Culture, Cultural Capital and Economic Development
What is Culture???

- A system of meanings passed from one generation to next
- Patterns, traits, and products of a society
- Architecture, buildings, arts, crafts, books
Cultural Capital

- Resource which can be used to strengthen or initiate networking within communities
- Something that attracts people to areas or that keeps them within the area they live in
Creative Class


- New class of workers based on cultural development
- Two distinct groups
  - The creative core consists of people (architects, engineers, scientists, educators, musicians, etc.) whose main economic function is to create new ideas, technology, and/or new creative content
  - The creative professionals include those in professional fields (finance, law, health) who support the creative core; majority of creative class
- The creative class is attracted to places that are well-maintained
- Creative class is seen as the catalysts for continued economic success
Exercise

- What do you need to keep the “creative class” in a community?
- What would make a community attractive for you to live in?
- Think of five things that your ideal community would have in it. Write them down.
Strategies for Cultural Capital Development

- Special Districts
  - Business Improvement Districts (BID)
- Arts Incubators
- Arts Cooperatives
Other Forms of Cultural Capital

- Green and Haines tend to focus on urban types of cultural capital
- Culture is likely to be expressed differently, depending on where you are
Exercise

- Think about some of the activities that take place in your community that bring local people together.
- Write down five of them; be prepared to discuss them with the class.
Local Cultural Capital

- High school or community college
  - Musicals
  - Plays and variety shows
  - Concerts
  - Sporting events
  - Cow-chip bingo
  - Homecoming
- Rattlesnake hunts
- Community parades (Memorial Day, July 4th)
- Spring festivals
- Fall foliage festivals
- Christmas festivals
- Earth Day festivals
- Farmer’s markets
- Bluegrass festivals
- Maple sugar festivals
- Fishing derbies and breakfasts (fundraisers) on first day of deer or trout season
- Firehall bingo, chicken BBQs, and potlucks
- Square dancing
- County fairs
- Religious or ethnic group-oriented fairs (Greek Orthodox Church fair—open to all)
- Horse shows
Pennsylvania Artisan Trails

- Arts Cooperatives based around specific roadways
  - Route 6: Pennsylvania Route 6 Artisan Trail East
  - Route 6: Pennsylvania Route 6 Artisan Trail West
  - Route 15: Byway of the Arts
  - Route 45: Art Thrives on 45
  - Route 30 and 40: Handmade Along the Highway
  - Route 30 East: Pennsylvania Art Experience
  - Route 222: Pennsylvania Glass Trail

- Main focus is to promote economic development through arts and crafts along major roadways