The Social and Economic Benefits of the Craft and Maker Sector in Philadelphia: A Preliminary Analysis

Prepared for CraftNOW Philadelphia by Econsult Solutions, Inc.
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1. Introduction

1.1. The Importance of the Artisan Economy in Philadelphia

Philadelphia is well positioned as a national leader in the craft and maker sector. The city has a wide array of craft organizations, maker spaces, cultural non-profits, and art schools. It is home to some of America's leading gallerists, artists, and collectors of craft. These resources benefit not only craft artists and makers themselves, but they also enrich the lives of residents and strengthen the regional economy. The economic impacts of the sector, which affect a wide range of industries both locally and throughout the region, in turn support local jobs, stimulate commerce, and generate new tax revenues for the City and Commonwealth governments.

However, the benefits generated by the craft and maker sector in Philadelphia extend far beyond their impacts on business and commerce. Philadelphia has built its reputation as an accessible, affordable, and resource-rich space for makers, attracting millennials and professionals alike from all over the country and the world. In attracting new residents and building creative communities in neighborhoods across the city, Philadelphia's artisanal craft and maker economy positively impacts the social well-being of the city's residents. In addition to directly supporting art students and professionals from the field, the growing sector strengthens Philadelphia's tourism industry and improves its small business environment.

1.2. CraftNOW

Founded in 2015, CraftNOW is an organization bringing together the city's most important institutions, artists, and advocates, which together are dedicated to promoting and celebrating the long and rich history of craft in Philadelphia and encouraging its expansion in today's economy (www.craftnowphila.org). Its mission is to "showcase the city's craft community and create opportunities for the public to engage directly with the art of craft." Primarily, CraftNOW upholds this mission by unifying and promoting the places, people, and events that display the innovations in handmade work from across the city. In addition, CraftNOW sponsors an itinerary of events to complement the Philadelphia Museum of Art Contemporary Craft Show, and each year develops a common theme for its members promoting a citywide exhibition series to showcase innovative artists in wood, clay, fiber, metal, and glass at more than 20 venues across the region.

CraftNOW's thematic approach for 2019 promotes Philadelphia as a *Craft Capital* interpreted broadly to include notions of place, economics, resources, and prominence. CraftNOW is participating with the American Craft Council (ACC) in sponsoring events surrounding its conference in Philadelphia in October 2019. CraftNOW will celebrate the conference with the release of *Craft Capital: Philadelphia's Cultures of Making*. The book will highlight some of the city's most important assets in the craft and contemporary art sector. In addition, CraftNOW has worked in collaboration with its public sector partners to arrange for a mayoral proclamation designating November as CraftMONTH for a third

consecutive year. Throughout November, CraftNOW's annual programming includes a symposium, CraftNOW Create, tours, and the citywide exhibition program branded and marketed to generate additional exposure for area artists and galleries.

"Philadelphia is a remarkable environment in which to contemplate and make craft. Historical spaces and artifacts permeate the present as nowhere else in the country. An awareness of the cultural past, and perhaps its influence as 'prelude', is inescapable. The wealth of historical institutions caters to the popular imagination, lending to daily life temporal diversity and spatial texture. The sensibilities and creative imaginations of craft artists, especially, are quickened in this rich environment."

- Don Miller
Woodworker and Faculty at The University of the Arts, excerpt taken from "Crafting Time" in CraftNOW's second publication Craft Capital: Philadelphia's Cultures of Making

1.3. Purpose of Analysis

The craft and maker sector is growing in scope and prominence in Philadelphia and the metropolitan region. CraftNOW engaged Econsult Solutions to undertake a preliminary economic and social analysis of the sector. The purpose of this analysis is to define and describe the craft and maker sector in Philadelphia today, and estimate the economic impact of the correlating business activity as well as the tourism that it attracts into the city and region. In addition, the report summarizes the range of social benefits that accompany craft and making at an individual and community level. The report concludes by compiling best practices from around the country on how to support the artisanal economy and promote artisanal tourism. The organization of the report is as follows:

- Chapter 2 – describes the craft and maker sector in Philadelphia
- Chapter 3 – defines the scope and scale of the sector, quantifies the economic impact, and identifies additional qualitative benefits
- Chapter 4 – catalogues best practices and public policies to support the artisanal economy
- Appendix – provides details on cataloguing craft and maker activity by sector

2. The Craft and Maker Sector in Philadelphia

2.1. Philadelphia's History of Craft Artistry and Making

As a former manufacturing city, Philadelphia has been well-known as a national center of craft and making for over three hundred years. Traditional craft refers to the small-scale production of useable goods, often created by hand with natural materials such as clay, wood, fiber, metal, and glass. Craft can be differentiated from fine art in that the objects are not only decorative, but also generally have utilitarian functions. Craft making in Philadelphia has been an important part of the city's economy and cultural identity throughout its history. From 18th century furniture-making to modern studio practices, the local production of artisanal goods has historically had a sizeable impact on the economy.

The modern "Maker Movement," which emerged organically in the city, along with advancements in technology and a shift towards self-made goods, continues to have a substantial impact on the local economy. The "Maker Movement" is a global evolution of artists, creators, innovators, and everyday people who are starting small businesses dedicated to creating artisanal products. Many former manufacturing cities like Detroit, Pittsburgh, and Philadelphia have seen the emergence of the "Maker Movement", highlighted by growth in the craft and maker sector.

2.2. Philadelphia's Craft and Maker Sector Today

The city continues its leadership in the craft and maker sector today. Philadelphia is home to more Fellows of the American Craft Council than any other city, which is the highest professional honor in the field. Notably, the Philadelphia Museum of Art's contemporary craft collection is acclaimed and international in its scope, featuring many important local artists and works with historical ties to the region. Additionally, the Women's Committee of the Philadelphia Museum of Art hosts the Philadelphia Museum of Art Contemporary Craft Show each year, the nation's oldest and arguably most prestigious show of its kind. This ecology supports Philadelphia as the most likely place for cutting-edge craft organizations, retailers, galleries and academic institutions.

"Moving to Philly totally changed my business. On every level, the city is way better suited to manufacturing than New York. […] There are a lot of the hardworking art students, tons of talent. It's even got a better art scene because the kids can afford studios. Philly reminds me of what Williamsburg was like fifteen years ago when we opened our shop there; it's real, it's up and coming, it's not a pipe dream."

