

SIMPLE STEPS FOR
RECRUITING
& SUPPORTING
Creative Businesses

February 1, 2018

New Mexico MainStreet

Creative Elements: Building an
Environment for Renewal & Revitalization

.....
Julia Youngs & Ginny Sterpka

 **creative startups**



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It is first and foremost at the local level that culture and creativity are lived and practiced on a daily basis.

By strengthening the value chain of LOCAL CREATIVE ECONOMIES [...] cities can support, enrich, learn from each other and work together for the sustainable urban development of all.
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(UNESCO Creative Cities Network, 2016)



THE MOST
Creative Places

WHAT'S UNIQUE
in your Community?

ECONOMIC
Gardening



.....

ECONOMIC GARDENING

is an economic development model that embraces the fundamental idea that entrepreneurs drive economies.

[It] connects entrepreneurs to resources, encouraging the development of essential infrastructure and providing entrepreneurs with needed information.

.....

-E.M. Kauffman Foundation



ENTREPRENEURS
in your Community

ZUNI PUEBLO, *New Mexico*





A COMMUNITY OF *Creative Entrepreneurs*

80% of households rely on the arts
for a portion of their income.





CULTURE & Tradition





PASTORAL *Landscapes*





GEOGRAPHIC *Isolation*





LIMITED LOCAL *Economic Activity*





CULTURAL *Sensitivity*





CREATIVE *Entrepreneurs*





ZUNI PUEBLO *ArtWalk*



KEY PLAYERS

in your *Community*

MEOWWOLF

Santa Fe, NM





A COLLECTIVE OF *Local Artists & Makers*





INVESTMENT FROM LOCAL *Creative Entrepreneur*





A PLACE TRANSFORMED INTO *Creative Space*





THE **THIRD** LARGEST *Art Market* IN THE NATION





A ECONOMY RELIANT ON *Tourism*

16%

of jobs in Santa Fe are
based in the tourism industry





A LACK OF JOBS & *Education*

6.7%

.....
**UNEMPLOYMENT
RATE**

16%

.....
**YOUTH NOT IN
SCHOOL &/OR
WITHOUT JOBS**



ECONOMIC GROWTH & *Jobs for Creatives*

400k

.....
VISITORS

\$1+

.....
MILLION
IN PROFIT

150

.....
NEW JOBS



LOCAL EDUCATION & Opportunity





RISK OF CHANGING *A neighborhood*

WELCOME, GENTRIFIERS,
KEEP PUSHING US OUT!
CONSEQUENCE: WE LOSE
SPACE, YOU LOSE CULTURE

Sign placed in front of Meow Wolf - opening weekend in 2016



REDUCING RISKS OF *Gentrification*

//
**WE HAVE A LOT OF WORK TO DO, BUT
WE WILL BE ABLE TO FIND A PLACE FOR
ANYONE WHO WANTS TO PARTICIPATE,**
*& a lot of that goes back to our early DIY
ideals, where our thing is that if someone is
taking the initiative, we want to welcome them.*
..... //



Remember!

Creative businesses are your best asset!

Take an area specific approach.

Creative, entrepreneurs & community at the center.

Encourage cross-sector collaboration & support.

Emphasize education.

Encourage a locally-focused economic growth



creative startupsⁱⁱ

Julia Youngs
Program Director
Julia@creativestartups.org

Ginny Sterpka
Director of Outreach
Ginny@creativestartups.org

creativestartups.org



@creativestartups