
Impact Voices: Creative Economy

Taking the pulse on the global creative economy. The contraction of public funding for the arts is fueling financial creativity to keep creatives afloat. On the conference circuit this fall, Upstart Co-Lab's **Laura Callanan** found funds "offering loans to arts nonprofits to reduce costs and launch new revenue-generating schemes." Long-time creative economy lenders in the US might "prefer equity investments in businesses in creative industries to achieve double-digit returns." Saudi Arabia, meanwhile, is ramping up its support for creatives. Its sovereign **Cultural Development Fund and Cultural Assets Group** is looking to deploy \$40 billion by 2030. Funding channels include a \$234 million film fund, a \$227 million visual arts fund, and an \$80 million fashion fund.

- **Check out [Callanan's dispatches](#)** for *ImpactAlpha* from creative economy events and sessions in Riyadh, Berlin, Vienna and New York.
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