



THE CREATIVE ECONOMY & ALLENTOWN

Cultural Coalition of Allentown

October 8, 2019

METHODOLOGY

- Report was prepared by Metris Arts Consulting of Easton
 - Principal Anne Gadwa Nicodemus' leading work in the realm of creative placemaking
 - Place-based arts and culture ecology studies, arts and culture plans for cities and towns, and robust project evaluations.
- Western States Arts Federation's (WESTAF) online tool
 - The Creative Vitality™ Suite (CVSuite™)
 - Compiled from 18+ data sources providing a highly reliable, nationally vetted, annually updateable measurement
 - Arts participation (demand for arts producers and services)
 - Occupational employment in creative jobs.

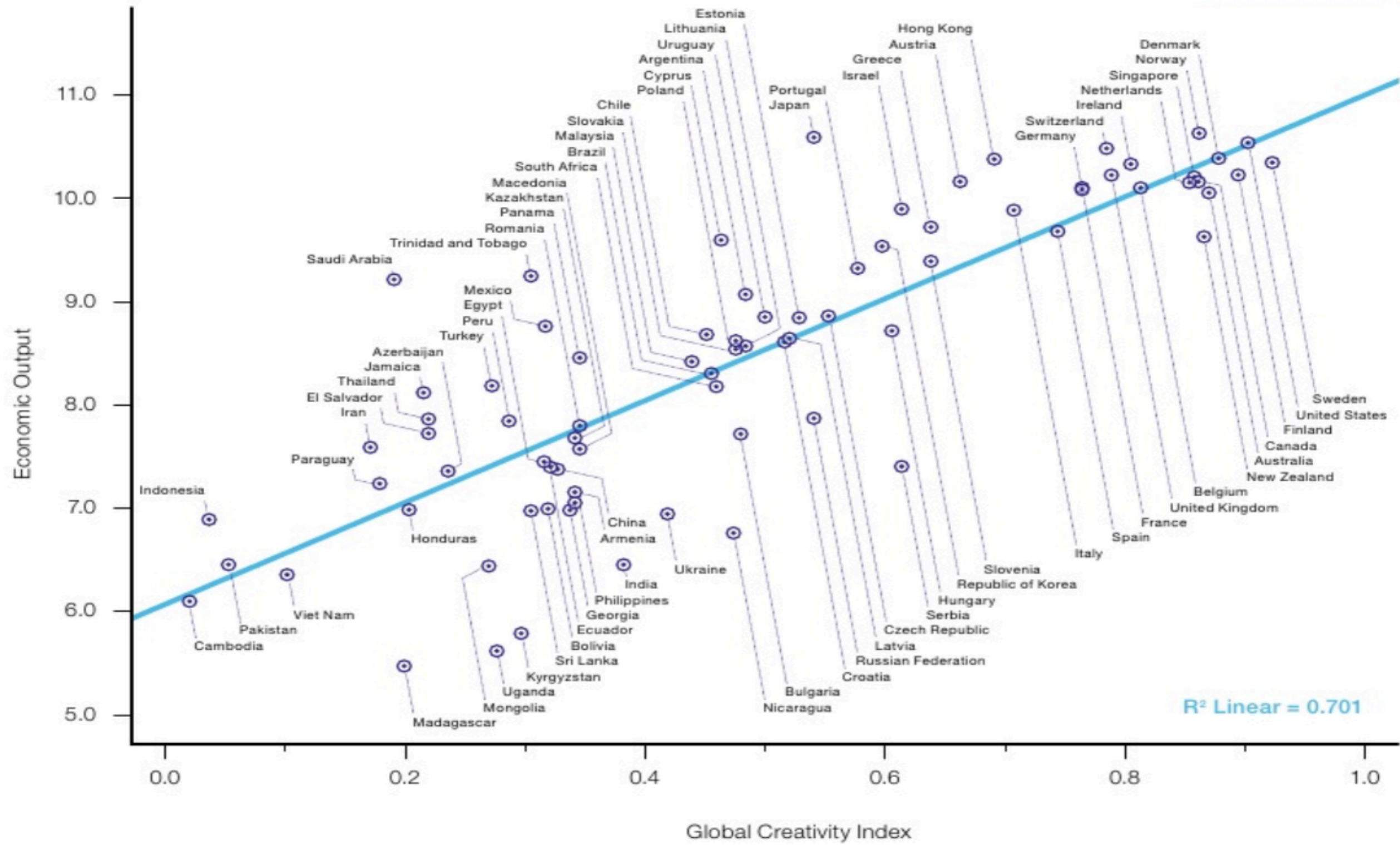
CREATIVITY INDEXES

MORE STRONGLY CORRELATED WITH:

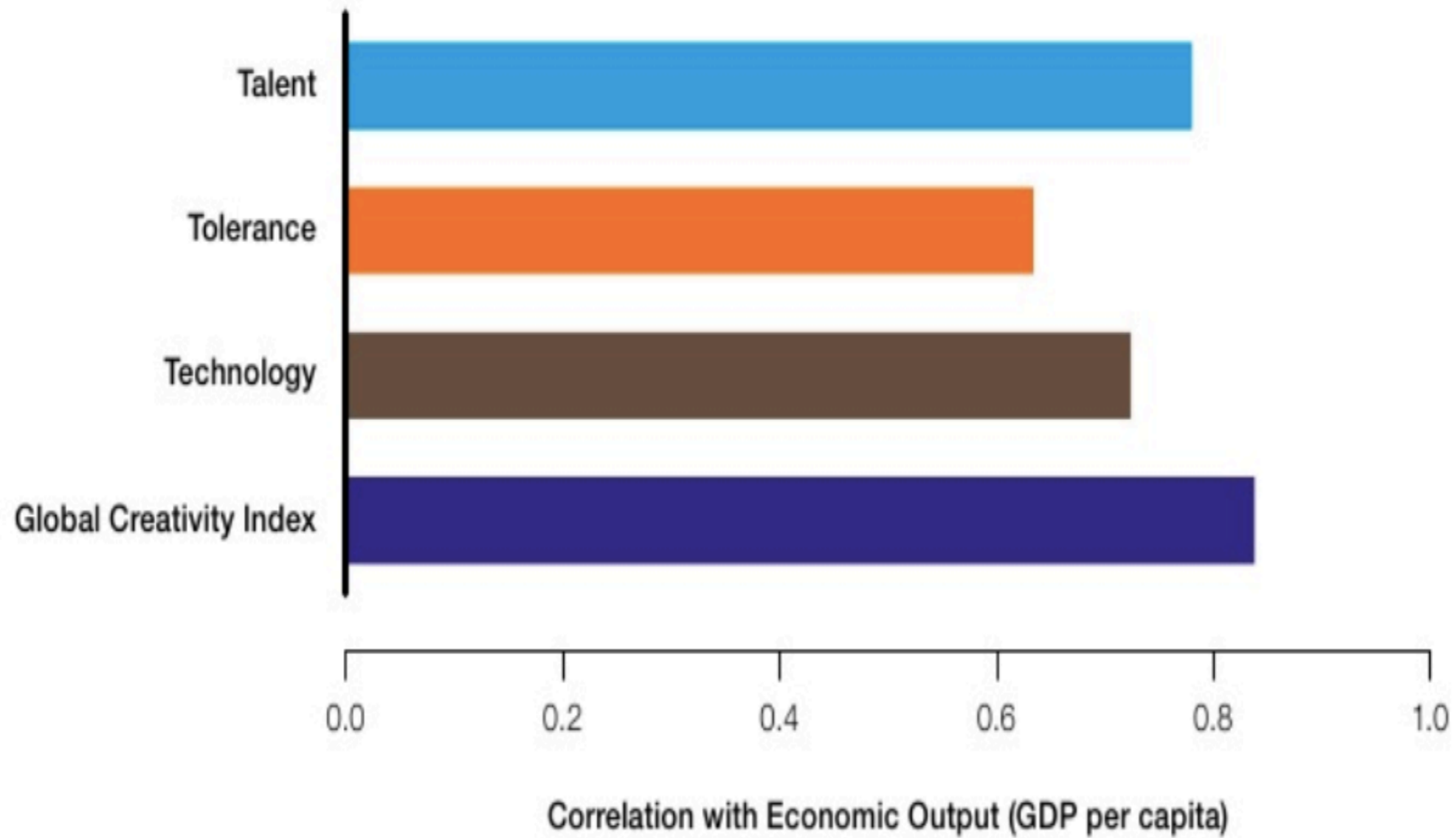
**PER CAPITA INCOME,
HUMAN DEVELOPMENT
HAPPINESS INDEX**

**THAN OTHER THINGS,
INCLUDING
TECHNOLOGY OR “TALENT”**

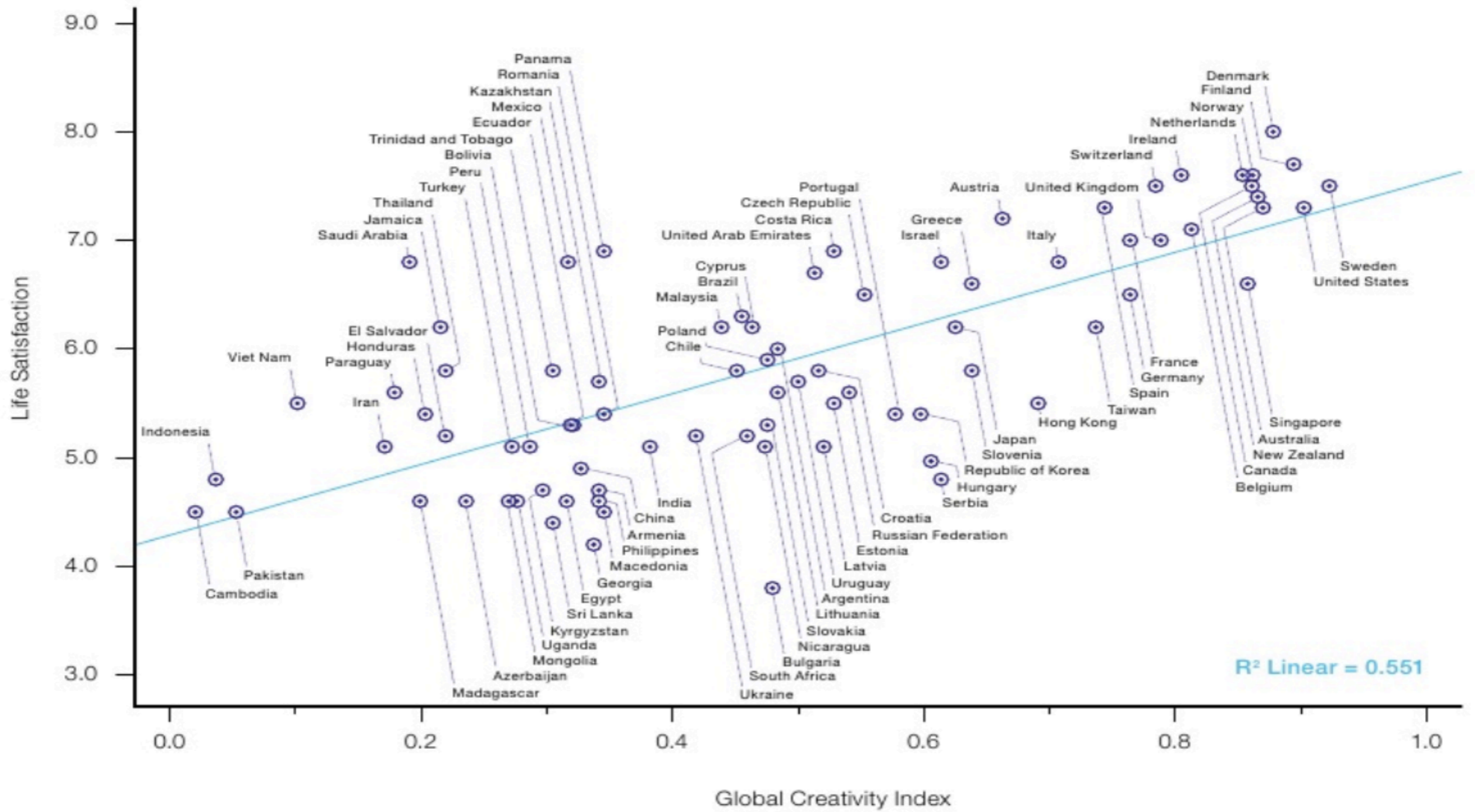
Source: Richard Florida, et al.
Creativity and Prosperity: The Global
Creativity Index



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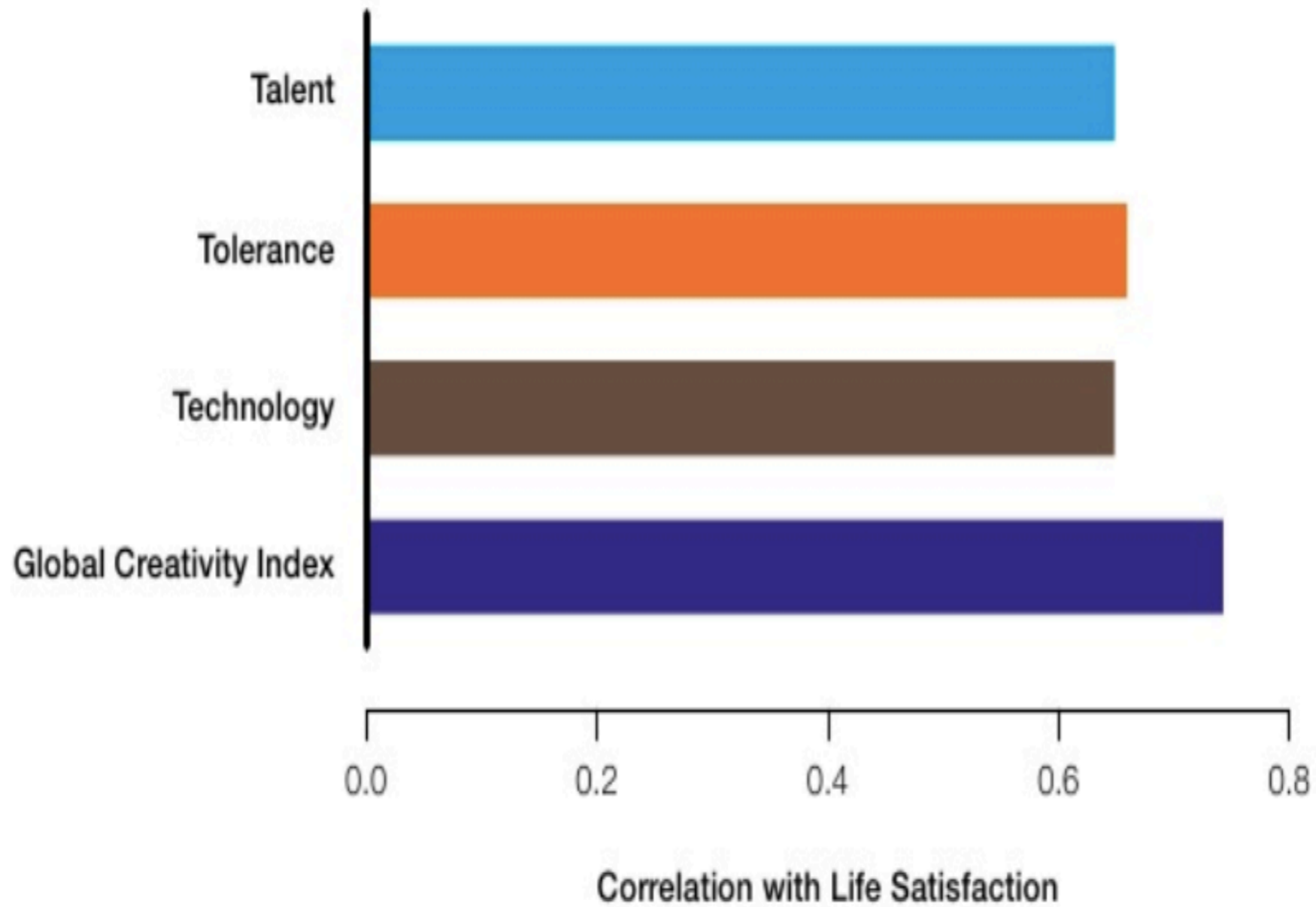
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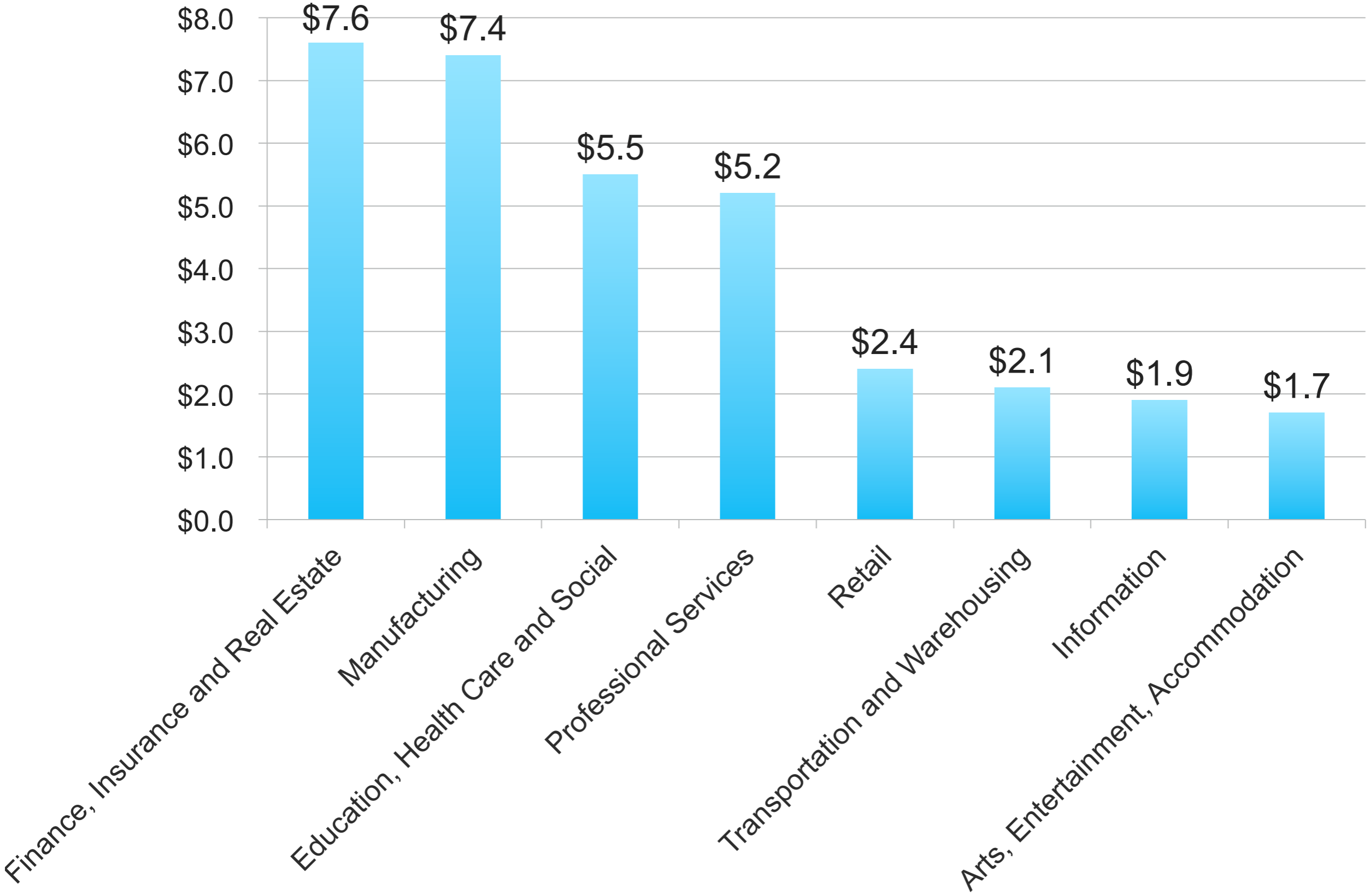
The GCI and happiness (correlations)

