

Appendix A: Towns in the ECVEDD Region

Towns	Villages Within the Towns
Andover	
Baltimore	
Barnard	
Bethel	
	Bethel Village Center*
Bradford	
	Bradford Village Center*
Braintree	
Bridgewater	
	Bridgewater Corners
Brookfield	
Cavendish	
	Proctorsville
Chelsea	
	Chelsea Village Center*
Chester	
	Chester Village Center*
Corinth	
Fairlee	
	Fairlee Village Center*
Granville	
	Upper Granville Village Center*
	Lower Granville Village Center*
Hancock	
	Hancock Village Center*
Hartford	
	Quechee Village Center*
	Hartford Village
	White River Junction*
	West Hartford
	Wilder
Hartland	
	Hartland Three Corners Village Center*
	Hartland Four Corners Village Center*
	North Hartland Village Center*
Ludlow	
	Ludlow Village Center*
Newbury	
	Newbury Village Center*

	Wells River Village Center*
Norwich	
	Norwich Village Center*
Pittsfield	
	Pittsfield Village Center*
Plymouth	
Pomfret	
Randolph	
	East Randolph Village Center*
	Randolph Center
Reading	
Rochester	
	Rochester Village Center*
Royalton	
	Royalton Village Center*
	South Royalton Village Center*
Sharon	
	Sharon Village Center*
Springfield	
Stockbridge	
	Gaysville
Strafford	
	South Strafford Village Center*
Thetford	
	Post Mills
	Thetford Center
Topsham	
Tunbridge	
	Tunbridge Village Center*
	North Tunbridge Village Center*
Vershire	
Weathersfield	
West Fairlee	
	West Fairlee Village Center*
West Windsor	
	Brownsville
Windsor	
Woodstock	
	Woodstock Village Center*
	Taftsville
	*State designated villages

Appendix B: Industries by Segment

Visual Arts and Crafts

327112	Vitreous China, pottery
327212	Other pressed blown glass
339911	Jewelry (except costume) mfg
339942	Lead pencil and art good
443130	Camera & photographic supplies stores
448310	Jewelry stores
451130	Sewing, needlework, & piece goods stores
453220	Gift, novelty, souvenir stores
453920	Art dealers
541921	Photography studios, portrait
611610	Fine art schools
711519	Independent artists, performers, agents (proportioned)

Artisanal Foods

311340	Non choc confectionary
311351	Chocolate and Confectionery Manufacturing from Cacao Beans
311352	Confectionery Manufacturing from Purchased Chocolate
311411	Frozen Fruit, Juice, and Vegetable Manufacturing
311412	Frozen Specialty Food Manufacturing
311421	Fruit and Vegetable Canning
311422	Specialty Canning
311423	Dried and Dehydrated Food Manufacturing
311811	Retail Bakeries
311812	Commercial Bakeries
311813	Frozen Cakes, Pies, and Other Pastries Manufacturing
311821	Cookie and Cracker Manufacturing
311824	Dry Pasta, Dough, and Flour Mixes Manufacturing from Purchased Flour
311830	Tortilla Manufacturing
311911	Roasted Nuts and Peanut Butter Manufacturing
311919	Other Snack Food Manufacturing
311920	Coffee and Tea Manufacturing
311930	Flavoring Syrup and Concentrate Manufacturing
311941	Mayonnaise, Dressing, and Other Prepared Sauce Manufacturing
311942	Spice and Extract Manufacturing
311991	Perishable Prepared Food Manufacturing
311999	All Other Miscellaneous Food Manufacturing
312120	Beweries
312130	Wineries
312140	Distilleries

Museums and Heritage

712110	Museums
712120	Historical sites

Design and Fashion

313320	Fabric Coating Mills
314910	Textile Bag and Canvas Mills
314999	All Other Miscellaneous Textile Product Mills
315110	Hosiery and Sock Mills
315190	Other Apparel Knitting Mills

