



The Creative Economy in Los Angeles



Long Beach Economic Development Commission
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What is the Creative Economy?

- Businesses and individuals producing cultural, artistic, and design goods and services
- Organizations that provide a venue for artists to share their work
- Support systems that teach, nurture and sustain creative activity

Creative Economy Industries

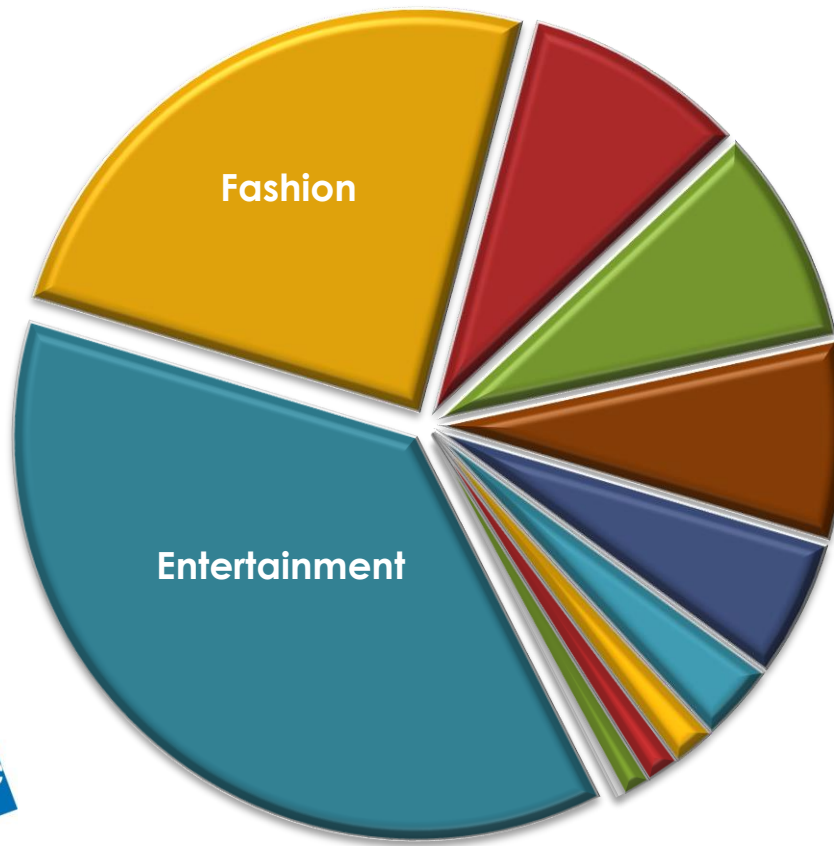
- Architecture & Interior Design
- Art Galleries
- Communication Arts
- Digital Media
- Entertainment
- Fashion
- Furniture & Decorative Arts
- Product & Industrial Design
- Publishing & Printing
- Toys
- Visual & Performing Arts
- Fine & Performing Arts Schools

Top Five Creative Metro Areas

Metro Area	Creative Jobs	Total Wage & Salary Jobs	Creative Share of Total
Los Angeles-Long Beach-Anaheim	418,200	4,955,400	8.4%
New York-Newark-Jersey City	402,900	7,515,400	5.4%
Chicago-Naperville-Elgin	133,800	3,794,400	3.5%
San Francisco-Oakland-Hayward	95,700	1,874,100	5.1%
Seattle-Tacoma-Bellevue	91,900	1,531,000	6.0%



