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Mississippi's Creative Economy: From Museums to Manufacturing

Crossroads of People, Place and Prosperity





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Allison Winstead

Arts-Based Community Development Director

Mississippi Arts Commission

welcome to the MISSISSIPPI ARTS COMMISSION

mac mississippi arts commission

- Who We Are
- Advocacy
- News
- Events Calendar
- Special Projects & Initiatives
- Artist Roster
- Resources: Programs
- Grant Guidelines, Applications, Forms & Resources

support

Sign up for monthly smARTnews and email updates (*required)

Name: *

Podcast of "The Mississippi Arts Hour" radio show now available!

mississippi's creative economy

To find out more about Mississippi's Creative Economy, click on the red logo!! Be sure to watch the short films about the impact of the creative economy in Mississippi.



www.arts.state.ms.us



mississippi's creative economy



“Creativity is not new and neither is economics, but what is new is the nature and extent of the relationship between them, and how they combine to create extraordinary value and wealth.” -John Howkins

Today we will look at not only the economic wealth of creativity in Mississippi communities, but the value that arts add to community development through the study's vignette communities.



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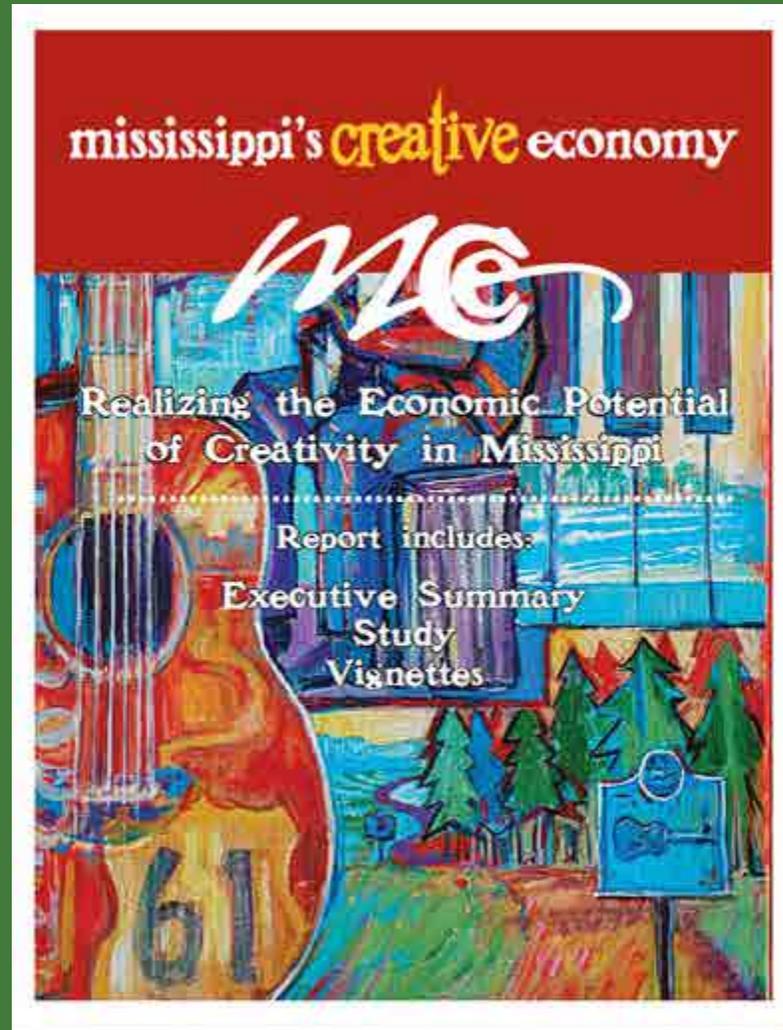
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Unique Characteristics of the Mississippi Study

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- Study began in the middle of a very weak national economy and one of the only creative economy studies that has data collected during a recession
- The state was still in recovery from the aftermath of Katrina – especially difficult because so many creative enterprises and people were based on the MS Gulf Coast
- Completed during another disaster affecting the Gulf Coast – Deepwater Horizon oil spill
- Data looks at both for-profit and nonprofit organizations and enterprises:
 - side- Museums and manufacturing
 - by-side