- Tyler Hays
Founder of BDDW

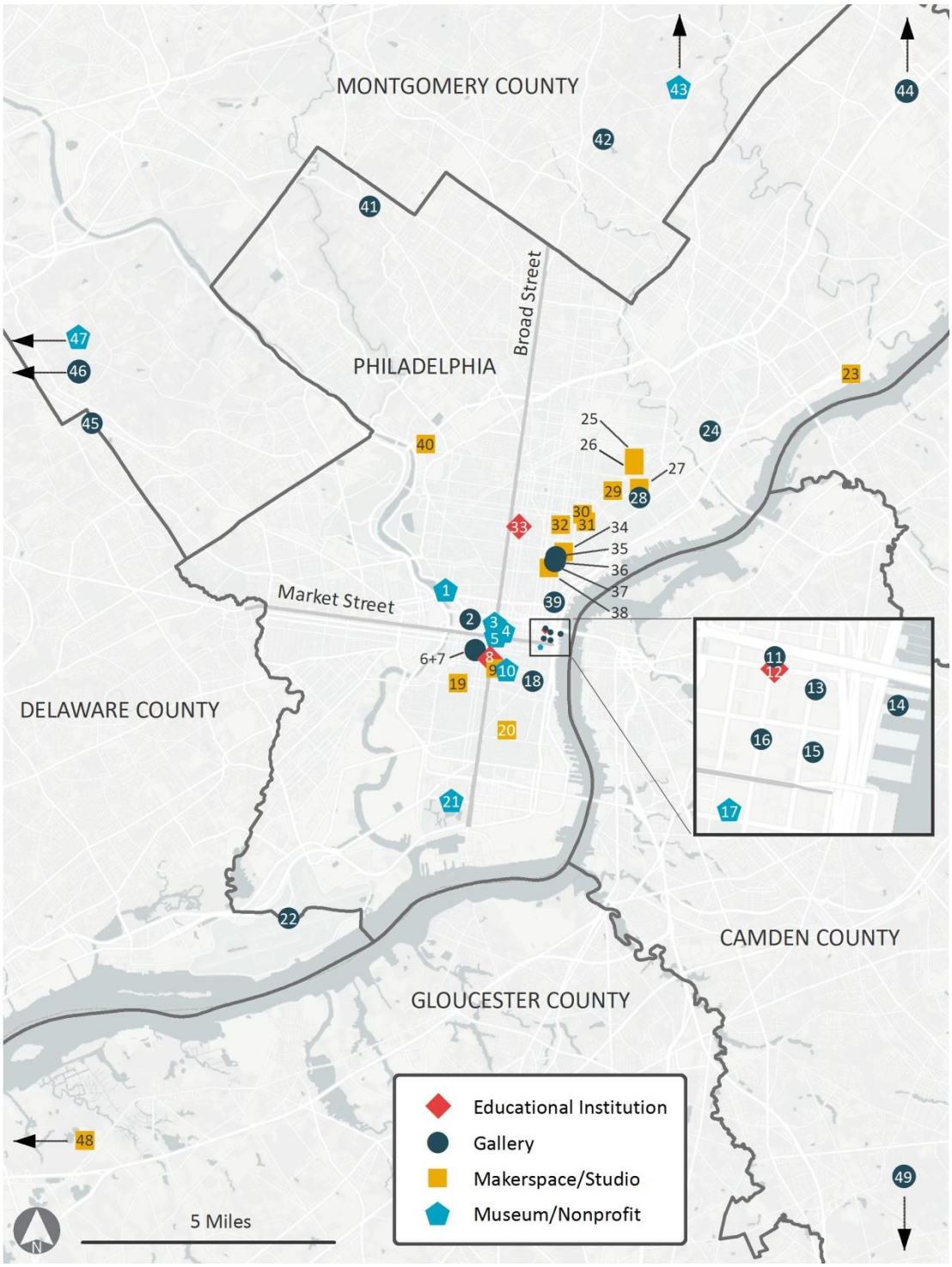
Each year since 2015, CraftNOW has hosted craft-related activities and highlighted a series of shows and exhibitions corresponding with the week of the Philadelphia Museum of Art Contemporary Craft Show. These programs showcase the Philadelphia craft community and establish Philadelphia as a destination for craft and making. Exhibition spaces located throughout the city feature some of the best local and international artists and handmade objects. A sampling of CraftNOW Philadelphia's partners includes:

- Art in City Hall and Office of Arts, Culture and the Creative Economy
- The Center for Art in Wood
- The Center for Emerging Visual Arts
- The Clay Studio
- The Fabric Workshop and Museum
- The Galleries at Moore
- Gravers Lane Gallery
- InLiquid Art + Design
- Moderne Gallery
- Paradigm Gallery + Studio
- Pennsylvania Academy of the Fine Arts
- Philadelphia Dumpster Divers
- Philadelphia Museum of Art and the PMA Contemporary Craft Show
- Temple University – Tyler School of Art
- The University of the Arts
- University of Pennsylvania
- Wexler Gallery
- Wharton Esherick Museum

In addition to prestigious craft shows and exhibition spaces, Philadelphia is home to numerous makerspaces. These makerspaces provide access to the tools, materials, resources, and space that local craft artists and makers need to create their products. In Philadelphia, the makerspaces such as NextFab, Bok Building, Crane Arts, Globe Dye Works, MaKen Studios, and 1241 Carpenter Studios are critical to the success of the industry, as they serve as collaborative workspaces that empower and connect the large and growing craft and maker community.

The map in Figure 2.1 shows the major craft and maker facilities within the City of Philadelphia, most of which are less than ten years old. These are serving as anchors of revitalization in their respective neighborhoods, attracting artists, residents, and other businesses.

Figure 2.1: Major Craft Institutions in Greater Philadelphia



Source: Econsult (2019), CraftNOW (2019)

