

Creative Industries Promote Economic Growth

A Report from the National Governors Association Center for Best Practices

Fostering the arts and culture sector has played a vital role in the economic development of states and regions, and provides a viable strategy for contributing to rural vitality, according to a new report from the National Governors Association Center for Best Practices (NGA Center). Arts and culture-related industries, collectively known as “creative industries,” provide direct economic benefits to states and communities by creating jobs, attracting new investments, generating tax revenues and stimulating tourism and consumer purchases.

The report, *Arts & the Economy: Using Arts and Culture to Stimulate State Economic Development* (<http://www.nga.org/Files/pdf/0901ARTSANDECONOMY.PDF>) provides concrete examples from states and rural areas across the country, that can help regional development planners and business leaders incorporate the arts and culture into their long-term economic development strategies. To realize the full potential of the creative industries, the report suggests a number of actions, including:

- Performing a recurring audit of state arts assets;
- Incorporating creative industries into planning;
- Developing strategies to support the arts and culture sector;
- Ensuring creative industries are included in community development plans; and
- Assessing the impact the arts and culture sector can have in enhancing tourism.

The report is the sixth in a series (<http://www.nasaa-arts.org/nasaanews/nga.shtml>) of publications that document how the arts can help states develop additional economic opportunities. The series is produced by the NGA Center (<http://www.nga.org/portal/site/nga/menuitem.50aeae5ff70b817ae8ebb856a11010a0>) with funding support from the National Endowment for the Arts (<http://www.nea.gov/>) and research assistance from the National Assembly of State Arts Agencies (<http://www.nasaa-arts.org/>).