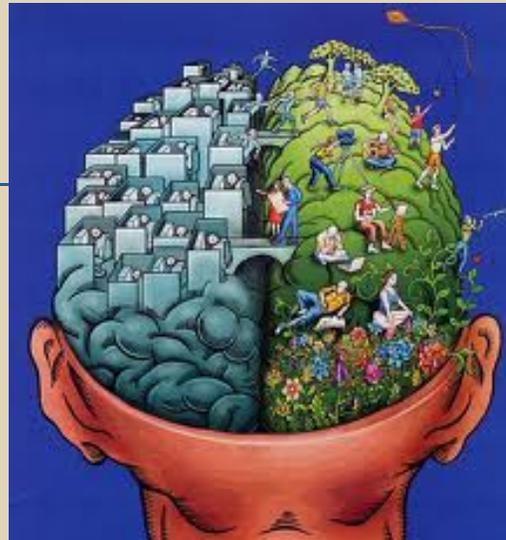
5 Ways the Creative Economy Works in Mississippi...

...and it's not just jobs.

Improves Learning:

Creativity is increasingly becoming the foundation for the 21st century workforce

Left Brain
Brain



Right

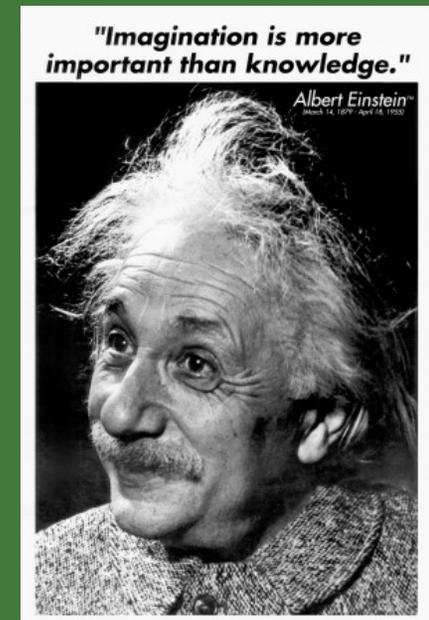
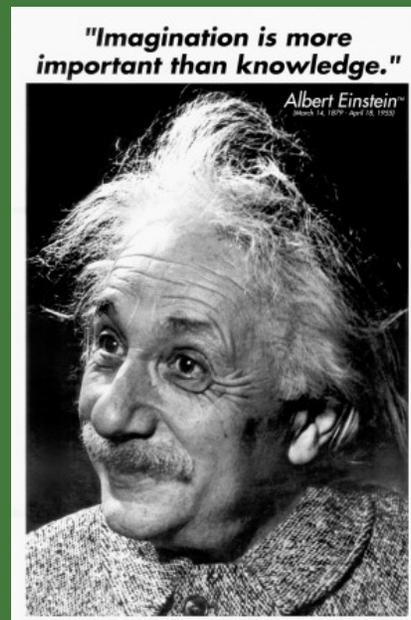
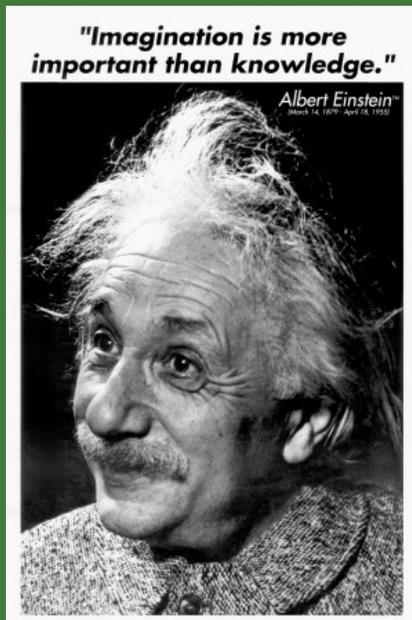
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Stimulates Innovation and Growth: A creative environment stimulate innovation in science and technology





Is a Magnet for Talent and Tourists: Talented people, businesses that need talent, and tourists are increasingly drawn to places with a creative and cultural



