



CREATIVE ECONOMY DEVELOPMENT

Friends of Southwest Virginia is a nonprofit organization that helps communities identify opportunities to connect assets as a means for economic development and an increased quality of life.

The Friends of SWVA Development team focuses on **sustainable** creative economy **development** through the facilitation and implementation of creative economy strategies, collaboratives, and projects.

- **Collaboration** with partner organizations including The Crooked Road and 'Round the Mountain
- **Facilitation** for creative economy development in all 8 anchor areas
- **Sustainable creative economy development** (arts, music, outdoor recreation, agritourism, community development)

What is an Anchor Area?

A natural asset strategically chosen to unite communities in a way that is proven to facilitate partnerships and communication across town, city and county lines. Our Anchor Areas include: Appalachian Trail, Blue Ridge Parkway, Breaks, Clinch River, Daniel Boone Wilderness Trail, High Knob, Mount Rogers National Creation Area, and New River.

Engage with us:

Helping community advocates identify opportunities to enhance their communities

- Anchor area collaboratives
- Anchor area engagement
- Capacity building and community engagement strategies
- Business collaborative strategic support through Opportunity SWVA
- AIR Shift program facilitation
 - Arts Build Business Builds Arts

Networking & Connectivity

Opportunities for relationship building and continuing education.

- Annual 2 week informational session and networking event
- Bi-annual outdoor recreation networking
- Anchor area quarterly engagement events

Your Points of Contact



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Planning

Facilitating regional collaboratives to develop strategies for sustainable and thriving economies

- Anchor area development and planning
 - Hometowns program
 - Master planning and strategic development facilitation
 - Regional grant development, administration, implementation, and assistance
 - Assistance in planning and activating community assets
- Asset-based Planning Services
 - Product planning
 - Activation strategies
 - One-on-one capacity building meetings



SOUTHWEST VIRGINIA'S CREATIVE ECONOMY PLAN

Definition

The creative economy is all about assets that currently exist - from natural assets to cultural assets to intellectual assets to structural assets. The Creative Economy Strategic Plan will analyze the following areas:

- Downtown Development
- Community Development
- Tourism & Economic Development
- Music, Artisans & Makers
- Agritourism & Food
- History & Heritage
- Outdoor Recreation.

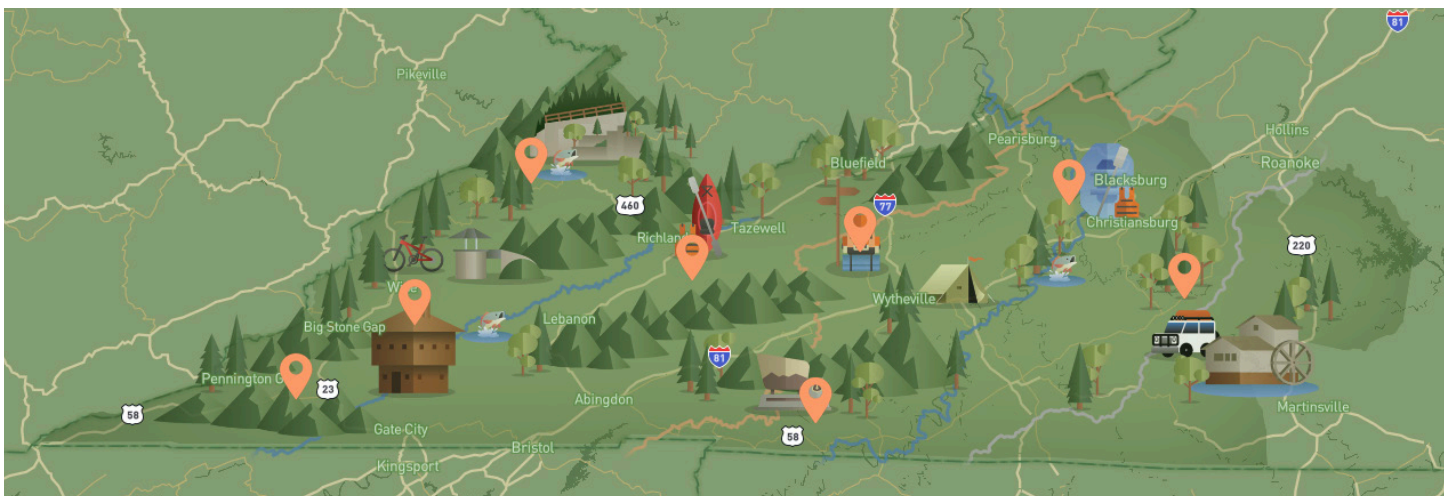
Expected Outcome

Over the next three years, regional economic development partners working in the creative economy cluster will increase momentum, propelling Southwest Virginia's creative economy by:

- Providing new and renewed regional services to communities, nonprofit partners and businesses.
- Engaging strategic partnerships that encourage region-wide collaboration for partner success.
- Encouraging sustainable and diverse development across all fields of the creative economy.

Philosophy

This is the **region's creative economy plan**. The staff and boards of Friends of Southwest Virginia and the Southwest Virginia Cultural Heritage Foundation can do nothing alone. For some strategies, the organizations may not even act as the lead partner. However, staff time, resources, and coordinating support may be instrumental contributions in achieving the region and communities we desire.



Access the full plan at
www.friendsofswva.org/creative-economy-plan/