Addison/Rutland
Addison & Rutland Counties

CREATIVE ZONE SNAPSHOT

About the Zone

Creative Sector

Creative Jobs

Creative Segments

CREATIVE ZONE IN DEPTH

Claims to Fame

Segment Size & Growth

Employment Types

#1 highest rate of self-employment (three-way tie for 12%)

#1 growth in three segments (Culture & Heritage—22%, Literary Arts—14%, and Design—10%)

#2 zone for design and specialty foods

#1 highest rate of self-employment (three-way tie for 12%)

#1 growth in three segments (Culture & Heritage—22%, Literary Arts—14%, and Design—10%)

Second highest percentage of Design (30%) and Specialty Foods (19%) jobs

Design

Visual Arts & Crafts

Literary Arts

Film & Media

Performing Arts

Culture & Heritage

Specialty Foods

TOTAL

% of Creative Sector Jobs

% Growth (2010-2018)

% Employed

% Self-Employed

% Extended Proprietors

Rutland Downtown Ethnic Festival. Photo: Shawn Pemrick, Wikimedia Commons.
### CREATIVE ZONE ASSESSMENT

**Strengths**
- High number of collaborative places and spaces, small and experimental venues
- Vibrant Main Streets, downtowns and village centers
- Concentration of higher education institutions and museums
- Strong talent and enterprises in sculpture, trades, and larger artisan manufacturing
- Largest growth statewide in Culture & Heritage segment (22%), Literary Arts (14%), and Design (10%) (2010-2018)
- Strong tourist/travel corridors (Routes 4/7 and Amtrak)
- Strong downtown organizations, arts cultures, festivals and events, venues and creative community development in Rutland and Middlebury
- Major ski and outdoor recreation attractions

**Challenges**
- Decline in Visual Arts & Fine Crafts jobs and significant decline in Film & Media (2010-2018)
- Lack of a cohesive regional identity across Rutland and Addison Counties
- Lack of zone-wide creative sector planning
- Many small towns with limited resources and planning capacity

**Needs**
- Creative sector action planning for the zone
- Increased communication, collaboration and relationship building systems within the zone
- Expansion of creative sector activities and development in smaller, rural towns
- Capitalizing on tourism and visitors with creative collaborations
- Increased zone participation
- Better measurement, communications and advocacy tools

**Plans, Programs & Studies**
- Rutland City Creative Communities Program Final Report and Action Plan (2006)

### CREATIVE ZONE FUTURE

**Key Support Organizations**
- Addison County Economic Development Corporation
- Addison County Regional Planning Commission
- Castleton University
- Chamber & Economic Development of the Rutland Region
- Middlebury College
- Rutland Regional Planning Commission
- The MINT- Rutland’s Makerspace
- Vermont Community Foundation
- Vermont Folklife Center

**Current Priorities (From CreateVT ZoneJam notes)**
- Recruitment of creative sector members to participate in zone
- Eliminating the divide and increasing collaboration across the two counties
- Helping venues adapt to COVID-19
- Developing zone identity (and considering a new name)

**Key Activities**
- Communication channels: Facebook group