

BERKSHIRE CREATIVE

The Berkshire Creative Economy Council
Report
June 2009

CREATIVITY
livesHERE

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Board

As of June 2009

Nancy Fitzpatrick,
*Chair,** The Red Lion Inn

Anthony Barnaba,
*Vice Chair,** Blue Line Design, Inc.

David Crane,
*Treasurer,** Excelsior Printing

Leslie Ferrin, Ferrin Gallery

David Fleming,*
The Colonial Theatre

Nancy Kalodner,
*Vice Chair,** Benchmark Real Estate

Kevin Sprague,
*Secretary,** Studio Two

Blair Benjamin,
Center for Creative
Community Development

Stuart Chase,
The Berkshire Museum

Jennifer Dowley,
Berkshire Taconic
Community Foundation

Beryl Jolly,
The Mahaiwe Performing Arts Center

Lauri Klefos,
The Berkshire Visitors Bureau

Laurie Norton Moffatt,
The Norman Rockwell Museum

Jonathan Secor,
Massachusetts College of Liberal Arts

Eugenie Sills,
The Women's Times

Ellen Spear,
Hancock Shaker Village

Peter Stasiowski,
Interprint, Inc.

John Toole,
L.V. Toole Insurance Company

John Whalan,
Black Ice Entertainment Group

Megan Whilden,
City of Pittsfield

Michael Zivyak,
Berkshire Living

*Executive Committee Member

Council

As of June 2009

Laurie Norton Moffatt, *Co-Founder*

Ellen Spear, *Co-Founder*

Anthony Barnaba

Blair Benjamin

Ethan Berg

Julianne Boyd

Stuart Chase

Michael Conforti

David Crane

Jennifer Dowley

Peter Dudek

Leslie Ferrin

Nancy Fitzpatrick

David Fleming

Michelle Gillette

Mary Grant

Erik Hoffner

Dan Hunter

Lola Jaffe

Beryl Jolly

Nancy Kalodner

Sam Kasten

Lauri Klefos

Jeffrey Kleiser

Sienna Patti

Suzanne Salinetti

Jonathan Secor

Rhonda Serre

Stephen Sheppard

Eugenie Sills

Kevin Sprague

Richard Stanley

Peter Stasiowski

Joe Thompson

John Toole

Kelley Vickery

Mark Volpe

Dianna Walczak

Larry Wallach

John Whalan

Megan Whilden

B.Carter White

Tracy Wilson

Michael Zivyak

A Note from the Director

Looking back on the achievements of the last year, I am astounded by the incredible forward motion of this organization. Berkshirecreative.org, the region's creative economy online go-to resource, attracted over 22,000 visitors from across the county, country, and globe. More than 4,000 people signed up to receive the bi-weekly Berkshire Creative email blasts. Over 1,000 people attended the quarterly SPARK! networking events, and 100 plus, Berkshire creatives participated in the first ever BeCreative BarCamp-sharing their ideas, projects and innovations.

Berkshire Creative has developed partnerships with existing organizations and initiatives to expand their constituent base and impact, like MCLA's Berkshire Cultural Resource Center, Assets for Artists, and the Berkshire Film and Media Commission. We have helped foster new sector specific initiatives such as BerkshireMade, a collaborative marketing group for Berkshire based artisans, artists, and crafters.

We have partnered with fellow economic development and support agencies, like the Berkshire Chamber of Commerce and Massachusetts Office of Business Development, to help connect those working in the creative economy with existing state and regional resources.

As we work to support the creative economy today, Berkshire Creative is also making plans for the future. In the winter of 2008, Berkshire Creative completed a Massachusetts Cultural Council supported strategic plan, which will guide the organization and its projects over the next five years and successfully exceeded its \$100,000 match for our Massachusetts Cultural Council Adams Grant. In January 2009, Berkshire Creative's role in the growing Massachusetts creative economy was recognized with an invitation to represent the county on the newly formed statewide creative economy council.

This is just a glance of the immense growth and vitality that have marked the first year of Berkshire Creative's existence. With the commitment and support of our extraordinary Board of Directors, donors and volunteers, Berkshire Creative's programs, partnerships, and initiatives have emerged at the forefront of the creative economy economic development field.



