

CREATIVITY
lives**HERE**

BERKSHIRE
CREATIVE

CREATIVE

Berkshire Creative Economy Report



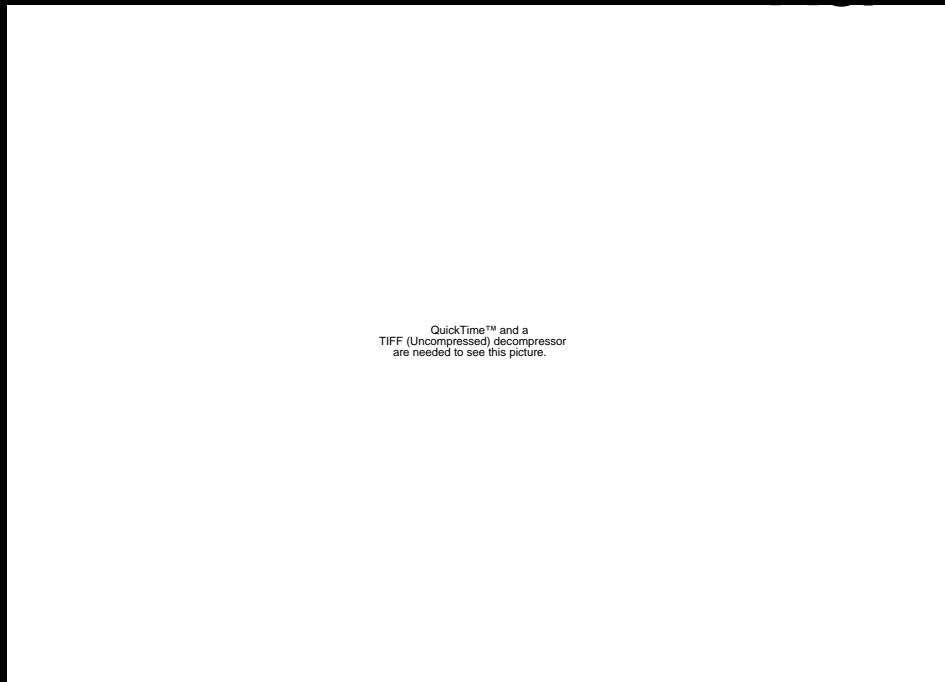
MISSION

Stimulate job growth and economic opportunity in the region by **sparking** innovative collaborations between artists, designers, cultural institutions and businesses.

CREATING CONNECTIONS

BERKSHIRECREATIVE.ORG

Offers direct connections to creative jobs, news, and resources!



- 42,339 Visits
- 53.86% New Visitors

ONLINE NEWSLETTER

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- 4,471 Subscribers Feb/2010
- 48% increase since Feb/2008

WEB 2.0 SOCIAL NETWORKS



- 3,151 Facebook Fans and Friends



- 354 Twitter Followers



- 331 LinkedIn Connections

TOTAL ONLINE CONNECTIONS

- 2,175 Average Monthly Website Visits
- 4,471 Online Newsletter Subscribers
- 3,151 Facebook Fans and Friends
- 354 Twitter Followers
- 331 LinkedIn Connections

10,482 TOTAL

Average per Month

CREATIVE EVENTS

SPARK! NETWORKING EVENTS

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- 8 SPARK! events since 2007
- 1456+ attendees
- 43 featured businesses
- 3 Events planned for 2010



2010 Venues:
The Clark
Barrington Stage Company
The Mount

BECREATIVE BARCAMP



- 2 BarCamps in 2009
- 250+ attendees
- 46 Presentations
- 2 Events planned for 2010



Past Presentation Topics:

- Hiring a web designer
- Top Misconceptions About Copyright Law
- Helping smart people become authors

SPARKETTES



FEB: Visual Media

MAR: Culture/Heritage

APR: Visual Arts

MAY: Communications

JUNE: Film/Media

JULY: Entrepreneurs

AUG: Young Professionals

SEPT: Education

OCT: Music/Performing Arts

NOV: Housing Support

ECONOMIC INITIATIVES

GALLERY GUIDE

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- 57 Participating Galleries/Museums 2008
- 48 Participating Galleries/Museums 2009
- Collaborative Marketing for both *Non* and *For-Profit* Galleries