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**Increases Productivity and
Competiveness:**

**Creativity improves the competitiveness of
manufactured products and services.**

Viking Range Corporation

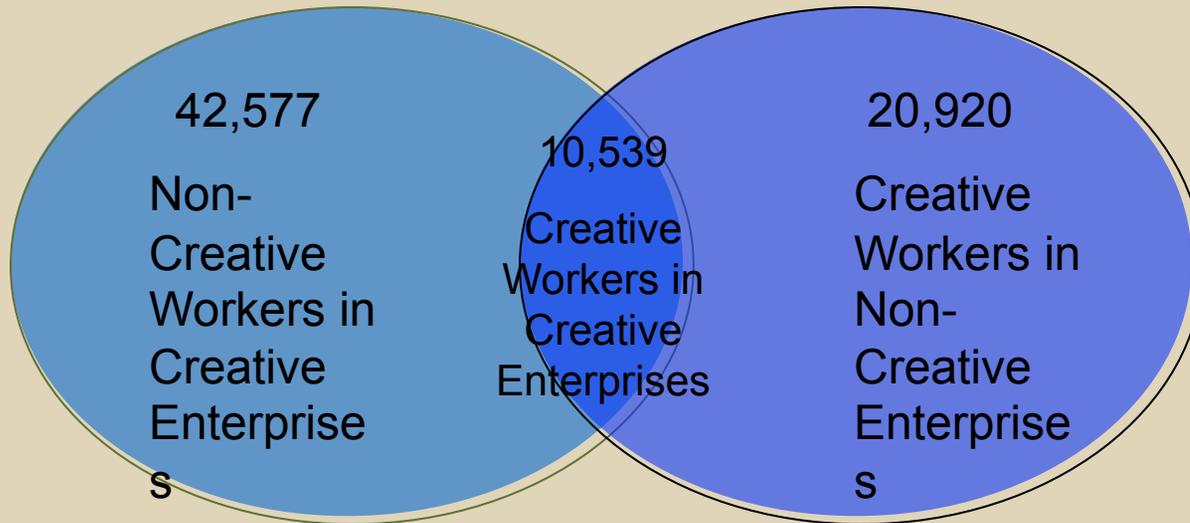


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Generates New Wealth:

The creative economy is a direct source of economic growth, jobs and wealth.



Cluster	2010 Jobs
Business & Financial Services	96,774
Biomedical/Biotechnical (Life Sciences)	86,138
Agribusiness, Food Processing & Technology	77,247
Forest & Wood Products	56,197
Transportation & Logistics	54,956
Creative Economy	42,577
Defense & Security	39,695
Information Technology & Telecommunications	33,479
Advanced Materials	29,059
Apparel & Textiles	26,868
Transportation Equipment Manufacturing	26,172
Chemicals & Chemical Based Products	20,718
Machinery Manufacturing	12,414
Fabricated Metal Product Manufacturing	11,242
Electrical Equipment, Appliance & Component Ma	9,114
Mining	4,065
Primary Metal Manufacturing	2,983
Computer & Electronic Product Manufacturing	2,952

