

Creative Economic Development Planning

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Our Learning Objectives

- Understand creative economic development
- Identify your community's creative economic assets
- Learn creative economic planning methods
- Identify resources for more learning
- Your own expectations for learning




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Downtown Niles Michigan, Courtesy the Mark Bussler Blog



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Niles Michigan Case Study

► Niles Michigan
Cultural Economic Development Plan
September 2009

Attracting creative workers
and heritage tourism

Niles' Cultural Economic Plan identifies, strengthens, and strategically employs local and regional cultural assets for economic development.



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What is the Creative Economy

The economic sector that employs
culture and creativity
to create wealth and jobs
through ideas, products, or services



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Creative Economic Development

Community-based
initiatives that identify,
strengthen, and
employ a community's
cultural assets for
economic
development

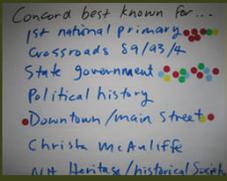


Partners in Creative Economy Planning Workbook, Craig Dreeszen, Arts Extension Service, 2009
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Asset-Based Community Development

Community building practice that identifies and mobilizes community strengths to leverage change and overcome limits

Build on assets, don't focus on problems



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Creative Workforce & Enterprises

Creative Workforce

– Occupations that directly produce cultural goods and services or work within an industry that makes cultural goods/services



Creative Enterprises

– Industries that produce or distribute cultural goods and services

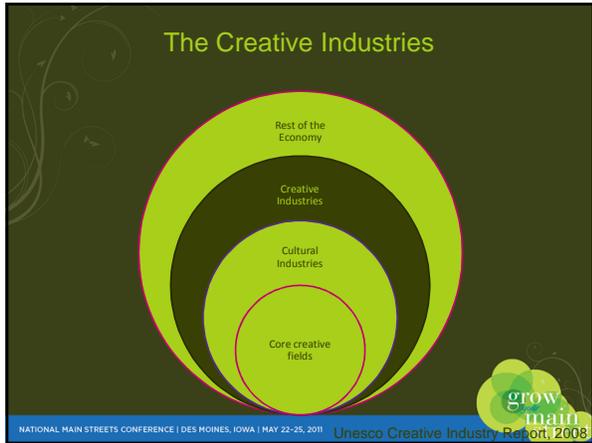


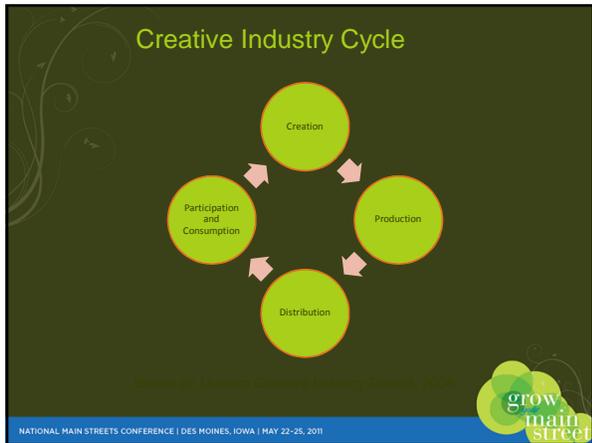
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Creative Economy



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Niles Cultural Economic Development

- 10 months' planning
- Public meeting & interviews
- Residents' Survey
- Economic research
- Asset inventory
- Visual assessment
- CED Steering Committee
 - Planning retreat
 - Oversight & approval




grow main street

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Niles Cultural & Creative Assets

- History, sites, & buildings
- Creative businesses
- Creative workers
- St. Joseph River
- Main Street
- Niles District Library
- Special events
- Orchards, vineyards
- Affordable real estate
- Central location



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Niles Survey Findings

Residents have mostly positive attitudes about Niles.

They highly value festivals, natural areas, library, & film theaters.

They associate Niles with:
Hometown, St. Joseph River, small town, historic, friendly, community, and family.



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Identify Your Community's Creative Assets

- Define sector
- Mine existing data
 - Guidestar.com
 - Census.gov
 - Bureau of Labor Statistics
 - State & local arts and heritage agencies
 - Main Street, Chamber, DDA
- Interviews, focus groups, & surveys
- Visual audits

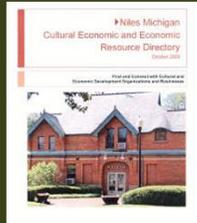
- Brainstorm your own community's creative assets



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Options to Share Assessment

- Asset inventory
- Images
- Economic impact
- Creative vitality index



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Niles' Four Goals



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Goal 1. Build a Creative Economic Environment

Conditions develop for creative individuals and businesses to thrive in Niles.



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Creative Economy Strategies

- Demonstrate Niles' attractiveness for creative businesses
- Develop spaces
- Recruit creative businesses
- Entrepreneurial assistance & capital
- Creative incubators
- Maximize special events' impact



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Results in Niles

The Entrepreneurial

Community of Niles



Transforming old buildings into creative, technology, business incubators
and new business spaces and new designs, with diversity &



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Scheduled to open July 2011

Goal 2. Develop Niles Heritage

Niles becomes a heritage tourist destination.



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Niles Promotion Strategies

- Coordinate Internet marketing
- Market cultural attractions
- Cultural sector networking
- Create cultural district



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Results in Niles



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Goal 4. Organize for Cultural Economic Development

Niles develops sustained capacity to implement this plan and realize Cultural economic development.



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Organizational Strategies

- City and Main Street/DDA appoint cultural economic development committee to oversee implementation
- City adopts this CED plan
- City integrates CED plan into Master Plan



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Planning Steps

1. Organize for planning
 - Leadership team
 - Funding
2. Conduct assessment
 - Mine existing data
 - Collect new data
 - Synthesize & report
 - Identify key opportunities and challenges



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Planning Steps

3. Develop creative economic development plan
 - Vision
 - Long-range goals
 - Overall strategies
 - Specific outcomes
 - Tasks, responsibilities & timing
 - Likely costs & funding



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Implement Your Plan

4. Implement your plan
 - Integrate into Main Street operations & budgets
 - Seek formal approval
 - Seek funding



5. Monitor progress and observe results



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Funding and Support

Michigan Main Street
Michigan State Housing Development Authority (MSHDA)
Michigan Main Street Center
Michigan Department of History, Arts, and Libraries (HAL)
State Historic Preservation Office
Michigan Office of Cultural Economic Development



Funding from MSHDA and National Park Service, U.S. Department of Interior



Niles Main Street/DDA



Niles Cultural Economic Development Steering Committee



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