



## Request for City Council Committee Action from the Department of City Coordinator

**Date:** January 6, 2015

**To:** Council Vice President Elizabeth Glidden, Chair, Committee of the Whole

**Subject:** Minneapolis Creative Vitality Index 2014 annual update

**Recommendation:** Receive and file Minneapolis Creative Vitality Index 2014 annual update.

### Department Information

Prepared by: Gülgün Kayim, Director, Arts, Culture and the Creative Economy

Approved by: Spencer Cronk, City Coordinator

Presenters in Committee: Gülgün Kayim, Director, Arts, Culture and the Creative Economy

### Financial Impact

- No financial impact

### Supporting Information

The Creative Vitality Index (CVI™) is a tool that measures annual changes in the economic health of highly-creative industries using information about organizational revenue, jobs, and other measures from creative businesses and nonprofits.

The attached 2014 update, completed in December 2014, is the first update of the Minneapolis Creative Vitality Index (CVI) data, which was presented last year in The Minneapolis Creative Index 2013 report. The CVI data provides one way of measuring the impact of the creative sector by looking at the region's share of creative jobs, arts spending, and creative for-profit and nonprofit organizations. It helps us track annual changes in the economic health of highly creative industries and occupations.

Later this year, the Arts, Culture and the Creative Economy program plans to present a full report containing case studies and relevant updates for 2015. We hope the attached 2014 update of Minneapolis' creative sector will inform the city of Minneapolis of current successes and opportunities in the creative sector, highlight some new information about the creative economy, and whet your appetite for a full report later this year.