Exhibit 23



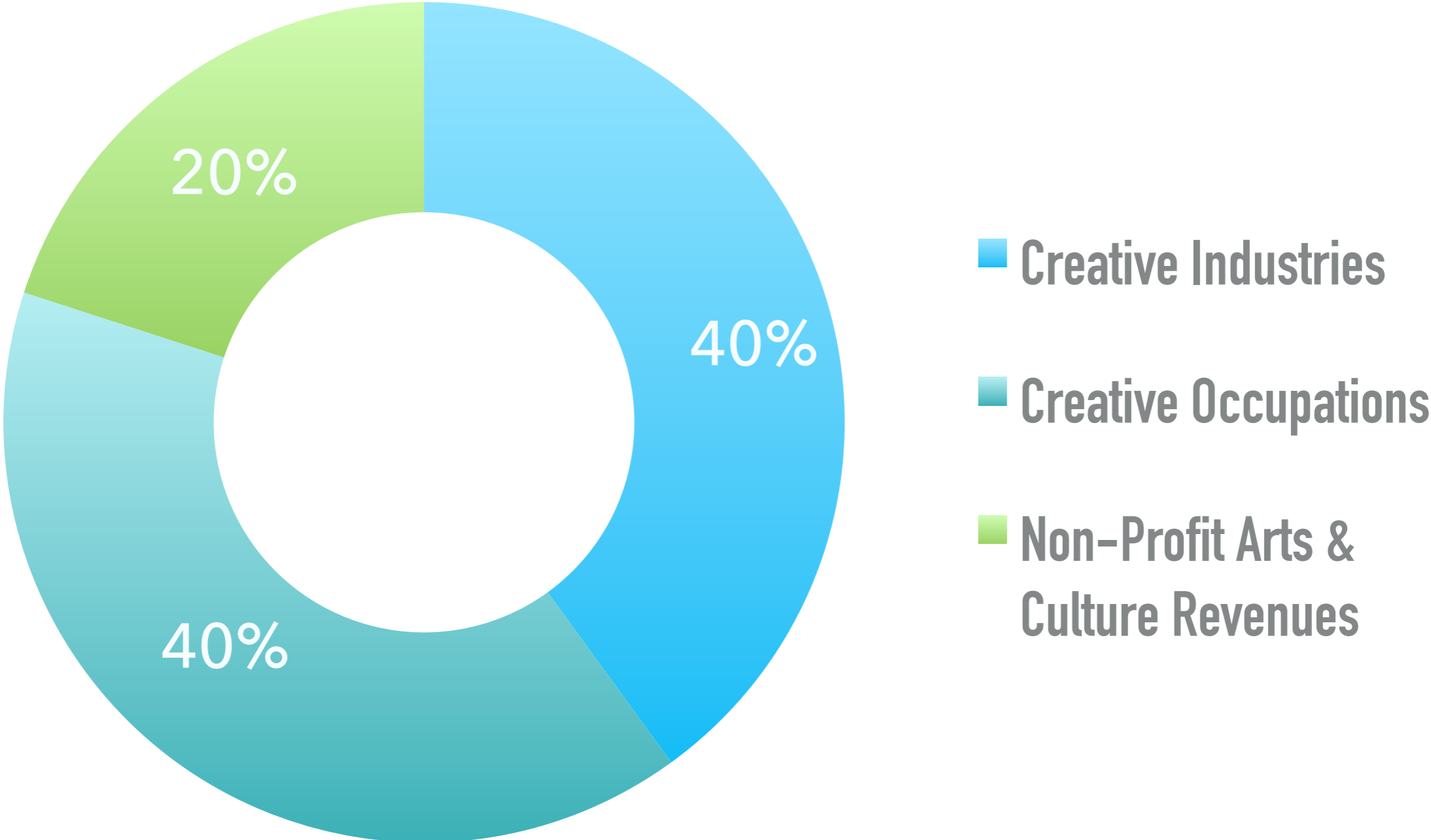
Source: Richard Florida, et al.
[Creativity and Prosperity: The Global Creativity Index](#)

LEHIGH VALLEY GDP: LVEDC OVERALL GDP \$40B



CREATIVE VITALITY INDEX

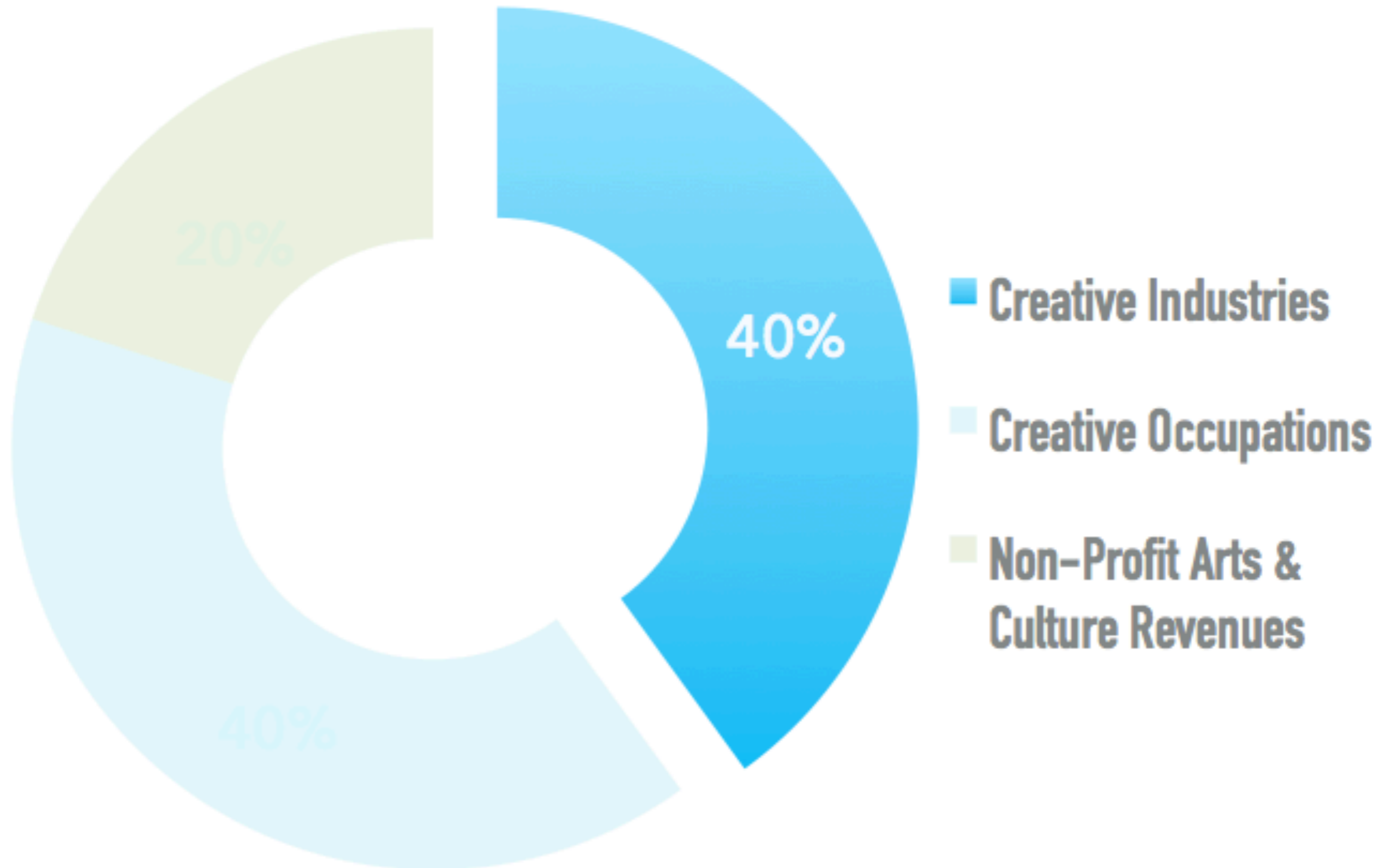
The Creative Vitality Index is a benchmarking tool to compare the creative activity of a region to the U.S. averages and other peer regions. Data on creative industry sales, creative occupation jobs and cultural non-profit revenues are combined into a population-based calculation.



CVI VALUE #1: CREATIVE INDUSTRIES

Definition: **WHERE** you work no matter what you do

(including For Profit and Non-Profit)



