



FRANKLIN COUNTY
CREATIVE ECONOMY PROJECT

PROJECT REPORT

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*Overview of
Employment Structure and Characteristics
of the Creative Economy in Franklin County*



Total Creative in Franklin County

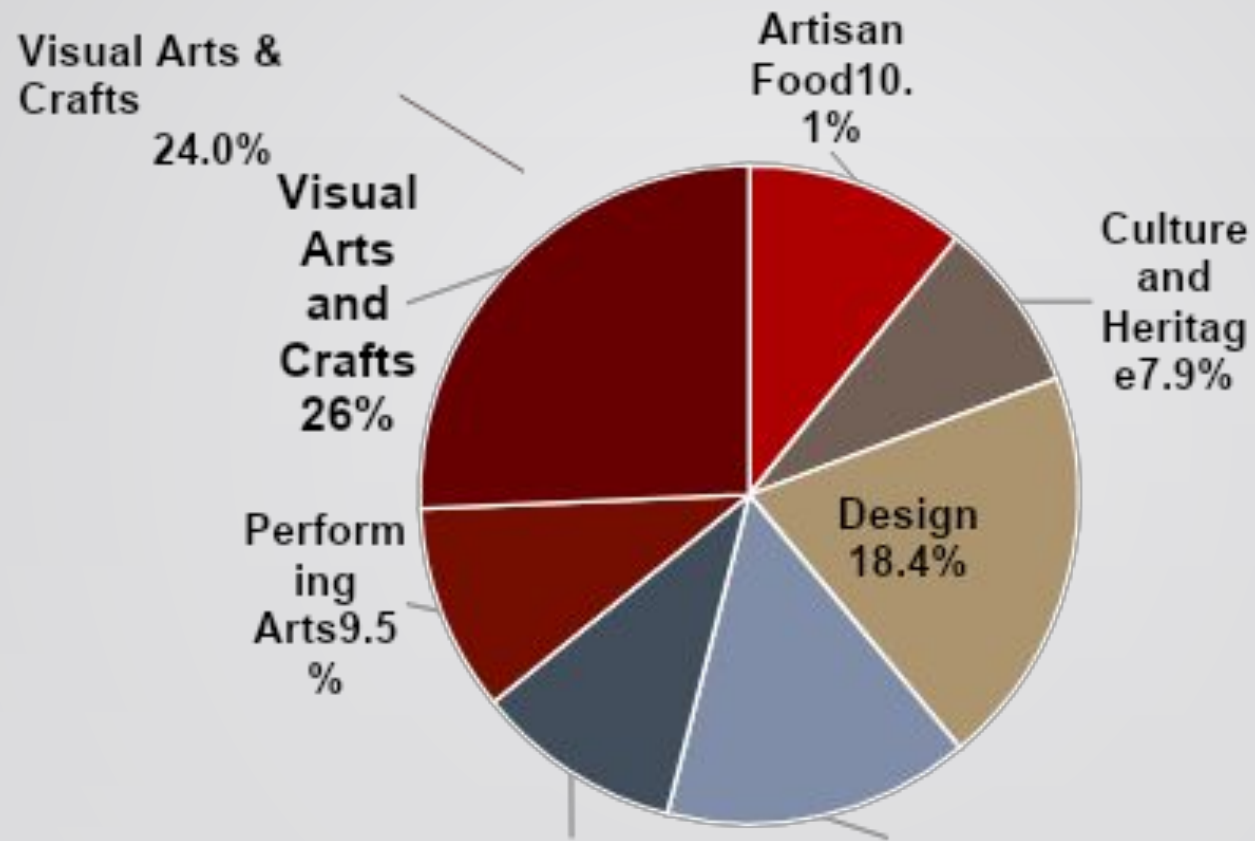
Franklin County	2018 Jobs, Self-Employed, & Proprietors*
Total in Creative Industries	2,930
Total Creative Workers Outside Creative Industries	753
Total Creative Economy	3,682
Total Economy (all industries)	39,981
Creative Economy as % of Total Economy	9.2%

*See Definition of the Creative Economy and Data Sources at the end of this section.

