In 2020, the Vermont Creative Network completed an ambitious statewide study to document the scope and economic impact of the creative sector. Our research demonstrates the substantial economic power of the creative sector and a compelling need to invest in the sector’s future growth.

At 9.3%, Vermont has a greater share of creative sector jobs than the U.S. average. The majority of those jobs are in design, specialty foods, and visual arts and crafts. Nearly 50% of Vermont’s creatives are self-employed or freelance (compared to 40% nationwide). Growth in Vermont’s creative sector is lagging (8% growth from 2010 to 2018 vs. 14% nationally).

Building on the research findings, the Vermont Creative Network launched CreateVT—a vision and action planning process. The final plan incorporates the ideas of thousands of people and serves as a roadmap for growing a robust, inclusive, and resilient creative sector.
The Vermont Creative Network (VCN) is a broad collective of organizations, businesses, and individuals working to advance Vermont's creative sector. Authorized by the Vermont Legislature in 2016, the VCN is an initiative of the Vermont Arts Council. We are grateful for major grants from Jane's Trust and The Windham Foundation and support from the Vermont Agency of Commerce and Community Development, the National Life Group Foundation, the Ruth and Peter Metz Family Foundation. Research consultants: Mt. Auburn Associates, Community Roots, and Stuart Rosenfeld. Planning consultants: Community Workshop and Shanta Lee Gander. Vision artwork: Juniper Creative LLC.

Learn more at vermontcreativenetwork.org.