CREATIVE INDUSTRY EARNINGS

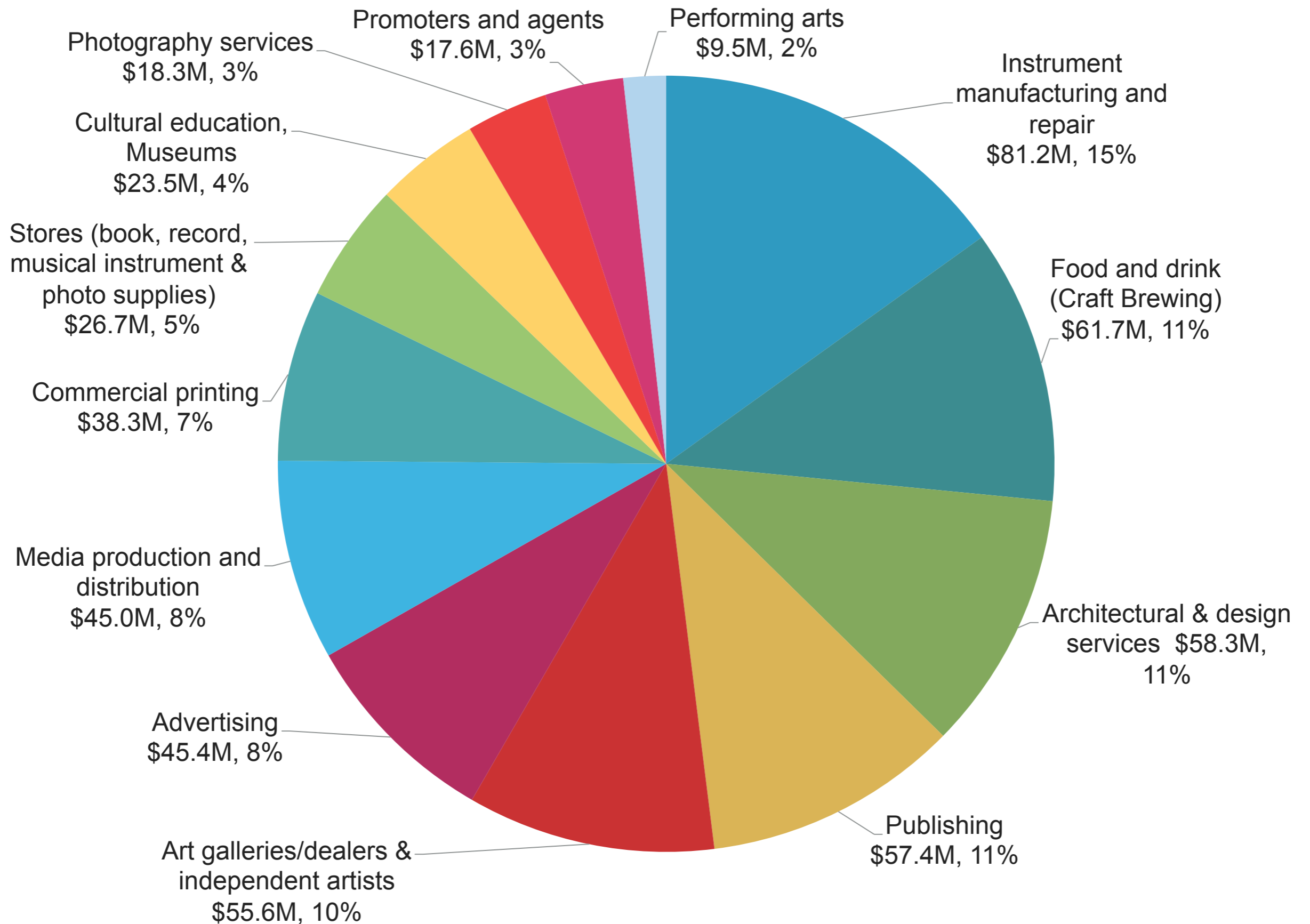
LEHIGH VALLEY CREATIVE INDUSTRIES PAID IN 2017

\$538.7M IN EARNINGS TO WORKERS

\$332.8M IN EARNINGS TO LEHIGH CO. WORKERS



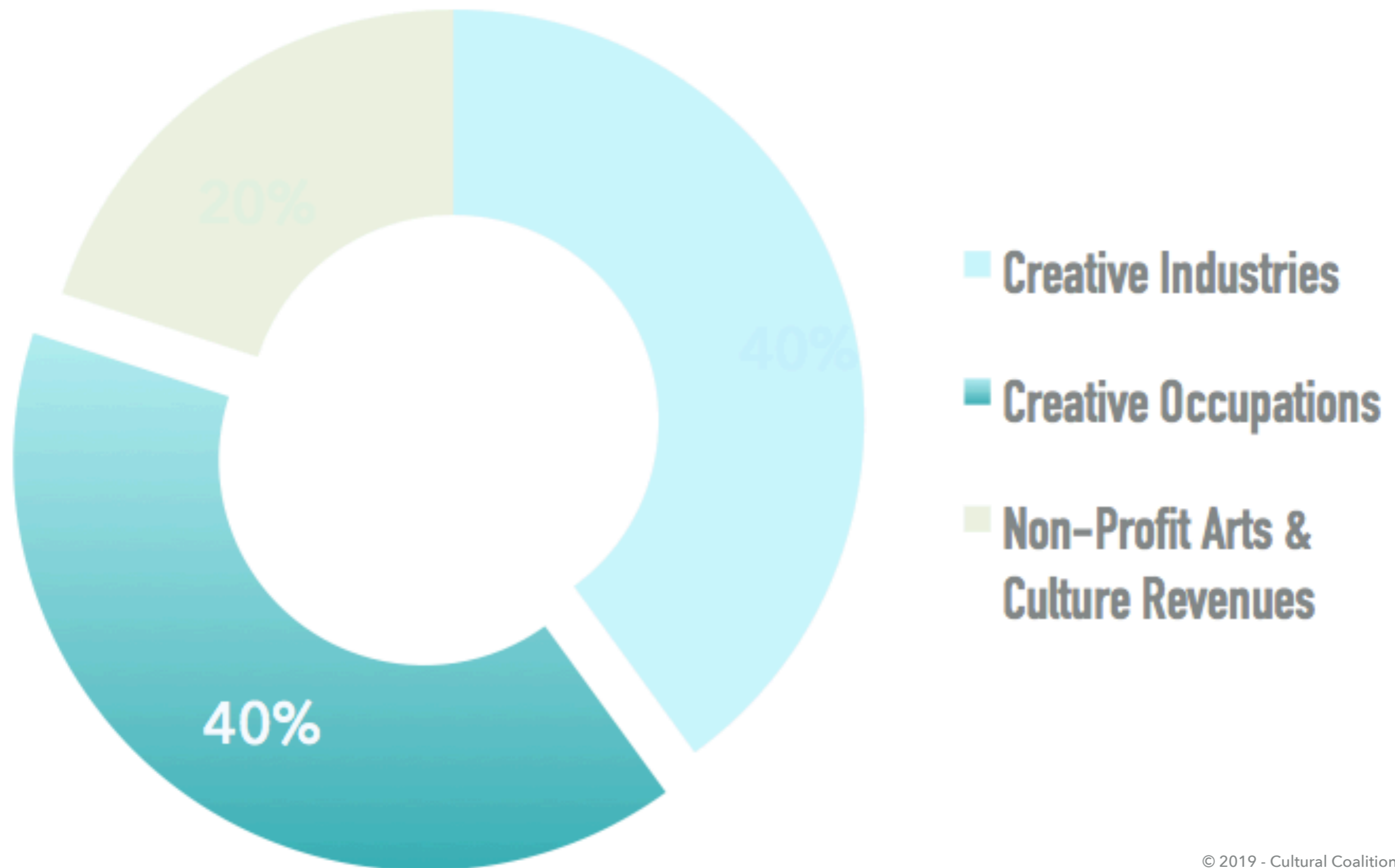
CREATIVE INDUSTRY EARNINGS BY SECTOR



CVI VALUE #2: CREATIVE OCCUPATIONS

Definition: **WHAT** you do no matter where you work

(including For Profit and Non-Profit)

