



DELAWARE
ARTS
ALLIANCE

Creative Economy Advancement & Tourism Expansion (CREATE) Plan

A Growth and Recovery Plan for the Creative Economy and Cultural Tourism Sector in Delaware

Image © Freeman Arts Pavilion



Since 2022, the Delaware Arts Alliance (DAA) has been driving a groundbreaking research process to propel Delaware's creative economy and cultural tourism sector forward. The Creative Economy Advancement & Tourism Expansion (CREATE) Plan, an initiative led by the DAA, engages Delawareans in shaping a **shared vision for a thriving, inclusive, and interconnected creative economy**. This project—which is **the first of its kind in the nation**—delves into the full creative landscape at the state, county, and city levels. Developed **with input from over 600 Delawareans** from all walks of life, the CREATE Plan tackles post-pandemic challenges and provides **actionable solutions to strengthen Delaware's creative economy**.

What is the Creative Economy and Why is it Important?

The creative economy is a vibrant ecosystem—including arts nonprofits, for-profit creative businesses, and individual artists—dedicated to **producing, sharing, and celebrating cultural, artistic, and heritage-related goods, as well as services and activities**. This sector encompasses a wide range of participants, from entrepreneurs and designers to filmmakers and publishers. It also includes contributors like venues, event organizers, educators, and an essential network of regional suppliers, manufacturers, and retailers who all play key roles in sustaining and enriching the creative economy. **Beyond its artistic value, the creative economy is a powerful economic driver that fuels innovation, research and development, tourism, and efforts in placemaking and branding.**

Delaware's creative economy generated a whopping **\$3.7 billion** in output (the sales of goods and services) in 2021.

Every **\$1** of output from the creative economy generates an additional **\$0.60** of output in the broader Delaware economy.

This sector supports **18,500+** **direct, indirect, and induced jobs** – that's more than industries like wholesale trade and agriculture!

Over **70%** of the creative economy is made up of small businesses and self-employed individuals.

Turning Vision Into Action

The CREATE Plan goes beyond identifying challenges; it offers a roadmap to success. Informed by research and input from the community, the strategic plan provides **25 actionable recommendations**. The CREATE Plan's recommendations cover key areas, including:



Creative Economy Development



Industry Support



Tourism



Market & Audience Development



Infrastructure Development



Funding



Education



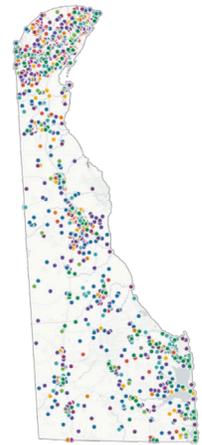
Professional Development

These action steps are designed for everyone. Whether you're a government agency (at any level), business owner, artist, or community member, the CREATE Plan empowers you to get involved!

Asset Map

The CREATE Plan's interactive asset map, which provides an interactive **visual index of 2,534 creative economy assets across the state**, is a powerful tool for everyone invested in Delaware's creative economy. Creatives can discover resources and connect with colleagues, while community members can find local artists, events, and venues. Government partners and businesses can leverage the data to support the creative sector, and the map facilitates collaboration across the state. **This comprehensive resource empowers strategic planning, identifies new opportunities, and fosters a thriving creative ecosystem in Delaware.**

View the map at: [DELWAREARTSALLIANCE.ORG/ASSETMAP](https://delawareartsalliance.org/assetmap)



How You Can Use the CREATE Plan

The CREATE Plan is your guide to fostering a thriving creative economy in Delaware. Explore actionable recommendations, inspiring case studies, and implementation strategies within the full report. Gain valuable economic insights, benchmark examples, and explore over 2,500 creative economy assets near you with our interactive map.

By working together, we can build a thriving creative economy in Delaware—one that benefits individuals, businesses, and communities statewide!

Learn more about the CREATE Plan and read the report at:
[DELWAREARTSALLIANCE.ORG/CREATIVEECONOMY](https://delawareartsalliance.org/creativeeconomy)