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.

Creative people, businesses and ideas are key to helping Vermont recover from the COVID-19 pandemic and address major challenges like racism, climate change and affordability. Just like roads and bridges, creativity and innovation are essential infrastructure for Vermont’s future.

**VERMONT’S CREATIVE SECTOR**

- **9.3%** of all Vermont jobs
- **41K** Vermont creative sector jobs
- **7** major segments

**KEY RESEARCH FINDINGS**

- 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 vermontcreativенetwork.org.

We believe that CREATIVITY IS ESSENTIAL to the CULTURAL & ECONOMIC VITALITY of Vermont.

**ARTS, CULTURE AND CREATIVITY ARE ESSENTIAL VERMONT INFRASTRUCTURE**

1. Creative enterprises have equitable access to robust public, private and community funding and resources
2. Educational systems develop creative talent, skills, access to, and appreciation for arts and culture
3. State and local policies are designed to equitably support creative enterprises and infrastructure

**VERMONT COMMUNITIES THRIVE THROUGH CREATIVE EXPRESSION AND ENTERPRISE**

4. Communities are infused with opportunities for creative economic development, expression and engagement
5. Creative people are engaged in community building and leadership
6. Cross-sector collaborations amplify creativity and local economies

**CREATIVE ENTERPRISES SUCCEED IN A DIVERSE, EQUITABLE, CONNECTED, & COLLABORATIVE ENVIRONMENT**

7. Creative people and enterprises have abundant access to the resources they need to succeed
8. Vibrant networks support creative people, industries, and communities of practice
9. Vermont is promoted as a hub for creative talent, experiences and communities

**VISION**

**GOALS**

**ADVOCACY AGENDA**

- Invest in creative sector spaces & infrastructure
- Expand creative economic development
- Invest in broadband & digital capacity for creative enterprises
- Develop creative sector business skills

**NETWORK AGENDA**

- Grow & diversify the Vermont Creative Network
- Expand networking & partnerships
- Strengthen resources & support for creative people & enterprises
- Measure & share sector impacts

**LOCAL AGENDA**

- Join or build local teams & networks
- Strengthen local plans & policies
- Improve accessibility of creative spaces & programs
- Make creativity happen, anywhere & everywhere

Full plan release: May 3 at vermontcreativенetwork.org

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