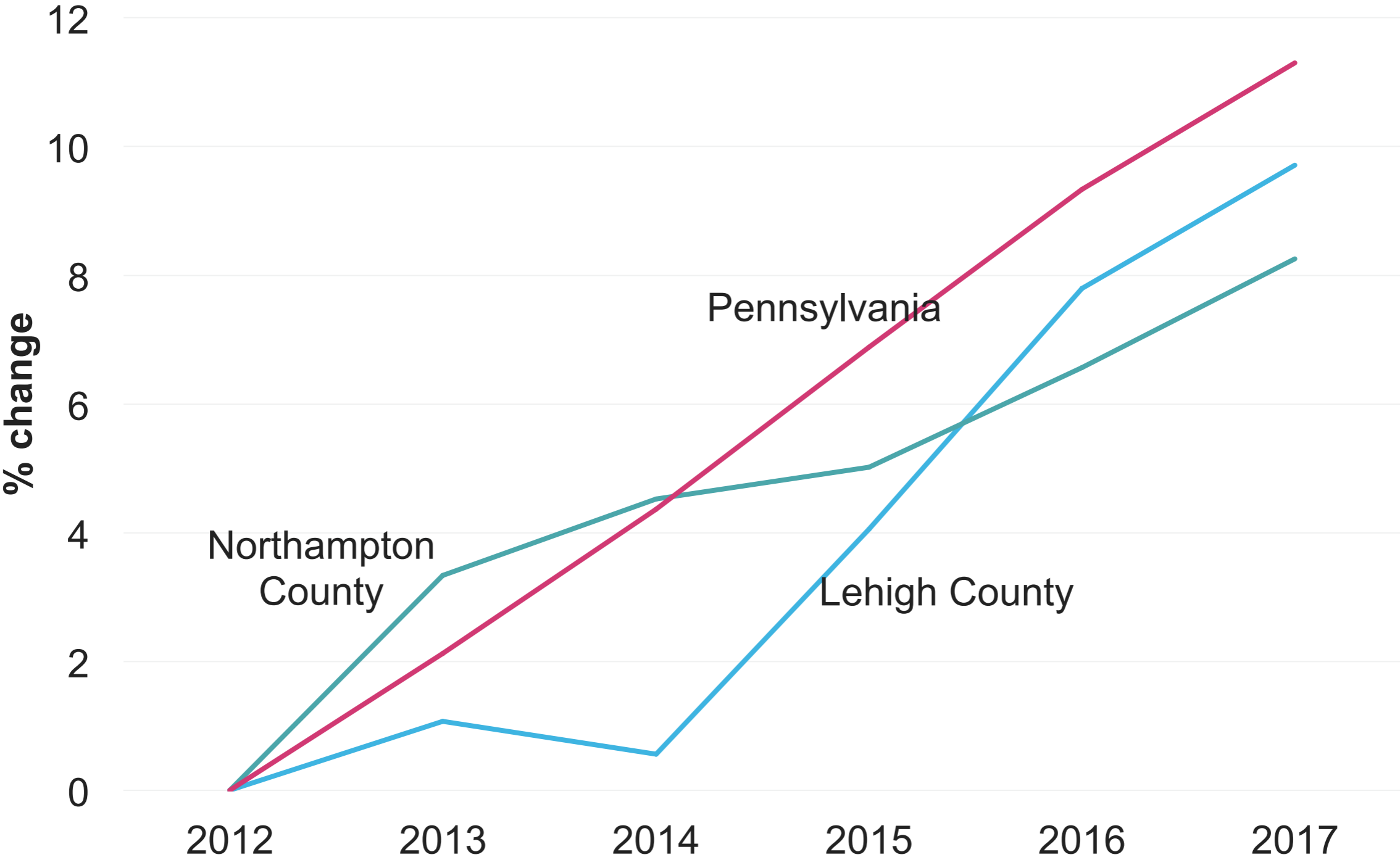


THE LEHIGH VALLEY SUPPORTS NEARLY

19,000 CREATIVE JOBS

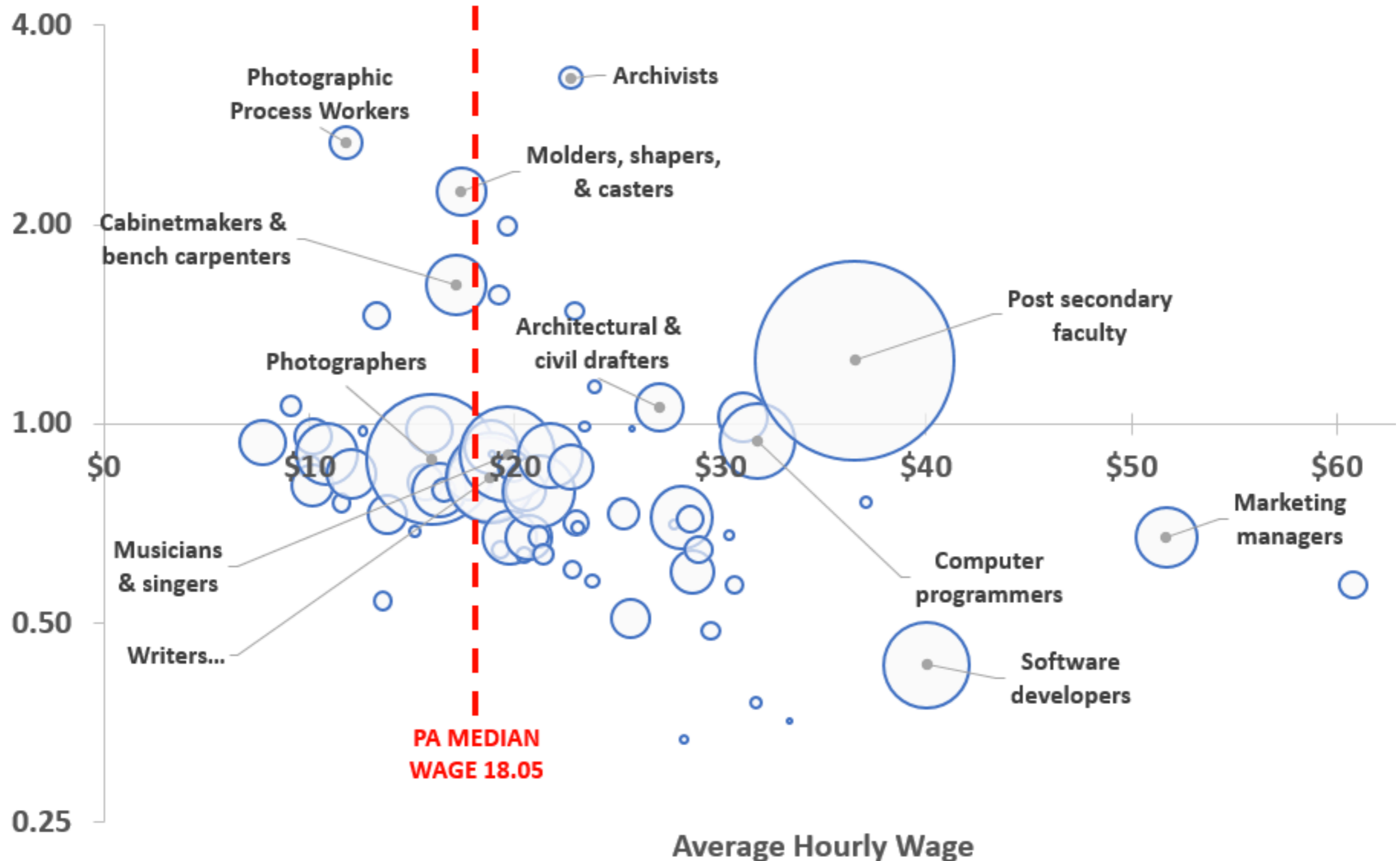
9,751 ARE IN LEHIGH COUNTY

KEY FINDING: THE LEHIGH VALLEY EXPERIENCED A 9.0% INCREASE IN THE NUMBER OF CREATIVE JOBS SINCE 2012



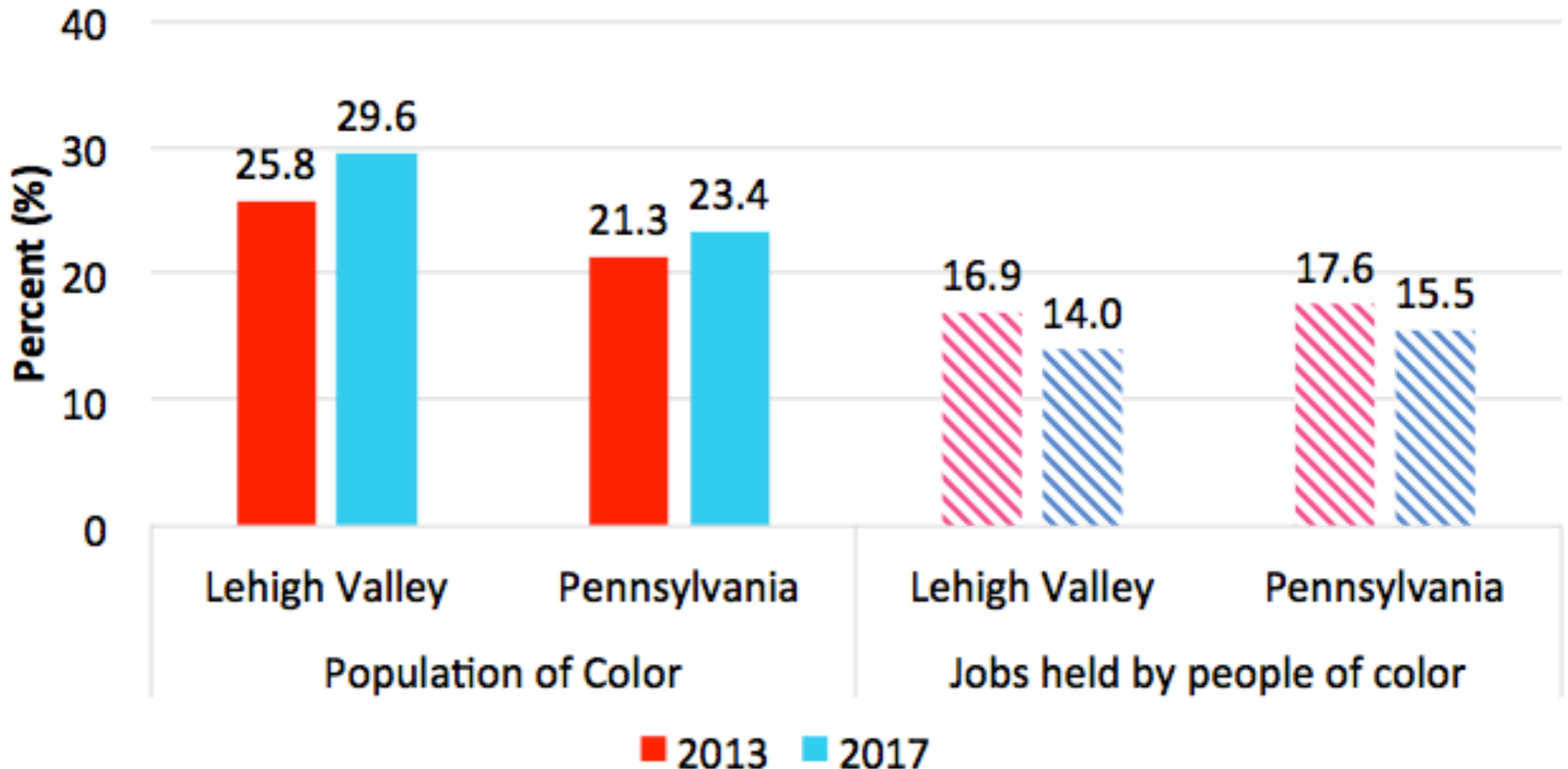
CREATIVE ECONOMY WAGES

Ratio of Occupation Share in Lehigh Valley vs National 2017



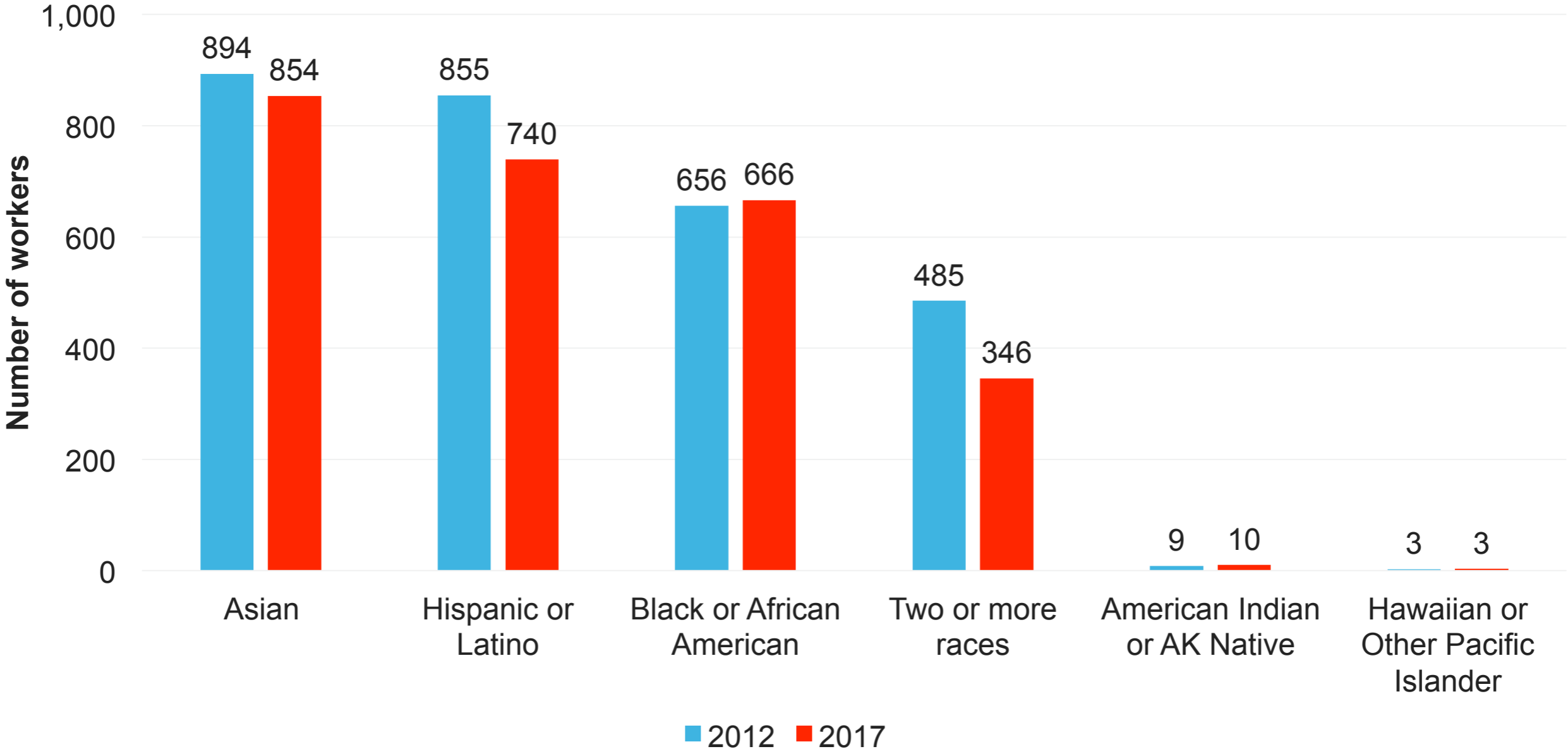
KEY FINDING: IN THE LEHIGH VALLEY, ONLY 14.0% OF ALL CREATIVE JOBS ARE HELD BY PEOPLE OF COLOR