315210	Cut and Sew Apparel Contractors
315240	Women's, Girls', and Infants' Cut and Sew Apparel Manufacturing
315280	Other Cut and Sew Apparel Manufacturing
315990	Apparel Accessories and Other Apparel Manufacturing
316210	Footwear Manufacturing
316992	Women's Handbag and Purse Manufacturing
316998	All Other Leather Good and Allied Product Manufacturing
323110	Commercial lithographic printing
323111	Commercial Printing (except Screen and Books)
332215	Metal Kitchen Cookware, Utensil, Cutlery, and Flatware (except Precious)
332216	Saw Blade and Handtool Manufacturing
332323	Ornamental & architectural metal work manufacturing
335121	Residential lighting & fixtures
337110	Wood Kitchen Cabinet and Countertop Manufacturing
337121	Upholstered Household Furniture Manufacturing
337122	Nonupholstered Wood Household Furniture Manufacturing
337124	Metal Household Furniture Manufacturing
337125	Household Furniture (except Wood and Metal) Manufacturing
337127	Institutional Furniture Manufacturing
337211	Wood office furniture
337212	Custom architectural woodwork & millwork mfg
339910	Jewelry & silverware
339920	Sporting goods
339930	Dolls, toys, and games
451120	Hobby, toy, game stores
541310	Architectural services
541320	Landscape architectural services
541340	Drafting services
541410	Interior design services
541420	Industrial design services
541430	Graphic design services
541490	Other specialized design services
541810	Advertising agencies
541820	Public relations agencies
541850	Display advertising
541860	Direct mail advertising
541890	Other services related to advertising
541922	Commercial photography
711519	Independent artists, performers, agents (proportioned)

Film and Media

334310	Audio and video equipment
424920	Book, periodical, & newspaper merchant wholesalers
451212	News dealers and newsstands
451220	Prerecorded tape, compact disc, & record stores
511110	Newspaper publishers
511210	Software publishers
512110	Motion picture & video production
512120	Motion picture & video distribution
512131	Motion picture theaters (except drive-ins)
512132	Drive-in motion picture theaters
512191	Teleproduction & other postproduction services
512199	Other motion picture & video industries
515111	Radio networks
515112	Radio stations

515120	Television broadcasting
515210	Cable & other subscription programming
516100	Internet publishing & broadcasting
517500	Cable & other program distribution
519110	News syndicates
519130	Internet Publishing, Broadcasting and Web Search Portals
541830	Media buying services
541840	Media representatives
711519	Independent artists, performers, agents (proportioned)

Literary Arts

323117	Books printing
323121	Tradebinding & related work
451211	Book stores
511120	Periodical publishers
511130	Book publishers
511191	Greeting card publishers
511199	All other publishers
519120	Libraries & archives
711519	Independent artists, performers, agents (proportioned)

