SIMPLE STEPS FOR RECRUITING & SUPPORTING Creative Businesses

February 1, 2018

New Mexico MainStreet
Creative Elements: Building an Environment for Renewal & Revitalization

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creative startups
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.

(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
CULTURAL Sensitivity

HALONA IDIWANNA-ZUNI PUEBLO MIDDLE VILLAGE

TOUR ONLY WITH A ZUNI GUIDE
NO PHOTOGRAPHY & KEEP A DISTANCE FROM ALL RELIGIOUS CULTURAL ACTIVITIES
CONTACT THE ZUNI VISITOR CENTER FOR MORE INFORMATION
ELAHKWA FOR RESPECTING OUR TRADITIONS

NO PHOTOGRAPHY OF RELIGIOUS CULTURAL ACTIVITIES
KEY PLAYERS in your Community
A COLLECTIVE OF Local Artists & Makers
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
Sign placed in front of Meow Wolf - opening weekend in 2016
WE HAVE A LOT OF WORK TO DO, BUT WE WILL BE ABLE TO FIND A PLACE FOR ANYONE WHO WANTS TO PARTICIPATE, and 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