Percent people of color: creative jobs vs. population, 2013-2017



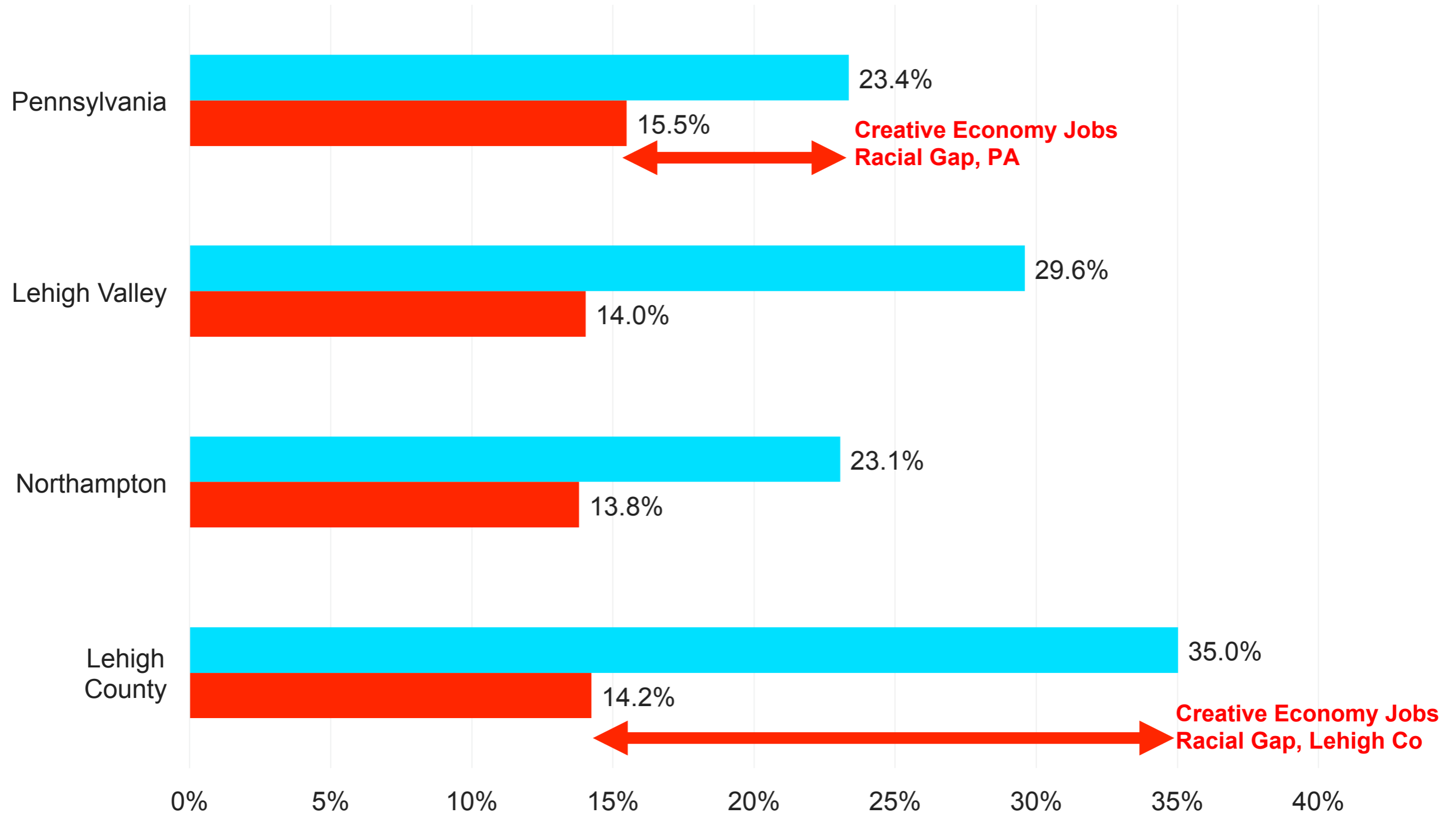
KEY FINDING: DISAGGREGATING BY RACE AND ETHNICITY, HISPANIC OR LATINO WORKERS AND MIXED-RACE WORKERS SAW THE BIGGEST DECREASE IN CREATIVE JOBS

Number of jobs held by workers of color in the Lehigh Valley by race and ethnicity, 2012-2017



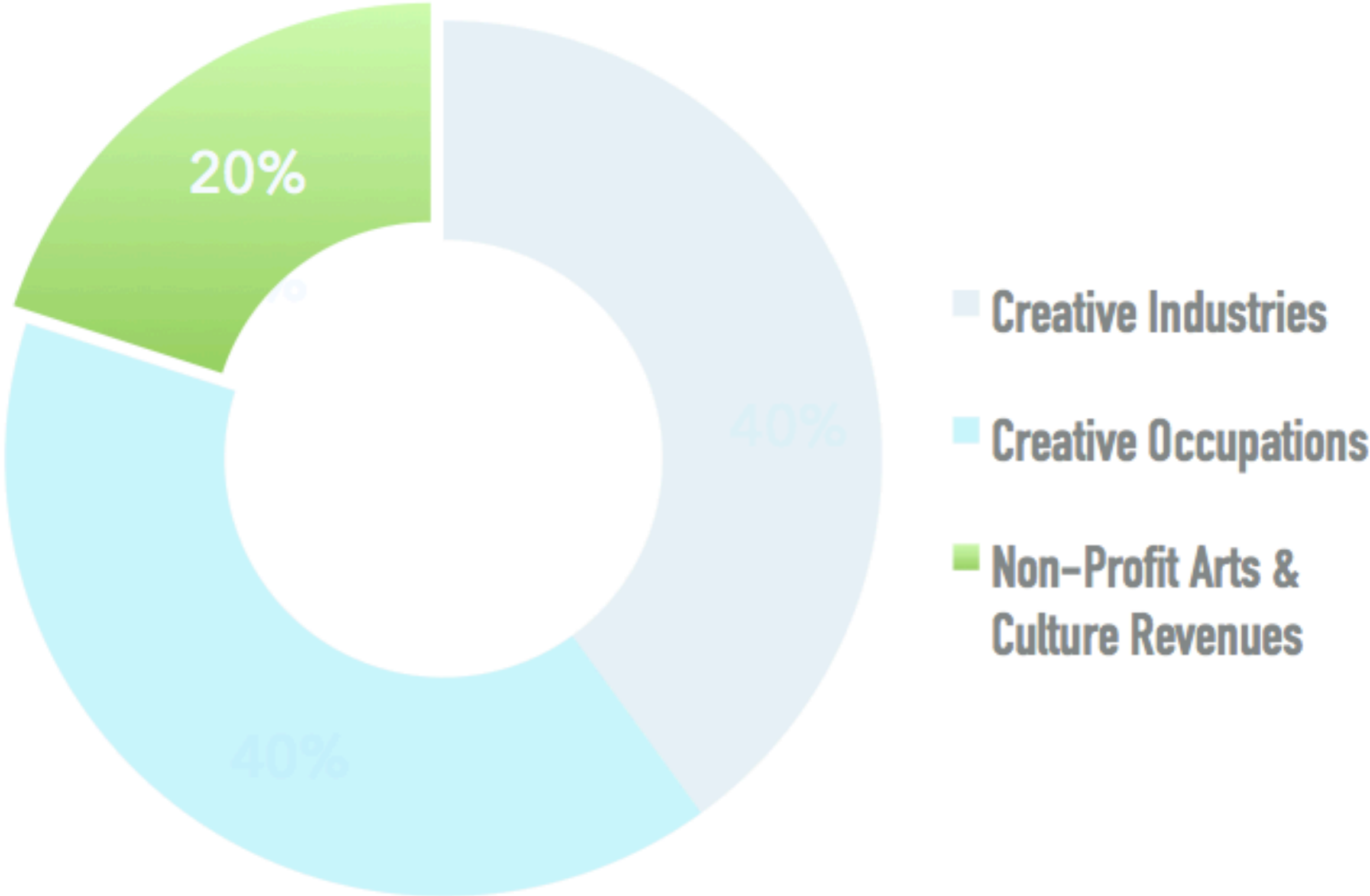
Persons of Color Share of Population and of Creative Economy Jobs (%), 2017

