WORKSHOP AGENDA

- **Welcome & Zoom Training**
- **Creative Economy Overview**
- **Community Overview & Assets**
- **Creative Economy Growth Process**
- **Shift Workshop Overview**
- **Art Builds Business Builds Art**
- **Local Shift Workshop Brainstorm**
- **Survey & Next Steps**

Exercise: Art Builds Business Builds Art

Work with your group and facilitator to uncover your mental models about art, creativity, and business.

Exercise Directions:

Meet Your Group: In 30 seconds, share your name, organization, career, or vocation and whether you identify as a creative, business person, or both.

Part 1: A community funding group is considering funding art and culture
or traditional business economic development. Make the best case for why the funding group should invest community dollars for the group least like you.

Discuss for 5 minutes. Present your case to each other for 2 minutes each.

- Creatives make case for business
- Business people make case for creativity

Part 2: You are producing a commercial for art and business. You already have the reasons to love art and business. Now present the "side effects" of using art and business.

Discuss for 5 minutes. Present your case to each other for 2 minutes each.

- Business people produce side effects for business
- Creatives produce side effects for creativity