

Creative Arts Cluster Update

September 20, 2007



The Creative Arts cluster includes artists, businesses, and institutions focused on a variety of creative media: digital arts, music and sound engineering, film production, design, commercial art, fine art, entertainment, and advertising (see map).

Top Priorities

- Expand the various components of the Creative Arts industry (film, digital arts, sound and music, design, commercial art, fine art, etc.) by enhancing networks and access to information. Recognize that the business model for arts and artists has changed, allowing greater access to markets and distribution channels than ever before. However; most artists are not business people and need help navigating these changes. Expand the number of business opportunities and resources to arts businesses by improving access to information and networks.
- Make Oakland the “Creative Capital” of the regional economy, where innovative thinkers and creative talent reside, get trained, and become entrepreneurs and business people.
- Create awareness throughout the Creative Arts industry (nationally & internationally) that the City of Oakland is equipped with state of the art media and sound facilities, and professional talent in areas of film and music production, digital arts, animation, photography, design, commercial art, fine art, printing etc. Let the world know that creative projects can be started and completed here.
- Brand Oakland as a cool, arts city and market all arts venues and artists in the city.
- Remove bureaucratic impediments to the film industry and preserve current film “cluster” of 31 companies currently located on the Oakland Army Base.

Strategies

- Create a “hub”: a virtual and physical space for the Creative Arts industry which serves as a resource center for economic development and growth for the City of Oakland. This hub will facilitate networking among artists and between artists and other resources (business advisory services, etc).
- Take advantage of Partner/Collaboration opportunities (i.e. Directors Guild, SAG, Musicians Union, Educators and Performance Arts Groups).
- Income ideas: Grants, Membership/Subscription, Residential/Retail (physical space), Sponsorship/Advertising in Creative Arts Cluster Publication
- Create a complete (real-time, refreshable) Arts Directory of arts venues and artists in the City.
- Pursue income opportunities via a Creative Arts Cluster Publication (subscriptions, sponsorship, advertising) as well as grants.

- Connect existing educational programs (CCA, Ex'pression, Peralta, Youth Radio) with mainstream employers.
- Brand and market the City as a center for the Arts and as a cool, artistic city via the internet. Set up a website (Artsopolis).
- Implement existing film initiative to support existing Oakland film companies.

Actions to be taken immediately

- Set up virtual “lobby” in Second Life as a place where regional artists can network.
- Identify a site and sponsors for a physical lobby or “hub” where access to the internet and networking opportunities are available.
- Convene employers and creative arts training providers.
- Secure a grant for and purchase the license for Artsopolis and launch website.