

CHF Executive Briefing: Economic Development

Art and Economic Development

Economic development depends heavily on cultural development. Businesses now look at municipalities from a quality of life perspective. In an atmosphere of high employment, enterprise seeks to attract the best talent, retain executives, and win a more mobile than ever workforce with culture, art, and lifestyle options. In short, a robust cultural economy boosts tourism, attracts business, and creates jobs. Any progressive vision of economic growth must, therefore, embrace a thriving *creative economy*, the extensible *creative community* that drives such an economy, and the localized and regional *creative placemaking* that involves.

"The innovative cities of the coming age will develop a creative union of technology, arts and civics."
–Sir Peter Hall, renowned geographer & authority on the economic, demographic, cultural & management issues facing cities

Efficacy and Community Activation

Trends come and go; community leaders and constituents have supported one program or another without success. The problem is efficacy. You don't garner enthusiastic support without proof of value. The drivers of that proof are *feedback*, *data*, and *public response*. Feedback is easily documented in the form of video and other testimonials that show community activation and user adoption, data in the form of analytics that show evolution of attitudes and behavior, the development of strong networks, and intrinsic commercial results, and public response in the form of media, increased involvement, and constituent support. Movement that gets attention has more opportunity for support and to grow.

"The rapidly evolving global economy demands a dynamic and creative workforce. The arts and its related businesses are responsible for billions of dollars in cultural exports for this country. It is imperative that we continue to support the arts and arts education both on the national and local levels. The strength of every democracy is measured by its commitment to the arts."
–Charles Segars, CEO of Ovation

Vision + Structure and Support

Programs need structure, and leadership needs support. You provide the vision and priorities for community activation. CHF provides that support by effectively drawing the link between art and innovation, helping you motivate and engage the other stakeholders in the ecosystem, and turn your intentions into action. CHF goes even farther, fulfilling on key components of those intentions with proven programming and facilitation, data acquisition and reporting, and applying organizational development to fostering ecosystems of 'shareholders' in the process so that the effort is distributed and adopted more quickly. Innovation is attracted to action, and CHF helps you get from ideation to action faster.

2020 is an Optimal Moment

Innovation is robust, movement between communities is accelerating, and there is incredible interest in supporting local communities with a distinct local advantage. There has never been a greater opportunity to succeed in practical, visible, demonstrable economic development than now. We can't afford not to seize this opportunity.

"I believe that creativity will be the currency of the 21st century."
– Gerald Gordon, Ph.D., President/CEO, Fairfax County (Virginia) Economic Development Authority.

CHF Provides Municipal Leadership Support

- ❑ Navigate the ecosystem of the creative economy.
- ❑ Understand what is needed to bring the parts together.
- ❑ Motivate & engage stakeholders & participants effectively.
- ❑ Get the right people onboard for your vision.
- ❑ Bring a broader art-business-civics ecosystem into being.
- ❑ Turn the vision you see in your head into action.
- ❑ Make traction, achieve your goals, and measure results.
- ❑ Win constituent stakeholders AND the outcome you want.
- ❑ Have a continuous partner in accountability & momentum.

CHF Builds Bridges

CHF brings together business, arts, and tourism organizations, creative professionals, and corporate entities with municipalities and their constituents to foment thriving centers of innovation at the local and regional level. We believe the effective heart of such initiatives is equipping the creative professionals in this space to prosper and thereby produce an environment that attracts new industry, visitors, and affluent consumers to the local marketplace of commerce, ideas, and culture.

CHF's Vision Was Founded By a Visionary

The Clark Hulings Fund for Visual Artists (CHF) is a 501(c)(3) nonprofit organization that promotes the legacy of American painter Clark Hulings (1922 - 2011) by equipping working visual artists to be self-sustaining entrepreneurs.

Founded in 2013, CHF showcases Hulings' life and work as an example to today's artists, and offers them a comprehensive art-business education so that they can thrive as he did. We deliver a suite of integrated learning services continually, both virtually and in-person—via live events, digital channels, and portable media formats—and build professional networks of opportunity.

Mentoring Centers of Innovation



Elizabeth Hulings, Executive Director of CHF, earned her stripes working on Fortune-500 mergers at the predecessors of Citigroup, Cendant, and Verizon, and creating seismic change in cooperation with municipal and

community leaders at organizations like the International Development Exchange and Human Rights Watch.

A Track Record of Success Building Art-Business-Municipal Ecosystems

Fredericksburg: City of Fredericksburg, Spotsylvania County Department of Economic Development & Tourism, Stafford County Virginia Department of Economic Development and Tourism, University of Mary Washington, Central Rappahannock Regional Library

Santa Fe: Santa Fe Convention Center, Santa Fe Community College, TOURISM Santa Fe, Downtown Albuquerque Arts & Cultural District, Institute of American Indian Arts, Santa Fe Arts Commission, Wells Fargo, Office Depot, AV Systems Santa Fe, Santa Fe Community College, Santa Fe County, Small Business Development Center of New Mexico, Tourism Santa Fe, Santa Fe Business Incubator, Santa Fe Community College Foundation, Hotel Santa Fe, Startup Santa Fe

Rockville: Maryland State Arts Council, Rockville Economic Development, Inc., Arts Council of Anne Arundel County, Giant Food, Cambria Hotel, The Art League of Alexandria, Maryland Federation of Art, Artists & Makers Studios

Ft. Lauderdale: Broward County Office of Economic and Small Business Development, Broward County Cultural Division, Broward County Board of County Commissioners, Broward Cultural Council, ArtServe, Wells Fargo

Dallas: City of Dallas Public Arts Department, The Dallas Women's Forum, East Dallas Chamber of Commerce, Brookhaven College (Dallas Community College District), Creative Arts Center of Dallas, Oak Cliff Society for Fine Arts.

"The arts are the best insurance policy a city can take on itself." –Woody Dumas, former Mayor of Baton Rouge

"Politicians don't bring people together. Artists do." –Mayor Richard Daley, former Mayor of Chicago