

Zone Overviews:  
Southern Vermont

Bennington

Windham

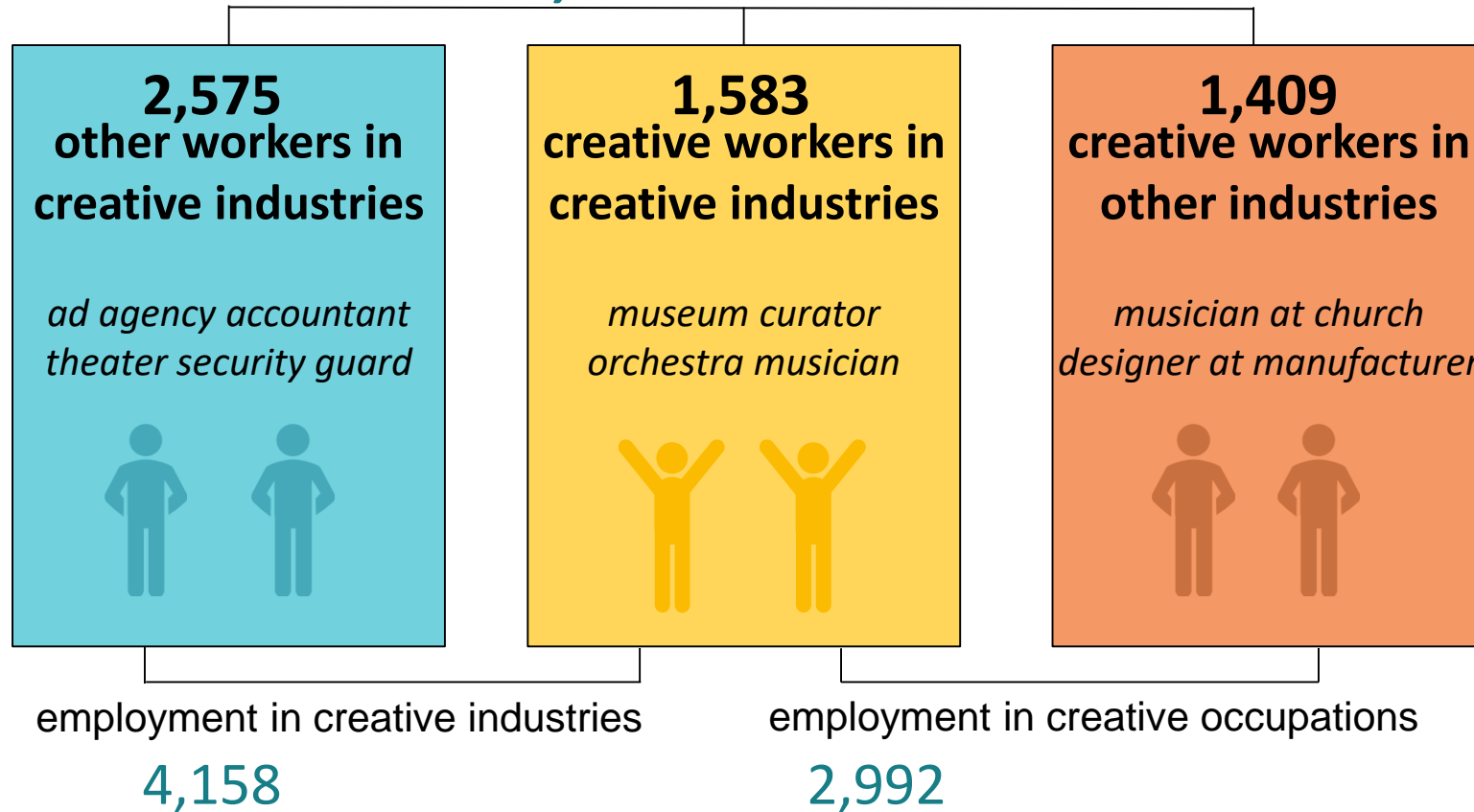




# ECONOMIC IMPORTANCE OF THE CREATIVE ECONOMY: SOUTHERN VERMONT

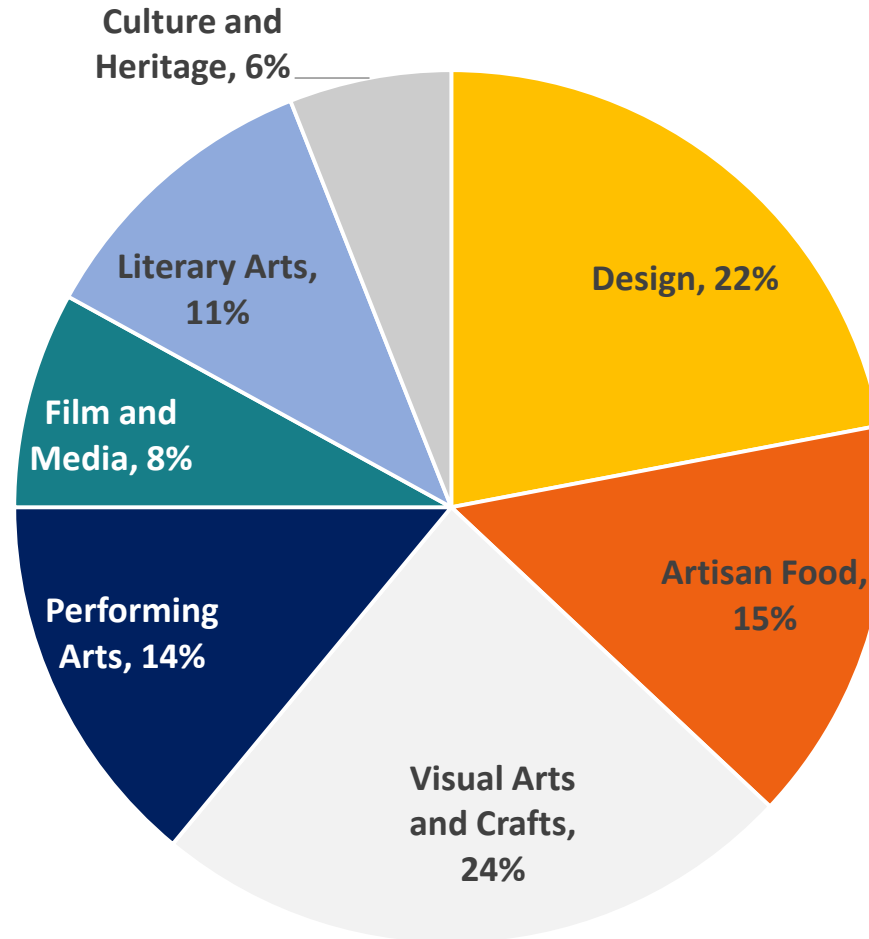
total creative employment (2018)

**5,567 JOBS**





## SEGMENT DISTRIBUTION: SOUTHERN VERMONT





## ECONOMIC FINDING: SOUTHERN VERMONT

- ❖ **Jobs in the creative economy** are **9.9%** of regional jobs in this zone
- ❖ Most significant segment is **Visual Arts and Crafts** with **24%** of jobs – higher than all zones, the state as a whole (18%) and the U.S. (15%)
- ❖ **Jobs in the creative economy grew** by **2%** between 2010 and 2018, greater than regional job growth of 1% in this zone, but smaller than all other zones' creative job growth
- ❖ Most growth in **Artisan Foods (63% increase)** and **Culture and Heritage (12% increase)**

# STRENGTHS AND THEMES

from Southern Vermont focus group conversations (Fall 2019)

## **Strong music organizations**

Brattleboro Music Center, Manchester Music Festival, Yellow Barn, Marlboro Music Festival, Vermont Jazz Center

## **Creative education institutions**

Marlboro and Bennington Colleges, Landmark College, Putney School, New England Center for Circus Arts

## **Access to markets**

I-91 Corridor pulls people in from the south – New York and Massachusetts

## **Many artisan crafts related business**

Laura Zindel Design, Randi Solin international glass artist, Natalie Blake Studios, Bennington Pottery and others

## **Exceptionally strong collaborative spaces and collaborative arts environment**

Fire Arts, HatchSpace, Main Street Arts, The Mill in East Arlington, The Lightning Jar, Epsilon Spires, Stage 33 Live, Peak Co-working, Vermont Arts Exchange, The Cotton Mill, The Rockingham Arts and Museum Project (RAMP), Hooker-Dunham Theater and Gallery

## **Strong amateur and professional theater**

Oldcastle, Dorset Theater Festival, Great River Theater Festival, Main Street Arts, New England Youth Theatre, Crabgrass Puppet Theater, Sandglass Theater, Weston nearby

## **Many creative development projects in city/town centers**

Putnam Block in Bennington, Exner Block in Bellows Falls



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