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# CREATE Plan Asset Map

During the development of the CREATE Plan, our research team commenced an extensive statewide asset mapping process. The resulting interactive map is a resource that will help fuel future creative economy growth and help organizations keep track of progress.



Explore the CREATE Plan Asset Map:  
[DELAWAREARTSALLIANCE.ORG/ASSETMAP](http://DELAWAREARTSALLIANCE.ORG/ASSETMAP)

The CREATE Plan mapping process identified **2,534 creative, cultural, and tourism-related assets in Delaware**. These include assets in the following sectors:



**Design & Creative Services**



**Visual Arts & Crafts**



**Audiovisual & Interactive Media**



**Tourism**



**Arts Creation & Performance**



**Performing Arts**



**Professional & Business Support**



**Books & Press**



**Music Recording & Publishing**



**Industry Support - Retail**



**Cultural & Natural Heritage**



**Cultural Education**

## How the Asset Map Can Be Used

- **For Community Members:** Discover local artists, businesses, events, venues, cultural organizations, and other opportunities to support your creative community.
- **For Government Leaders:** Access detailed data for developing initiatives that bolster the creative economy or refining existing strategies.
- **For Creatives, Businesses, and Nonprofits:** Learn about available resources and find opportunities to connect with other like-minded organizations or businesses in your area.



# Why Did We Create an Asset Map?

Asset mapping is a strategic planning tool used to **identify and visualize the strengths, resources, and capacities within an ecosystem**. Here's why the CREATE Plan asset map will be helpful in strengthening Delaware's creative economy:

- **Identifying Resources:** Asset maps help to **identify the diverse range of assets within a community or system**. These assets can include tangible resources such as physical infrastructure, facilities, funding sources, and equipment, as well as intangible assets such as human capital, skills, knowledge, social networks, and cultural heritage.
- **Building Community Connections:** By visualizing potential connections, the CREATE Plan asset map will enable stakeholders to **identify opportunities for partnership and mutual support, leading to more effective and sustainable initiatives**.
- **Strategic Planning:** The CREATE Plan asset map will be able to inform strategic planning processes by **providing a comprehensive overview of available resources and strengths**. Organizations and local communities can use the asset map to **prioritize areas for development, allocate resources more efficiently, and leverage existing assets**.
- **Promoting Asset-Based Approaches:** By emphasizing what communities have rather than what they lack, asset mapping **empowers local residents and organizations to take ownership of their development processes and build upon their unique assets**.
- **Informing Decision-Making:** By providing a clear understanding of available resources and capacities, the CREATE Plan asset map will provide valuable insights to stakeholders, including community leaders, policy makers and funders, helping them **make well-informed decisions about resource allocation, program design, and collaboration strategies** as it relates to Delaware's creative economy.

## Highlights and Key Findings

New Castle County hosts the highest concentration of assets (**51%** of the total). Top cities that hold assets include **Wilmington, Lewes, Dover, Brandywine, and Middletown-Odessa**.

Design & Creative Services lead with **509 assets (20%)**, followed by Visual Arts & Crafts (**15%**), Audiovisual & Interactive Media (**11%**), and Artistic Creation & Performance (**9%**). Tourism accounts for **260 assets (10%)**.

Sussex County holds **53%** of tourism assets, followed by New Castle County (**30%**) and Kent County (**17%**). Additionally, Sussex County's developed logistics capacity presents opportunities for fostering cultural tourism.

The distribution of Performing Arts and Natural/Cultural Heritage assets mirrors the distribution of Tourism assets, suggesting **exciting potential for cultural tourism clusters**.

## Want to Learn More?

Visit the link on the right to read the CREATE Plan and access the asset map so you can discover the gems Delaware's creative economy has to offer!

Download the CREATE Plan at:  
[DELWAREARTSALLIANCE.ORG/CREATIVEECONOMY](https://delawareartsalliance.org/creativeeconomy)