Helena Fruscio
Director, Berkshire Creative

A Note from the Chair

It's been close to two years that the Berkshire Creative Economy Council has been part of my daily life. Together with the Board, a group of strong and accomplished individuals, we have resolved a lot of the issues that crop up in an organization's early days. Number one, for the present, we have resolved not to become a formal organization. The Board has agreed on a set of Operating Principles and we have a 501c3 fiscal agent, the Berkshire Taconic Community Foundation. We are pleased to be involved in discussions with the Berkshire Chamber of Commerce, Berkshire Visitors Bureau and Berkshire Economic Development Corporation dedicated to creating a single, powerful economic development organization for the Berkshires.

In my opinion, Berkshire Creative's great strength has been to convene the creative community in the Berkshires. From artists to artisans, designers and engineers; from entrepreneurs and service providers to creative property developers, marketing directors, cultural staffers and leaders (to name a few) this dynamic and emerging economic sector now has a go-to organization in the field of economic development. We believe in the economic power

and importance of creative workers and businesses. Our initiatives, described in this report, are designed to support them and the growth of their enterprises in our region.

I know I can speak for the entire Board, when I say how fortunate we are to have Helena Fruscio masterminding the day-to-day activities of Berkshire Creative. Inventive, energetic and wise, he has become a state leader in the fluid and hard-to-define field of economic development for the creative sector. I am very grateful for the work and continued involvement of Berkshire Creative founders, Laurie Norton Moffat and Ellen Spear, and the co-chairs who preceded me, Eugenie Sills and David Crane.

If you are reading this, you are interested in the creative economy and are likely to have supported Berkshire Creative in one way or another. Thank you. We are working hard to grow prosperous creative industry in the Berkshires and hope to earn your continued interest and support.



Nancy Fitzpatrick
Chair, Berkshire Creative

History

Berkshire Creative was established in the fall of 2007 to implement the recommendations outlined in the Berkshire Creative Economy Report, published in March 2007 and funded by the Massachusetts Technology Collaborative.

It was at this critical juncture that Berkshire Creative was provided with a Massachusetts Cultural Council \$100,000 Adams matching grant. The Adams grant provided the fiscal support and leverage necessary for Berkshire Creative to make its pivotal transition from a steering committee of invested community members to an organization with a highly committed board and staff.

Over its two-year development, Berkshire Creative has overcome the hurdles inherent to the establishment of an organization in a new and undefined field. The initial growing pains experienced in the formation of its organizational structure, including a series of leadership changes in the fall of 2008, resulted in a re-examination and streamlining of the organization.

With the refinements gained in a MCC-sponsored strategic planning session last fall, Berkshire Creative has evolved and is now the go-to resource for creative economy development and collaboration in the region and beyond.

From the initiatives outlined in the report, Berkshire Creative has established key resources, programs, and projects that are being utilized and recognized on a local, state, and national level. These include berkshirecreative.org - the information hub of the Berkshire creative economy, SPARK! Networking Events for Berkshire Creatives, the first countywide Berkshire Gallery Guide, and the Berkshire Creative Challenge. Berkshire Creative has also partnered with existing sector-specific initiatives, such as the Berkshire Film and Media Commission, MCLA's Berkshire Cultural Resource Center, and Assets for Artists, to help broaden their impact and visibility through joint marketing, fundraising, and the fostering of greater countywide collaborations.

Mission and Vision

Mission

The mission of Berkshire Creative is to stimulate new job growth and economic opportunity in the region by sparking innovative collaborations between artists, designers, cultural institutions and businesses.

Vision

Berkshire Creative is an organization focused on building the creative economy of the Berkshires. The goal of Berkshire Creative is to create new opportunities and jobs for Berkshire County by promoting and developing the creative economy.

The Berkshire region is historically rich in creative industry, institutions and individuals and the role of Berkshire Creative is to stimulate and develop this economic sector. This will be accomplished by creating opportunities for collaboration

and education, by fostering a business environment that is compelling to a broad spectrum of creative enterprises and by advocating at the state and regional level for public policies and strategies that encourage growth of the creative sector.

The vision for Berkshire Creative is that we will forge a new identity for the Berkshires that "Creativity lives here."

Much like Wine is to Napa Valley, we hope to make creativity synonymous with the Berkshires. Berkshire Creative believes that creativity distinctly differentiates Berkshire County as an economic development region and offers the best opportunity for intelligent regional economic development and sustainable growth.

Berkshire Creative is Supporting and Moving the Berkshire Creative Economy Forward

In the fall of 2008, the Berkshire Creative Board convened for a MCC sponsored strategic planning session.

