Addison/Rutland Counties

CREATIVE ZONE SNAPSHOT

About the Zone

52 towns
95,774 population

Creative Sector

5,166 creative sector jobs
8.4% of all jobs
11% creative employment growth (2010-2018)

Creative Jobs

2,478 creative workers in creative industries
1,251 creative workers in other industries

Creative Segments

30% Design
47% Specialty Foods

CREATIVE ZONE IN DEPTH

Claims to Fame

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

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

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

Segment Size & Growth

Design: 10% 18% 3%
Visual Arts & Crafts: 7% 14% 2%
Literary Arts: 9% 14% 3%
Film & Media: 12% 25% 3%
Performing Arts: 12% 25% 3%
Culture & Heritage: 4% 22% 3%
Specialty Foods: 19% 47% 3%

Employment Types

Design: % Employed: 60, % Self-Employed: 13, % Extended Proprietors: 27
Visual Arts & Crafts: 23 54 63
Literary Arts: 21 17 62
Film & Media: 19 57 33
Performing Arts: 19 36 64
Culture & Heritage: 89 89 11
Specialty Foods: 73 73 5
TOTAL: 49 12 39

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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