Growing and Strengthening the Creative Economy

A strategic plan for Washington

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Washington State Department of Commerce

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Creative Economy Strategic Plan
Process at a Glance

Chapter 297, Laws of 2022 called for a Creative Economy Strategic Work Group. A 35 person work group representing all regions of the state was established in 2022, and oversaw the development of the strategic plan.

MARCH – JULY 2022	Contractor Selected and Workgroup Formed
JUNE 2022	Sector Lead Appointed
JULY – DECEMBER 2022	Economic Data Analysis and Policy Research Completed
SUMMER 2022 – SPRING 2023	Virtual and In-person Consultation Meetings Conducted. 440+ people were engaged in crafting the plan through interviews, focus groups, and a statewide survey
JANUARY – OCTOBER 2023	Strategic Plan Development and Comment Period
DECEMBER 2023	Strategic Plan Launch

For more information about the process, visit the Creative Economy Strategic Plan landing page on the Washington State Department of Commerce website.

WORKGROUP

- Royal Alley-Barnes, Seattle
- Jonathan Baker, Twisp
- Mary Big Bull-Lewis, Wenatchee
- Squire Broel, Walla Walla
- Sarah Brown, Twisp
- Manuel Cawaling, Seattle
- Matt Chan, Seattle
- Daryll Crews, Tacoma
- Davin Diaz, West Richland
- Colleen Echohawk, Seattle
- Jacob Ewing, Tumwater
- Horace Francis. CPA, Seattle
- Shannon Halberstadt, Seattle
- Karen Hanan, Olympia
- Virl Hill, Mercer Island
- Angie Hinojos, Woodinville
- Roni Holder-Diefenbach, Okanogan
- Amber Knox, Selah
- Amy Lillard, Seattle
- Jiemei Lin, Pullman
- Mariella Luz, Olympia
- Jennica Machado, Olympia
- Ed Marquand, Tieton
- Monica Miller, Ellensburg
- Katie Oman, Nordland
- Betania Ridenour, Twisp
- Lisa Smith, Olympia
- Gina Stark, Sedro Woolley
- Joseph Todd, Renton
- Laura VerMeulen, Lacey
- Umi Wagoner, Tacoma
- Emily Washines, Toppenish

WESTAF

CULTURAL PLANNING GROUP

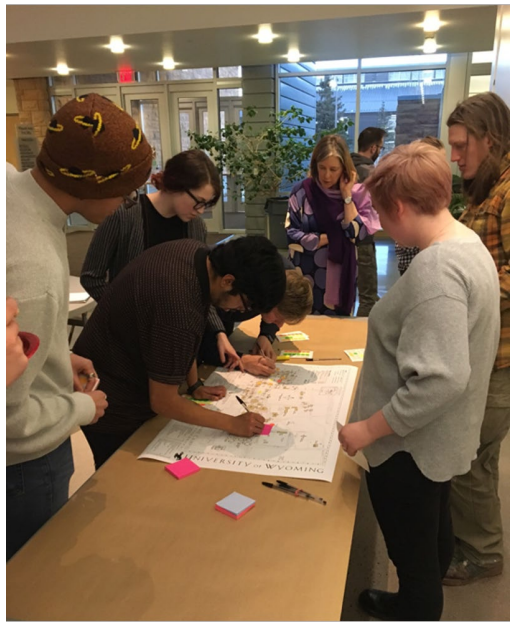
THIRD WAY creative

Guiding questions

The strategic planning process addressed the following questions:

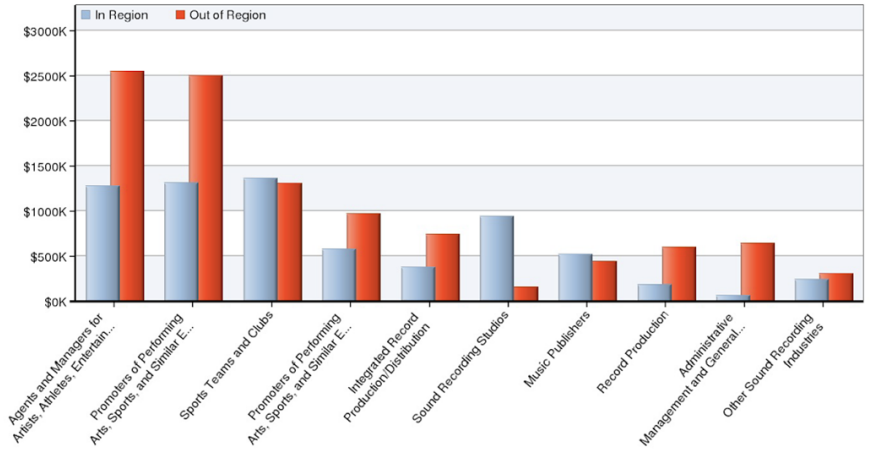
- What constitutes the framework of the state's creative economy?
- What is the current employment and demographic profile of the creative economy?
- What specific occupations or industries are the most growth oriented?
- What opportunities exist to grow the creative economy, particularly in rural and underserved communities?
- What economic conditions foster or hinder growth of the creative sector and the creative economy at large?
- What roadblocks exist that hinder the creative economy and what steps can be taken to support its growth in terms of jobs creation and growth?