In that meeting four areas were identified as integral to the growth and support of the county's creative economy, as well as the sustainability and impact of Berkshire Creative itself. Following is an outline and update of these key areas.

Goal 1: Lead and Represent

Berkshire Creative has uniquely positioned itself as the information, resource and networking hub of the Berkshire creative economy.

Goal 2: Stimulate Economic Development

Stimulate economic development by encouraging creative initiatives that create jobs and economic opportunity in the Berkshires.

Goal 3: Advocacy

Advocate to increase public awareness of the creative economy's impact, with the aim of fostering a favorable climate for creative enterprise in the Berkshires.

Goal 4: Build Berkshire Creative's Capacity

Build Berkshire Creative Economy Council's capacity to be the creative economy's lead organization, with effective governance, management, strategic partnerships, and funding.

Goal 1:

Lead and Represent

Berkshire Creative has uniquely positioned itself as the information, resource and networking hub of the Berkshire creative economy.

The two-pronged approach of aggressive online communications and periodic, targeted, innovative events provides our constituents with the resources, information and opportunities they need to grow and prosper in the Berkshires.

Berkshire Creative is supporting and moving the Berkshire creative economy forward.



“Berkshire Creative has become the hub for the various creative economy activities throughout the Berkshires. They are the meeting point for partners who never thought they shared any common ground with one another and they are the jumping off point for ventures that make our region a leader in promoting the creative economy and regional partnerships.”

**SENATOR BENJAMIN B. DOWNING
(D-PITTSFIELD)**



Communications

Berkshirecreative.org

Berkshirecreative.org was launched in July of 2008, and has in a short span of time, become the information hub of the Berkshire creative economy– providing daily updates on creative economy news, jobs, funding opportunities, business/professional resources, and more!

Of the over 22,000 site visits logged in its first year, 56% were new visits. Included in these numbers are hits from places as far afield as the United Kingdom, Canada, France, India, Germany, Australia, Netherlands, Italy and the Philippines.

www.berkshirecreative.org Dashboard Jul 1, 2008 - Jul 1, 2009

Site Usage

- 22,567 Visits
- 51.09% Bounce Rate
- 57,213 Pageviews
- 00:02:46 Avg. Time on Site
- 2.54 Pages/Visit
- 56.12% % New Visits

Visitors Overview

Visitors: 12,674

Traffic Sources Overview

- Search Engines: 8,679.00 (68.46%)
- Direct Traffic: 7,855.00 (61.54%)
- Referring Sites: 6,033.00 (47.62%)

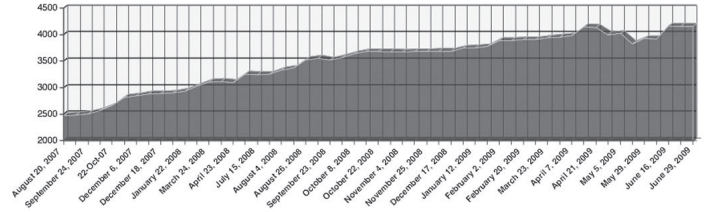
Content Overview

Pages	Pageviews	% Pageviews
/	14,593	25.51%
/category/job-opportunities/	3,428	5.99%
/about-2/	1,711	2.99%
?cat=13	1,608	2.81%
/connections/	1,453	2.54%

Online Newsletter

Berkshire Creative's bi-weekly email blast keeps busy people connected to the news and resources posted on berkshirecreative.org. In the last year, the number of recipients has gone from 2,500 to over 4,000!

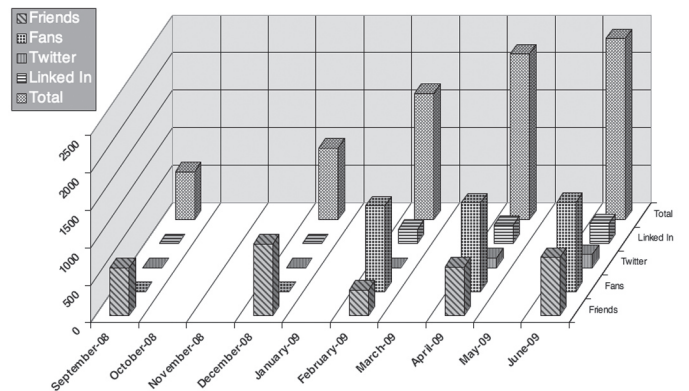
BERKSHIRE CREATIVE EMAIL RECEIPTS
AUG, 2007- JUNE 2009



Web 2.0

Berkshire Creative is leading by example with a vibrant online creative economy community of over 2,000 connections on sites such as Facebook, Twitter, and LinkedIn. Berkshire Creative also helps local businesses connect to this resource by offering web 2.0 consultation and promoting web 2.0 courses.