Figure 2.2 Major Craft Institutions in Greater Philadelphia

ID	Name	Street Address	City	Type of Institution
1	Philadelphia Museum of Art + Contemporary Craft Show	2600 Benjamin Franklin Pkwy	Philadelphia	Museum/Nonprofit
2	The Galleries at Moore	1916 Race St	Philadelphia	Gallery
3	Pennsylvania Academy of the Fine Arts	118-128 N Broad St	Philadelphia	Museum/Nonprofit
4	Fabric Workshop and Museum	1214 Arch St	Philadelphia	Museum/Nonprofit
5	Art in City Hall	City Hall, Room 116	Philadelphia	Museum/Nonprofit
6	Center for Emerging Visual Artists	237 S 18th St #3A	Philadelphia	Gallery
7	Philadelphia Art Alliance at The University of the Arts	251 S 18th St	Philadelphia	Gallery
8	University of the Arts	320 S Broad St	Philadelphia	Educational
9	1241 Carpenter Studios + Art Space 1241	1241 Carpenter St	Philadelphia	Makerspace/Studio
10	Philadelphia's Magic Gardens	1020 South St	Philadelphia	Museum/Nonprofit
11	Wexler Gallery	201 N 3rd St	Philadelphia	Gallery
12	The Center for Art in Wood	141 N 3rd St	Philadelphia	Educational
13	The Clay Studio	139 N 2nd St	Philadelphia	Gallery
14	Cherry Street Pier	121 N Christopher Columbus Blvd	Philadelphia	Gallery
15	Millésimé & Ligne Roset	33 N 2nd St	Philadelphia	Gallery
16	Philadelphia Independents	35 N 3rd St	Philadelphia	Gallery
17	National Liberty Museum	321 Chestnut St	Philadelphia	Museum/Nonprofit
18	Paradigm Gallery + Studio	746 S 4th St	Philadelphia	Gallery
19	NextFab	2025 Washington Avenue	Philadelphia	Makerspace/Studio
20	Bok	1901 S 9th St	Philadelphia	Makerspace/Studio
21	American Swedish Historical Museum	1900 Pattison Ave	Philadelphia	Museum/Nonprofit
22	PHL Art in the Airport	8000 Essington Ave	Philadelphia	Gallery
23	RAIR	7333 Milnor St	Philadelphia	Makerspace/Studio
24	Globe Dye Works	4500 Worth St	Philadelphia	Gallery
25	MaKen North	3525 I St	Philadelphia	Makerspace/Studio
26	MaKen South	3401 I St	Philadelphia	Makerspace/Studio
27	Philly Makerhouse	3237 Amber St	Philadelphia	Makerspace/Studio
28	Moderne Gallery	2220 E Allegheny Ave	Philadelphia	Gallery
29	Jasper Studios	2930 Jasper St	Philadelphia	Makerspace/Studio
30	Hive76	1821 E Hagert St #100c	Philadelphia	Makerspace/Studio
31	Viking Mill	2424 Coral St	Philadelphia	Makerspace/Studio
32	Marguerite Rodgers Interior Design	2131 N American St	Philadelphia	Makerspace/Studio
33	Tyler School of Art and Temple Contemporary	2001 N 13th St	Philadelphia	Educational
34	Paper Box	1639 N Hancock St	Philadelphia	Makerspace/Studio
35	Bahdeebahdu	1522 N American St	Philadelphia	Gallery
36	Crane Arts	1400 N American St	Philadelphia	Gallery
37	InLiquid	1400 N American St #314	Philadelphia	Gallery
38	NextFab	1227 N. 4th Street	Philadelphia	Makerspace/Studio
39	Art Star	623 N 2nd St	Philadelphia	Gallery
40	East Falls Glassworks	3510 Scotts Ln	Philadelphia	Makerspace/Studio
41	Gravers Lane Gallery	8405 Germantown Ave	Philadelphia	Gallery
42	Abington Art Center	515 Meetinghouse Rd	Jenkintown	Gallery
43	Mercer Museum	84 S Pine St	Doylestown	Museum/Nonprofit
44	Nakashima Studio and Foundation for Peace	1847 Aquetong Rd	New Hope	Gallery
45	Main Line Art Center	746 Panmure Rd	Haverford	Gallery
46	Wayne Art Center	413 Maplewood Ave	Wayne	Gallery
47	Wharton Esherick Museum	1520 Horse Shoe Trail	Malvern	Museum/Nonprofit
48	Next Fab	503 N. Tatnall Street	Wilmington	Makerspace/Studio
49	WheatonArts and Cultural Center	1000 Village Dr	Millville	Gallery

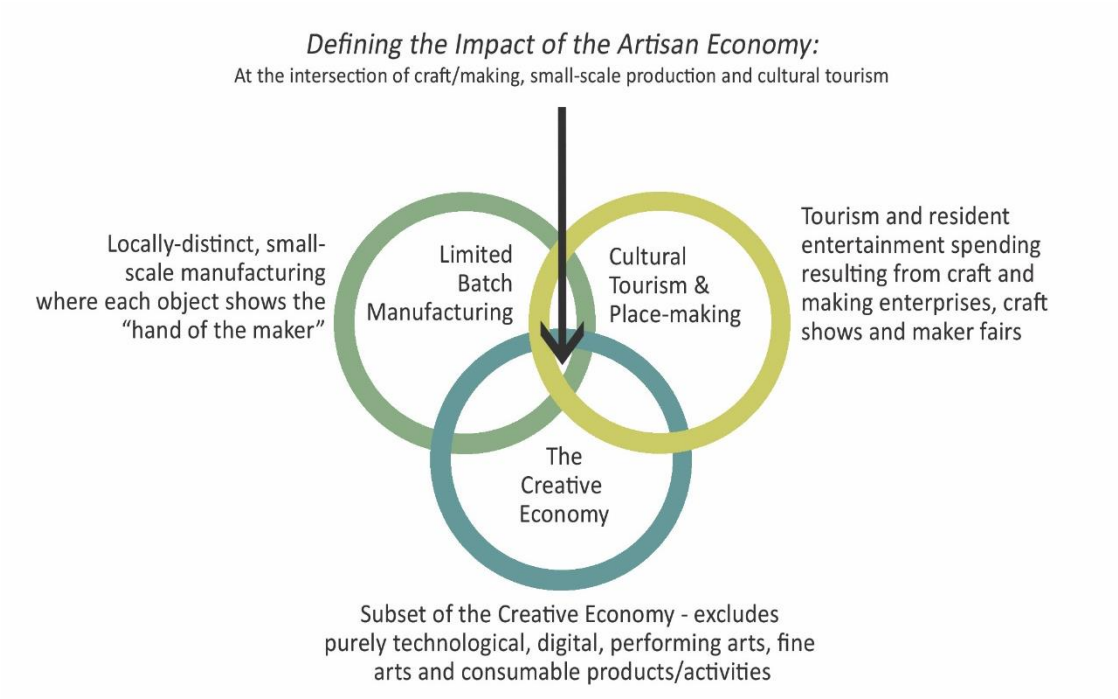
Source: CraftNOW (2019)

3. The Economic and Social Benefits of the Craft and Maker Sector

3.1. Understanding the Craft and Maker Sector

Philadelphia's small-scale, high quality craft and maker sector, sometimes referred to as the "Artisan Economy," presents a challenge in both defining its scope and capturing statistical data, since there is no strict delineation with other sectors and the field is constantly evolving. In general terms, the Artisan Economy refers to objects and products that are produced or assembled locally, are made in relatively small-scale, and are aligned with an individual's design sensibility or hand in the process. The Artisan Economy may involve new technological processes in producing a tangible physical object, but can be distinguished from high-tech consumer products and software by the mark of the maker. At the same time, the Artisan Economy can be differentiated from "Fine Art" (painting, drawing, sculpture, etc.), because works often have a link to utilitarian object types even if they may have some of the same non-functional characteristics found in Fine Art with regard to concept, skill, or aesthetics.

The chart below illustrates that the Artisan Economy encompasses the intersection of three major economic spheres: The Creative Economy, Manufacturing, and Cultural Tourism.