Overview of our approach



Key Stakeholder Engagement

Supply Chain Gap Analysis:
Requirements for Independent Artists, Writers, & Performers



and Policy Research



Strategic Plan Development

Defining Washington's creative economy

Industry, jobs, revenue and impact

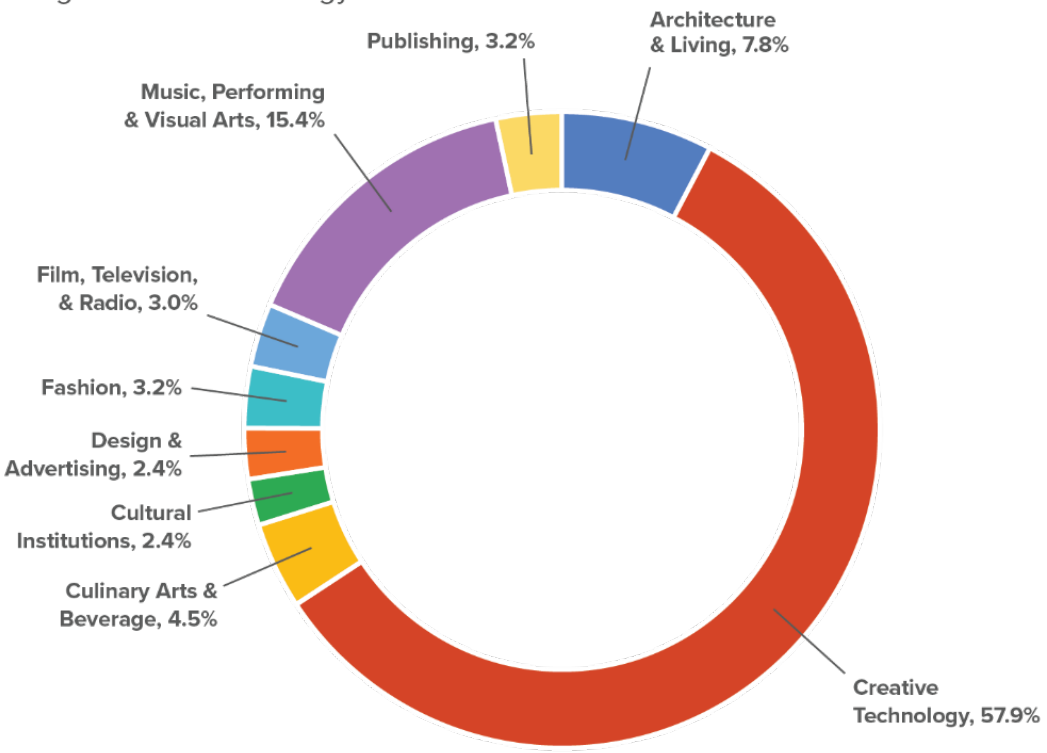
Washington's creative economy builds on the interplay between human creativity and intellectual property to monetize ideas. Industries include:



Creative economy jobs by industry

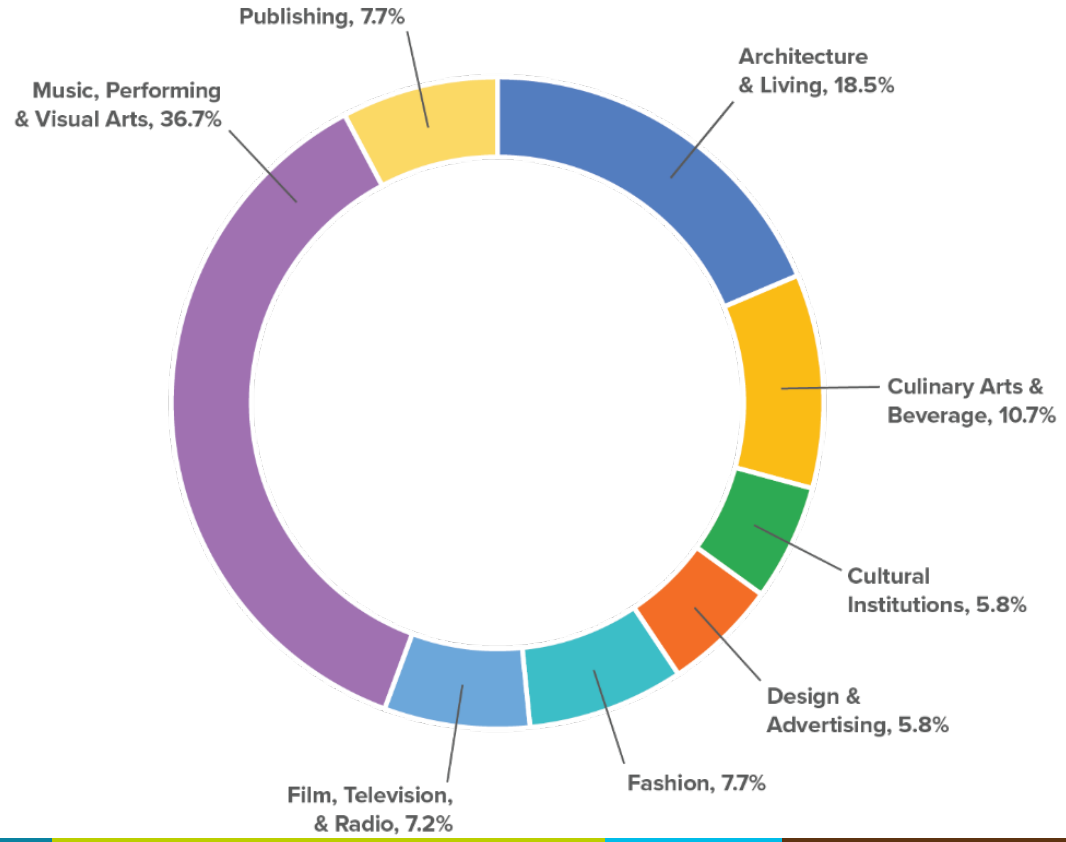
Creative Economy Employment by Sector 2022