Social Networking Data September 2008-June 2009



Berkshire Creative in the News

Print

DATE	PUBLICATION	TOPIC/TITLE
Jan 28, 2008	The Berkshire Eagle	"Networking project fosters economic spark"
Feb 2008	Berkshire Trade and Commerce	"Creative Commerce"
Mar 25, 2008	The Berkshire Eagle	"Arts Council names leader"
April 9, 2008	The Berkshire Eagle	"County aims to erase struggling-artist stereotype"
May 28, 2008	Berkshire Employment Outlook	"Creativity Lives Here"
June 2008	Berkshire Trade and Commerce	"Creative Crew Chief"
June 18, 2008	The North Adams Transcript	"Guide to Berkshire Galleries Debuts"
June 30, 2008	The North Adams Transcript	"Finding ways to brainstorm creatively"
July 8, 2008	Berkshire Business Quarterly	"From the Publisher"
July 17, 2008	The Berkshire Eagle	"Berkshire Creative"
Aug 6, 2008	The Berkshire Eagle	"Community beat online"
Aug 29, 2008	The Berkshire Eagle	"Senator's visit shatters perception of city"
Nov 29, 2008	The Berkshire Eagle	"Berkshire County Foundation grants \$5,000 to arts group"
Year of 2008	The Berkshire Business & Community Guide	"Blueprint Spawns Berkshire Creative"
Jan 2009	Berkshire Trade and Commerce	"Cultivating Artistic Enterprise"
Feb 8, 2009	The Berkshire Eagle	"The Business of Art"
Feb 10, 2009	The Berkshire Record	"Predicting and Fulfilling the Future"
Feb 25, 2009	The Berkshire Eagle	"Cultivation of Creativity"
Mar/Apr 2009	Berkshire Living	"Creative Sparkle!"
May 2009	Berkshire Trade and Commerce	"Berkshire Made brings artisans together in cooperative venture"
May 7, 2009	The Berkshire Eagle	"The Art of invention"

Radio

DATE	PROGRAM/CHANNEL	TOPIC/TITLE
Apr 22, 2008	WAMC	"Berkshire Creative hires first leader"
Aug 21, 2008	Good Morning Pittsfield	Berkshire Creative
Oct 10, 2008	WAMC	Interview with Charlie Deitz on Creative Economy
Oct 17, 2008	Good Morning Pittsfield	SPARKLE and Angel Network
Jan 08, 2009	WAMC	"Culture Count Measures and Drives Creative Economy"
Jan 21, 2009	Good Morning Pittsfield	Berkshire Creative, Job Posts
Mar 20, 2009	Good Morning Pittsfield	Berkshire Creative/Web 2.0
June 29, 2009	Good Morning Pittsfield	Berkshire Creative/Creative Economy

Television

DATE	PROGRAM/CHANNEL	TOPIC/TITLE
Mar 17, 2009	WGBY/Watercooler	"Creative Economy"
July 22, 2009	Berkshire Business Today	Creativity & Creative Economy

Online

DATE	SITE	TOPIC/TITLE
Dec 18, 2007	iBerkshires	"Nancy Fitzpatrick to lead Berkshire Creative Economy Council"
Aug 2009	Berkshire Visitors Bureau	Featured Partner
Nov 24 2008	iBerkshires	"Berkshire Bank Contributes \$5,000 to Berkshire Creative's Assets for Artists Project"
Dec 5, 2008	Rural Intelligence	"Berkshire Creative Economy Council Sparkles in Lenox"
Feb 20, 2009	iBerkshires	"New Funds Aid in Realization of Berkshire Creative's Mission"
Apr 2009	Berkshire Visitors Bureau	"Spring Awakenings"
May 7, 2009	iBerkshires	"Creative 'Camp' Brings Diverse Ideas Together"
Apr 2, 2009	Creative DC Action Agenda	Berkshire Creative: Model for Inspiration

Events

SPARK! Networking Events

The 2007 Berkshire Creative Economy Report recommended that Berkshire Creative: “Develop more formal and informal networking opportunities within the county’s creative economy.” From this dictate, Berkshire Creative’s earliest event was born, SPARK! Networking Event for Berkshire Creatives. The first SPARK! was held September 16, 2007 at the Mahaiwe Performing Arts Center. Since then five other SPARK! events, held on a quarterly basis throughout the county, have provided over 1,000 people from across the county and across sectors, the opportunity to spark innovative ideas and collaborations.