Source: CraftNOW (2019)

3.2. Defining the Sector

The craft and maker sector comprises an array of artistic activities and techniques that are distinct from other methods of art and cultural goods production. Based on discussions with CraftNOW, craft manufacturing activities were identified to define this sector. These activities and techniques are listed below.

Artistic Activities and Techniques Included in the Craft and Maker Sector

- Art furniture
- Woodturning
- Carpentry
- Custom architectural millwork
- Paper making and works in paper
- Book arts
- Fiber arts
- Ceramic Art
- Pottery
- Jewelry Making
- Custom Clothing
- Quilting
- Leatherwork
- Basket making
- Knitting and crochet
- Glasswork
- Metalwork
- Mixed Media
- 3D Printing and new media

Because of the amorphous categories of activity, it is difficult to extract meaningful data from government statistical sources, such as the North American Industry Classification System (NAICS). Portions of multiple industry classifications could be considered part of the Artisan Economy. For this reason, further research would be required based on empirical surveys to more accurately gauge the scope of this sector. Thus, the data in this report should be considered preliminary findings, to be amplified if a more in-depth study were undertaken by reaching out to individual companies, nonprofit organizations, and artisanal practitioners to obtain additional information.

3.3. Scale of the Sector

The economic scale of the craft and maker sector can be gauged by estimating how much value is added by the sector to the overall Gross Domestic Product (GDP) of the City of Philadelphia and the Philadelphia Metropolitan Statistical Area (MSA)[1]. The analysis was informed by data on the value added by arts and culture industries to US GDP from a report published by the National Endowment for the

[1] The Philadelphia Metropolitan Statistical Area (MSA) considered in this analysis consists of 11 counties in the tristate area: Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties in Pennsylvania; Burlington, Camden, and Gloucester County in New Jersey; and New Castle, Cecil, and Salem County in Delaware.

Arts.[2] This national dataset was used to identify the manufacturing industries affiliated with traditional crafts. The total value-add of these industries was then calculated to derive the craft and maker sector's share of national GDP. Using this proportion, the sector's contributions to the overall GDP of the City of Philadelphia and the Philadelphia MSA were estimated (see Appendix B for full methodology).

Based on various classifications, traditional craft industries contribute between $60 million and $70 million to the City of Philadelphia's GDP and between $230 million and $280 million to the Philadelphia MSA's GDP.

Figure 3.1: Estimated Impact to the Economy by the Craft and Maker Sector

	Philadelphia	Philadelphia MSA
Value-add of Craft and Maker Sector	$60M to $70M	$230M to $280M

Source: Arts and Cultural Production Satellite Account (ACPSA) (2015), U.S. Bureau of Economic Analysis (2015), IMPLAN (2015)

Furthermore, significant growth in economic activity is expected in the coming years, and if we assume 20 percent annual growth, the impacts on the Philadelphia MSA economy could approach $1 billion per year by 2026, in time for the city's Semiquincentennial (or 250th) celebration. [3]

3.4. Economic Impact Generated by Artisanal Tourism

Philadelphia's craft and maker sector draws a local, regional, and national audience to its craft events, generating ancillary activity for local businesses, restaurants, and hotels. CraftNOW estimates that over 25,000 people visit Philadelphia for the annual three-day PMA Craft Show and various other craft events throughout the year like the Philadelphia Furniture Show, the Art Star Craft Bazaar and Pop-up Markets, and the West Craft Fest. Assuming that these specific events generate about one quarter of all artisanal tourism activity in the city, we estimate current overall tourism of 100,000 visitors per year.

Visitors generate economic impact and jobs within the City of Philadelphia by spending money on travel, food, accommodation, and other expenses. Different visitor types (e.g. local, day-tripper, out-of-town guest) have different spending profiles. For instance, an out-of-town guest may stay overnight at a hotel and eat several meals out at local restaurants, while a local visitor may have a much smaller economic footprint. While the majority of these attendees are local, CraftNOW estimates that nearly 20 percent of their attendees come from out of town, thereby bringing their dollars into Philadelphia and the

[2] National Endowment for the Arts, Office of Research & Analysis. Key to ACPSA Industries, 2015.
[3] The forecasted 20 percent annual growth for this sector is a mid-range estimate for a startup industry of this scale. While 20 percent is relatively fast when compared to newer industries, it is both a slow and conservative estimate when compared to mature industries within the region.

Philadelphia MSA.[4] While here for craft events, attendees spend approximately $11.8 million in the Philadelphia MSA, of which $10.2 million is spent in Philadelphia (see Figure 3.2).

Figure 3.2: Visitor Distribution and Associated Spending

Type of Visitor	% of Visitors	# of Visitors	Spending per Visitor	Total Spending in Philadelphia ($M)	Total Spending in the MSA ($M)
Locals	60%	60,000	$23	$1.0	$1.2
Daytrippers	20%	20,000	$57	$0.8	$0.9
Out-of-towners	20%	20,000	$293	$8.4	$9.7
Total	**100%**	**100,000**	**-**	**$10.2**	**$11.8**

Source: CraftNOW (2019), General Services Administration (2018)

The money that visitors spend at businesses throughout Philadelphia and the MSA is then spent by those businesses on labor or with other vendors in the area, resulting in an indirect and induced impact. The direct infusion of visitor spending has an additional indirect and induced impact of $5.2 million in Philadelphia and approximately $7.5 million in the entire Philadelphia MSA. Combined, the total economic impact is $19.2 million in the MSA, $15.5 million of which takes place within Philadelphia (see Figure 3.3).

Figure 3.3: Estimated Projected Economic Impact of Artisanal Tourism in the City of Philadelphia and the Philadelphia MSA

	City of Philadelphia	Philadelphia MSA
Direct Impact ($M)	$10.2	$11.8
Indirect & Induced Impact ($M)	$5.2	$7.5
Total Economic Impact ($M)	**$15.5**	**$19.2**

Source: IMPLAN (2015)

More important than these numbers is the potential growth associated with increasing urban artisanal tourism, as visitors are increasingly seeking more immersive, authentic experiences conveying a strong sense of "local place." CraftNOW's role as a backbone organization promoting the region's craft and maker sector complements Visit Philly efforts and introduces new audiences to Philadelphia.

[4] Based on attendance data from the PMA Craft Show.

3.5. Additional Economic and Social Benefits

The benefits of the craft and maker sector extend far beyond employment, spending, and tax revenues generated by the sector. This community of artists and makers provides numerous social benefits across the city and region. These qualitative impacts range from revitalizing communities to developing skills for the workforce, supporting healthy aging, developing students, and creating safe spaces for diverse and inclusive interactions.