Performing Arts

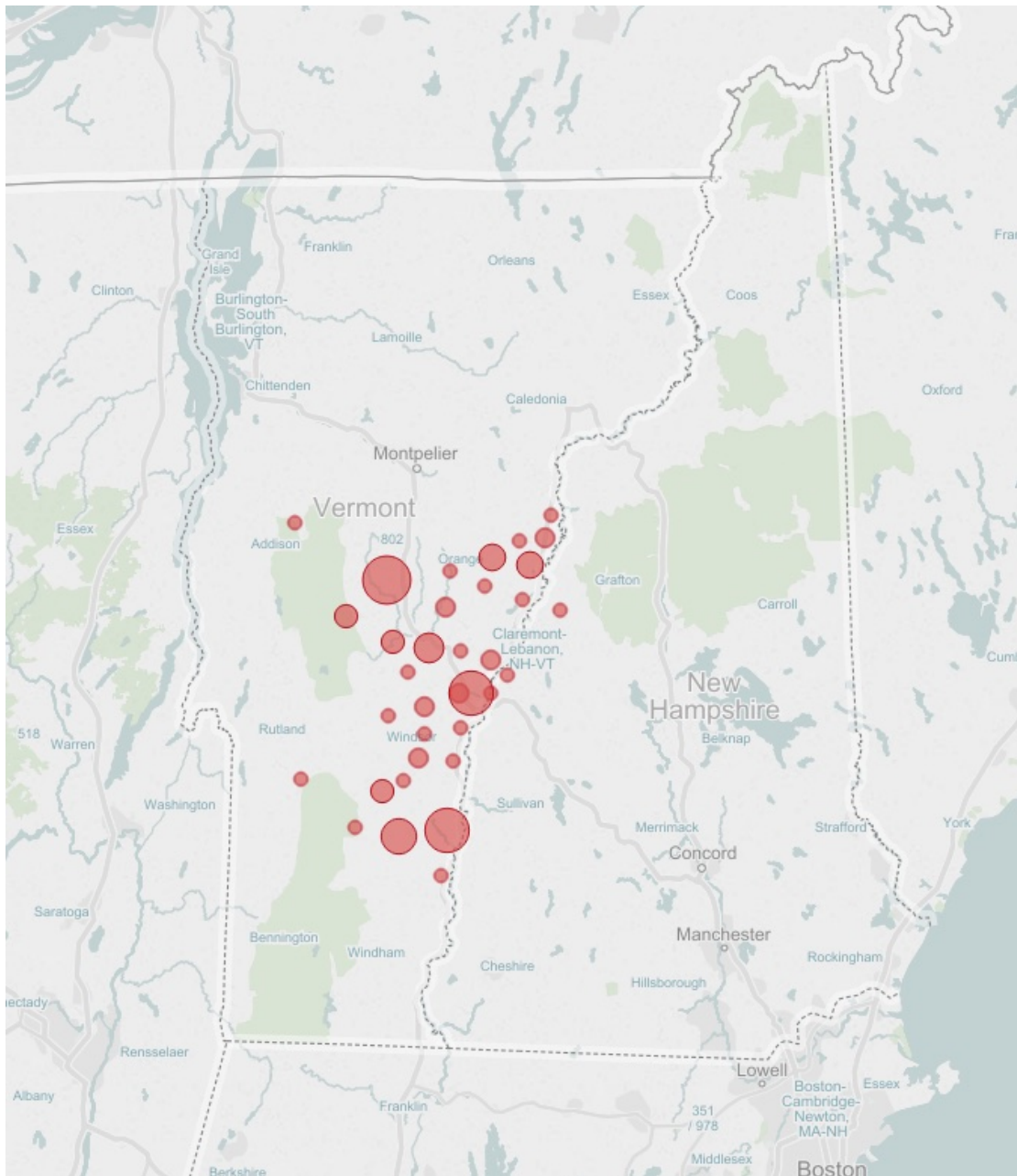
339992	Musical instrument & mfg
451140	Musical instrument & supplies stores
512210	Record production
512220	Integrated record production/distribution
512230	Music publishers
512240	Sound recording studios
512290	Other sound recording industries
711110	Theater companies & dinner theaters
711120	Dance companies
711130	Musical groups & artists
711190	Other performing arts companies
711310	Promoters with facilities
711320	Promoters without facilities
711410	Agents and managers for public figures
711519	Independent artists, performers, agents (proportioned)

Appendix C

Results of Survey of Creative Individuals and Businesses

I: Business Profile

A. Location of survey 104 respondents



B. Responses to questions

Q1: What do you produce or how do you contribute to the production of goods or services that are rooted in creative content?

Answer Choices	# Responses	% Responses
Visual Arts and Crafts	34	33.33%
Music, Performance & Written Word	27	26.47%
Media Arts, Design & Manufacturing	28	27.45%
Food Arts	13	12.75%
Total	102	100%

Q3: In the categories you identified above, are you primarily engaged in:

Answer Choices	# Responses	% Responses
Making creative products	66	64.08%
Supplying producers of creative products	3	2.91%
Marketing/distributing creative products	17	16.50%
Providing services or support	17	16.50%
Total	103	100%

Q4: In what zip code is your business registered?

Q5: Where is your primary workspace located?

Answer Choices	# Responses	% Responses
At home	59	57.84%
Rented or owned space at another location	31	30.39%
Space shared	2	1.96%
Performance venue	10	9.80%
Total	102	100%

Q6: Which of the following statements best describes you and/or your business?