Networking Events

DATE	EVENT/MEETING	PARTICIPANTS
Sept 26, 2007	SPARK! Mahaiwe Performing Arts Center, Great Barrington, MA	156
Jan 1, 2008	SPARK! MASS MoCA, North Adams, MA	203
Apr 30, 2008	SPARK! Howard Building, Pittsfield, MA	198
Aug 13, 2008	SPARK! Shakespeare & Co., Lenox, MA	218
Dec 4, 2008	SPARKLE! Seven Hills Inn, Lenox, MA	165
Feb 27, 2009	SPARK! Williams College '62 Center, Williamstown, MA	194
May 1, 2009	BeCreative BarCamp, MASS MoCA, North Adams, MA	148
June 30, 2009	SPARK! Chesterwood, Stockbridge, MA	197
Networking Events Total		1,479

Conveine and Connect

In addition to networking events, Berkshire Creative acts as a convener and connector for businesses, government and other invested parties.

Public Briefings

DATE	EVENT/MEETING	PARTICIPANTS
Oct 29, 2007	Public Briefing with Berkshire Creative co-founders Laurie Norton Moffat and Ellen Spear, College of Bard at Simon’s Rock, Great Barrington, MA	29
Nov 12, 2007	Public Briefing with Berkshire Creative co-founders Laurie Norton Moffat and Ellen Spear, Spice, Pittsfield, MA	57
Public Briefings Total		86

BeCreative Barcamps

The BarCamp event model was born from the Southern California tech field and consists of short, user generated, often technology rich presentations. Unlike conferences or seminars, BarCamps are informal gatherings. BarCamp presenters are not paid or sponsored, but present out of their desire to share the projects, ideas, and resources that they are passionate about.

The first BeCreative BarCamp, held at MASS MoCA in North Adams, attracted over 100 participants for over thirty of these short, technology supported presentations. Subjects ran the gamut from web 2.0 technology resources and a proposed World War II museum to theoretical physics and creative collaboration. The second BeCreative BarCamp is slated to be held at the Berkshire Museum in Fall 2009.

Website: becreativeconference.com

Roundtables

DATE	EVENT/MEETING	PARTICIPANTS
June 27, 2008	Creative Economy Business Roundtable with the Massachusetts Office of Business Development, MASS MoCA, North Adams, MA	51
Oct 23, 2008	Follow-up Creative Economy Business Roundtable with Massachusetts Creative Economy Director, Jason Schupbach, Country Curtains, Lee, MA	12
Oct 24, 2008	Follow-up Creative Economy Business Meetings with the Massachusetts Creative Economy Director, Jason Schupbach, Various locations	6
Roundtable Total		69

Business Resource Meetings

DATE	EVENT/MEETING	PARTICIPANTS
Apr-June 2009	Business resource Meetings, Various locations	18

Working Groups

DATE	EVENT/MEETING	PARTICIPANTS
July 3/2007	Design it Here, Make it Here, Interprint, Pittsfield, MA	8
July 18/2007	Berkshire Biennial, Berkshire Museum, Pittsfield, MA	6
July 26/2007	Creative Marketplace, Lichtenstein Center for the Arts, Pittsfield, MA	11
July 29/2007	Design Showcase, Ferrin Gallery, Pittsfield, MA	6
Sept 25/2007	Creative Marketplace, Lichtenstein Center for the Arts, Pittsfield, MA	10
Feb 20/2008	Design Showcase/Network, Spice, Pittsfield, MA	13
Mar 6/2008	Berkshire Biennial, Berkshire Chamber of Commerce, Pittsfield, MA	18
Nov 17/2008	Angel Network, Berkshire Museum, Pittsfield, MA	80
Feb 5/2009	Creative Marketplace/Gallery Guide, Red Lion Inn, Stockbridge, MA	19
Working Groups Total		171

Total Number of People Convened at Various Events 1,805

Goal 2:

Stimulate Economic Development

Stimulate economic development by encouraging creative initiatives that create jobs and economic opportunity in the Berkshires.