Real Estate Impacts

The Artisanal Economy plays an important role in supporting distinctive "place-making" developments. Craft making has been a traditional but evolving cultural practice throughout Philadelphia's history, and craft makers and artists have continually adapted to changing economic and cultural trends. Oftentimes, these adaptations emerged in response to changes in neighborhood real estate affected by divestment and economic decline. The presence of small-scale enterprises and craft studios has the effect of catalyzing commercial and residential development and spurring community revitalization. This place making activity is most clearly demonstrated through the recent development of several innovative makerspaces that support artists with places to live, work, and showcase their craft.

A prominent example of the adaptive re-use of existing vacant or underutilized real estate for the craft and maker sector is the redevelopment of the **Bok Building** in South Philadelphia. The block-long Art Deco building, originally a vocational-technical school, was shuttered a decade ago. It was acquired by a local developer, Lindsey Scannapieco, and reopened as a small business incubator, with an emphasis on craft and making.[5] It now houses around 150 businesses, artists, and makers within the 340,000 square-foot structure.[6]

Another creative space, **MaKen Studios**, seeks to revitalize economic activity in the Kensington neighborhood of Philadelphia, an area that previously served as the city's textile manufacturing hub before the industry faced decline.[7] MaKen Studios transformed a pair of industrial buildings to provide rentable space and resources to interdisciplinary artists, creative businesses, and manufacturers. MaKen Studios North is situated in a building originally constructed in the 1910s for the Richardson Mint Company and later used as a retail location by discount textile reseller, JoMar. The MaKen Studios South building was built to be used as a textile mill in the 1910s and later adapted to various industrial uses.[8] The converted buildings now offer over 260,000 square feet of space for creative, business, and community use.

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[5] "Lindsey Scannapieco: Repurposing Bok into South Philly's Creative Hub," *Philly Who?,* August 9, 2018, https://podphillywho.com/episode/lindsey-scannapieco/

[6] The Bok Building History, https://www.buildingbok.com/history

[7] "Shift Capital founder Brian Murray: 'Kensington's opportunity is Philadelphia's opportunity,'" *Generocity*, October 22, 2018, https://generocity.org/philly/2018/10/22/shift-capital-ceo-and-founder-brian-murray-kensingtons-opportunity-is-philadelphias-opportunity-social-impact-real-estate-impactphl/

[8] MaKen Studios, http://makenstudios.com/

Additional examples include makerspaces at **Globe Dye Works** in Frankford, **Crane Arts** in Fishtown, **Jasper Studios** in Kensington, and **1241 Carpenter Studios** in Bella Vista. These repurposed buildings have helped to reclaim industrial space, serve as small business incubators, provide event space that attracts tourists, and revitalize surrounding neighborhoods.

Workforce Development

The craft and maker sector provides a number of key benefits to Philadelphia's workforce. The accessibility of the sector allows for diverse populations to participate in the workforce through craft and making. As discussed in *Craft for America,* by Jo Lauria and Steve Fenton, for most if not all underrepresented populations – including women, African- Americans, immigrants, and those in communities with low employment – craft and making have always been accessible to help individuals and communities to survive and ultimately achieve economic independence.

Research from Schwarz and Yair for the American Craft Council shows that through participation in artisanal craft, workers develop a combination of personal and professional skills including, but not limited to: flexibility, adaptability, creative thinking, patience, self-expression, and focus.[9] Additionally, artisanal craft-based organizations have significant outreach into disadvantaged communities to provide support and training using craft as a vehicle to develop professional skills.[10] In Philadelphia, organizations like the Philadelphia Wooden Boat Factory and Trades for a Difference offer programming and apprenticeships to prepare young people from underserved neighborhoods for professional opportunities in skilled trades. [13]

The **Philadelphia Wooden Boat Factory** located in the city's Frankford section offers youth apprenticeships in traditional wooden boat building and sailing skills. The aim of the program is to create an environment focused on hands-on learning where young people can cultivate social and emotional skills needed in the professional world. [12] [13]



[9] Schwarz and Yair, *Making Value: Craft & The Economic and Social Contribution of Makers*, (June 2010).
[10] Schwarz and Yair, *Making Value* (2010).
[11] Trades for a Difference, http://www.tradesforadifference.org/
[12] Emma Eisenberg, "Boats Take you Somewhere," *The Philadelphia Citizen*, March 25,2016, https://thephiladelphiacitizen.org/philadelphia-wooden-boat-factory/
[13] Stephani Aaronson, "Philadelphia Wooden Boat Factory," July 22, 2015, https://medium.com/@stephaaronson/philadelphia-wooden-boat-factory-3a381efa09cc

Health Benefits

Artisanal craft is also thought of as a catalyst for healthy aging. Individuals can access benefits either through viewing or creating art. Recent research from the Greater Philadelphia Cultural Alliance has shown that craft has positive health benefits, especially for elderly people, such as increasing manual dexterity; reducing the risk of falls; preventing depression, dementia, mental decay, and social isolation; and decreasing the use of medication and doctors' visits.[14]

CraftNOW is currently working with the Philadelphia-based Foundation for Advancement of International Medical Education and Research (FAIMER) on a symposium to be held in 2020 bridging creativity and medical arts education. Their goals are as follows:

1. Education and Student Training - Consider the visual, handmade, graphic, and applied arts as fundamental educational experiences for medical professionals, which encourages professionals to think more creatively and access a unique skill-set and mindset for problem solving.
2. Practicing Professionals - Encourage medical professionals working in the field to utilize the arts to inform their therapeutic and healing strategies. Educators and doctors can also collaborate with visual arts professionals when it comes to designing and disseminating information to patients and when innovation is needed to improve patient care.

Overall, the desired outcome will be for medical institutions and professionals to more readily reach out to arts institutions and arts professionals to help overcome challenges.

Education

Artisanal craft has a strong link with education in Philadelphia – from youth programming to higher education, apprenticeship programs, and continuing education. Currently, Philadelphia's colleges and universities have hundreds of students majoring in craft-related studies, providing a well-trained pool of talent for the city's thriving craft and maker sector. For instance, Tyler School of Art alone offers an estimated 80 craft-related courses per semester, and from the 800-850 students enrolled, about 200-250 are non-majors from Temple University. [15]

Continuing education programs can be easily accessed through CraftNOW's partner institutions like The Center for Art in Wood, East Falls Glassworks, and Wayne Art Center among many others. Additionally, craft organizations have extensive outreach programs into schools that provide a healthy addition to a traditional classroom education. As noted in the report by Schwarz and Yair, when used within the classroom, craft programs provide an easy and interactive space to teach teamwork, inclusivity, and problem solving.[16] Artisanal craft organizations offer programming and experiences that are easily

[14] Generosity Philly, *Report: Arts Organizations can be Essential Part of the Solutions to Problems of Aging*, (June 20, 2019).
[15] Data provided by CraftNOW (2019).
[16] Schwarz and Yair, *Making Value* (2010).

scalable to different ages and abilities.[17] Craft provides students with a broader educational experience and offers students an alternative route to the workforce than the typical two- or four-year degree.[18]

Cross-cultural Collaboration

One of artisanal craft's most important contributions is the creation of inclusive, safe, and diverse spaces in Philadelphia. Spaces for craft inherently involve collaboration and creativity, and they are available to people of different backgrounds to work in together. In fact, many craft organizations pride themselves on their inclusivity of people with disabilities, different races, and religions. These spaces also work to connect people of different demographics to one another in ways that would be difficult otherwise.