Answer Choices	# Responses	% Responses
Native Vermonter and lived here most of my life	26	25.24%
Came to Vermont for school and remained	2	1.94%
Came to Vermont for its lifestyle and culture	32	31.07%
Recruited to Vermont for work or by the state	6	5.83%
Came to Vermont to be nearer family	8	7.77%

Came to take advantage of relatively lower cost of living	1	0.97%
Other (please specify)	28	27.18%
Total	103	100%

Q7: If a business enterprise, how many paid individuals (full and part-time) do you employ?

Answer Choices	# Responses	% Responses
None (Self-Employed or freelancer)	54	52.94%
1 - 4	28	27.45%
5 - 10	8	7.84%
11 - 15	2	1.96%
16 - 20	0	0.00%
21 - 30	7	6.86%
31 - 40	0	0.00%
41 - 50	0	0%
More than 50	3	2.94%
Total	102	100%

Q8: How would you characterize your own creative production/work?

Answer Choices	# Responses	% Responses
Full-time (generates all of my earned income)	56	54.37%
Part-time (generates all of my earned income)	6	5.83%
Part-time (generates part of my earned income)	24	23.30%
Primarily a hobby but generates some income	17	16.50%
Total	103	100%

Q9: Roughly what percent of your household income comes from creative work or production?

Answer Choices	# Responses	% Responses
Less than 10%	19	18.45%
11-25%	15	14.56%
26-50%	16	15.53%
51-75%	14	13.59%
76-100%	39	38%
Total	103	100.00%

Q10: Would you describe the income earned from your creative work as:

Answer Choices	# Responses	% Responses
Essential to maintaining my/our standard of living	70	69.31%
Supplementary but not essential to maintaining my/our standard of living	19	18.81%
Primarily a hobby and has little bearing on my/our standard of living	12	11.88%
Total	101	100.00%

Q11: Approximately what percent of revenues from creative production/services comes from direct sales within Vermont (retail or wholesale)?

Answer Choices	# Responses	% Responses
Less than 10%	17	21%
11-25%	9	11%
26-50%	15	18%
51-75%	18	22%
76-100%	23	28%
Total	82	100%

Q12: Approximately what percent of revenues from creative production/services comes from direct sales outside the US (retail or wholesale)?

Answer Choices	# Responses	% Responses
Less than 10%	46	81%
11-25%	6	11%
26-50%	2	4%
51-75%	1	2%
76-100%	2	4%
Total	57	100%

Q13: Approximately what percent of your sales are made directly to the customer?

Answer Choices	# Responses	% Responses
Less than 10%	14	16%
11-25%	3	3%
26-50%	5	6%
51-75%	13	14%
76-100%	55	61%
Total	90	100%

Q14: Approximately what percent of your sales are made through retail or wholesale outlets?

Answer Choices	# Responses	% Responses
Less than 10%	18	29%
11-25%	11	17%
26-50%	13	21%
51-75%	3	5%
76-100%	18	29%
Total	63	100%

Q15: Approximately what percent of your sales are made through internet sites such as Etsy or Amazon?

Answer Choices	# Responses	% Responses
Less than 10%	31	63%
11-25%	6	12%
26-50%	9	18%
51-75%	1	2%
76-100%	2	4%
Total	49	100%

Q16: Is the current market for your product or services:

Answer Choices	# Responses	% Responses
Growing	38	48%
Stable	24	30%
Declining	6	8%
Mixed (Some declining, others growing)	11	14%
Total	79	100%

II: Networking

Q17: How important are the following forms of/ venues for networking to you (on a scale from 1 = unimportant, to 5 = very important).

Based on 96 responses

Venues for Networking	Weighted Average
The Internet/social media	3.75
Community events	3.14
Regional prof. or business association related to your talent or business	2.78
Neighborhood eating or drinking establishments	2.31
National professional or business associations	2.18
General professional or business association (chamber, Kiwanis, Rotary)	1.84

Q18: How important is face-to-face networking to your success as a business (on a scale form 1 = unimportant, to 5 = very important)?