Berkshire Creative has developed a variety of initiatives, independently and in collaboration with other organizations, to support and grow the overall creative economy of the Berkshires, as well as the individual sectors within it.



“Berkshire Creative has set a standard for regional creative economy economic development. Their dynamic array of resources and events, such as berkshirecreative.org and SPARK!, are not only connecting and supporting the workers and businesses of the Berkshire creative economy, but establishing a model being recognized and adapted by creative economy centers across the state and nation.”

ANITA WALKER, EXECUTIVE DIRECTOR, MASSACHUSETTS CULTURAL COUNCIL



Programs

Berkshire Gallery Guide

Berkshire Creative, Berkshire Living Magazine and the Berkshire Visitors Bureau (BVB) spearheaded the Berkshire Gallery Guide, launched in 2008 as a collaborative marketing effort to promote Berkshire County galleries and museums. Between 2008 and 2009 over 150,000 gallery guides were distributed regionally, representing over 50 individual businesses and organizations, as well as promoting the Berkshires as an art buying destination.

Creative Challenge

The Creative Challenge, slated to launch in fall of 2009, is an initiative to connect designers and innovators with Berkshire-based manufacturers interested in the production of new creative products or refinement of existing products.

Partnerships

Angel Network

Berkshire Creative works in collaboration with the Berkshire Economic Development Corporation to promote this network that connects aspiring entrepreneurs with investors in innovative start-up businesses. In November 2009, Berkshire Creative hosted an Angel Network information session with over 80 attendees.

Assets for Artists

Assets for Artists offers financial training and an IDA program for Berkshire County artists to become homeowners and/or strengthen their creative businesses. In FY2008, Berkshire Creative assisted Assets for Artists by providing fundraising support and promotion of their programs via berkshirecreative.org, e-blasts and our social networking sites.

Business Resource Meetings

Since April 2009, Berkshire Creative has offered business resource meetings, in collaboration with the Massachusetts Office of Business Development, to help local business owners connect with resources that meet their specific business needs. Since its launch, eighteen businesses have participated.

Berkshire Film + Media Commission (BFMC)

The Berkshire Film and Media Commission is an organization, which exists to support, grow and increase opportunities in the Film and Media sector of the Berkshire Creative Economy. In FY2008, Berkshire Creative assisted BFMC by providing fundraising and administrative support, as well as promotion of their events, resources, and website via berkshirecreative.org, e-blasts and our social networking sites.

Tricks of the Trade

Tricks of the Trade is an eighteen part, creative professional development seminar series produced in collaboration with MCLA's Berkshire Cultural Resource Center (BCRC) and Northern Berkshire Creative Arts (NBCA). Tricks of the Trade was developed by the MCLA's BCRC in 2006. In FY2008, Berkshire Creative assisted MCLA's BCRC and NBCA to obtain funding to reimburse presenters, promote the series and expand it to venues throughout the county.

Goal 3:

Advocacy

Advocate to increase public awareness of the creative economy's impact, with the aim of fostering a favorable climate for creative enterprise in the Berkshires.

Berkshire Creative advocates throughout the county, state, and nation to government and business leaders to ensure the support, resources, and connections necessary for the continued growth of this sector.



As identified in the Berkshire Strategy Project and the Berkshire Blueprint, the creative economy in the Berkshires is a great regional strength and a dynamic and critical component of regional economic development. Berkshire Creative is instrumental in galvanizing and energizing efforts to spark vibrant regional growth.

DAVID ROONEY,
BERKSHIRE ECONOMIC
DEVELOPMENT CORPORATION



Massachusetts Creative Economy Council (MCEC)

Berkshire Creative represents Berkshire County on the MCEC, which is tasked with the development of a statewide strategy for the enhancement, encouragement, and growth of the creative economy.

State Connections

Berkshire Creative works in conjunction with the Massachusetts Office of Business Development, Small Business Development Network, and Massachusetts Cultural Council to keep the Berkshires connected to state level resources and advocate for support of the creative economy.

Regional Connections

In FY2008, Berkshire Creative collaborated with countywide organizations such as the Berkshire Economic Development Corporation, Berkshire Chamber of Commerce and the Berkshire Visitors Bureau in pursuit of the mutual goal of growing and supporting the greater Berkshire economy.

Berkshire Blueprint

Berkshire Creative is one of the two major economic development projects that originated from this action plan, overseen by the Berkshire Economic Development Corporation, intended to move the regional economy toward increased prosperity.

