

CREATIVE ECONOMY AND THE SOUTHEASTERN UNITED STATES

SUNDAY, OCTOBER 2

6:30 – 8:30 Dinner, ECCO, Sponsored by Southern Legislative Conference (Meet in GA Tech Hotel and Conference Facility at 6:15 p.m. to walk over to ECCO Restaurant)

MONDAY, OCTOBER 3

8:00 – 8:30 Breakfast

8:30 – 8:50 Welcome and Opening Remarks: Senator John R. Unger II, West Virginia

8:50 – 10:00 Keynote Address - Jeff Tobe

10:00 – 10:15 Morning Refreshment Break

10:15 – 11:15 Panel Discussions - Creative Economy

Thought leaders will discuss the Creative Economy in the Southeastern United States and survey the Creative Economy through the convergence of culture and advanced technology

- **Ginger White** – Director of Creative Sector Initiatives

“Denver: The Creative Capital of the Rocky Mountain West”

This presentation features Create Denver, an economic development initiative that seeks to strengthen the overall health and vitality of Denver by supporting the growth and development of the creative sector, including creative enterprises such as film, music, art galleries, art districts, fashion and graphic design and individual artists. It will focus on recent, innovative projects that are helping to advance the creative sector in the City of Denver.

- **Steve Weathers** – President and CEO Savannah Economic Development Authority
- **Karen Paty** – Director Georgia Council for the Arts

11:15 – 12:00 Industry-University Partnerships

- **Dr. Brooks Keel** - President, Georgia Southern University

12:00 – 12:45 Lunch

12:45 – 1:30 The Film Industry and Tourism

- **Jay Self** - Film Commissioner - City of Savannah Film Office

“Media Production as an Economic Engine: Turning Ideas into Jobs”

From the \$100 million feature film to the local commercial, media productions provide a broad range of job opportunities. Some of these can have a long lasting impact on a community. Though the landscape is in constant motion, there are basic factors that every segment of the industry relies on: Technology, Finance, Locations and State / Local cooperation. Understanding these factors and how they relate to a specific community are key to developing a strategy for growth in this area.

1:30 – 2:15 Future of the Creative Economy as an Economic Driver

- **Ted Abernathy** - Executive Director - Southern Growth Policies Board

"Traded" Creative Clusters; What is the Impact of Creative Clusters and how can they be maximized?

2:15 – 3:00 Roundtable Discussion and Closing Remarks, Senator John R. Unger II, West Virginia

Open discussion with program attendees and legislators: A discussion of different State and regional initiatives in the Creative Economy and Conference outcomes and an action regional action plans.

3:00 Adjourn