**63,497
JOBS**

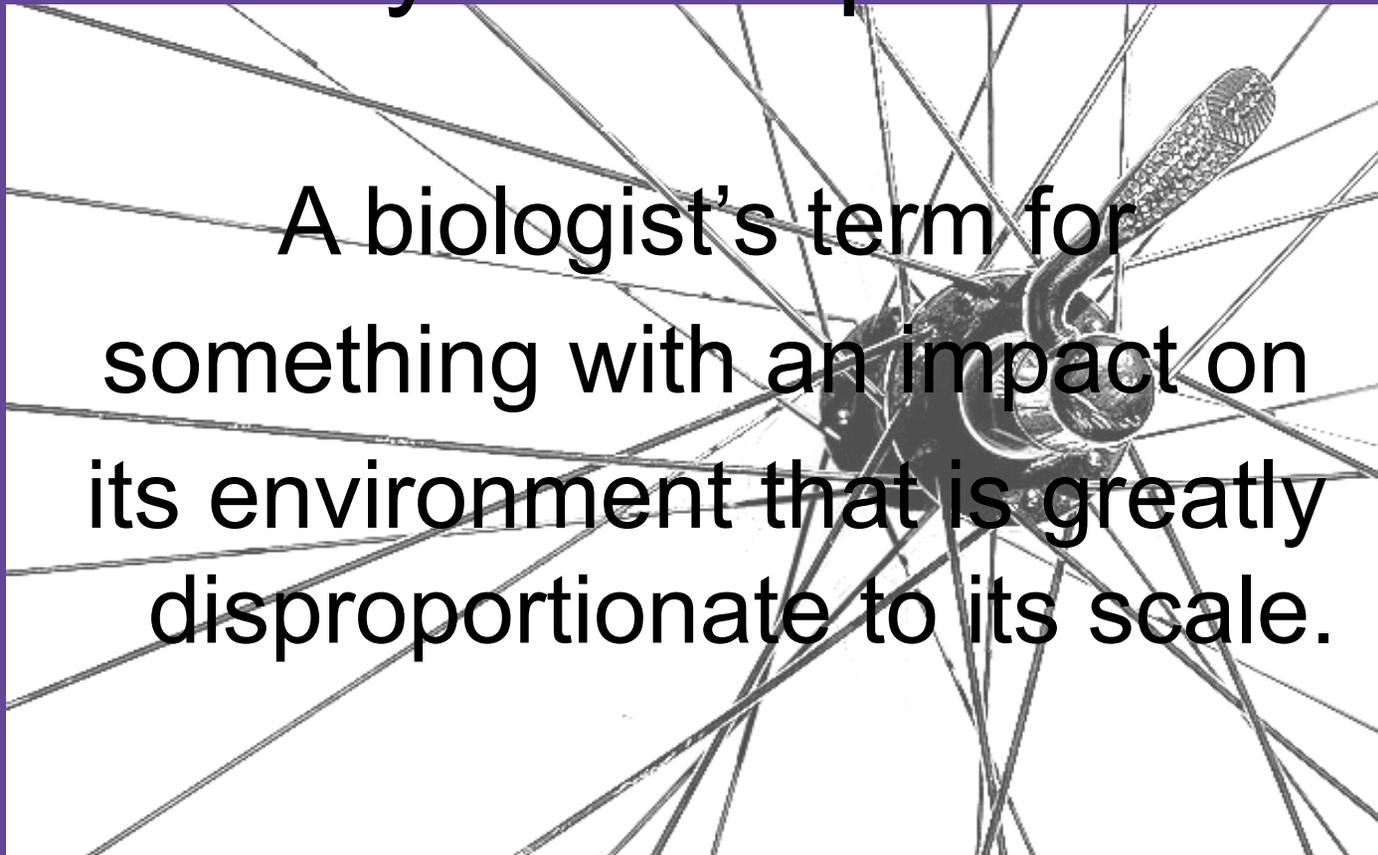
**3.5% of MS
Economy**





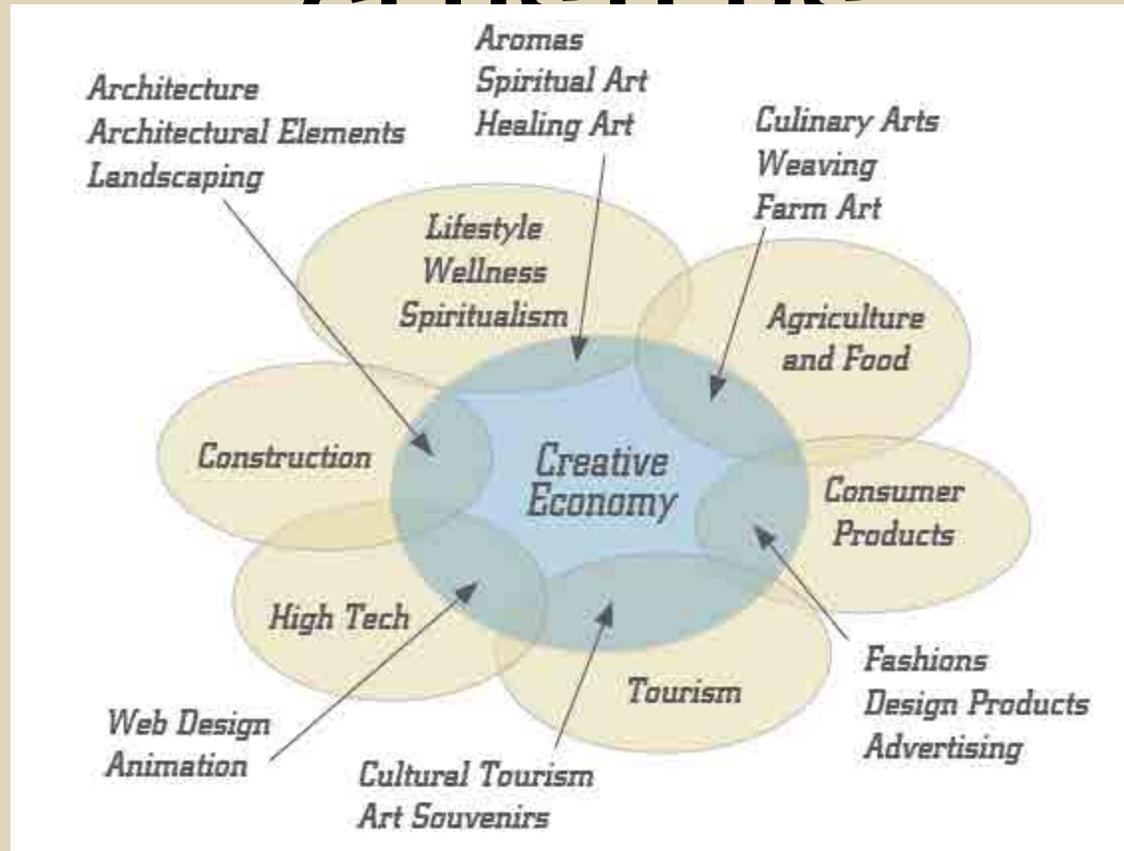
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Keystone Species



A biologist's term for something with an impact on its environment that is greatly disproportionate to its scale.

CONVERGENCE OF CLUSTERS



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Study to Learn More about MCE



In this report, you can learn about all facets of Mississippi's creative economy. The study, "Realizing the Economic Potential of Creativity in Mississippi," covers topics from current economic trends and enterprises to goals and strategies for the future. It identifies sectors of the creative economy as well as recommendations for communities.

"Red Hots and Deep Blues: Stories of Mississippi's Creative Economy" profiles people and places that have successfully harnessed creativity in their lives and communities.

[Read the complete MCE Program Guide online.](#)

[Download the full, print-ready PDF document here.](#)

- [Download the Executive Summary PDF document here.](#)
- [Download the Study PDF document here.](#)
- [Download the Vignettes PDF document here.](#)



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Vignettes

Learn more about Mississippi's creative economy success stories.



Blues Heritage Trail



Jackson's Fondren Neighborhood



Mississippi School for the Arts



Natchez



Ocean Springs & Bay St. Louis



Oxford



Pearl River Community College



Peavey Electronics Corporation



Tamale Trail



University of Southern Mississippi



Viking Range Corporation





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Creative Economy Films



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Jackson's Fondren Neighborhood

Jackson's Fondren Neighborhood



As one of Jackson's oldest communities, Fondren has seen its share of ups and downs. The neighborhood began to see a decline through the 1980s, with a gradual departure of its population. Much of the neighborhood's property went into disrepair and crime levels increased.

Recently, however, community leaders and homeowners began to develop projects focused on creative arts and design. This initiative attracted mixed-use developments that allowed the community to live, work and play all in one place. Today, Fondren is home to numerous artists, restaurants, galleries and other businesses, making it one of Jackson's most vibrant, desirable and (as the neighbors would remind you) funky and artistic neighborhoods.

 [Download the full Jackson's Fondren Neighborhood vignette](#)

[View more success vignettes »](#)

[Sitemap](#)





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Symphony at Sunset:

Adding depth and value to community.



