

## ARTS UMBRELLA'S IMPACT ON THE CREATIVE ECONOMY

### What is the Creative Economy?

Urban theorist Richard Florida defines an emerging segment of the population he calls the Creative Class—a new generation of creative individuals who now comprise 30% of the workforce. This emerging class is at the heart of the Creative Economy, a sector that includes industries such as digital media, motion pictures, publishing, and music. The students, faculty, alumni, and stakeholders of Arts Umbrella are part of Metro Vancouver's Creative Class.

- The Creative Economy is expected to out-perform traditional employment categories in total employment growth and earning potential. (*Florida, Richard; "The Rise of the Creative Class;" 2012*)
- BC's creative sector already equals the jobs and GDP of the more traditional, resource-based industries of agriculture, forestry, fishing, and hunting combined. (*Opportunity BC 2020: Creative Sector*).

### Nurturing Creativity

In a famous longitudinal study by Dr. George Land in 1968, research showed that 98% of subjects at five years old demonstrated high levels of creativity. Unless that creativity is encouraged, however, the percentage of subjects demonstrating creativity declines at a rapid rate—just 30% of 10-years-olds scored highly, and 12% of subjects at age 15. In a later, separate study of over 280,000 adults with an average age of 31, Dr. Land found just 2% showed high levels of creativity.

Nurturing creativity throughout youth helps prevent this drop-off. At Arts Umbrella, we believe that raising generations of creative thinkers will build a brighter future, both for individual students and for the larger community.

### Arts Umbrella's Impact on Young People

In BC, the creative economy is booming. Its success relies on having a pool of talented, creative, people to hire, and there Arts Umbrella leads the charge. Since 1979, we have helped more than half a million young people discover their inspiration and unlock their creativity. As Metro Vancouver's original incubator of creative kids, we base our classes on arts-education principles, designed to maximize the creative potential of every young person we reach.

But Arts Umbrella's impact is not limited to young people seeking careers in the creative sector. The traits young people develop through the arts—like self-confidence, self-discipline, critical thinking, problem-solving and artistic expression—are crucial in the STEM and professional careers as well.

Arts Umbrella is BC's original incubator for the creative economy and with recent support from government for a new 50,000-net-square-foot facility at 1400 Johnston Street, Arts Umbrella is positioned to make an even greater impact in the coming years.

- Creativity is one of the most sought-after traits employers are looking for in the workforce today, and the foundation of the creative economy, an emerging segment of the population that already comprise 30% of the workforce.
- It's expected that the creative economy will out-perform traditional employment categories in total employment growth and earning potential, equaling the jobs and GDP of the more traditional, resource-based industries of agriculture, forestry, fishing, and hunting combined. (*Opportunity BC 2020: Creative Sector*)
- Arts Umbrella brings over 11,000 visitors to the Island each year. Our new 50,000-net-square-foot facility is poised to increase this number.
- Arts Umbrella programs inspire creativity in kids, leading to the development of essential, life-long skills such as critical thinking, problem-solving, and artistic expression; skills kids can hold on to forever.
- As the Creative Economy gains importance, Arts Umbrella is in position to make an even greater contribution to this sector by further growing access to the arts, and its benefits, for our youngest citizens—because kids who have access to the arts today will be the creative leaders of tomorrow.

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