Craft can also serve as a vehicle for cross-cultural learning. For example, The Welcoming Center for New Pennsylvanians, a Philadelphia-based nonprofit organization that promotes inclusive economic growth through immigrant integration, developed the Global Craft Market in collaboration with CraftNOW and Reading Terminal Market. The Global Craft Market seeks to provide international craft artists who have immigrated to Philadelphia with the opportunity to showcase and sell their work in Philadelphia and share global craft traditions through dialogue between locals and immigrants.[19]

Presented by CraftNOW's partner organization The Clay Studio, **The Claymobile** is a community engagement program that brings a pop-up ceramics studio and arts education opportunities to schools, community centers, and social service centers throughout Philadelphia. [17]



One of Philadelphia's most prominent craft artists, Roberto Lugo, was the keynote speaker at CraftNOW's 2018 *Making a Difference* symposium. Lugo draws on his personal experience growing up as a Puerto Rican-American in the Kensington neighborhood of Philadelphia in his work. One of Lugo's professors at Penn State University's School of Visual Arts stated that Lugo's work "challenges notions of class, race, and art world hierarchies, and operates as an empowering agent of change." [20] Lugo has been a passionate and effective advocate in Philadelphia and across the nation providing evidence for the important role craft can play in one's survival, personal growth and economic independence.

[17] The Claymobile, The Clay Studio, https://www.theclaystudio.org/claymobile
[18] Schwarz and Yair, *Making Value* (2010).
[19] Welcoming Center for New Pennsylvanians: Entrepreneurship and Innovation, https://welcomingcenter.org/entrepreneurship/
[20] Joyce Lovelace, "Agent of Change," *American Craft*, May 2016, https://www.wexlergallery.com/wp-content/uploads/2016/03/LUGO_AM16_SHIP.pdf

4. Strategies and Public Policies to Support the Artisanal Economy

Successful tourism capitalizes on unique and interesting cultural attractions to entice local and non-local visitors. Already an attractive destination for cultural tourism, Philadelphia can stand out among its East Coast peers by highlighting its rich artisanal craft history. While Philadelphia has an already strong craft and maker sector, there are a number of strategies that could help support the sector and the city's potential to be known as a center for artisanal tourism.

After reviewing best practices from across the country, a number of cities stand out for their artisanal economy and tourism efforts, including Portland, Baltimore, Washington DC, Detroit, and Seattle. While these best practices were tailored to each individual place, there were some foundational practices that were commonplace across all localities. These practices support the viability of small businesses in the sector and include access to grant opportunities, affordable credit, safe workspaces, retail opportunities, and other small business support services. Building on this foundation, there are specific strategies that can be implemented to promote artisanal tourism locally by creating a strong local brand and increasing the visibility of the craft and maker sector.

These foundational pillars and strategies can be used to help develop a framework to support artisanal tourism in Philadelphia. The following set of strategies is broken down by those that can be implemented at a local government level and those that can be implemented by the local nonprofit sector and the network of craft artists and makers in Philadelphia.

4.1. Strategies for Local Government

Local government policies are critical in supporting the craft and maker sector through funding relevant educational and support services and promoting the visibility of the sector and its incorporation into tourism strategies.

Support the Viability of Craft and Maker Businesses

- Support grant and loan opportunities through funding and partnerships (with both city departments and quasi-public organizations like the Philadelphia Industrial Development Corporation) that encourage craft and maker entrepreneurship and the formalizing of craft and maker businesses [21]
  - Develop public resources and liaise with the local nonprofit and craft and maker sector to guide craft artists and makers to relevant opportunities
- Provide funding for arts programs, arts education, and small business support organizations
- Support the development of safe and affordable workspaces for craft artists and makers [22] [23]

[21] The Seattle Made Fund, Community Sourced Capital and Seattle Made, https://www.communitysourcedcapital.com/partners/seattlemade
[22] Brick City Makes (St. Louis, MO), https://brickcitymakes.com/
[23] Frankford Avenue Arts Corridor (Philadelphia, PA), http://www.nkcdc.org/_files/live/Frankford_Avenue_Arts_Corridor_Plan.pdf

- Consider adjusting zoning regulations to incentivize businesses to rent space to small-scale manufacturers or microbusinesses [24]
- Liaise with the nonprofit sector and community development corporations to develop shared makerspaces and shared kitchens for artisanal food businesses [25]

Promote Artisanal Tourism through Spurring Demand for Locally-Made Products and Creating Visibility for the Sector

- Consider designating certain areas of the city as "arts districts" or "creative communities" to concentrate government resources and encourage economic activity in focal point communities
  - These areas can become key points of interest for the city that attract business, revitalization, community development, and tourism [26]
  - This strategy has been implemented in a number of states with strong success cases in Michigan and Maryland where the strategy led to community-wide economic development as well as increased retail occupancy, property value, and tourist traffic [27] [28]
- Create a unique city-wide brand and logo that identifies and markets Philadelphia-made craft products; Seattle, San Francisco, and Baltimore have seen success utilizing this strategy [29] [30] [31]

Made in Baltimore

Operated by Baltimore's Office of Sustainability, Made in Baltimore aims to connect consumers to local artisan makers/manufacturers, maker spaces, and other local producers. Through a combination of training programs that hope to educate local artisans in areas such as marketing and fundraising and the "Made in Baltimore" symbol that can be applied to storefronts or products, the organization works to promote and strengthen the Baltimore craft and maker sector. [29]

Seattle Made

Seattle Made represents a collection of over 100 local producers and manufacturers working in concert with the city, state, and other non-profit organizations to promote local products. Members receive a number of benefits, including branding and signage to promote the business, access to the "Seattle Made" logo, exclusive events, and promotional opportunities. [30]

[24] Fabrication District Zoning Code (Somerville, MA), https://www.somervillezoning.com/key-code-changes/
[25] La Cocina (San Francisco, CA), https://lacocinasf.org/mission
[26] Arts & The Economy, Using Arts and Culture to Stimulate State Economic Development, 24
[27] Michigan Cool Cities (Michigan statewide), https://www.americansforthearts.org/by-program/reports-and-data/legislation-policy/naappd/michigan-cool-cities
[28] Maryland Arts and Entertainment Districts, Maryland State Arts Council (Maryland statewide), https://www.msac.org/programs/arts-entertainment-districts
[29] Made in Baltimore (Baltimore, MD), https://madeinbaltimore.org/
[30] Seattle Made (Seattle, WA), https://www.seattlemade.org/
[31] Shop Made in DC (Washington, D.C.) https://www.shopmadeindc.com/