ASSETS FOR ARTISTS



- 21 participants in first 2 years
- 16 saving for micro-enterprises
- 5 saving for home ownership

- \$21,230 saved
- \$27,440 in match funds

- 1 completed home purchase
- 2 small business investments

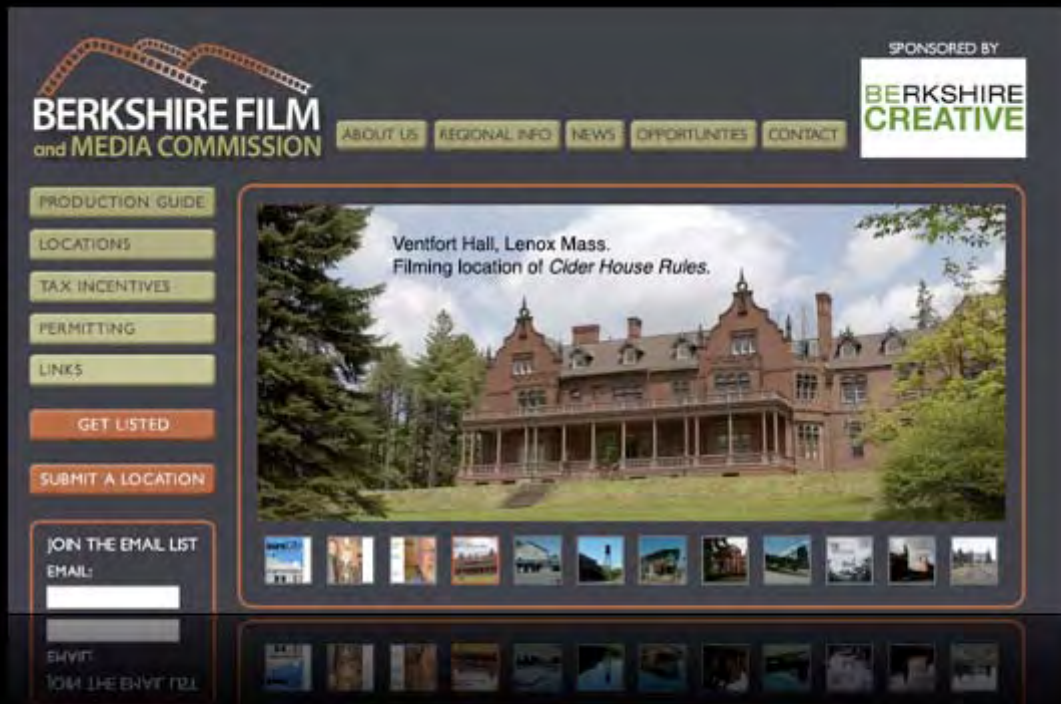
- 10-12 new slots to be offered in 2010

BERKSHIRE MADE



- 15 Members
- 15 Selling Events
- 3 Promotion Events

FILM AND MEDIA COMMISSION



- 86.7% increase in approximately website visits
- 145 profiles listed in the Berkshire Production Guide
- 50 locations in location library

FIELD TRIP INITIATIVE



- Important income stream for creative non-profits

- 14 Participating Institutions

Including.....

Barrington Stage Company

Berkshire Botanical Garden

The Berkshire Museum

The Colonial Theatre

Hancock Shaker Village

Jacob's Pillow Dance Festival

IS183 Art School of the Berkshires

Mahaiwe Performing Arts Center

MASS MoCA

The Mount

Norman Rockwell Museum

Shakespeare & Company

Ventfort Hall

CREATIVE CHALLENGE



INTERPRINT CHALLENGE

- 38 Applications
- 21 Participants
- 1 Design Selected
- 1 Retainer
- 3 Honorable Mentions

2 Challenges Planned for 2010

Crane & Co. and HARDWARE: The MASS MoCA Store

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TRICKS OF THE TRADE



2008-09

- 18 Sessions
- 241 Participants

2009-10

- 18 Sessions (*12 Held/6 Pending*)
- 166 Participants

TOPICS:

- How to write a business plan
- Branding
- Taxes for Creatives
- How to price your work

CREATIVE ADVOCACY



BERKSHIRE CREATIVE

Creativity Lives Here