■ Population % Persons of Color, 2017 ■ Creative Economy % Workers of Color 2017

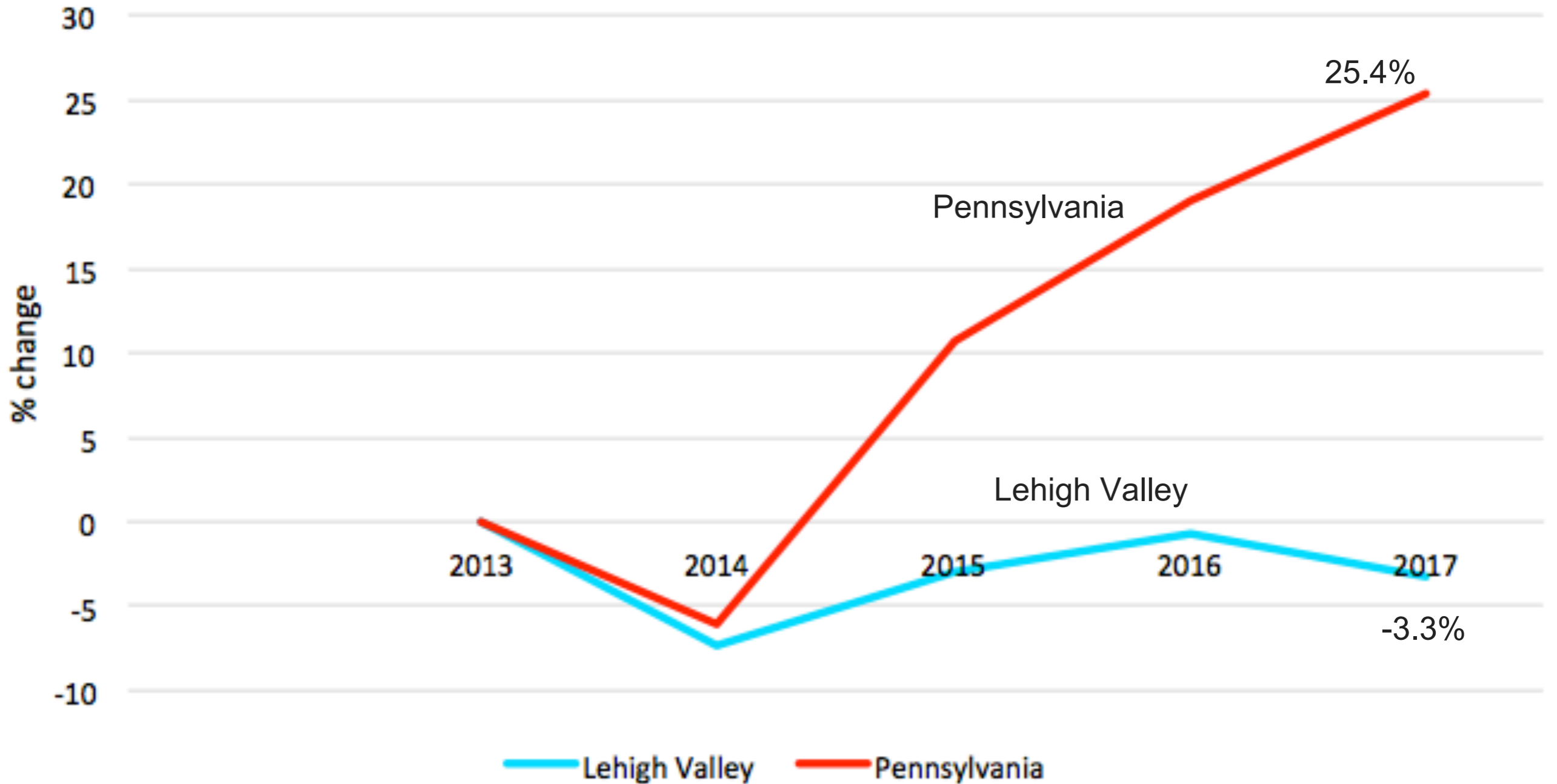


CVI VALUE #3: NON-PROFIT ARTS & CULTURE REVENUES

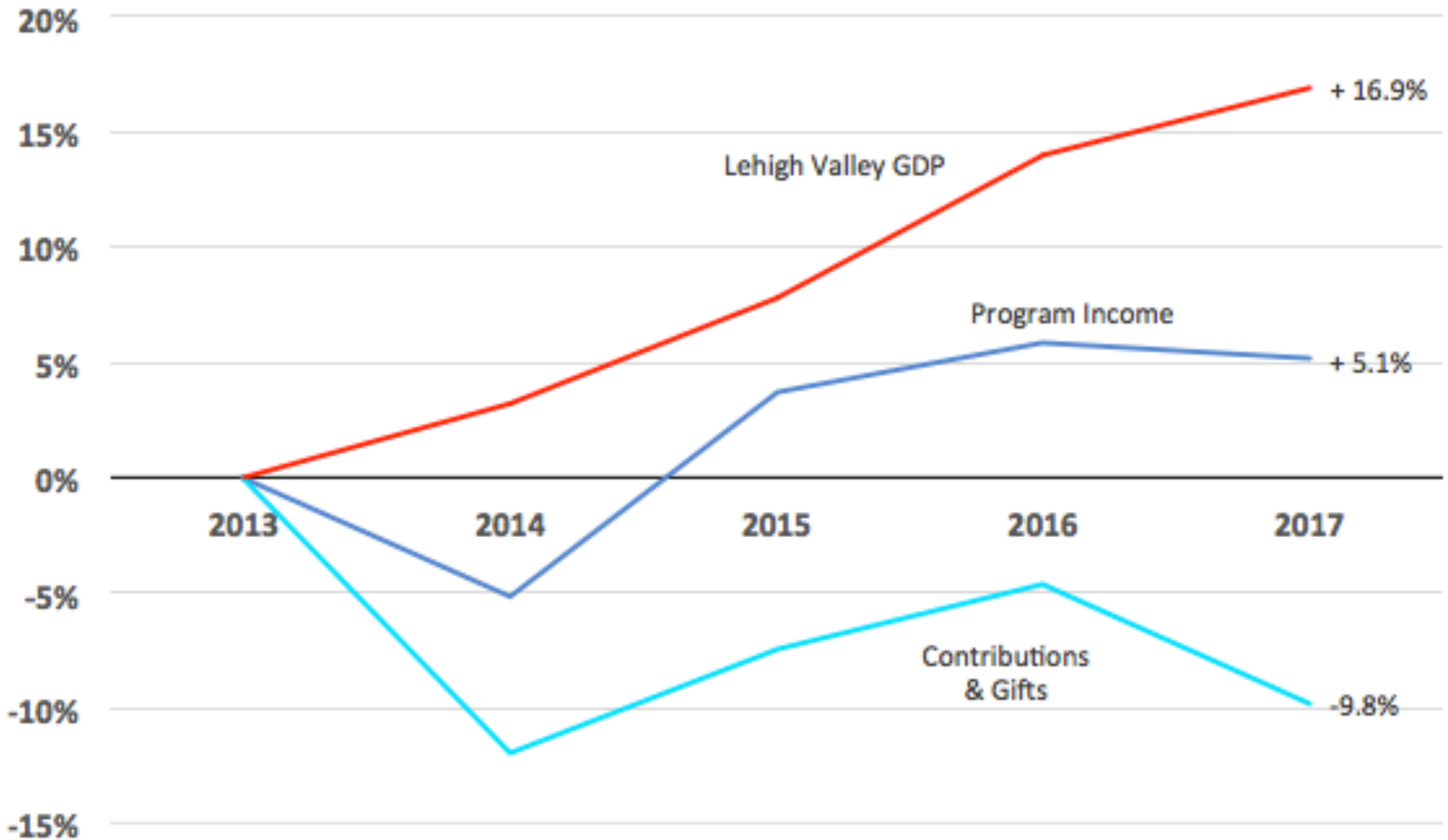
Definition: Revenues from Non-Profit Arts Organizations



Change in arts and cultural nonprofit revenue since 2013



LV Arts & Cultural Non-Profit Revenue Sources Growth Rates vs. Lehigh Valley GDP, 2013-2017



CREATIVE VITALITY INDEX

THE LEHIGH VALLEY RANKS

203 OF 933 METROPOLITAN AND MICROPOLITAN REGIONS

US Region/City	Rank
Vineyard Haven, MA	#1
Summit Park, UT	#2
Jackson, WY	#3
Santa Fe, NM	#4
Glenwood Spr., CO	#5
Pittsfield, MA	#6
Washington, DC	#7
Nashville, TN	#8
Los Angeles, CA	#9
Tullahoma, TN	#10
Hailey, ID	#11
New York, NY	#12

US Region/City	Rank
Omaha, NE	#142
Dayton, OH	#253
Des Moines, IA	#100
Toledo, OH	#213
Lincoln, NE	#83
ALLENTOWN-BETHLEHEM-EASTON	#203
Tulsa, OK	#197
Greensboro, NC	#244
Lexington, KY	#174
Reno, NV	#139
Savannah, GA	#175

PA Region/City	Rank
Philadelphia	#87
Gettysburg	#110
Pittsburgh	#116
Lancaster	#120
Williamsport	#154
State College	#160
Harrisburg	#177
ALLENTOWN-BETHLEHEM-EASTON	#203
Erie	#319
Scranton/W-B	#444