Distribution of Creative Industry Jobs L.A. County



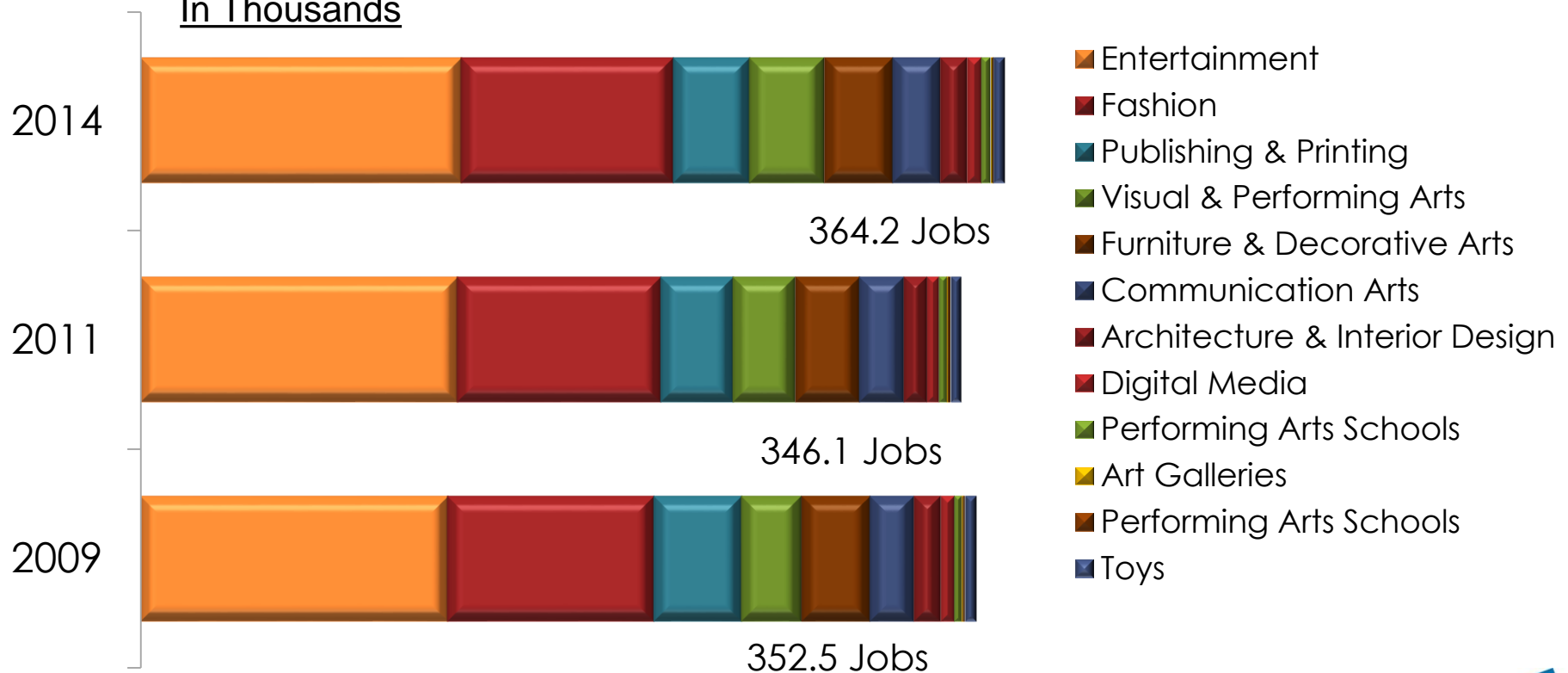
- Entertainment - 37.1%
- Fashion - 24.5%
- Publishing & Printing - 8.9%
- Visual & Performing Arts Providers - 8.6%
- Furniture & Decorative Arts - 7.9%
- Communication Arts - 5.5%
- Architecture & Interior Design - 3.15%
- Digital Media - 1.7%
- Toys - 1.3%
- Fine & Performing Arts Schools - 1.1%
- Art Galleries - 0.2%
- Product & Industrial Design - 0.1%