Branding the Berkshires

In FY2008, Berkshire Creative copyrighted “Creativity Lives Here” with the US Copyright office, in support of our efforts to brand the Berkshires as a place to live, work and play creatively.

Creative Economy Metrics

Berkshire Creative has formed a temporary committee of board members to develop a means by which to quantify the creative economy’s impact and share in the larger workforce. Berkshire Creative is also working with local, state, regional, and national organizations developing creative economy metrics including the New England Foundation for the Arts, Massachusetts Cultural Council, Pew Charitable Trust, and the Berkshire Regional Employment Board.

Goal 4:

Build Berkshire Creative's Capacity

Build Berkshire Creative Economy Council's capacity to be the creative economy's lead organization, with effective governance, management, strategic partnerships, and funding.

Berkshire Creative has instituted six committees to spearhead six areas that affect both Berkshire Creative's sustainability and impact.



“The Berkshires have emerged at the forefront of the creative economy economic development movement, much in thanks to the hard work and dynamism of Berkshire Creative!”

**JASON SCHUPBACH,
MASSACHUSETTS CREATIVE
ECONOMY INDUSTRY DIRECTOR**



ADVOCACY

Stuart Chase
Nancy Fitzpatrick
Beryl Jolly
Laurie Norton Moffatt
Ellen Spear
John Whalan
Megan Whilden

COMMUNICATIONS

Kevin Sprague
David Fleming
Nancy Kalodner
Lauri Klefos
Peter Stasiowski
Megan Whilden
Michael Zivjak

GOVERNANCE

Nancy Kalodner
Jennifer Dowley
Nancy Fitzpatrick
Laurie Norton Moffatt
Jonathan Secor

INITIATIVES

Anthony Barnaba
Blair Benjamin
Jonathan Secor
Eugenie Sills
Peter Stasiowski
Michael Zivjak

MEASURING SUCCESS

Anthony Barnaba
David Fleming
Beryl Jolly
Lauri Klefos
Kevin Sprague

REVENUE

Blair Benjamin
Stuart Chase
Nancy Fitzpatrick
Eugenie Sills
Ellen Spear
John Toole
John Whalan

Berkshire Creative would like to thank the following individuals, businesses and organizations for their generous support. Please contact Berkshire Creative if any errors or missions are noted.

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Bono Fido Fund
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The Women's Times, Inc.

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Berkshire International Film Festival
Berkshire Living
BerkshireMade
Berkshire Music School
Blue Q
Blueline Design, Inc.
Brix Wine Bar
Carlos Chissione & Co.
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Cultural Pittsfield
Graymatter Technology
iBerkshires
Ion Kiosk
Karen Lee Pilates
Mahaiwe Performing Arts Center
Massachusetts College of Liberal Arts
New Amsterdam Apartments
Norman Rockwell Museum
Pittsfield Contemporary
Pittsfield Co-op
Quality Printing
Rural Intelligence
The Seven Hills Inn
Shakespeare & Company
The Mount
Williams College Museum of Art
Winstanley Associates
Women's Festival of the Arts

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Carla Child
Starling W. Childs II
Jayne Church
Donald Clark
Peter Combs
Jessica Conzo
Judith Cook
Corporate Logistics
Michael Costerisan
Allison Crane

David Crane
Joan R. Davidson
Deely Professional Development Fund
Catharine B. Deely
Hillary Somers Deely
Maisie Deely
Jackie Dolan
Mary Domenichelli
Jennifer Dowley
Peter D. Dudek
Derek Durocher
Educational Lions, LLC
Joan Embree
Keith Emerling
Mr. and Mrs. Walter J. Engels
Lee Everett
Gwenn Evitts Cohen
Joanna Ezinga
Marie V. Feder
Ferrin Gallery
Bruce Finn
John Forsberg
Isabelle Foster
Joyce and Ricco Fruscio
Margit Galanter
Mr. and Mrs. Joseph A. Gallo
Mr. and Mrs. John Gamberoni
Garnish Design
Susan Geller
James G. Gilbert
Michelle C. Gillett
Keith Girouard
Danielle Gonzalez
Stephanie Gravalese
Mathieu Guertin
Gerry Harding
Donna Hassler
Randolph G. Hawthorne
Lisa Haynes
Derrick Holt
Bess Hochstein and Kipp Lynch
Derrick B. Holt
Margit Hotchkiss
Daniel R. Hunter
Gina Hyams
Joanna & Company
Jacob's Pillow Dance Festival, Inc
Nancy Oliver Jassaud
Katie Johnson
Beryl Jolly
Orit Kadosh

