



**WESTAF Update Notes #56 November, 2008**  
From Anthony Radich, Executive Director

This is the 56<sup>th</sup> in a continuing series of updates of the work of the Western States Arts Federation.

**2008 WESTAF Symposium to Address Economic Development and the Creative Economy**

WESTAF will convene a symposium on economic development, state government, and the Creative Economy in San Diego, California, December 4-6, 2008. Symposium participants will discuss how both for-profit and non-profit creative activities have been and will be included in economic development efforts and how states and cities plan to alter creative economy-related economic development strategies in light of the deteriorating economic conditions in the United States. Symposium attendees include state economic development officials and gubernatorial policy advisors working in the West, state arts agency executive directors from the WESTAF region, and creative economy experts representing a variety of endeavors in the sector.

The symposium keynote speaker is Ann Markusen, an economist, professor, and director of the Hubert H. Humphrey Institute of Public Affairs at the University of Minnesota. Prior to joining the Humphrey Institute, Markusen held faculty positions at Rutgers University, Northwestern, the University of California at Berkeley, and the University of Colorado. Markusen has been an economic policy fellow with the Brookings Institution and a research economist with the office of the Michigan Speaker of the House.

A full list of participants is attached along with the symposium agenda. As of this mailing, confirmed participants include: Tom Aageson, the New Mexico Foundation; Ed Bailey, Austin City Limits; Joe Cortright, economist; Karen Craig, founder of Reno's ArtTown; Patricia Eckert, office of Alaska Governor Sarah Palin; Frank Hamsher, public policy consultant; Joaquín Herranz, Evans School of Public Policy at the University of Washington; Mike Hillerby, former chief of staff to Nevada Governor Kenny Guinn; Kwang-Wu Kim, Herberger College of the Arts, Arizona State University; Arlene Parisot, former director of workforce development and two-year education for the Montana University System; Jason Perry, Utah Governor Jon Huntsman's Office of Economic Development; Gail Schwartz, Colorado state senator; Milward Simpson, Wyoming Department of State Parks and Cultural Resources; Georja Skinner, Creative Industries Division of the Hawaii Department of Business, Economic Development and Tourism; Jennifer Thomas, Civic Innovation Lab, a project of the Cleveland Foundation; Brian McGowan, Economic Development, Commerce and International Trade office at the California Business, Transportation and Housing Agency; Michael Skaggs, Nevada Commission on Economic Development; Andrew Poat, San Diego Regional Economic Development Corporation; and Eric Witt, office of New Mexico Governor Bill Richardson.

This symposium is the 12<sup>th</sup> annual gathering of arts and policy experts by WESTAF. As with all previous WESTAF symposia, this gathering will have a life beyond the in-person meeting. Following the symposium, WESTAF will prepare and publish the symposium discussion in the form of proceedings in both print and online versions. The printed proceedings are sent to the major research libraries in the United States, leaders of major foundations and cultural policy institutions, state and city arts agency leaders, and researchers in the field of cultural policy.

Members of the public are invited to participate as observers. For more information about how to participate as an observer, please contact Erin Bassity via e-mail at [erin.bassity@westaf.org](mailto:erin.bassity@westaf.org) or via telephone at (303) 629-1166. Please see the enclosed symposium agenda for more information.

# **State Economic Development and the Creative Economy: Looking Forward**

A Symposium Sponsored by  
the Western States Arts Federation

December 4-6, 2008, the W Hotel, San Diego, California

## Thursday, December 4

- 6:30 p.m. **Opening Reception**
- 7:00 p.m. **Working Dinner**
- 7:45 p.m. **Keynote Presentation**
- 8:15 p.m. **Discussion**
- 8:45 p.m. **Adjourn**

## Friday, December 5

- 8:15 a.m. **Breakfast**
- 8:40 a.m. **Review of the symposium process, opening comments**
- 8:45 a.m. **State Economic Development and the Creative Economy**
- 10:30 a.m. **Music, Film, and Economic Development**
- 11:45 a.m. **Lunch**
- 1:00 p.m. **Education and the Creative Economy**
- 2:30 p.m. **Tourism, Workforce Development and Rural Development, Small Business  
Development, and the Creative Economy**
- 4:00 p.m. **Adjourn**
- 5:30 p.m. **Cocktail reception**
- 6:30 p.m. **Small-group dinners at various San Diego restaurants**

## Saturday, December 6

- 8:30 a.m. **Breakfast**
- 9:00 a.m. **Breakout sessions**  
**The Future Creative Economy: Implications for State Arts Agencies,**
- 10:30 a.m. **Summary comments**
- 11:00 a.m. **Adjourn**

## Participants

**Tom Aageson**, director, the museum of the New Mexico Foundation; expert on cultural entrepreneurship

**Ed Bailey**, vice president of brand development, Austin City Limits

**Joe Cortright**, economist with Impresa, a Portland consulting firm specializing in regional economic analysis

**Karen Craig**, founder of ArtTown, Reno, Nevada; former analyst for Reno's Redevelopment Agency

**Patricia Eckert**, international trade specialist, office of Alaska Governor Sarah Palin

**Frank Hamsher**, public policy consultant; former senior vice president and partner of civic policy and public affairs firm Fleishman-Hillard

**Joaquín Herranz**, public policy professor, Evans School of Public Policy at the University of Washington

**Mike Hillerby**, executive vice president, Winfield Nevada Group; former chief of staff to Nevada Governor Kenny Guinn

**Kwang-Wu Kim**, dean, Herberger College Of The Arts, Arizona State University

**Howard Lavine**, senior policy advisor to Oregon Governor Ted Kulongoski

**Tom Manley\***, president, Pacific Northwest College of Art

**Ann Markusen**, director, Hubert H. Humphrey Institute of Public Affairs, University of Minnesota

**Brian McGowan**, deputy secretary for Economic Development, Commerce and International Trade, California Business, Transportation and Housing Agency

**Arlene Parisot**, former director, workforce development and two-year education, Montana University system

**Jason Perry**, director, Utah Governor Jon Huntsman's Office of Economic Development

**Andrew Poat**, vice president of policy, San Diego Regional Economic Development Corporation

**Gail Schwartz**, Colorado state senator; vice-chair of the Senate Local Government Committee, member of the Business, Labor and Technology Committee

**Milward Simpson**, director, Wyoming Department of State Parks and Cultural Resources

**Michael Skaggs**, executive director, Nevada Commission on Economic Development

**Georja Skinner**, director, Creative Industries Division of the Hawaii Department of Business, Economic Development and Tourism

**Jennifer Thomas**, director, Civic Innovation Lab, a project of the Cleveland Foundation

**Larry Williams\***, assistant director, Trade and Economic Development Division; Department of Community, Trade and Economic Development; state of Washington

**Eric Witt**, senior policy advisor to New Mexico Governor Bill Richardson