**Total wage & salary jobs in
2014: 354,200**



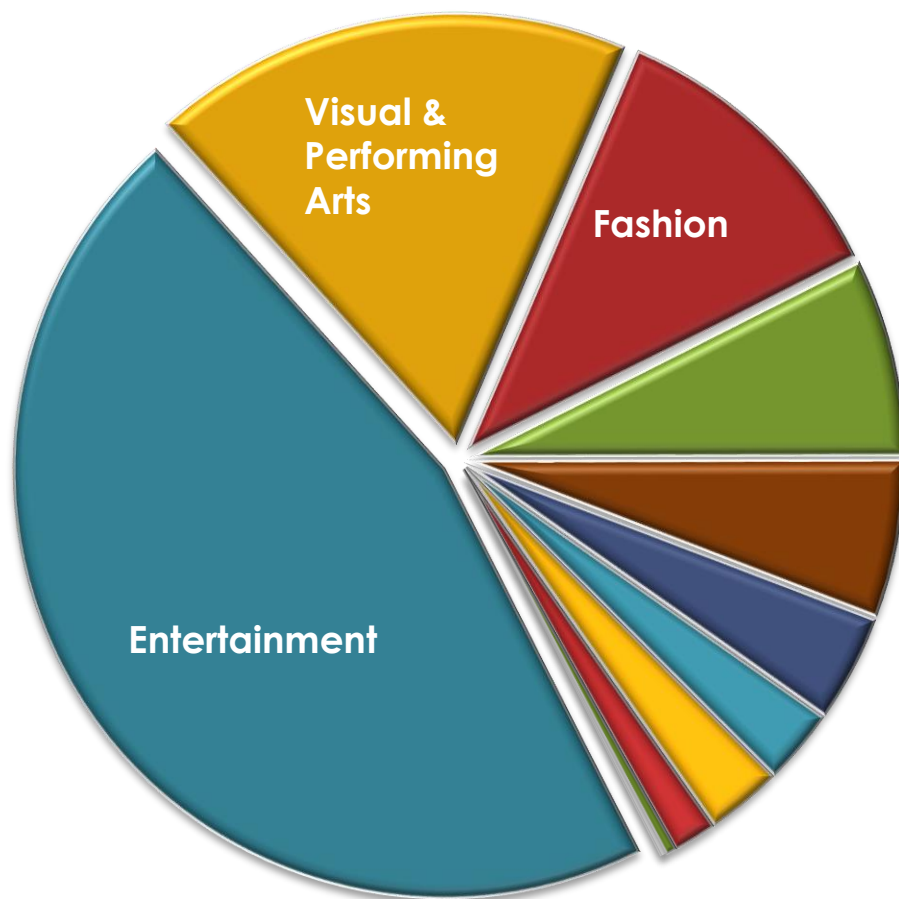
Job Trends in the Creative Industries L.A. County

In Thousands



Direct Labor Income L.A. County

Total: \$32.6 Billion



- Entertainment - 45.8%
- Visual & Performing Arts - 18.1%
- Fashion - 11.2%
- Publishing & Printing - 7.4%
- Communication Arts - 5.8%
- Furniture & Decorative Arts - 4.0%
- Digital Media - 2.8%
- Architecture & Interior Design - 2.8%
- Toys - 1.6%
- Fine & Performing Arts Schools - 0.4%
- Art Galleries - 0.2%
- Product/Industrial Design - 0.1%

