

CREATIVE
VITALITY
INDEX
SEATTLE

Great coffee shops, crowded bookstores, a lively music scene, well-designed buildings, thriving art galleries – these are elements we find in the communities that drive the new economy. In places like Boston, Seattle and Austin, this kind of energetic, open atmosphere attracts good companies and skilled workers interested in a high quality of life – which in turn leads to a self-sustaining cycle of economic and cultural vitality.

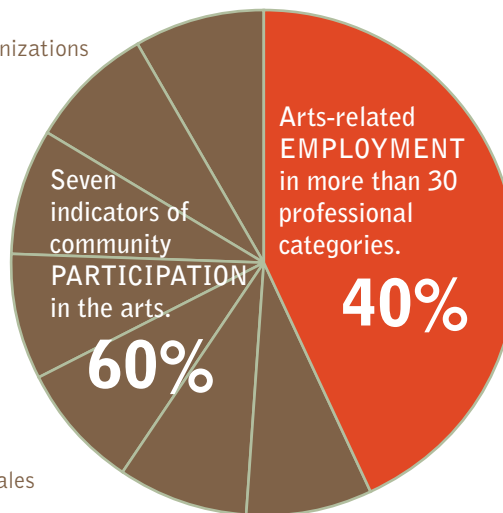
Not every community can be a national hub of economic and cultural innovation. But every community can develop and enhance its economic and cultural health by fostering policies that support creative vitality. The Creative Vitality Index was conceived as a tool that states, counties, cities and towns can use to assess and enhance their creative edge.

What is the Creative Vitality Index?

The Creative Vitality Index is an annual measure of the health of the creative economy in a city, county, state or other geographic area. The creative economy as defined in the Creative Vitality Index includes for-profit and not-for-profit arts-related enterprises. Using readily available, inexpensive data on employment and community participation, the Creative Vitality Index reflects the vigor of this sector of the economy and culture.

The Index has two major components. One component measures seven indicators of community **PARTICIPATION** in the arts, the other measures concentrations of arts-related **EMPLOYMENT**.

- 1) Income of not-for-profit arts organizations
- 2) Income of other not-for-profit organizations with a record of arts activity
- 3) Per capita CD and bookstore sales
- 4) Per capita musical instrument and supply store sales
- 5) Per capita photography store sales
- 6) Motion picture theater attendance
- 7) Per capita museum and art gallery revenues from ticket and product sales



- Actors, Producers & Directors
- Advertising & Promotions Managers
- Agents & Business Managers**
- Announcers
- Architects & Landscape Architects
- Architecture Teachers*
- Art, Drama & Music Teachers*
- Art Directors
- Audio & Video Equipment Technicians
- Broadcast & Sound Technicians
- Camera Operators, TV, Video & Movies
- Commercial & Industrial Designers
- Dancers & Choreographers
- Directors, Religious Activities & Education Editors
- English Language & Literature Teachers*
- Fashion & Floral Designers
- Film & Video Editors
- Fine Artists (Painters, Sculptors, Illustrators)
- Graphic & Interior Designers
- Librarians
- Media Equipment Workers
- Multimedia Artists & Animators
- Music Directors & Composers
- Musical Instrument Repairers & Tuners
- Musicians & Singers
- Other Art & Design Workers
- Other Media & Communications Workers
- Photographers
- Public Relations Managers
- Public Relations Specialists
- Set & Exhibit Designers
- Technical Writers
- Writers & Authors

* Post-secondary
** Of Artists, Performers and Athletes

How Did We Do?

The baseline score for the Creative Vitality Index is 1.00 – this is the national score using the same data streams used locally. A region's score reflects a value relative to this national baseline; a score of 1.0 or greater means that the area has a relatively strong arts sector.

Seattle's Creative Vitality Index score for 2007 was 5.68. Obviously, this is a community that values and supports the arts sector. Among the sub-indices that make up the Index, Seattle scores particularly high in not-for-profit arts organization revenues (8.35) and in arts-related employment (7.10). We open our pocketbooks to support the arts, and we have high concentrations of creative and arts-based professions—seven times the average across the United States.

While we can be proud that our city's creative vitality as measured by the Index is more than five times the national baseline, the data in the 2007 report reflects a high point in Seattle's creative climate. The true application of the Creative Vitality Index is in reflecting change from year to year in a given community. As it is repeated over the coming years, the Index will serve as a tool to track the evolution of Seattle's creative sector and to help maintain its strength and liveliness.

A Tool for Growth

The Creative Vitality Index can inform public policy decision-making and support the work of advocates for the development of the creative economy.

Among many projected uses, the Index can:

- Educate the community at large concerning the components and dynamics of **the creative economy**.
- Promote the concept that the creative economy includes **both for-profit and not-for-profit** arts-related activities.
- Monitor trends and inform public arts policy, such as **preserving arts space**.
- Call attention to significant changes in the creative economy ecosystem. If contributions from private foundations drop substantially in a year and three major architectural firms leave the area, it's **time for action**.
- Provide a framework upon which **a coalition** to support and expand the creative economy can be built.
- Serve as a **diagnostic tool** to provide a baseline and then annually measure changes in the creative economy.

Part of a Bigger Conversation

Around the country, civic leaders, economists, philanthropists, mainstream business leaders and arts community leaders are engaged in lively dialogue about what constitutes the creative economy and to what degree it impacts a region's overall economic and cultural health.

The Creative Vitality Index reflects the broad, systems-oriented thinking behind this dialogue and reinforces that not-for-profit arts organizations and public arts agencies are part of an interdependent whole, the creative sector, the vitality of which is essential to the health and vitality of the greater economy and community.

For more information and/or a copy of the full Creative Vitality Index, please visit www.seattle.gov/arts or contact the Mayor's Office of Arts & Cultural Affairs at 206.684.7171 or arts.culture@seattle.gov.