Including Creative Technology

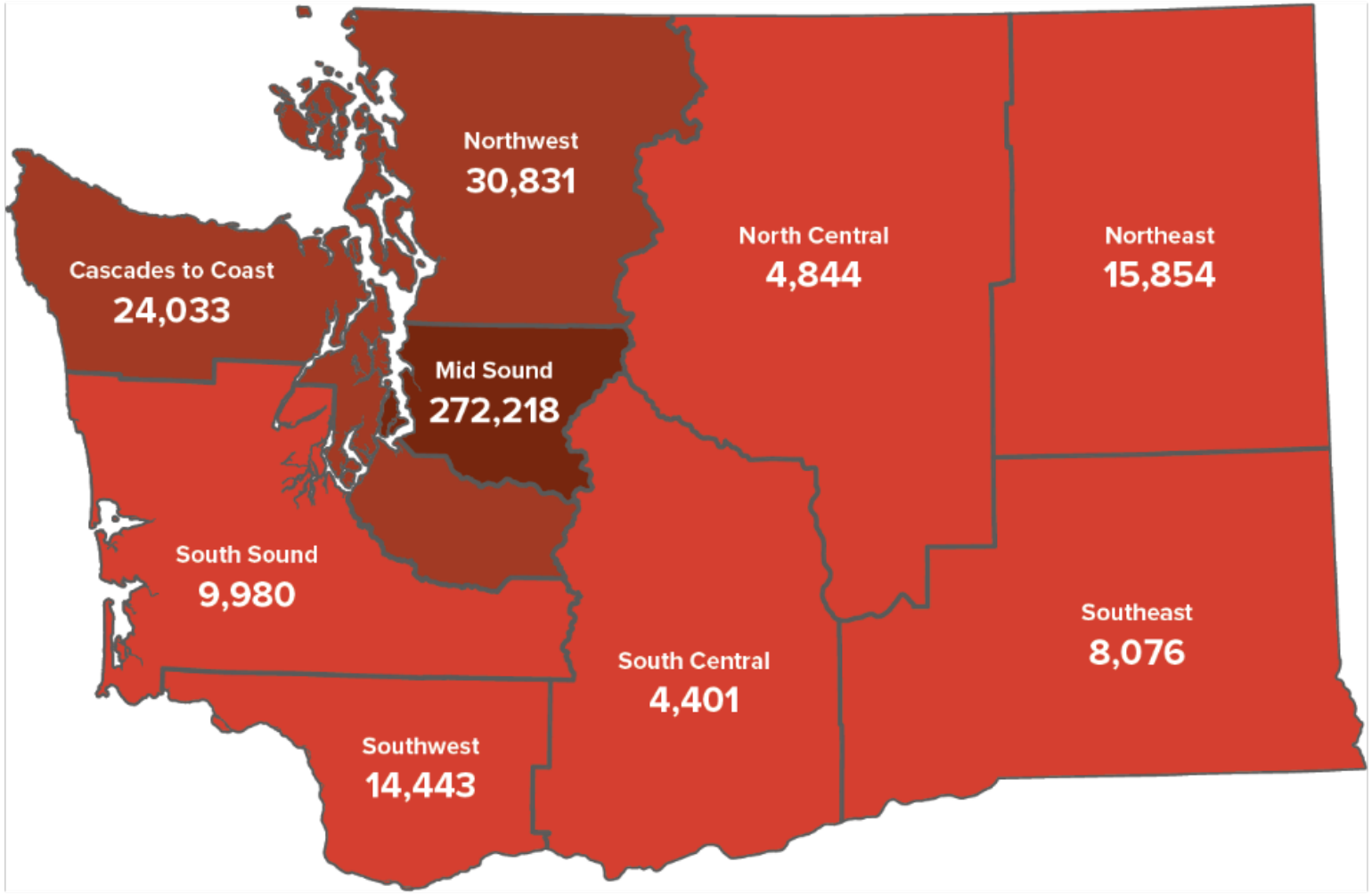


Creative Economy Employment by Sector 2022

Not including Creative Technology



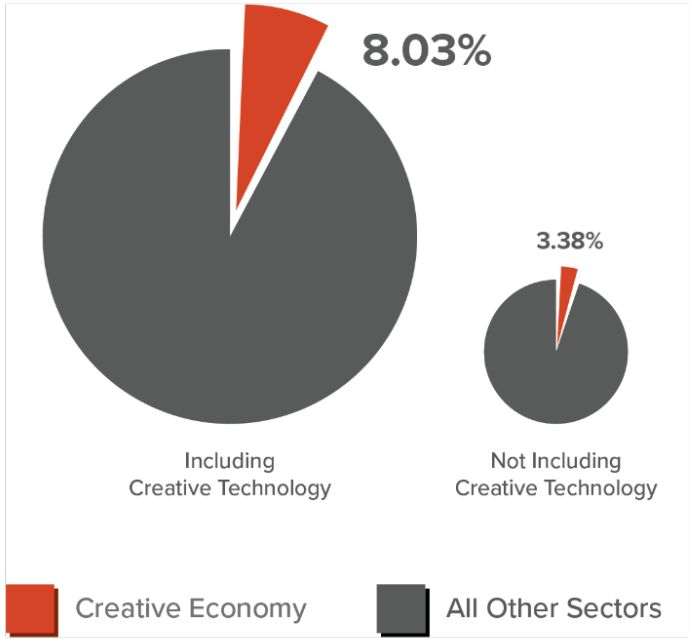
Creative Economy Jobs by Region 2022



