

The Art of Recovery in Mississippi

And How to Paint the
Creative Economy
with a Wide Brush

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Vibrant Art Scene in South MS



Vibrant Art Scene in South MS

Ohr-O'Keefe Museum

Old Town Bay St. Louis



Hurricane Katrina – 8/29/05



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Ohr-O'Keefe Museum of Art



Old Town Bay St.
Louis



Bay St. Louis Bridge



Biloxi – Ocean Springs Bridge





Katrina's Impact on the Arts

- Many lost their homes and their livelihoods
- No art supplies, no where to buy art supplies
- No place to show and sell their work
- Part of the culture of the Mississippi Gulf Coast seemed lost forever

Rescue
Reflect



Rebuild
Recover



Hitch up our
britches and get to
work.

Governor Haley Barbour



Business Recovery for the Arts

- Artists from around the country rallied behind the arts community in Mississippi
- Volunteers brought art supplies
- Volunteers helped MS artists find places to show work outside of the area – exposed thousands to the rich cultural offerings of MS for the first time
- Shared space obtained for local artists

Business Recovery for the Arts

- Department of Labor – \$50 Million National Emergency Grant to Mississippi
- SMPDD/Twin Districts Workforce Council – convinced DOL that the arts economy was vulnerable
- Pilot recovery program was born for a 6 county area
- Departure from typical NEG programs



The Partners

- Department of Labor
- SMPDD/Twin Districts Workforce Area
- Mississippi Dept of Employment Security
- Mississippi Arts Commission
- Mississippi Development Authority
- Small Business Development Centers

Department of Labor

- Provided the funding
- Program allowable under NEG but required waiver
- DOL recognized the significance of the arts economy to Mississippi
- DOL recognized the art economy had not been sufficiently assisted post-Katrina

Program Specifics

- Assistance offered to lower 6 counties, including the MS Gulf Coast
- Self-employed artists and craftsmen – those who receive a significant amount of income from the creation and sale of works of art/or craft and who lost income and/or ability to earn a living as an artist due to impact of Katrina
- No more than 20 employees

Implementation of the Program

- MAC compiled list of potential clients
- MDES determined individual eligibility
- MAC operated sub-contract for hands-on tracking
- SMPDD/Twin Districts – primary oversight and monitoring; provided technical assistance and policy guidance to MAC

Challenges

- Documentation Issues
- Carefree nature of artists
- Not so carefree nature of “government”

Artists Benefits

- \$5,000 grant to purchase tools, equipment, supplies, or other tangible items necessary for the creation and/or sale of art or craft.
- Small business training – marketing, business plans and financing

Results

- Nearly 800 individual artists were assisted
- Almost \$4 million given to individual artist in the form of \$5,000 grants for much needed capital
- Artists received micro-enterprise training and Arts Means Business was formed
- “Legitimized” artists as small businesses vital to the local economy
- Saved not only a business sector but a “culture”

Ocean Springs-Biloxi Bridge



Ocean Springs-Biloxi Bridge



Ohr-O'Keefe Museum of Art November 2010 Grand Opening



Bay St. Louis Bridge Fest



Arts Alive on the MS Gulf Coast





The Big Picture

Hurricane Katrina and the aftermath legitimized the arts as not only a viable business sector but also an economic driver.

Mississippi has now realized that the arts are part of an even larger economy -----

THE CREATIVE ECONOMY

How to Paint the Creative Economy with a Wide Brush

A Statewide Initiative
In Mississippi



What is the Creative Economy?

THE POWER TO IMAGINE
AND CREATE NEW IDEAS
AND HARNESS THEM
INTO BECOMING A
MAJOR ECONOMIC
DRIVER



Mississippi's Creative Resources

- Literary Arts and Publishing
- Visual Arts
- Performing Arts
- Culinary Arts
- Music
- Design
- Museums and Cultural Heritage

Creative Economy By the Numbers

MDA and MAC Study

- Mississippi's creative economy employs around 61,000 people in job sectors ranging from design to culinary arts to museums and heritage.
- The creative economy has shown solid growth from 2002 to 2008.
- The numbers dropped for the Coast in 2005, but statewide job growth increased for the creative sector in 2005.
- The study not able to capture secondary jobs or informal incomes in creative fields.

Purpose of Creative Economy Initiative

To create jobs and prosperity and to increase our state's ability to compete on a global scale.

10 Steps Your Community Can Take Towards a More Creative Economy

1. Assess the creative economy as it exists in your community today (informally/formally).
2. Get business and community leaders and members of creative economy together as a committee to brainstorm ideas for development and implementation.
3. Assess current programs that are working well and see if they can be amplified.
4. Work regionally – talk to surrounding communities to see if working together may be an effective means to grow creative economy.

10 Steps Your Community Can Take Towards a More Creative Economy

- 5. Align with any state objectives or programs that might already exist – i.e. taking advantage of proximity to Blues Trail in MS
- 6. Conduct asset mapping exercise – if your state development agency doesn't do this, do it yourself.
- 7. Work with local, regional or state art, music associations to identify and catalog creative assets. (MAC in MS - could be tourism organization)

10 Steps Your Community Can Take Towards a More Creative Economy

- 8. Partner with anyone and everyone --- Main Street program, convention and visitors bureau, etc. --- to develop strategies to grow the creative sector
- 9. Involve media partners once a plan is in place.
- 10. Involve schools, community colleges and universities.

Creative Economy Benefits

- Creates Jobs
- Generates Tax Revenues
- Stimulates Innovation
- Attracts New Residents
- Creates Visitor Attractions and Attracts Visitors
- Improves Quality of Life
- Allows MS to tell its story through our people, places and products