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Cultural and Creative Entrepreneurs Facing Pandemic Crisis: The Case of Hispanic Theatres in Miami Dade County.

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The study presents the resilient behavior of performing arts entrepreneurs who, in the context of the COVID-19 crisis, had to reinvent themselves to make viable and sustainable solutions for their businesses in Miami. From virtual shows and sessions for acting classes to creating an association of Hispanic theaters and producers that publicly advocate their needs and obtaining a line in the local government budget. The performing arts industry has evolved by creating a community of immigrant entrepreneurs and advocates. Miami is characterized by demographic diversity. More than seventy percent of the city's population is Latino, and it is the city with more Spanish-speaking theaters in the US. Until the crisis, the performing arts community have never experienced the need to work together. Usually, the theaters and the target markets are segregated by nationalities; Argentinian, Colombian, Venezuelan, and Cuban. The producers and the owners of the theaters also used to live "from the ticket." Philanthropists and government usually fund the American cultural scene through sponsorships, partnerships, and grant programs. The lack of knowledge of the Hispanic entrepreneurs of this last statement was one of the core problems of the crisis. Resilience has emerged as an entrepreneurial skill that allows companies and individuals to adapt and grow more robustly in the face of challenges. Therefore, we conducted research to identify factors that comprise resilience and change the culture and entrepreneurial skills in Miami's performing arts industry, specifically in the Hispanic population. We hope this study leads to future empirical studies that will provide more understanding and equip professionals with the skills to adapt to crises, specifically in the cultural and creative industries. The authors pose the following research question: What resilient behaviors and creative approaches have the scale and improve the Hispanic performing arts industry in Miami, which is facing the COVID-19 pandemic crisis? To respond to the research question, they followed the case study methodology, completed with in-depth interviews, analysis of different media, observation over two years, and a questionnaire. Among the findings, it stands out immigrant diversity as a core factor for different perspectives in the attitudes adopted towards the crisis, the characteristics of the business and the entrepreneur, the relationships with the government, human and social capital, family support systems, and nonprofit management as trigger for improvement. These factors can be considered in training programs for resilient entrepreneurs, especially immigrants, and by the different actors in the entrepreneurial ecosystem of the cultural and creative industries, including the universities and public policymakers who support them. This study provides a theoretical frame that focuses on identifying the resilience factors of entrepreneurs, creative economy, cultural assets, and nonprofit management to overcome the current situation and contribute to post-COVID-19 entrepreneurship in the creative and cultural industries. We hope the findings motivate others to conduct further empirical studies on entrepreneurship and resilience in times of crisis, especially with immigrant populations and their impact on the local economies. Keywords: Entrepreneurial skills, COVID-19, resilience, crisis, entrepreneurship, nonprofit, creative and cultural industries, innovation