Creative jobs, Gross Regional Product (GRP) and exports

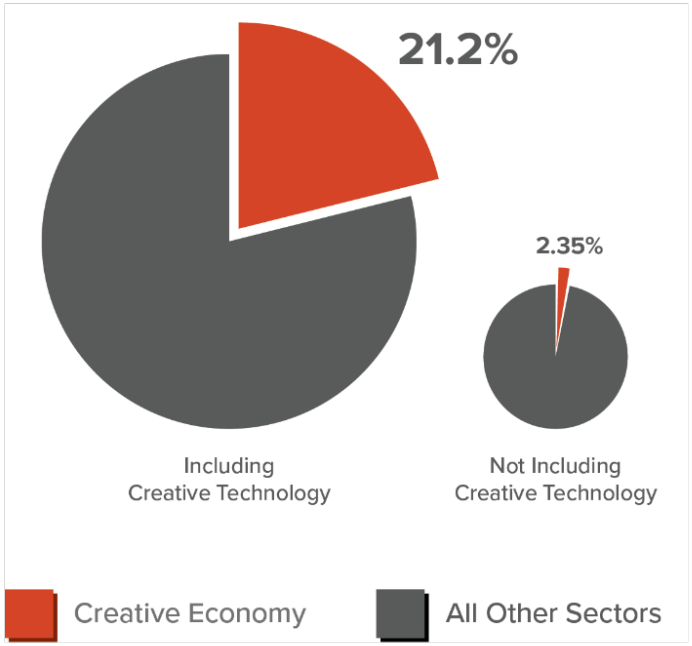
Share of State Jobs 2022

% of Total State Jobs



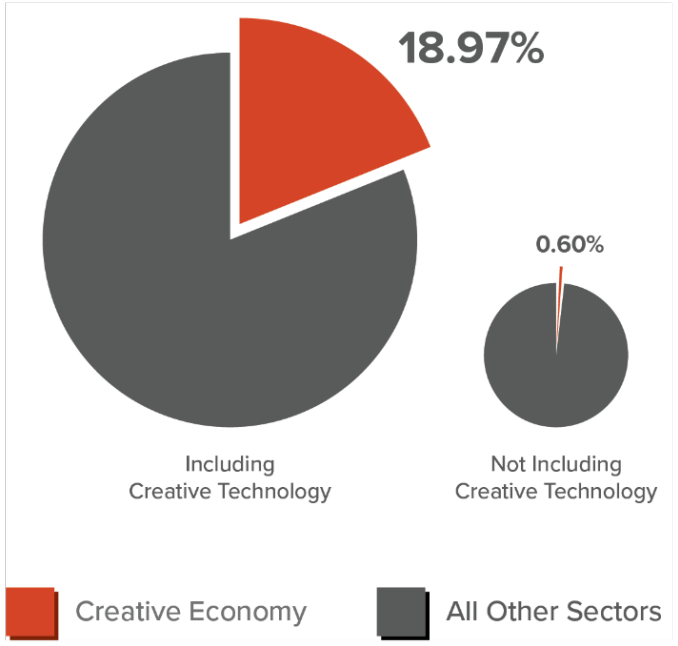
Share of GRP 2022

% of Total Gross Regional Product (GRP)