*Top 12 Regions Overall

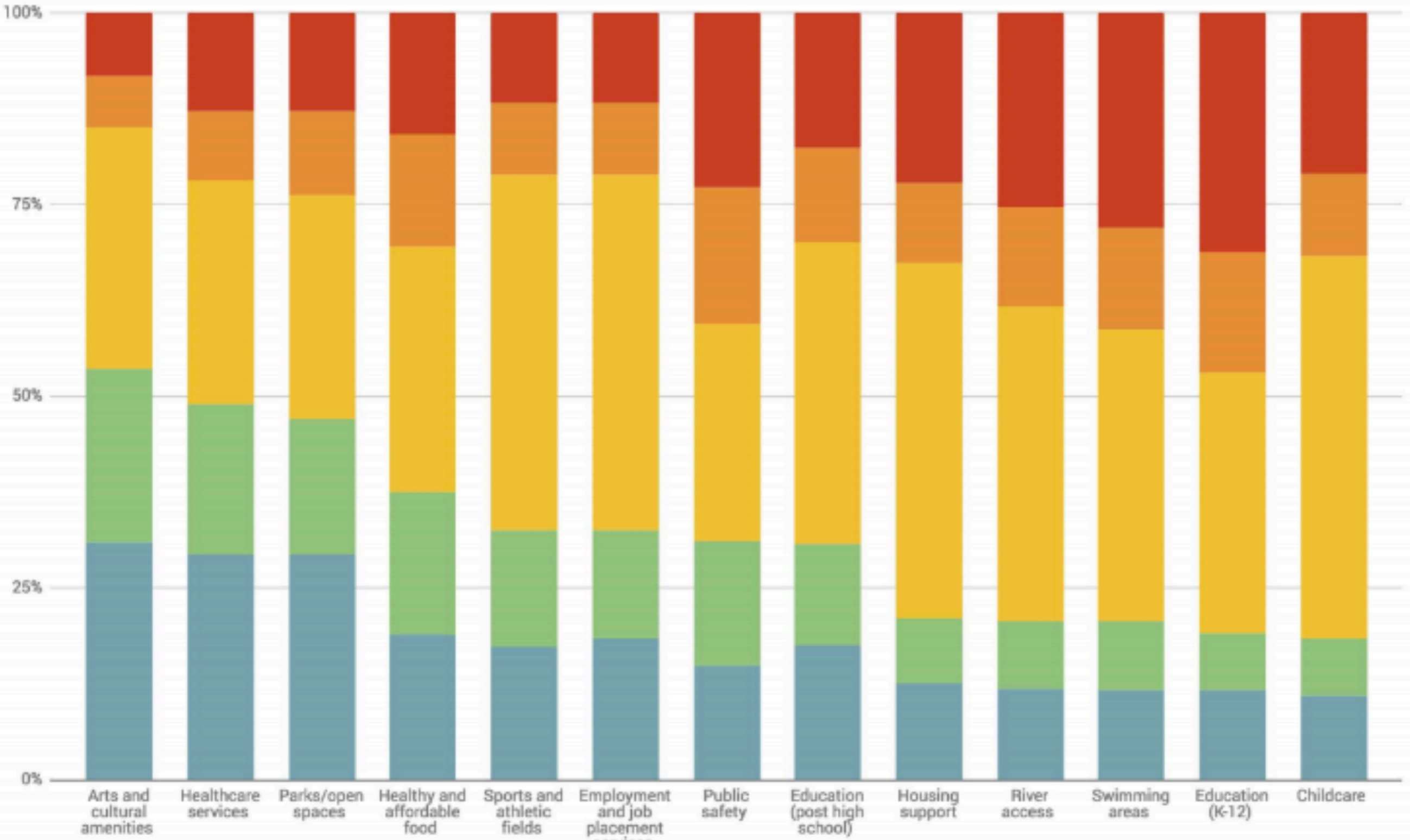
*Site Selection Magazine 3/19

CREATIVE VITALITY INITIATIVE #1



Comfort Utilizing Allentown Services & Amenities

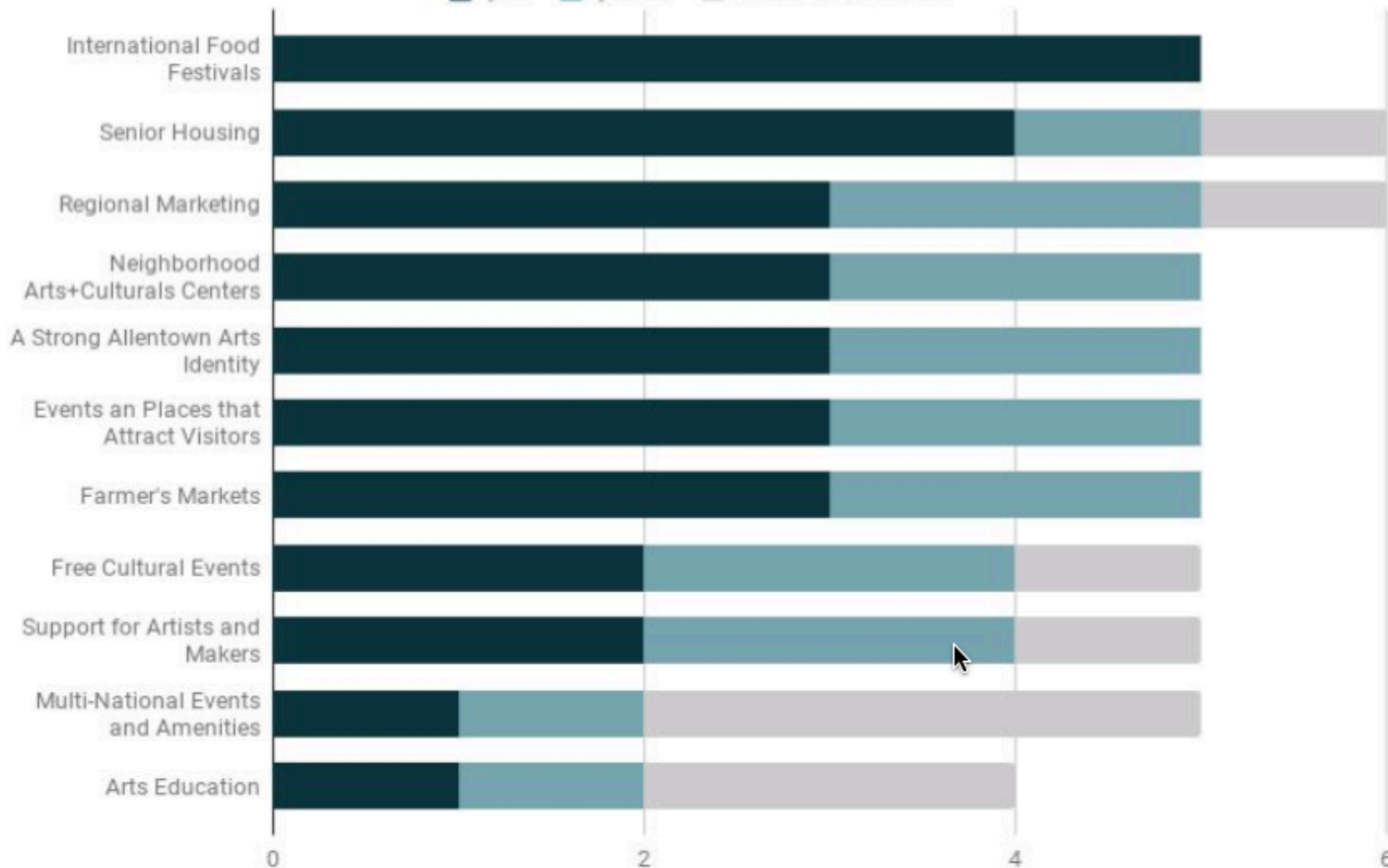
■ Very Uncomfortable
 ■ Somewhat Uncomfortable
 ■ Neutral
 ■ Somewhat Comfortable
 ■ Most Comfortable



Will the following strategies address our vision for Allentown's future?

The community ranked the following strategies relevant to Welcoming Neighborhoods

yes! yes...if! i need to know more



TANGO PROJECT

- ▶ An initiative to develop the NIZ adjacent area that includes Allentown's major arts institutions, community centers, elementary schools and churches
- ▶ Several blocks into residential neighborhoods
- ▶ Positively impact the residents while complementing the area's creative centers
- ▶ Establish as a zone for opportunity, innovation, creativity and entrepreneurship

TANGO PROJECT GOALS

- ▶ To promote the **investment and development of the creative economy** as a magnet for new innovation by entrepreneurs, investors and developers in this region
- ▶ To design and promote **well paying occupations in the creative economy to residents** including skills training as part of economic development and arts education in the schools
- ▶ To promote **artist-owned properties and live/work spaces** as part of the Artist-as-Residents program
- ▶ To determine prime areas in for **unmistakable Arts involvement and engagement** including murals, community performance spaces and a Hub for all things exciting.
- ▶ To **create walkable adventures and further development** of restaurants, bars, lounges, clubs and third places throughout this region of the city

TANGO PROJECT

- ▶ 6 Key Components
 - ▶ Artists as Residents plan for affordable housing and blight reduction to improve the housing stock and increase property values
 - ▶ Creative Economy & Entrepreneurial Lab to provide education, job skill training and entrepreneurial support for family-sustaining jobs
 - ▶ Cultural Infrastructure - Creative placemaking spaces and hubs for residents, students and artists to utilize while accessing and sustaining natural, historic and artistic assets

TANGO PROJECT

▶ 6 Key Components

- ▶ Community Building - Encouraging neighborhood residents to engage in arts & cultural activities by celebrating their unique cultural heritage and personal expression.
- ▶ Youth Development - Youth will be welcome into engaging and relevant activities to broaden their horizons, thrive socially and academically and empowered to play an integral role in fostering a diverse, inclusive and equitable community
- ▶ Audience Building - Support for the arts institutions in Allentown to develop new audiences from the local and regional population including marketing, tourism, etc.

ALLENTOWN 2030 PLAN

▶ Next Steps

- ▶ Implement the Catalytic Action of Arts and Culture Economic Development to build on existing and identify new cultural activities
- ▶ Expand Allentonians' experience with art and culture by establishing a funding mechanism for administration of a public art and culture program
- ▶ Integrate art and creativity into all development and city projects
- ▶ Identify public spaces throughout the city that may be available for activation
- ▶ Utilize arts-based economic strategies to highlight diverse cultures
- ▶ Creation of two new Arts Innovation Districts

CREATIVE VITALITY INITIATIVE #2

CREATIVE VITALITY INITIATIVE #2

- ▶ An advocacy campaign to align the business, government, academic and artistic sectors behind a strategy to
 - ▶ Fuel the creative economy
 - ▶ Support the development of the artistic, natural and historical element of the cultural infrastructure of the Lehigh Valley
 - ▶ Resulting in a region-wide cultural plan