



## 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

A large grid of small green dots, intended for participants to write their responses or notes during the workshop exercises.

# ABBBA Exercise Continued

**Part 3:** Your team needs to convince the community funding group that investing in art AND business together is best for the community. Discuss for

5 minutes and prepare a 2 minute presentation.

- Each team will present their case to the full group.
- Each team will have 2 minutes to present internships, visiting artists, and mentoring programs.
- Creatives have lifelong access to art and business skills, resources, and networks, including coaches and mentors.
- Community members, including educators, have access to interactive arts experiences and creativity skill development programs.

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# Self-Reflection

What did you learn about your own mental models?

How did it feel to explore the side effects of working with businesses or creatives?

What ideas do you have that could help grow your local creative economy?