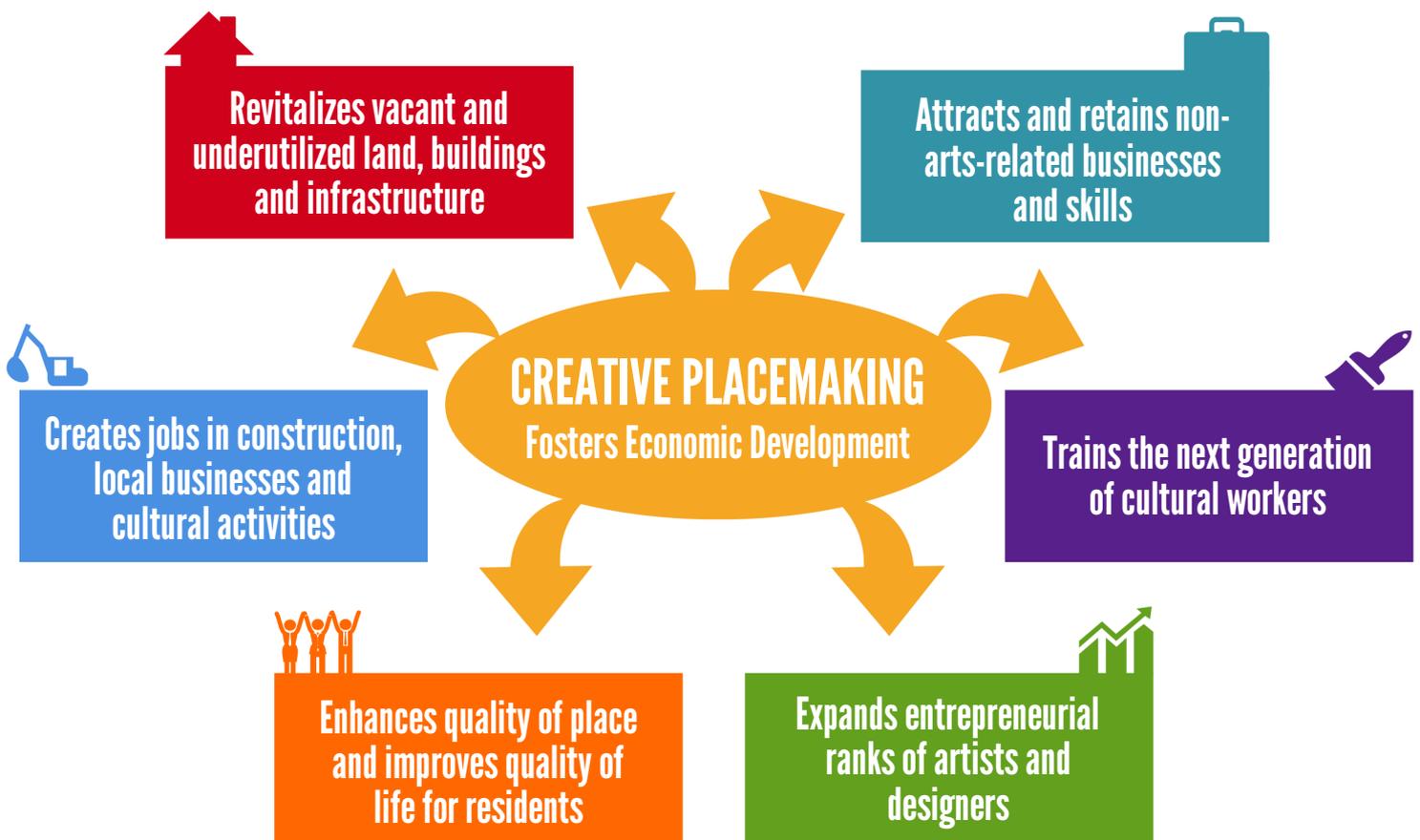


# CREATIVE PLACEMAKING INITIATIVE



## Creative Placemaking: Building an Arts & Cultural Economy

The Delta Regional Authority (DRA), in partnership with leading national arts and government organizations, launched its pilot Delta Creative Placemaking Initiative to strengthen the Delta economy and improve the quality of life for the region's 10 million residents. DRA will contribute nearly \$460,000 to stimulate economic and community development efforts through promoting the unique places, arts, culture, music, and food of our Delta communities.



## Key Facts

- In 2014, the arts and cultural sectors contributed more than \$729 billion or 4.2% to the U.S. economy – in fact, the arts and culture produced more than construction (\$619 billion) and utilities (\$270 billion)
- Between 1998 and 2014, the contribution of arts and culture to the nation's gross domestic product grew by more than 35%
- Spending on arts and cultural goods and services in 2014 reached \$1.1 trillion
- Employment increased by 3.8% to support more than 1 million jobs in core arts and cultural production industries

**SUPPORTING JOB CREATION | BUILDING COMMUNITIES | IMPROVING LIVES**

[DRA.gov/CreativePlacemaking](http://DRA.gov/CreativePlacemaking)

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