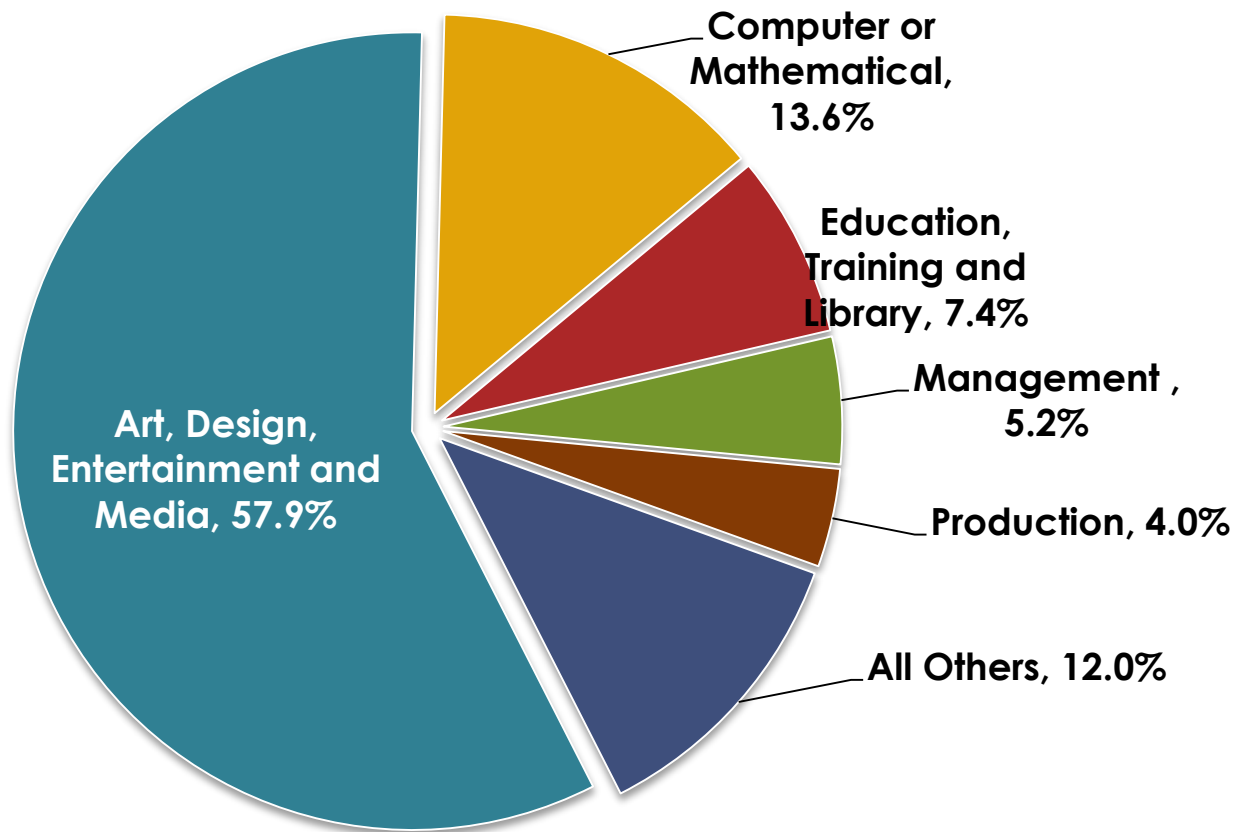
Self Employment in the Creative Industries, 2013

Los Angeles County Creative Industry	No. of Self-employed	% of Total	Revenues (\$millions)
Architecture & Interior Design	4,937	3.5%	\$217.7
Art Galleries	647	0.5%	48.8
Communications Arts	26,954	19.0%	1,207.1
Entertainment	20,084	14.1%	949.8
Fashion	6,593	4.6%	690.6
Furniture & Decorative Arts	1,601	1.1%	125.5
Toys	424	0.3%	34.3
Visual & Performing Arts	76,567	53.9%	3,212.1
Publishing & Printing	4,147	2.9%	206.1
Totals:	141,954		\$6,692.1