Distribution by Industry Segment

Creative Industries By Major Segment	2018 Jobs, Self-Employed, & Proprietors*	Percent of Total
Artisanal Food	295	10.1%
Culture and Heritage	232	7.9%
Design	539	18.4%
Film and Media	412	14.1%
Literary Arts and Publishing	470	16.0%
Performing Arts	278	9.5%
Visual Arts and Crafts	704	24.0%

Distribution by Industry Segment



Creative Industries: Relative Percentages

Franklin County Creative Industries,
% of Total Employment
Relative to U.S. Average,
2018

**57%
Above
National
Average**

Percent Change in
Jobs, Self-Employed,
& Proprietors in
Creative Industries,
2010-2018



Franklin County: 6.0%
Massachusetts: 14.4%
US: 14.6%

Creative Industries: Average Earnings

**Average Earnings per Job,
Self-Employed, and
Proprietor, 2018**

\$32,678

DEFINITION OF THE CREATIVE ECONOMY

The **creative economy** consists of businesses, non-profit organizations and full and part time self-employed individuals and freelancers who are engaged in the origination, production and distribution of goods and services that are rooted in artistic and creative content. It is defined by combining (a) those employed in *creative industries* and (b) those employed in *creative occupations* outside of creative industries.

Employment in the **creative economy** is captured through data organized by the North American Industry Classification codes (NAICS) and employment in *creative occupations* is captured through employment organized by the Standard Occupational Classification codes (SOC).

DATA SOURCES

The source of 2018 data for Franklin County is a proprietary database developed by EMSI.

It includes:

- employee data from the 2018 Quarterly Census of Employment and Wages (QCEW) of the U.S. Bureau of Labor Statistics;
- non-QCEW employee estimates from County Business Patterns and Current Employment Statistics, National Industry-Occupation Employment Matrix, State and Local Personal Income reports, and the American Community Survey; and
- self-employed and extended proprietor worker data based primarily on the American Community Survey, Non-Employer Statistics, and BEA State and Local Personal Income Reports.

FINDINGS:

1. *Strengths and Assets*
 2. *Ideation & Entrepreneurship Center (I&EC)*
 3. *Challenges*
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I. Strengths and Assets

County Overview

- ❖ Development of new spaces/makerspaces, Montague Makes, We Are Makers (WAM), Launch Space
- ❖ Creative Hubs: Greenfield/Turners Falls/Montague, Shelburne Falls, Deerfield, Orange
- ❖ SMU's Arts Vibrancy national ranking
- ❖ On-going visibility through the Green River Music Festival, RPM Fest, etc.
- ❖ 50+ fairs and festivals
- ❖ World-class creatives – glass, music, design, literature, sculpture, etc.
- ❖ New vitality among young people and newcomers; Culture of Collaboration and DIY
- ❖ Awareness by building owners about the economic power of creative economy
- ❖ Cultural Districts in Greenfield, Shelburne and Turners
- ❖ Extensive portfolio of workshops, training and education; same for fairs and festivals

Strengths and Assets

Greenfield

- ❖ The Hive
- ❖ Arts Vibrancy national ranking
- ❖ Enhanced role and reputation of GCC
- ❖ Crossroads Cultural District
- ❖ 1st National Bank re-development
- ❖ New creative businesses – e.g. Common Media, Innovintage, Hungry Ghost Consulting, etc.
- ❖ Current and new building owners focused on arts and creatives
- ❖ Greenspace/Co-working space expansions
- ❖ Strong and expanding role of Performing Arts – theater, music, dance

Strengths and Assets

Creative Support System

Education (examples)

- GCC Humanities, Arts Programs and Studios
- Art Space
- Art Garden
- Ja'Duke Performing Arts School
- Orange Dance Studio

Collective/Collaborative Arts Organizations (examples)

- Musicians Coop
- Straw Dog Writers Guild
- Asparagus Valley Pottery
- Salmon Falls Artisans
- Artisan Coop
- Leverett Crafts and Arts Center
- Deerfield Valley Arts Association

Performance Venues

- Several dozen

Fairs and Festivals

- Approximately 55, most related to arts

Maker Spaces/Co-Working Spaces (examples)

- Greenspace
- Launch Space
- The HIVE
- Lamson & Goodnow Building
- Looky Here
- Handle Factory

Business Support

Strengths and Assets

Performing Arts



- ❖ Eggtooth, Ja'Duke, Double Edge, Silverthorne, Musicians Coop, Mohawk Trail, Watermelon Wednesdays, Antenna Cloud Farm, The Dance Studio, Arena Civic Theater, Pioneer Valley Symphony, Klezperanto, Signature Sounds, etc.
- ❖ Shea Theater, Hawks and Reed, Root Cellar, 1794 Meeting House, Rendezvous, Looky Here, etc.
- ❖ Several hundred actors, dancers, musicians
- ❖ Klondike Sound, Fast Light, Artspace, Art Garden

