
Planning Process Findings

Below are ten compelling findings from this pre-planning phase. The ensuing strategic plan development and its implementation will be aimed at acting on these findings through a wide range of strategic initiatives.

Creative Sector Vibrancy

- The creative sector is core to the Commonwealth's economic and community development. There is a compelling case for it being designated as a target sector. Doing so would further fuel the Governor's economic strategy.
- Pennsylvania has a competitive position in creative sector industries that have higher than average growth rates. This is a significant strength to leverage and to further build upon.

Partnerships

- Partnerships and strategic alliances are essential for achieving Pennsylvania's creative sector potential. Many organizations—public, private, non-profit, and educational—have a major stake in developing the creative sector.
- An October 2024 workshop of state agencies and commissions strongly affirmed the need and support for an interagency cooperative approach for creative sector advance. This is particularly so for the synergy of community and economic development.

Policy and State-level Leadership

- State government policy will be particularly important for establishing and communicating the priority, structure, and leadership for strategically and systematically advancing the creative sector. To that end, an executive order is widely viewed as both necessary and invaluable for implementing a Pennsylvania creative sector strategy.
- Creative sector growth will require intentionality and structure with respect to organization, resources, incentives, and other tactics to effectively implement a statewide strategic direction.
- Building on its current functions and network, the Council is ideally situated and prepared to be the point agency for the development and implementation of a statewide creative sector strategy. Given the wide range of stakeholder partners, state-level leadership will be essential moving forward.

Awareness for the Creative Sector

- Focusing on the wide range of creative sector education and skills development opportunities will bolster Governor Shapiro's Workforce Transformation Program as created through executive order in July 2023.
- Promotion, communication, and education are essential, now and for the next few years, to achieve a greater understanding of what the creative sector is and its substantial value for Pennsylvania communities, businesses, and visitors.
- The creative sector and the Council are evolving such that a new brand for the agency is necessary and will benefit the advancement of the strategy in numerous ways.