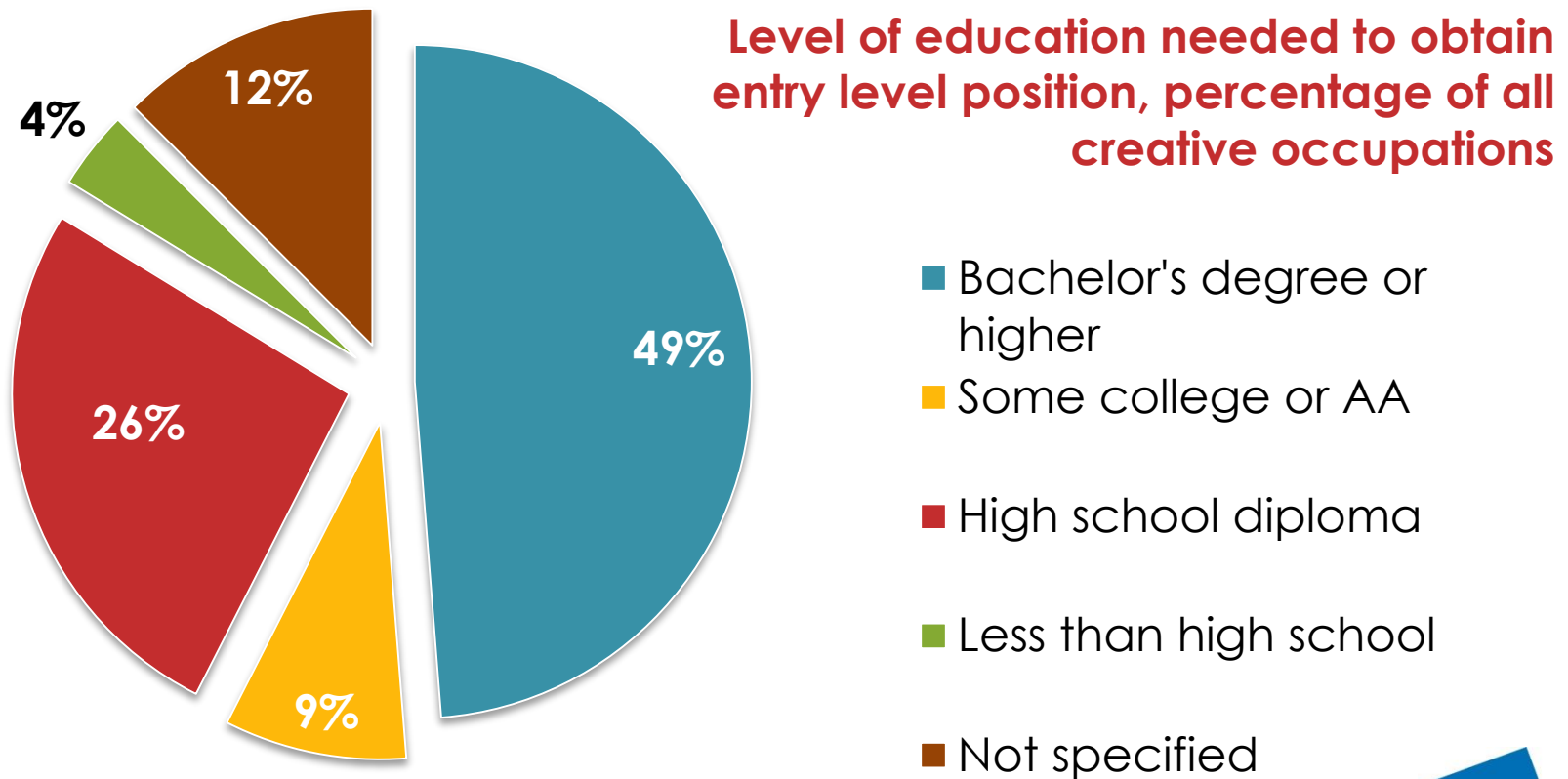


Distribution of Creative Occupations L.A. County

