CREATIVE ZONE SNAPSHOT

About the Zone

Creative Sector

Creative Jobs

Creative Segments

CREATIVE ZONE IN DEPTH

Claims to Fame

Segment Size & Growth

Employment Types

Only zone with significant jobs in Film & Media (19% of jobs, with 32% growth)

Highest level of per capita employment in the creative sector (0.08)

Second highest growth in Performing Arts segment (30%)
CREATIVE ZONE ASSESSMENT

Strengths
- Density of population, businesses and creative enterprises (particularly in Burlington’s South End)
- Racial and cultural diversity
- Brand and identity as arts and cultural center
- Proximity to Lake Champlain, airport, Amtrak, Routes 7 and 89, and Canada
- Strong institutions including University of Vermont and Champlain College
- Vibrancy and talent in music, design, digital media and film segments
- Strong support for creative economy within the community and progressive leadership
- Strong collaborative spaces, culture and environment
- Highest growth rate statewide for Visual Arts & Fine Crafts (2010-2018), Performing Arts, and Film & Media
- Strong, coordinated community development and planning capacity
- Wide variety of venues and spaces for different types of creative work and sites with potential for redevelopment

Challenges
- Design segment is large proportion of county’s creative jobs, and has a greater rate of decline in jobs here than anywhere in the state
- Cost of living and working (including housing and work/studio space)
- Developing funding models that are affordable and work for creatives, venues, and audiences

Needs
- More frequent communication and peer-to-peer support opportunities
- Addressing inclusivity in creative sector (accessible spaces, racial and economic equity)
- Directories and information sharing systems to connect people with creative skills (such as editing, developing, filming)
- Sharing systems and funding to increase access to software, accounts and equipment
- Unified messaging and communications
- Connecting and integrating creative sector with politics, nonprofit, tech, and tourism sectors

Plans, Programs & Studies
- Arts and Economic Prosperity 5: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the Greater Burlington Area, Chittenden County, Vermont (2017)
- PlanBTV 2019 Update and South End Plans (2019)
- Richmond Area Creative Communities Program: Final Report and Action (2007)

CREATIVE ZONE FUTURE

Key Support Organizations
- Burlington City Arts
- Champlain College
- Chittenden County Regional Planning Commission
- Generator Makerspace
- Greater Burlington Industrial Corporation
- University of Vermont

Current Priorities (From CreateVT ZoneJam notes)
- Adapting events and programming for COVID-19
- Increasing communication, collaboration and information sharing

Key Activities
Communication channels: Email newsletter