Minna Kapp
Sara Katzoff
Linda Kaye-Moses
and Evan J. Soldinger
Lisa Kearly
Jennifer D. Kerwood
Nick Kierstad
Mr. and Mrs. Brian Killeen
Jeffrey Kleiser
Elizabeth Kodela
Sarah Kogan
Barbara Koz Paley
Paula LaBonte
Jennifer and Peter Lilienthal
David L. Lloyd Jr.
Patricia A. Malumphy
Audrey Manning
Kas Maroney
Mr. and Mrs. David McKearnan
Walter McTeigue
Donald Rus Miller
Michele Miller
Cheryl Mirer
Laurie Norton Moffatt
Elaine Morel
John C. & Katherine M. Morris
Foundation
Erin Mucci
Lynda Mulzey
Katherine Myers
Mary Nash
Seth Nash
Joshua Needleman
Alyssa Nelson
Bob O'Haver
Torrey Oates
Susanna Opper
Darren Ovitsky
Nancy Ovitsky
Sharon Palma
Richard Parison
Carolanne Patterson
Heather Pelle Rose
Lauren Pennell
Thomas L. Pulling
Rosina Rand
Paul Rapp
Kit Restivo
Jerry Rieper
River Hill Pottery
Margaret Roach, Inc.

Lawrence M. Rosenthal
William C. Ross Jr.
Michael Rousseau
Jack and Lenore Rubin
Carrie Saldo
Alex Sarbit
Annemarie Scarbro
Gary S. Schieneman
Edward Scott Cole
Jonathan D. Secor
and Ana Maria Hakins
Mr. & Mrs. Mark L. Selkowitz
Daniel Shaw
Eugenie Sills
George Smith
Cassandra Sohn
Noreen Solimire
Mr. and Mrs. Richard L. Solar
Brad and Ellen J. Spear
John T. Spellman and Cynthia McCollum
Kevin Sprague
Mr. and Mrs. Mark St. Germain
Nikki Stahler
Jill Strawbridge
Robert B. Strassler
Hope Sullivan
Susan B. Anthony Birthplace Museum,
Cindy Taylor
Eric Taylor
Sarah and Peter Thorne
Pam Torres
Mary Vasquez-Slack
Karl Frederick Volkman
Mr. and Mrs. John S. Wadsworth Jr.
Laura Walczak
Gene C. Wenner
Jan Werner
John J. Whalan and Katherine Gleason
Megan Whilden
Mr. and Mrs. Lee Williams
Peter C. Williams
Tracy Wilson
Peter Wise
Deb Wiswesser
Laura Wolf
Rich Woller
Robin Wong
Ira Yohalem
Michael Zivyak
Amy Zuckerman
Rena Zurofsky

Report of Operations

Income	Budget FY 2009	Actual FY 2009
Contributions	55,000.00	62,299.00
Pledged Business/Individual		
Grants	43,000.00	0.00
Foundation Government		
Sponsorships	12,000.00	18,628.21
Event Sponsorships (Pledged) Website Sponsorships		14,628.21 4,000.00
Project-Specific	N/A	48,727.50
Assets for Artists Film and Media Tricks of the Trade (Sponsorships) Gallery Guide (Listing/Sponsorship)		11,235.00 24,650.00 4,817.50 8,025.00
Total Income	110,000.00	129,654.71

Expense		
Operating Expenses	44,900.00	70,832.30
Staffing Phone Mileage Supplies Postage Bookkeeping Marketing Printing/Copying Events Misc.	37,000.00 1,400.00 2,000.00 500.00 0.00 0.00 2,000.00 0.00 2,000.00 0.00	45,228.82 1,698.04 4,023.42 1,745.51 137.91 3,847.00 1,800.77 1,012.67 5,665.68 5,672.48
Project-Specific	N/A	47,404.20
Assets for Artists Film and Media Tricks of the Trade Gallery Guide Berkshire Taconic Community Foundation Expenses-4%		10714.00 24502.94 3,061.86 9,125.40 5,775.70
Total Expenses	46,900.00	124,012.20
NET	63,100.00	5,642.51
Funds in Berkshire Taconic Community Foundation as of June 30, 2009		32,216.13