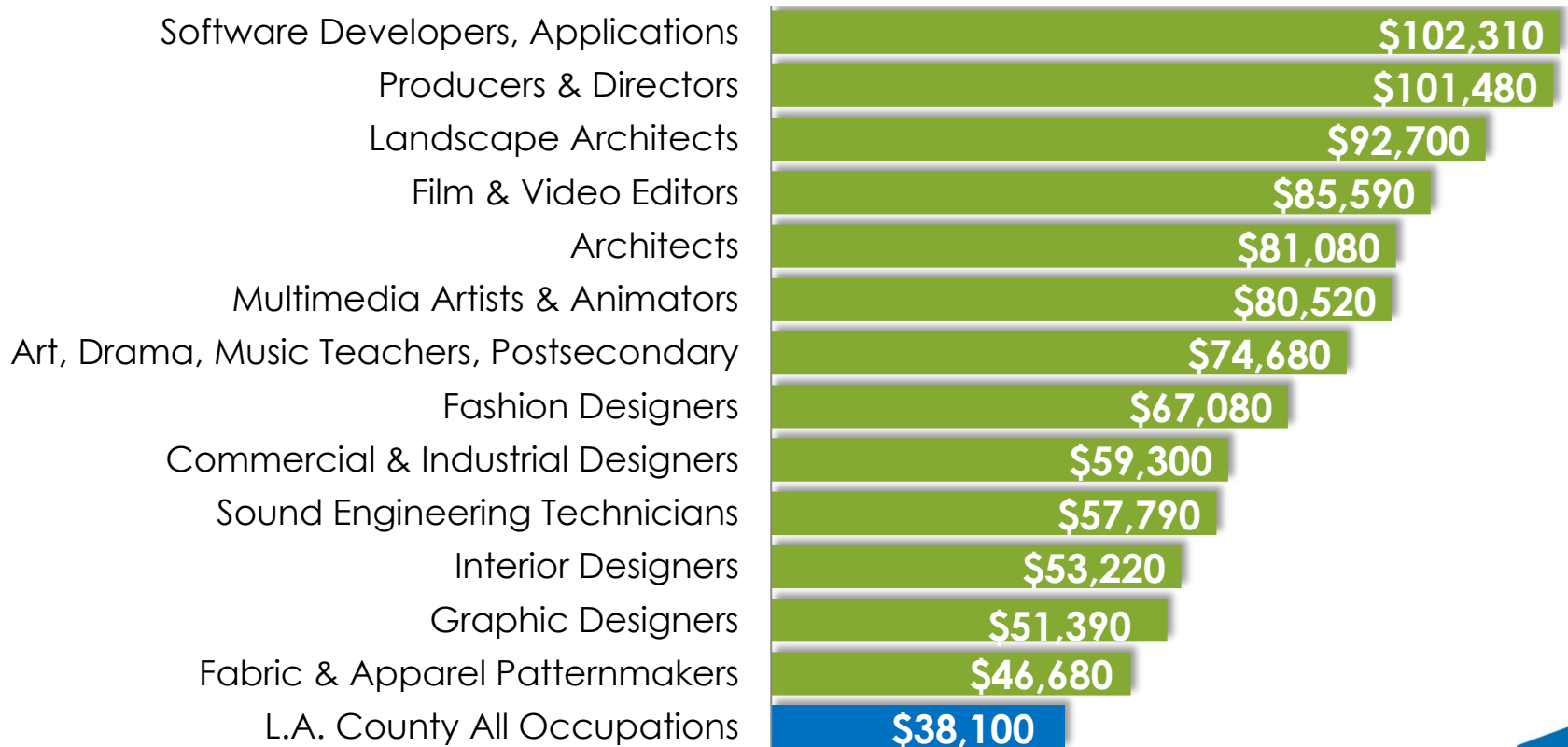
Total Jobs in 2014 by Occupation: **200,370**



