

# MAINE STATE LEGISLATURE

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OFFICE OF  
THE GOVERNOR

NO. \_\_\_\_\_ 30 FY 04/05  
DATE \_\_\_\_\_ January 25, 2005

### AN ORDER TO ADVANCE MAINE'S CREATIVE ECONOMY

**WHEREAS**, there is a growing and increasingly important sector of the Maine economy, commonly referred to as the Creative Economy; and

**WHEREAS**, a critical engine of this sector is the innovative ideas of people who are geographically mobile; and

**WHEREAS**, Maine, with its strong natural and cultural heritage, has a competitive advantage in developing, attracting, and keeping this important human capital; and

**WHEREAS**, Maine's competitive advantage in this regard is further enhanced by its traditions of openness and tolerance; and

**WHEREAS**, the Creative Economy is fueled by a multitude of small businesses, and Maine is a state of small business, with fifty percent of Maine people working in businesses of fifty and fewer employees; and

**WHEREAS**, Maine is a net importer of 25-34 years olds, with seventy percent of them college educated, and many of them working in the technology and cultural professions that sustain the Creative Economy workforce; and

**WHEREAS**, the Creative Economy is a catalyst for encouraging entrepreneurial activity, expanding cultural and tourism opportunities, creating new technology and financial sector jobs, rebuilding our downtowns, and enhancing the overall economic health of our communities; and

**WHEREAS**, Maine has taken a leadership role among the States in holding a very successful May 6-7, 2004 Blaine House Conference on Maine's Creative Economy; and

**WHEREAS**, there were many important ideas and recommendations presented at the Blaine House Conference that need to be built upon and implemented,

**NOW, THEREFORE**, I, John E. Baldacci, Governor of the State of Maine, do hereby announce the following initiatives to advance Maine's Creative Economy:

## **I. Maine Creative Economy Council**

Public and private initiatives to advance the Creative Economy shall be created and implemented with the advice, support and assistance of the Maine Creative Economy Council.

### **Purpose**

1. **Creative Clusters.** Creative Economy initiatives are most effective when they rely upon and foster creative “clusters” of related firms and industries from the technology, financial and cultural sectors. The Council will examine ways to identify and strengthen these vital clusters.
2. **Asset Mapping.** Maine has numerous Creative Economy assets already in place. The Council will work with State and local agencies, as well as the private and nonprofit sectors, to encourage the inventory and mapping of these assets.
3. **Entrepreneurship.** Entrepreneurial activity is central to the Creative Economy. The Council will develop strategies to expand the reach of the State’s existing entrepreneurial services to creative workers and organizations.
4. **Workforce Development.** Be they technology, manufacturing or culture-based, creative enterprises require the requisite talent, i.e., a workforce that is prepared to power these new businesses. The Council will work with the appropriate public and private organizations to develop strategies and programs that will ensure that Maine’s workforce is adequately prepared.
5. **Public Education.** Public education, K-16 and beyond, plays a critical role in furthering the Creative Economy. The Council will work with the appropriate public and private agencies to advance this effort at every level.
6. **Tourism.** Maine’s largest industry, tourism, can play an important role in expanding the creative economy. The Council will investigate ways and develop strategies to enhance the role of arts and culture in tourism.
7. **Diversity.** Research indicates that creative economies thrive in communities that embrace diversity in race, national origin, sexual orientation, age and disability. The Council will examine Maine’s achievements in these areas and formulate appropriate strategies to further Maine’s efforts.
8. **Regional Approaches.** In a rural setting like Maine, it is imperative that regional approaches be taken to development of the Creative Economy. The Council will explore and develop appropriate strategies and means to this end.
9. **Other.** The Council may undertake such other tasks intended to advance Maine’s Creative Economy as it deems appropriate.

## **Membership**

The Governor shall appoint 21 members to the Creative Economy Council, who will serve at the pleasure of the Governor. Eight members shall represent the business community; four from technology-related businesses, and four shall be from cultural-related businesses. Four members shall represent cultural-related nonprofit organizations; four economic development or business association organizations; two institutions of higher education; and one expertise in diversity issues. One member shall be the Deputy Commissioner of the Department of Economic & Community Development; and one member shall be the Director of the Maine Arts Commission, or designee. A member representing cultural-related businesses shall serve as co-chair; the Deputy Commissioner of DECD shall serve as the other co-chair. The term of membership shall be three years, and members may be reappointed for one term. Members shall serve without compensation. The Council shall meet as often as necessary to complete assigned duties.

## **II. Creative Economy Steering Committee**

The Creative Economy Steering Committee shall be comprised of representatives from State government agencies that are involved in Creative Economy-related initiatives.

## **Duties**

1. Coordinate Creative Economy initiatives within State government.
2. Assist and support the Creative Economy Council with the completion of its assigned duties.
3. Conduct and publish an audit of existing Creative Economy-related initiatives within State government.
4. Conduct and publish an audit of existing activities within State government that advance entrepreneurial activity.
5. In consultation with the Creative Economy Council, undertake other appropriate duties designed to advance Maine's Creative Economy.

## **Membership, Meetings & Staff**

The Steering Committee shall meet at the discretion of its co-chairs and be comprised of representatives of the following: the Department of Economic & Community Development, the Department of Labor, the Department of Education, the State Planning Office, the Maine Arts Commission, the Maine State Housing Authority, the Finance Authority of Maine, the Cultural Affairs Council, the University of Maine System, the Maine Community College System, and other state agencies as the Steering Committee co-chairs may deem appropriate. The Senior Policy Advisor to the Governor responsible for economic development and cultural affairs issues

shall be a member, and will co-chair the Committee. DECD shall be represented by the Deputy Commissioner, who will serve as the other co-chair.

The co-chairs of the Steering Committee will attend all meetings of the Creative Economy Council.

The agencies represented on the Steering Committee shall staff the Creative Economy Council and the Steering Committee from existing resources.

### **III. Annual Report**

The Steering Committee and the Creative Economy Council shall jointly report to the Governor on an annual basis, with the first report due on March 1, 2006. The report shall summarize the work of the Council and the Steering Committee during the preceding year, and identify activities for the coming year. The report will identify gaps in the Maine's Creative Economy infrastructure and programs, and strategies and initiatives to address those gaps.

### **IV. Creative Economy Network**

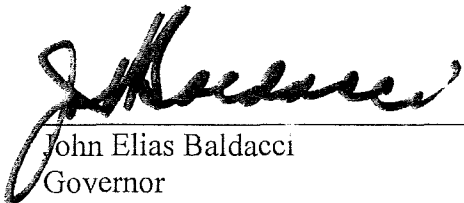
The Creative Economy Network shall be a citizens group of persons interested in furthering Maine's Creative Economy. It shall serve as a clearinghouse for ideas and initiatives intended to advance Maine's Creative Economy.

The Creative Economy Network may have up to fifty members. Members shall be appointed by the co-chairs of the Creative Economy Council, who shall also designate co-chairs of the Network. The term of membership shall be three years, and members may be reappointed for one term. Members shall serve without compensation.

As the need arises, the co-chairs of the Creative Economy Network shall participate in the meetings of the Creative Economy Council.

### **EFFECTIVE DATE:**

The effective date of this Executive Order is January 25, 2005.



John Elias Baldacci  
Governor