	1	2	3	4	5	Total
# Responses	3	4	22	18	39	96
% Responses	3.13	4.17%	22.92%	18.75%	51.04%	100.00%
Weighted Average	4.10					

Q19: Which of the following best describes your current opportunities for face to face networking and collaboration:

Answer Choices	# Responses	% Responses
Very Good	24	25.26%
Adequate	40	42.11%
Inadequate	31	32.63%
Total	95	100.00%

Q20: If you use the Internet for networking, how important are the following to your art/business (on a scale from 1 = unimportant, to 5 = very important).

Based on 94 responses

Forum for Online Networking	Weighted Average
Your own website	3.70
Social media sites like Facebook, LinkedIn, Twitter	3.36
Other	2.39
Joint website with other related creative enterprises	2.18
Made in Vermont, Handmade in Vermont, or Vermont Crafts Council	2.10
Professional or business association sites	2.02
Etsy	1.42

III: Business Needs and Issues

Q21: Please rate your level of need for each of the following facilities (on a scale from 1 = very low, to 5= very high):

Based on 90 responses:

Space Needs	Weighted Average
Shared workspace	3.26
More affordable space	1.35
Co-working space with shared resources	1.15
Other	1.10
Shared business incubation space	0.91
Performance and/or rehearsal space	0.88
Differently zoned space (if needed, please explain)	0.82

Q23: Please rate your level of need for each of the following services or resources (on a scale from 1 = very low, to 5= very high):

Based on 92 Responses

Service and Resource Needs	Weighted Average
More affordable healthcare	3.62
Publicity/media coverage	3.60
Marketing assistance	3.27
Places to exhibit, perform, or sell	3.18
Grants or loans	3.06
Use of Social media	2.99
Business/financial assistance	2.91
Computer/web assistance	2.75

Protecting intellectual property	2.51
Continued education or training	2.43
Production assistance	2.10
Pricing art, crafts, or performances	1.96

Q24: If you are a manufacturer, or a provider of creative business services, please also rate your need for the following (on a scale from 1 = not important, to 5 = very important):

Based on 79 Responses

Need	Weighted Average
Branding, advertising, and marketing goods or services	3.13
Working capital	2.97
Creative employees	2.48
Skilled employees	2.41
Startup capital	2.33
Distribution/transportation of goods	2.25

Q25: Please rate your level of satisfaction with the following (on a scale from 1 = very low, to 5= very high):

Based on 90 Responses

Existing Support/ Services	Weighted Average
Local or regional media coverage	2.80
Higher education opportunities in state	2.72
Advocacy for creative industries	2.53
Emphasis on creativity/art in K- 12 education in region	2.50
Public art/investments in communities	2.43
State taxes	2.31
Appreciation/understanding of impact of creative enterprises/activities on economy by government/development agencies and foundations	2.28
Public funding for creative enterprises	2.13

IV: Personal Information

Q26: Gender

Answer Choices	# Responses	% Responses
Male	40	43.38%
Female	48	52.17%
Other/ Choose not to respond	4	4.35%
Total	92	100.00%

Q27: Age Category

Answer Choices	# Responses	% Responses
Under 25	0	0.00%
26 - 34	16	17.39%
35 - 60	45	48.91%
Over 60	31	33.70%
Total	92	100.00%

Q28: Where did you acquire your artistic/creative talents? (choose all that apply)

Based on 92 responses

Answer Choices	# Responses	% Responses
Secondary and/or higher education	57	61.29%
Private lessons	16	17.20%
Internships/apprenticeships	27	29.03%
Via the Internet	16	17.20%
Self-taught/developed	75	80.65%

Q29: Prior to this project, how familiar were you with the concept “creative economy”?

Answer Choices	# Responses	% Responses
Unaware/had not heard about it	19	20.43%
Heard the term used but was not familiar with meaning or use	20	21.51%
Understood use and significance	34	36.56%
Participated in state planning, discussion of creative economy	20	21.50%
Total	93	100.00%