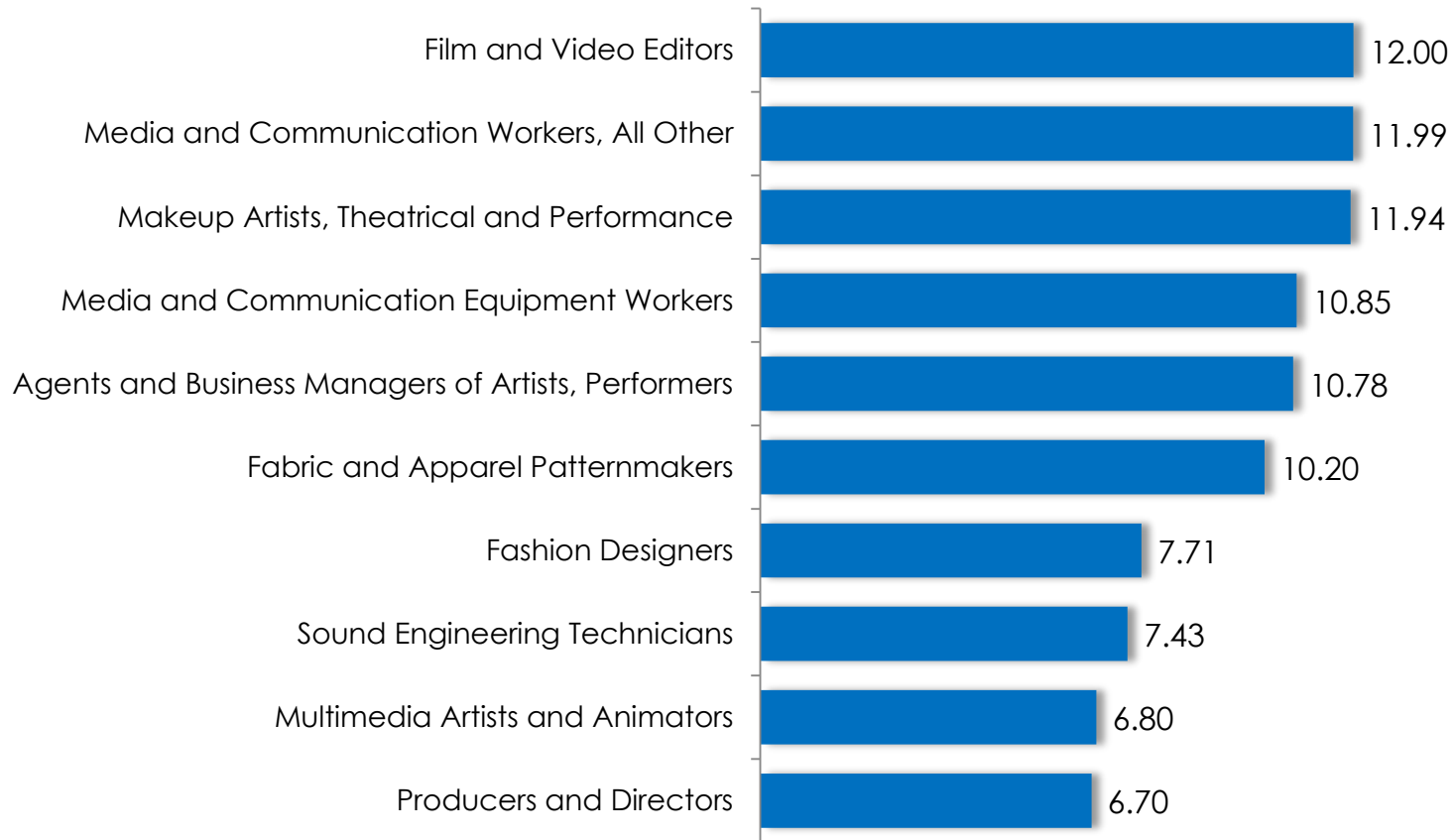
Creative Occupation Entry Level Education Requirements



Selected Annual Median Wage for Creative Occupations in L.A. County, 2014



Occupations with Highest Location Quotient in L.A. County



Economic Contribution of the Creative Industries to California's Economy



Jobs:

Direct Jobs: **364,200**

Indirect & Induced: **286,700**

Total Jobs: 650,900

Labor Income:

Direct Labor Income: **\$32.6** billion

Indirect & Induced: **\$15.1** billion

Total Labor Income: \$47.7 billion

Output:

\$158.2 billion

Contribution to regional Gross Product: \$99.4 billion

= 15.7% of L.A. County's \$634 billion economy

State & Local Taxes: \$6.9 billion

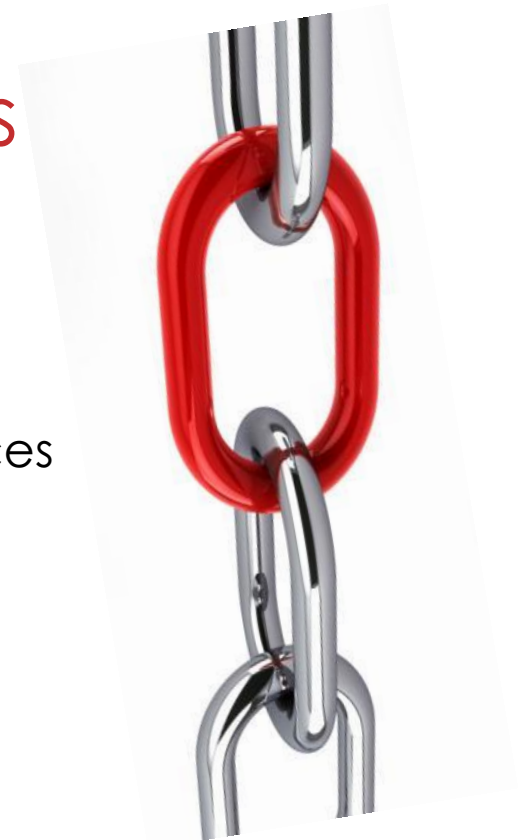


Getting from 354,200 to 650,900 jobs

Linkages to other industries



Professional & Business Services
Accommodation & Food Services
Retail Trade
Finance & Insurance
Real Estate, Rental & Leasing
Suppliers of Raw Materials
Transportation



Why is this Important?