Share of Total Exports 2022

% of Total State Exports



Roadblocks

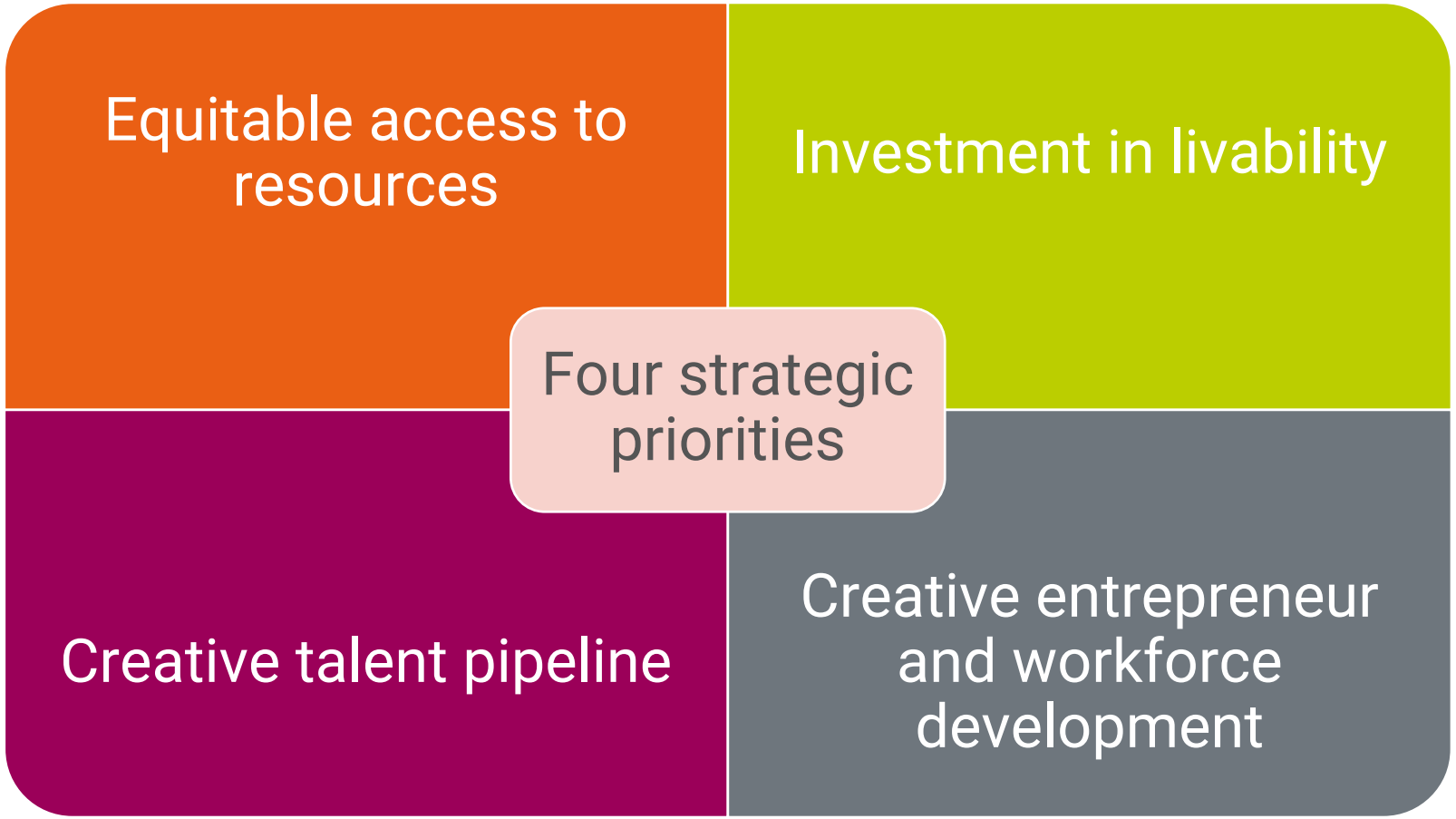
Identified from statewide stakeholder input

- Inequity
- Lack of access to capital
- Lack of affordable housing and workspaces
- Lack of access to education and training
- Competition
- COVID-19 pandemic's outsized impact on the Creative sector

Strategic framework

Opportunity, vision and strategy

Growing Washington's creative economy: Four strategic priorities



Growing Washington's creative economy: Strategic priorities

Priority one:

Equitable access to resources

- Accessible business support
- Digital equity and access



Photo courtesy of Northwest Native Development Fund, 2023, Supporting Native Artist Professional Development - Coulee Dam, WA.

Growing Washington's creative economy: Strategic priorities

Priority two:

Invest in livability

- Strategic investment in the creative economy
- Creative housing and space
- Leveraging creative districts



Turk, Allyson. April Black Night Market. 2023, Accelerating Creative Enterprise (ACE), Tacoma Armory.

Growing Washington's creative economy: Strategic priorities

Priority three:

Creative talent pipeline development

- Career and technical education
- Career connected learning
- High school skills centers for the creative economy



Photo courtesy of ArtsWA and Emerald Ballet Theater, 2023, Bellevue, WA

Growing Washington's creative economy: Strategic priorities

Priority four:

Entrepreneur and workforce development

- Creative apprenticeships
- Business technical assistance
- Incentives for the creative economy



Photo courtesy of Terrain Spokane, 2023, Creative Enterprise Program, Spokane, WA

Growing Washington's creative economy

5-Year Implementation Pathway

Phase 1	Phase 2	Phase 3
Time Frame: 1 – 2 years	Time Frame: 3 – 4 years	Time Frame: 4 – 5 years
• Digital Equity and Access • Accessible Business Support • Strategic State Investment in the Creative Economy • Creative Districts	• Creative Apprenticeships • Incentives for the Creative Economy • CTE and Career Connected Learning for the Creative Economy	• Artist Housing and Creative Space Affordability • Focus on Local and Regional Assets: PDAs and AtDOs • High School Skills Centers for the Creative Economy

Final Creative Economy Strategic Plan launch December 2023

Washington State Department of Commerce

www.commerce.wa.gov

For more information, visit

http://choosewashingtonstate.com/why-washington/our-key-sectors/creative-economy/strategic-plan/

Thank you!

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