The Creative Economy: Next Steps
What is the Creative Economy?

The creative economy is an *asset-based* economy focused on the talents, skills, and culture of a region. Rather than extracting local resources, the creative economy highlights the things which define a place — its *natural beauty, heritage, and infrastructure*. 
Can the creative economy address systemic issues?
Systemic Issues

- Sustainable Jobs
- Drug Abuse
- Accessible & Affordable Housing
- Poverty
- Affordable Health Care
- Child Care
Meadowview, VA

Needs:
• Health Care
• Community Space
• Public Education

Assets:
• Community
• Agricultural Heritage
• Civic involvement

Outcome:
• Meadowview Health Clinic & Community Center

The Harvest Table Restaurant

Sliding-scale Health Clinic

Town Square
Fries, VA

**Needs:**
- Sustainable Economic Development
- Public Education

**Assets:**
- Natural Beauty
- Musical Heritage/Crooked Road
- New River Trail

**Outcome:**
- Publicity Brochure
- Oral Histories
- CD of Jam Sessions
- Mural
Creative Education

Artisan partnerships

Place-based education

Teaching sustainability
Creative collaboration at work in Southwest Virginia:

Washington County Public Schools

FEEDING AMERICA
Southwest Virginia

Appalachian Sustainable Development
Live Better. Locally!
How can the creative economy help foster a creative response to healthcare issues?

Parkinson Dance Group for Parkinson Disease & Meadowview Health Clinic
Meadowview, VA

Art Therapy
Children’s Advocacy Center
Bristol, VA
Through creative education, creative social partnerships, and creative healthcare solutions, the creative economy can be made more inclusive of all people and more effective in responding to the larger systemic issues that affect all of the people of the place.