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ART and THE LOCAL ECONOMY: THE ARTIST AS ENTREPRENEUR

The creative sector has become a cornerstone of Texas' economy as jobs in digital media, film, music, performing and visual arts, and arts-related tourism have seen faster growth and higher wages than jobs in the non-creative sector. How do artists and artisans as entrepreneurs affect the region's economic landscape? How do we shift the perception of "art as hobby" to "art as business" to create economic opportunities for artists?

PANELISTS & MODERATOR:

- Lisa Byrd: Executive Director, ProArts Collective (Moderator)
- Rebecca Campbell: Executive Director, Austin Film Society
- Elisabeth Challener: Managing Director, ZACH Theatre
- Karrie League: Co-Founder, Alamo Drafthouse Cinema
- Janet Seibert: Project Manager, Create Austin, City of Austin

THE CREATIVE SECTOR FUELS THE TEXAS ECONOMY

From 2008 Texas Cultural Trust Report:

"20 Reasons the Texas Economy Depends on the Arts and the Creative Sector"

- Texas' creative sector creates approximately 675,000 jobs.
- Wages in the creative sector are, on average, 80% higher than non-creative industries.
- In 2008, Austin's SXSW injected approximately \$103 million into the Austin regional economy.
- The availability of a strong arts and cultural sector ranks in the top three for young professionals in their determination of where to live and work.
- Arts in schools are key components to teaching 21st century learning skills.
- Arts education enhances academic achievement and creates an effective learning environment.

RESOURCES in CENTRAL TEXAS:

- Create Texas: www.createtexas.org
- Texas Cultural Trust: www.txculturaltrust.org
- Texans for the Arts: www.texansforthearts.com
- Austin Art Alliance: www.artallianceaustin.org



Visit www.peoplefund.org for additional resources.