- Incorporate craft and maker events, spaces, and markets into tourism marketing campaigns and resources to generate visibility for visitors and local residents
  - This strategy has seen success in New Jersey, where a public-private partnership created Discover Jersey Arts, a statewide marketing campaign that seeks to promote cultural tourism and generate revenue for arts-related industries [32] [33]

4.2. Strategies for the Local Nonprofits, Foundations, and Networks of Craft Artists and Makers

At present, CraftNOW is comprised of leaders from Philadelphia's cultural institutions who are creating a supportive, inclusive network and culture of greater engagement. Collaborative opportunities such as CraftNOW Create or the publication *Craft Capital* are intended to elevate and amplify the existing programmatic activity in the field. To expand on this work, there are many specific strategies that other stakeholders beyond this community can help to implement, which will ultimately generate a stronger local network of craft artists and makers and attract urban artisanal tourism to Philadelphia.

Create a Cohesive and Visible Network of Craft Artists and Makers

- Compile a comprehensive directory of local artisans and promote a culture of connectivity among the craft and maker network; this directory can be used externally to create increased awareness of the presence of the sector in Philadelphia and to promote craft retail and makerspaces in local tourism campaigns [34] [35]

Develop a "Space" to Connect the Network to Valuable Resources

- Create an online or physical space where the local network of craft artists and makers can access and share valuable resources like programs, resources, and services provided by local government and nonprofit organizations [36]
  - Coordinate with local organizations to link craft and maker businesses to relevant support services like affordable credit, licensing, access to market [37] [38] [39]

[32] Arts & The Economy, Using Arts and Culture to Stimulate State Economic Development, 30
[33] Discover Jersey Arts (NJ), https://www.jerseyarts.com/
[34] Mayor's Maker Council (Knoxville, TN), http://knoxvilletn.gov/government/boards_commissions/mayor_s_maker_council
[35] MadeBy Project (Memphis, TN,), http://www.madebyproject.org/
[36] SFMade Advising and Workshops, https://sfmade.org/services/business-development/advising-workshops/
[37] Entrepreneurship for All (Lowell, MA) https://eforall.org/
[38] Knoxville Entrepreneur Center (Knoxville, TN), http://knoxec.com/
[39] Craft Business Accelerator, Bridgeway Capital and Monmade (Pittsburgh, PA), https://www.bridgewaycapital.org/financing/craft-business-accelerator/



Craft Business Accelerator

Bridgeway Capital and Monmade | Pittsburgh, PA

The Craft Business Accelerator seeks to promote a vibrant craft manufacturing sector in Pittsburgh, PA through supporting creative businesses through the following services:

- Flexible term loans, commercial real estate loans, and start-up capital
- Access to Monmade, the Craft Business Accelerator's trade group of creative businesses
- Business education services [39]

Organize Consistent Retail Opportunities for Local Craft Artists and Makers

- Liaise with local government and community development organizations to create consistent craft markets and fairs. This provides regular retail opportunities for craft artists and makers and increases the public's awareness of local craft and maker businesses [40] [41] [42]
- Explore the option of creating a craft center where local craft artists and makers can showcase and sell their products; successful examples of this strategy in urban environments include Made Here PDX in Portland, OR; Shopmade in DC in Washington, D.C.; and Monmade in Pittsburgh, PA [43] [44] [45] [46]

Advocate for Policies that Support the Sector

- Local government policies can leverage substantial positive impact on the local craft and maker economy; currently, CraftNOW is advocating for policies that support the economic viability of the sector and its inclusion in local tourism strategies

[40] TheLOCAL (Jackson, TN), https://www.thelocaljackson.com/
[41] Urban Craft Rising (Seattle, WA and Portland OR), https://urbancraftuprising.com/events/
[42] Detroit Urban Craft Fair (Detroit, MI), https://detroiturbancraftfair.com/
[43] Arts & The Economy, Using Arts and Culture to Stimulate State Economic Development, 31
[44] Made Here PDX (Portland, OR), https://madehereonline.com/pages/about-us
[45] Shop Made in DC (Washington, D.C.), https://www.shopmadeindc.com/
[46] Monmade (Pittsburgh, PA), https://www.monmade.org/

5. Conclusion

5.1. The Importance of the Craft and Maker Sector to Philadelphia

With its rich history of craft, manufacturing, and artisanal talent, Philadelphia is a natural leader in the craft and maker sector. The city has a strong infrastructure to support craft artists and makers; its accessible creative resources make it an attractive location for creative professionals as well as leading craft organizations, retailers, and galleries. The craft and maker sector strengthens the local economy and enriches the lives of Philadelphia residents through a wide range of social and economic benefits.

5.2. Summary of Economic Benefits

Through the methodology outlined in Section 3 and Appendix B, the local economic benefits of the craft and maker sector were estimated. Annually, traditional craft industries contribute between $60 million and $70 million to the City of Philadelphia's GDP and between $230 million and $280 million to the Philadelphia MSA's GDP.

Philadelphia's craft and maker sector draws local and out-of-town visitors to its events who generate economic impact and jobs within the city by spending on travel, food, accommodation, and other visitor expenses. Annually, visitors who attend craft events in the city spend approximately $11.8 million in the Philadelphia MSA, with $10.2 million of this spending happening within the City of Philadelphia. This annual spending by visitors generates $19.2 million in economic impact in the Philadelphia MSA, $15.5 million of which takes place within Philadelphia.

5.3. Summary of Social Benefits

Beyond local spending, employment, and tax revenues, the craft and maker sector generates a number of additional social and economic benefits for the city of Philadelphia. Across the city, creative spaces have adapted underutilized or vacant industrial buildings, transforming them into spaces that generate community benefits by supporting local creative professionals and small businesses and attracting tourism. The craft and maker sector also provides a number of benefits to Philadelphia's workforce, including career opportunities for those individuals not pursuing traditional four-year, post-secondary education programs, and economic inclusion for underserved populations.

Craft and making are also linked to a number of social benefits. The field serves as a catalyst for healthy aging and supports creative innovation in the medical field. From youth programs to higher education and apprenticeships, artisanal craft is also heavily linked with educational programming and outreach in Philadelphia. Another of the sector's key contributions to the city is the creation of inclusive spaces that promote cross-cultural collaboration and learning.

5.4. Looking Forward

Given the fluid nature of the craft and maker sector, it is challenging to define and measure its economic impact using currently available data sources. Many of the practitioners in the field are small businesses that either span industry classifications or are not readily identifiable in conventional statistical databases. The findings in this report should be considered preliminary in nature, recognizing that further research would be required to gather a more accurate picture of the scope and employment trends of this sector in Philadelphia.

