

SOUTHEASTERN CONNECTICUT CULTURAL COALITION

Cultural Summit: Tapping Into the Creative Economy
September 29, 2015 at Charter Oak Federal Credit Union, Waterford

SUMMARY

Panelists:

Michael Blair, 38 Green Street Studios
Morgan King, Poor Morgan, Velvet Mill
Aaren Simoncini, Beer'd Brewery, Velvet Mill
Matt Beaudoin, Mystic Knotwork
Jason Vincent, Norwich Heritage Group/NCDC
Mayor Debercy Hinchey, Norwich Creates

Attendance:

27 people attended representing 25 organizations and businesses

Discussion topics, highlights and notable areas of interest:

- Overview of each business/group demonstrated diversity of scale, audience/customer reach
- Identification of common challenges and collaborative opportunities
- Challenges for businesses include physical space needs/flexibility, zoning regulations, desire for collaborative environment and networking, marketing
- Creative economy businesses as a resource to region
- Cluster approach for region is relatively untapped for the creative sector
- Creative businesses have unique and often enormous audience reach via social media
- Collaborative peer conversation could be fostered in region for increased impact to both businesses and region

Outcomes:

- Diverse audience attendance ranged from commercial and residential realtors to economic development professionals
- Discussion among attendees and panelists about potential future "Property Fair" to bring available space owners/representatives together with entrepreneurs looking for a new or different space
- Article in The Day