Strengths and Assets

Visual Arts and Fine Crafts



- ❖ More than 300 visual artists and fine craftspeople: photographers, painters, potters, glassblowers, sculptors, jewelry makers, wood workers
- ❖ Buckland Fiber Friends, Crafts of Colrain, Greenfield Gallery, Salmon Falls Gallery, Leverett Crafts & Arts, Artisan Coop, Handle Factory, Asparagus Valley Potters, Deerfield Valley Art Association
- ❖ Art studios, classes, workshops, courses, and K-12
- ❖ GCC Division of Humanities

Strengths and Assets

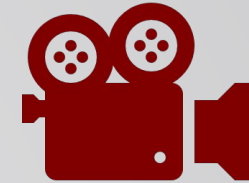
Design



- ❖ 25 businesses – largest number of firms
- ❖ More than 500 people employed
- ❖ Many graphic and web design freelancers
- ❖ Verlando Graphic Design, Starstruck Design, Hitpoint Studios, Morrell Metalsmiths, Austin Design and Architects, Jones Whittset Architects, Common Media, Flourish Fashions

Strengths and Assets

Film and Media



- ❖ Turning Tide Productions, Makeshift Pictures, Fast Light Productions, Greenfield Community Cable TV, Searchlight Films, TOLD Video, etc.
- ❖ Filmmakers – Sarah Lanzillotta, Bob Krzykowski, Steve Alves, Robbie Zeppler, Otis Wheeler, Ian Hamilton, Tamara Sloan, Harry Keramidas, etc.
- ❖ Digital Media Program at GCC
- ❖ Pothole Pictures, Ashfield Film Festival

Strengths and Assets ***Literary Arts***



-
- ❖ Shelter Bookworks, Human Error Publishing, Montague Bookmill/Lady Killigrew
 - ❖ Great Falls Word Festival
 - ❖ Straw Dog Writers Guild: Mary Clare Powell, Paul Richmond, Mark Klempner, Jane Roy Brown, Nancy Smith, etc.
 - ❖ Libraries: New Salem, Wendell, Leyden, Shelburne, Heath, etc.
 - ❖ Writing groups – several throughout the county
 - ❖ GCC Writing Courses/Program

Strengths and Assets

Artisanal Food and Farms



- ❖ Farms: Red Fire Farm, Mycoterra Farm, Our Family Farms, Clarkdale Fruit Farm
- ❖ Specialty Foods: Real Pickles, Goldthread Herbs, Kitchen Garden Farm, Full Moon Ghee, etc.
- ❖ Craft beverages: Elements, People's Pint, BBC, West County Cider, etc.
- ❖ Festivals: North Quabbin Garlic and Arts Festival, Mike's Maze Chilifest, Celebrate Harvest (Orange), etc.
- ❖ Western Mass. Food Processing Center: dozens of graduates

Strengths and Assets

Heritage



-
- ❖ Historic Deerfield, Old Greenfield Village, Museum of Our Industrial Heritage, Shelburne Falls Trolley Museum, Pocumtuck Valley Memorial Association
 - ❖ Historical Societies: Greenfield, Shelburne, Rowe, Ashfield, etc.
 - ❖ National Register of Historic Places:
 - Alvah Stone Mill
 - Historic Center Districts: Heath, Orange, Colrain
 - Arthur Smith Covered Bridge

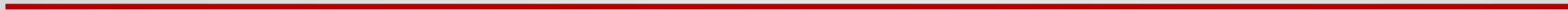
2. Ideation & Entrepreneurship Center (I&EC): Concept and Vision

- ❖ Given the strengths and challenges – great opportunity for the I&EC
- ❖ GCC & Fostering Arts & Culture – very good reputation, lots of visibility
- ❖ Creative people and businesses – choosing the right business model
- ❖ Several organizations in business and entrepreneurial development assistance could be partners: e.g., Franklin County CDC, Arts Extension Service, the SBDC, Assets for Artists