It is clear from these preliminary findings, however, that the sector generates substantial economic and social benefits for the city and region, and is growing steadily. Through a number of initiatives and by convening local leaders in the field, CraftNOW has established itself as the sector's backbone organization and created a strong foundation from which to promote Philadelphia's craft and maker sector. Increased support for the sector's infrastructure would allow Philadelphia to thrive as a national leader in craft and making, providing workforce development opportunities for disadvantaged populations, attracting higher levels of tourism and generating increased economic development benefits throughout the city and region.

Appendix A - About Econsult Solutions

This report was produced by Econsult Solutions, Inc. ("ESI"). ESI is a Philadelphia-based economic consulting firm that provides businesses and public policy makers with economic consulting services in urban economics, real estate economics, transportation, public infrastructure, development, public policy and finance, community and neighborhood development, planning, as well as expert witness services for litigation support. Its principals are nationally recognized experts in urban development, real estate, government and public policy, planning, transportation, non-profit management, business strategy and administration, as well as litigation and commercial damages. Staff members have outstanding professional and academic credentials, including active positions at the university level, wide experience at the highest levels of the public policy process and extensive consulting experience.

Appendix B – Scale of the Sector

To determine the total value added by the craft and maker sector to the overall Gross Domestic Product (GDP) of the City of Philadelphia and the Philadelphia Metropolitan Statistical Area (MSA), ESI relied on data from the Arts and Cultural Production Satellite Account (ACPSA). The ACPSA was developed through a partnership between the National Endowment for the Arts (NEA) and the U.S. Bureau of Economic Analysis (BEA).[47] The report estimates the value added by arts and culture industries to US GDP. The report details the output, employment, compensation, value added, and commodity flow of each of the 36 ACPSA industries listed in Figure B.1. ACPSA determined the percentage of each industry that is composed of arts and culture. ESI further reduced the metrics for each ACPSA industry by estimating the portion of each industry related to the craft and maker sector (see Figure B.1).

The industries shown in green were included as craft industries and the industries shown in yellow have some craft and maker component but were not included in their entirety. To determine the value added to the economy by the craft and maker component of each industry, the total value added was multiplied by the percent composed of arts and culture and then multiplied by the percent of the arts and culture component composed of craft and makers specifically.

[47] National Endowment for the Arts, Office of Research & Analysis. Key to ACPSA Industries, 2015.

Figure B.1: ACPSA Industries and the Associated Proportions Relevant to the Craft and Maker Sector

ACPSA Industry	% composed of arts and cultural goods and services	% craft and maker sector
Performing arts companies	97%	0%
Performing arts presenters	81%	0%
Independent artists, writers, and performers	51%	10%
Agents and managers	92%	0%
Museums	93%	10%
Advertising	35%	0%
Architectural services	73%	10%
Landscape architectural services	93%	10%
Interior design services	91%	10%
Industrial design services	99%	100%
Graphic design services	95%	0%
Other specialized design services	62%	100%
Computer systems design	2%	0%
Photography and photo-finishing services	98%	0%
Fine arts education	44%	10%
Education services	3%	10%
Rental and leasing	28%	0%
Grant-making and giving services	3%	0%
Unions	3%	0%
Government	8%	0%
Other support services	2%	0%
Publishing	39%	0%
Motion picture and video industries	99%	0%
Sound recording	100%	0%
Broadcasting	45%	0%
Other information services	88%	0%
Musical instrument manufacturing	95%	10%
Custom architectural woodwork and metalwork manufacturing	12%	100%
Jewelry and silverware manufacturing	94%	100%
Camera and motion picture equipment manufacturing2	3%	0%
Other goods manufacturing	10%	100%
Printed goods manufacturing	20%	100%
Construction	21%	0%
Wholesale and transportation industries	2%	100%
Retail trade	5%	0%
All other industries	0%	100%

Source: National Endowment for the Arts (2015)

Using this national dataset along with the two-step sharedown, we calculated these industries' craft-specific value added amounts to find the aggregate scale of the craft and maker sector in the U.S. The

craft and maker portions of these industries add nearly $11.3 billion to the national economy (see Figure B.2).

Figure B.2: The Scale of the Craft and Maker Industries in the U.S.

ACPSA Industry	ACPSA value added to U.S. GDP ($M)	Craft and maker sector ($M)
Independent artists, writers, and performers	$21,982	$1,117
Museums	$5,261	$487
Architectural services	$17,168	$1,252
Landscape architectural services	$2,779	$258
Interior design services	$8,875	$803
Industrial design services	$1,791	$1,771
Other specialized design services	$743	$457
Fine arts education	$3,422	$150
Education services	$5,219	$18
Musical instrument manufacturing	$847	$80
Custom architectural woodwork and metalwork manufacturing	$2,102	$242
Jewelry and silverware manufacturing	$2,158	$2,037
Other goods manufacturing	$2,154	$205
Printed goods manufacturing	$7,770	$1,562
Wholesale and transportation industries	$33,517	$737
All other industries	$26,851	$54
Total	**$142,639**	**$11,229**

After determining the scale of the craft and maker sector in the U.S., it is necessary to calculate the sector's contribution to the national GDP. In 2015, the national GDP was $18.2 trillion and the value added by the craft and maker sector was 0.062 percent, or $11.2 billion of that.[48] Conservatively assuming that the craft and maker sector makes up a similar portion of the Philadelphia and Philadelphia MSA GDPs, the value added to the regional economies can be calculated. If the craft and maker sector in Philadelphia and the Philadelphia MSA make up 0.062 percent of their respective regional GDPs, the value added to the Philadelphia economy by the craft and maker sector is over $65 million and the value added to the Philadelphia MSA economy by the craft and maker sector is over $258 million.

Figure B.3: The Scale of the Craft and Maker Industries in Philadelphia and the Philadelphia MSA

	National	Philadelphia	Philadelphia MSA
GDP	$18,219,000,000,000	$105,642,936,000	$418,605,000,000
GDP Year	2015	2015	2015
Craft Industries as a % of GDP	0.062%	0.062%	0.062%
Craft Industries (ACPSA Key)	**$11,229,155,000**	**$65,112,000**	**$258,004,000**

Due to the variability of the industries included and the differences between the national and more local economies, ESI developed a range to describe the scale of the craft and maker sectors in both Philadelphia and the Philadelphia MSA (see Figure B.4).

Figure B.4: Value Added by the Craft and Maker Sector

Craft Type	Philadelphia	Philadelphia MSA
Traditional products	$60M to $70M	$230M to $280M

[48] ESI used 2015 values throughout to match the most recent National Endowment for the Arts report, which relied on industry data in 2015.

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