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Ocean Springs & Bay St. Louis



After Hurricane Katrina ravaged the Mississippi Gulf Coast, many area residents turned to art for comfort and used that art to help rebuild their lives and their communities.

In Bay St. Louis, a community with a long artistic tradition that lost all 52 of the places where locals and visitors had once been able to buy art, residents created an arts recovery program to assist local artists in making, marketing or selling their art. Additionally, the Arts Recovery Group organized a travelling exhibit to help promote local artists' work.

In Ocean Springs, the Walter Anderson Museum of Art – among other local institutions – began to feature more local artists' work, providing area residents struggling to recover from the storm with a much-needed outlet to sell their art.

Both communities are thriving once again, and it is art that lies at the core of their recoveries.

 [Download the full Ocean Springs & Bay St. Louis vignette](#)

[View more success vignettes »](#)

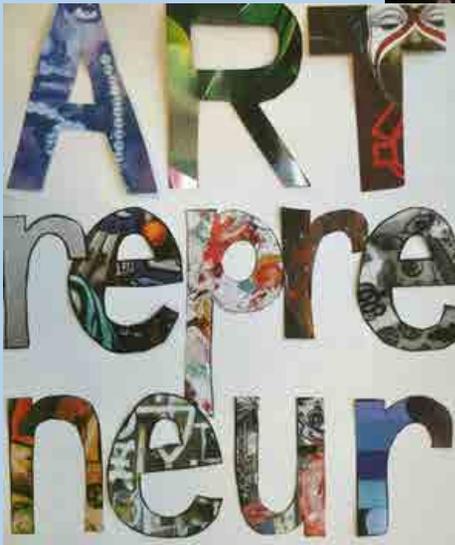




MCE



Mary C. O'Keefe Cultural Center: Teaching business and civic engagement through art.



SOUPER BOWL OF CARING
at the Mary C!
Saturday, February 4th
from 11am-1pm

Help The Hungry
The Mary C. O'Keefe Cultural Center is participating in a special event called "Souper Bowl of Caring" and "Feed the Hungry." This is a special event that involves young people to volunteer for their school. It is a special event that is the school's largest celebration of giving and caring.

Our goal is to raise 1,000 hand-drawn bowls. Please visit the website at www.feedthehungry.org for more information. Our event will take place at the Mary C. O'Keefe Cultural Center. We will be serving from 11am-1pm. Participants will receive a goodie bag. Please bring your own bowl and enjoy. Fundraising will go to The Food Bank. We look forward to your participation.

Come Buy a Bowl and feed the hungry!





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Blues Heritage Trail

The Mississippi Delta and the Blues Heritage Trail



With blues legends like B.B. King, Robert Johnson and Muddy Waters all calling Mississippi home, the state has long been the unquestioned "home of the blues." The Mississippi Delta, in particular, is the epicenter of blues history and a place of inspiration for generations of musicians and music aficionados. However, for years, little was done to promote the Delta as a tourist destination. With the re-establishment of the Mississippi Blues Commission in 2003, over 100 Blues Heritage Trail markers have been placed throughout the state, highlighting important people and festivals tied to the blues.

In towns like Clarksdale, many jobs associated with tourism and hospitality have been created to meet the growing demand of blues tourists.

In the Delta economy, as Little Milton would have sang, "The blues is alright!"

 [Download the full Blues Heritage Trail vignette](#)

[View more success vignettes »](#)





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Art of Living Smart Summer Program

The Art of Living Smart summer program aims to use the arts - music, dance and visual arts such as painting and collage, as well as the culinary arts - to encourage young people to adopt healthy eating habits and active lifestyles.

During this seven week program, campers spend each afternoon in a wide variety of activities - planting and tending vegetable and herb gardens; preparing healthy snacks; learning dance steps, fitness moves and exercise techniques to stay fit; performing music on various instruments; creating works of art with watercolors, collage, mobiles, and even food!



B.B. King Museum and Delta Interpretive Center:
Becoming the community connection through art.



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**“A creative economy is the fuel
of magnificence.”**

-Ralph Waldo Emerson