3. Challenges

- ❑ No one organizational focal/coordinating point
- ❑ Lack of formal communication/community-building mechanisms
- ❑ Brand/image could be stronger and compelling
- ❑ Low incomes require most creatives work another job or two
- ❑ Lack of affordable housing for young and emerging creatives
- ❑ Young creatives moving up, but need more affirmation and support
- ❑ Product sales for many creative producers have slipped this past year
- ❑ Greenfield becoming hub -- needs to go to next level (place-making)

IDEAS/OPPORTUNITIES



I. Launch the I&EC

I&EC Reception in October

- ❖ Invitation to 100 (plus/minus) creatives who were interviewed
- ❖ Hold in Ideation room/main campus building
- ❖ Present Congressman Olver's concept
- ❖ Preliminary plan for Ideation and Entrepreneurship Center and Humanities Division
- ❖ Review key findings from research and interviews
- ❖ Discussion

2. Work with Artisan Associations

Building a relationship with the associations could be very useful to I&EC

- ❖ The associations are a portal into several hundred creatives in all media with varying business-related needs
- ❖ Business and entrepreneurial development classes and workshops could be taught to many of these association members, and in partnership with them
- ❖ Creatives in the association could be guest lecturers or be mentors for GCC art students
- ❖ Also, graduates of GCC art programs might be interested in being members of the associations as a means of jump-starting their creative careers/businesses

3. Build Connections to Makerspaces

The Hive, Launch Space, former Lamson & Goodnow offer significant opportunities for the I&EC program

- ❖ If successful, these spaces will be an important engines of new creative businesses
- ❖ Makerspace graduates profit from business and entrepreneurial development education and training
- ❖ The makerspaces will be offering classes and programs of various kinds -- helpful to have GCC and I&EC offer workshops, classes and courses at the sites as well
- ❖ The makerspaces could be a helpful resource to GCC art students who have a product idea and need to develop a prototype
- ❖ Some creatives using the makerspaces could be guest lecturers and mentors for students at GCC

4. Develop Key Partnerships/Relationships

Assets for Artists (a program of Mass MOCA)

- Has worked with 1000+ artists – TA, courses, internships, residencies, funding, etc.

Arts Hub – Barr Foundation and WMCF

- New initiative to connect creative community in Pioneer Valley

Franklin Chamber and Franklin County CDC

- Business services to CE, and expertise with Artisan Foods & Agriculture

Arts Extension Service at UMASS

- Extensive experience and business resources for creative community

5. Offer Selection of Topics for Classes/Workshops

Topics/Content

- Choosing the right business model
- Increasing and finding new revenue streams
- Defining and reaching your target market
- Expanding your audience
- Pricing your product for internal and external markets
- Grant-writing – mechanics and sources
- Using video and storytelling as marketing strategy
- Creating mentoring and internship opportunities

Classes/Workshops, cont.

Potential Partners/Contributors

- Franklin County CDC
- Arts Extension, UMASS
- Assets for Artists
- Community College Models
 - Haywood Community College, NC
 - Artrepreneurship Program in Montana

6. Connect Industrial Legacy and the Creative Economy

- One of the core organizing principles of the Hive makerspace is to make a direct connection between industry and the creative community.
- The Launch Space in Orange has an extraordinarily diverse range of state-of-the-art production and manufacturing equipment and machinery.
- GCC's considerable strength in both manufacturing & artistic and creative production could be a focal point for making this new form of Creative Production a defining brand for the Franklin County region and Creative Economy

7. Suggestions to Help Strengthen/Expand the Creative Economy in Franklin County

- ❖ Build stronger community/communication within creative community – there's a hunger for this
- ❖ Provide opportunities for Business-to-Business – e.g. for a filmmaker to find a sound engineer, or a fabric maker to find a web site designer
- ❖ Hold convenings for creatives to test out new product and service ideas
- ❖ Position Greenfield as more of a central and coalescing hub in FC Creative Economy
- ❖ Organize FC Creative Technology, Entertainment and Design (TED) talks featuring region's wealth of creative talent – showcase talent and learn from musicians, writers, makers, etc
- ❖ Capitalize on expanding growth and talent in Music
- ❖ Bring realtors and building owners together with creative community to take better advantage of industrial space
- ❖ Consider an indie film theater that would be focal point for filmmaking in FC

ADVISORY COMMITTEE

Function

- Advise I&EC faculty and staff on programs and future direction
- Serve as connection between Center and creative community
- Provide support/leadership in growing/expanding Creative Economy

Composition

- 20-25 individuals
- Representation from regions, segments, gender, specialties, etc.