Because creativity is essential to keeping California's innovation economy competitive

- ✓ Ideas drive innovation
- ✓ Creativity → form, develop, communicate new ideas

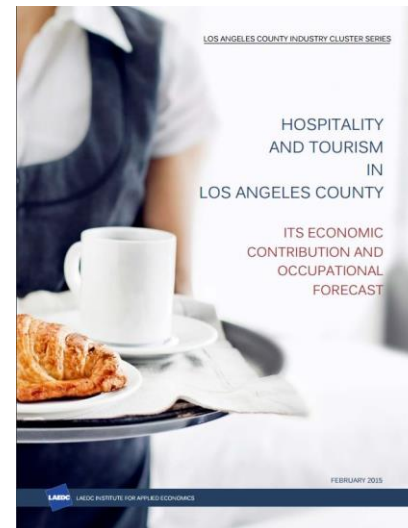
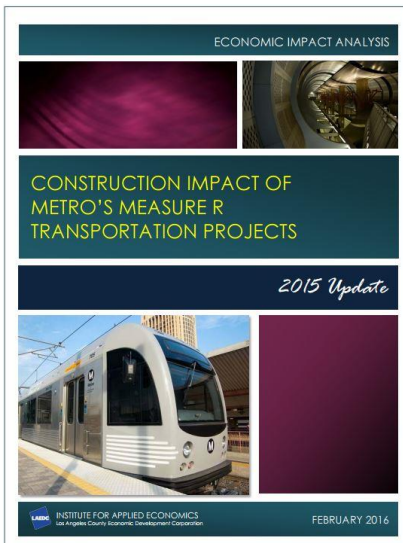
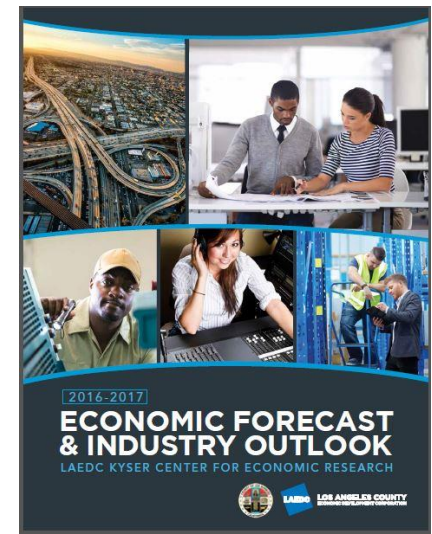
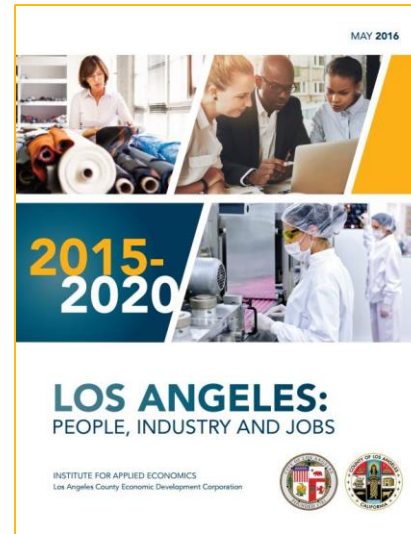
Creativity is the foundation of invention and innovation, the lifeblood of a dynamic and prosperous economy



Thank you!

For Further Insight into the Local Economy Visit: AEDC Research & Data:

<http://laedc.org/research-data/>



744,100 Jobs L.A. REGION CREATIVE INDUSTRY OUTPUT ALMOST \$177 Billion (GDP, Tourism, Retail)	1 in 6 Jobs L.A. REGION'S LARGEST CREATIVE INDUSTRY EMPLOYERS Entertainment Fashion Publishing
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