

# The Creative Economy

## Discussion Guide



## Let's review

*At the start of each discussion, review the conversation ground rules for returning and new members alike to set the stage for active participation by all. You may want to use a timer as you go around the room.*

*And don't forget to decide who will take notes and post a discussion recap.*

- **Be open and curious:** Everyone has a unique perspective, so be prepared to hear a different point of view. Listen first, and focus on the facts.
- **Be respectful and engaged:** Be sure that everyone has a chance to speak before adding a second comment or perspective. Encourage each other's participation.
- **Be focused and concise:** Keep the conversation centered on the issue and the brief.

**The "Table-it" Rule:** If the group has gone off-topic but the area is of interest, the group can table the conversation and save it for another time to be addressed in a different manner.

## Let's begin

- Each member is invited to answer the following questions in a **two-three minute reaction** to the brief:
  - Introduce yourself, and share what "lens of care" did you wear when reviewing this brief (e.g. personal, professional, community, state, nation, global)?
  - What did you find most interesting or surprising from reading the brief? What matters?

## Spread the word: facts to share during your discussion

- Today, the [creative economy](#) is worth an estimated \$985 billion.
- G20 Insights estimates that by 2030 the creative economy could account for [10% of global GDP](#), and Deloitte predicts that by 2030, there will be up to a [40% growth in the creative industry](#).
- According to UN estimates, the creative industries account for [3.1% of global GDP](#), generate annual revenues of over \$2 trillion, and account for nearly [50 million jobs worldwide](#). About half of these workers are women, and these industries employ more people ages 15-29 than any other sector.
- In the U.S., arts and culture added [\\$1.10 trillion to the U.S. GDP](#), accounting for 4.3% of GDP in 2022 (the latest report as of May 2024).
- Employment in the arts generated around [\\$541 billion in wages for over 5.2 million](#) in 2022.

## Let's discuss

Below are 3 questions for the group to consider and discuss, or choose your own.

- **Community:** Does the creative economy have a role in your community? When visiting a new city or state, do you participate in the creative economy?
- **Government:** Is there a role for the government in promoting the arts and culture in the creative economy? Does this role differ from that of philanthropies or the private sector?
- **Business:** Would you prefer buying from companies or supporting organizations that promote local artists?

## Let's act

- **Take it local. Talk to your neighbors** to discuss how the creative economy affects your community. Identify opportunities to work with other community members in your area and how you can personally or professionally support the creative economy.
- **Explore the impact of rules and regulations related to the creative economy in your community.** On your municipality's website you can find information pertaining to taxes, business rules and regulations, and economic development initiatives. You can search the various departments, agencies, and programs related to the creation, purchase, or distribution of art on your municipality's website.
- **Investigate community programs** in your state or municipality. On your municipality's website, search for "arts and culture" to find museums, collections, nonprofit organizations, and other artistic and cultural venues and events near you. Many cities and states have historic commissions or arts councils; search "art council" or "cultural trust" to see what exists near you. To see what public art program grants your state offers, check for a menu on your city or state's business website, or search "art grants."
- **Research your elected representatives' positions** on the creative economy, and their vision for how to tackle the challenges of entrepreneurship and economic growth facing Americans and your community. You can find contact information for federal, state, and local government officials [here](#). Your state or municipality's websites will also have information to contact leaders. Try looking at the drop-down menu for a *Government* tab.
- **Establish a relationship with your legislators.** It's easy to establish a relationship with your legislators. Start by introducing yourself. You can also learn to write to your representatives or set up a meeting with a legislator on [The Policy Circle website](#).
- **Consider writing a letter to the editor or an op-ed on your stance on the creative economy in your local paper.** Learn how on [The Policy Circle website](#).

## Next Steps for Your Circle

- **Post a Recap:** Summarize your discussion to share thoughts with members not present, and share planned actions from group members. Designate who will post a meeting recap on your circle page.
- **Decide your next meeting topic.** Want to discuss a related brief at your next meeting? Suggestions include:
  - [Foster Care](#)
  - [Education Innovation: The Future of the Classroom](#)
  - [Crime & Safety](#)
- **Dive Deeper into the issues.** If this is an area you would like to pursue further, consider taking possible steps to influence policy. The Policy Circle offers resources for [developing a message about your issue](#) and [organizing a petition](#) to amplify your voice and raise awareness. Don't miss our [latest events](#) that help you dive deeper on this issue and more.