SEGMENT SNAPSHOT

Strengths & Opportunities

• Strong tradition of appreciation for visual arts and artisan crafts in Vermont
• Vermont brand includes artisan products and experiences
• Sole proprietors and independent creatives can easily innovate, pivot, and partner
• Independent enterprises and creatives with other jobs are better able to weather losses
• Small state and collaborative culture support networking within segment
• Expanding access and opportunity to sell and market artwork via Instagram and e-commerce platforms

Challenges

• Artists often expected to volunteer or work for very little funding
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• Venues and facilities are expensive to maintain and struggling; problems exacerbated by COVID-19
• Lack of information channels, events, and opportunities to meet and connect with other artists (particularly across disciplines and geographies)
• Artist funding model typically only pays for product—not process
• Lack of artists in leadership and policymaking positions
• Lack of mentorship opportunities for emerging artists

Needs

• Affordable living and increased compensation in general for artists
• Increased funding for art creation (grants or project funds) or to support artists' process
• Improved directories and information channels to connect artists with each other, facilities, suppliers, spaces, etc.
• Community education to increase support and appreciation for the arts
• Leadership development and recruitment programs for artists in policymaking
• Better statewide promotion activities or channels for arts

Creatives Segment Assessment

Segment Size
9 industries
5,432 jobs
based on NAICS codes included in segment data

Segment Size & Growth

Chittenden County (top zone for growth)
11% of jobs
11% growth, 2010-2018

Southern Vermont (top zone for Visual Arts)
24% of creative sector jobs
18% of jobs

Vermont
32% of creative sector jobs
13% of jobs

United States
55%

Type of Employment

34% employed
55% extended proprietorships
11% self-employed

Peggy Potter Bowls at the Waitsfield Farmers’ Market. Photo: Don Shall, Flickr Creative Commons
VISUAL ARTS & FINE CRAFTS SEGMENT STATEWIDE

Segment Size & Growth by Zone

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% of Creative Sector Jobs in Visual Arts | % Segment Growth (2010-2018)

Type of Employment by Zone

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<th>Zone</th>
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SEGMENT OCCUPATIONS (NAICS CODES)

327110 Pottery, Ceramics and Plumbing Fixture Manufacturing

327212 Other Pressed and Blown Glass and Glassware Manufacturing

448310 Jewelry Stores

451130 Sewing, Needlework and Piece Goods Stores

453220 Gift, Novelty, and Souvenir Stores

453920 Art Dealers

541921 Photography Studios, Portrait

616610 Fine Arts Schools

711510 Independent Artists, Writers, and Performers

VISUAL ARTS RESOURCES & PROVIDERS

- Clemmons Family Farm Artist Registry
- Creative Ground Database
- Guild of Vermont Furniture Makers
- Vermont Abenaki Artists Association
- Vermont Arts Council
- Vermont Crafts Council
- Vermont Curators Group
- Vermont Weavers Guild