the CREATE Plan:

- #Delaware
- #DelawareArts
- #CreativeEconomy
- #SupportTheArts
- #CreatePlanDE

And don't forget to tag DAA on your favorite social platforms! You can find us:

- On Facebook [@delawareartsalliance](#)
- On Instagram [@deartsalliance](#)
- On Twitter [@deartsalliance](#)
- On LinkedIn [@delawareartsalliance](#)

Social Media Post Graphics



CREATE Plan

DAA DELAWARE ARTS ALLIANCE

The **CREATE Plan** includes:

- An online map showcasing Delaware's creative assets
- Economic data that demonstrates how important the creative sector is
- Actionable recommendations for **EVERYONE** to support the creative economy



[Download Graphics](#)

Sample Copy for Email Newsletter

Headline:

CREATE Plan Shares Impact of Delaware's Creative Economy

Body Copy:

Commissioned by our friends at the Delaware Arts Alliance, the newly released Creative Economy Advancement and Tourism Expansion (CREATE) Plan is a groundbreaking research-based project and one of the most robust creative economy development initiatives in the nation. The CREATE Plan includes an interactive map showcasing over 2,500 creative assets in Delaware, economic data demonstrating the creative sector's impact and importance, and 25 targeted recommendations for supporting the growth and resiliency of the creative economy. Check out the full plan and learn more about the project at:

<https://delawareartsalliance.org/creativeeconomy>

Sample Copy for Dedicated Email

Subject Line:

Support Delaware's Creative Economy with the CREATE Plan!

Body Copy:

At [**Organization Name**] we believe that the creative economy in Delaware is essential, not optional. And today, we're thrilled to invite you to join us in supporting the Creative Economy Advancement and Tourism Expansion (CREATE) Plan!

Commissioned by our friends at the Delaware Arts Alliance, the newly released CREATE Plan is a groundbreaking research-based project and one of the most robust creative economy development initiatives in the nation. Informed by input from over 600 Delawareans, the CREATE Plan delves into the full creative landscape at the state, county, and city levels and provides a detailed roadmap for propelling Delaware's creative economy and cultural tourism sector forward.

Key features of the CREATE Plan include:

- An interactive online map showcasing over 2,500 creative assets in Delaware
- Economic data demonstrating the creative sector's impact and importance
- 25 targeted recommendations for supporting the growth and resiliency of the creative economy

With action items for individuals, businesses, leaders in the private sector, stakeholders within the creative economy, and government partners at every level, the CREATE Plan marks a pivotal step for the future of our creative economy and we encourage all members of our community to get involved with this exciting work.

To learn more about the plan and get started today visit:

<https://delawareartsalliance.org/creativeeconomy>

Thank you for joining us and supporting Delaware's creative economy!

Step Four:

Be a Voice for the Creative Economy

The CREATE Plan outlines a vision for a thriving creative economy in Delaware. Spreading awareness within your community is vital for its success. Here's how you can make a real impact:

- **Community Outreach:** Share the CREATE Plan with your network on social media and/or your email newsletter. Incorporate discussions about the CREATE Plan into your organization's events to raise awareness and build support.
- **Connect with Local Leaders:** Schedule meetings or contact local representatives to discuss the CREATE Plan's goals, economic data, key takeaways, and actionable recommendations. Ask questions like, "How can we ensure creative professionals and businesses have the support they need to succeed?" and "How can we work together to ensure a thriving creative economy for all in Delaware?"
- **Share Resources:** Provide resources like the CREATE Plan website and summaries to local organizations, elected officials, and community members.
- **Showcase the Power of the Creative Economy:** Invite local leaders and elected officials to arts and culture events, demonstrating the impact of the creative and tourism sectors on Delaware.
- **Stay Connected:** Maintain regular communication with local leaders to champion the CREATE Plan's vision.

Remember: As a member of Delaware's arts and culture community, you have the opportunity to be a voice for a large constituency that includes board members, staff, patrons, volunteers, arts educators, and others. This dedicated group forms a significant force within Delaware. By working together, we can amplify the creative sector's voice and ensure its needs are heard.



Image © Clear Space Theatre Company

Thank You for Your Support!

The vision of the Delaware Arts Alliance and the CREATE Plan is to elevate Delaware's creative economy and ensure that all individuals can thrive in the pursuit of creative work. We are grateful for your support as we pursue this shared vision and a bright future for the creative sector in our state!

If you have any questions about the CREATE Plan or would like more information please reach out to us at: info@delawareartsalliance.org

