



CREATIVE
ECONOMY
OF CALIFORNIA

CREATIVE ECONOMY INTERAGENCY WORKGROUP

*Meeting #1: Defining the Creative
Economy Industries and
Occupations*

January 26, 2026, 3:00pm

CREATIVE ECONOMY STRATEGIC PLAN NORTH STAR

Lead an **inclusive** and **resilient** creative economy that **empowers** artists, cultural workers, and entrepreneurs to **drive** culture, creativity, and innovation.

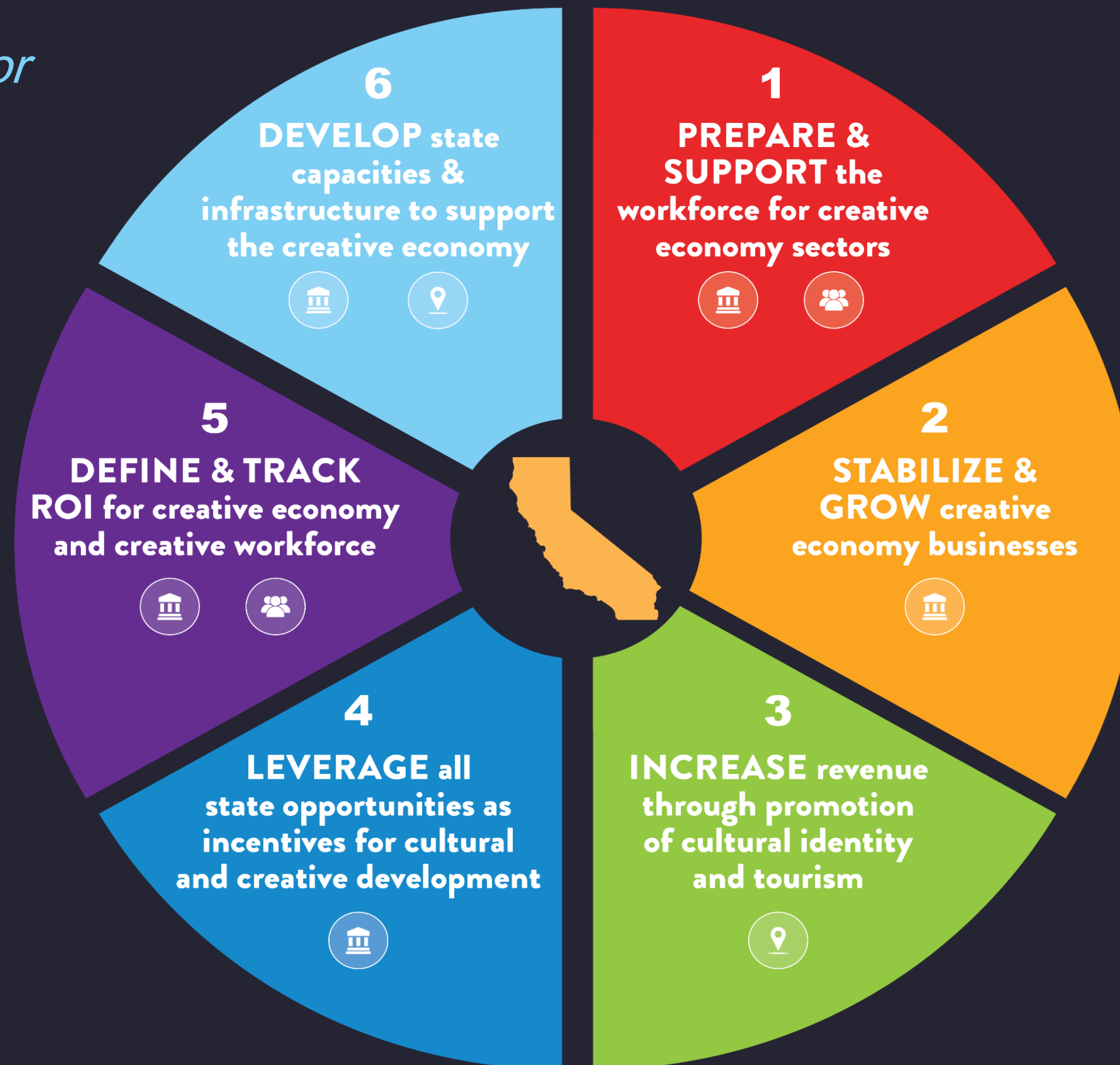


CALIFORNIA'S ARTS AND CULTURE ECOSYSTEM



Source: Markusen, A. and Gadwa, A. (2011), ['California's Arts and Cultural Ecology'](#), James Irvine Foundation.

SIX PRIORITY
ACTION AREAS *for*
California's Creative
Economy 2025-2035



Defining the Creative Economy

- How we define the “creative economy” has changed over time, as industries change, expand, and new fields and areas of work arise (e.g., music recording in the early 20th century or AI now).
- There can be political, economic and industry interests that influence definition and industry inclusion at the state, regional, local or institution levels.
- NAICs and SOC codes may vary in accuracy at the state level.

Every definition of the creative economy is a variation of the following:

The production, promotion, selling and consumption of goods and services related to creative activities and industries.

Some examples of these variations:

UNESCO *“Sectors of organized activity whose principal purpose is the production or reproduction, promotion, distribution and/or commercialization of goods, services and activities of a cultural, artistic or heritage -related in nature.”*

John Howkins (“Creative Economy: How People Make Money from Ideas,” 2002): *“the transactions of creative products that have an economic good or service that results from creativity and has economic value.”*

National Endowment for the Arts: *The creative economy is the sum of relevant industry activities, including trade, labor and production.*

U.S. Bureau of Labor Statistics: *The Arts, Entertainment, and Recreation sector includes a wide range of establishments that operate facilities or provide services to meet varied cultural, entertainment, and recreational interests of their patrons*

INDUSTRIES AND NAICS CODES

What are some existing
examples?

What should CA consider?



Industries

Included across most sources:

- Performing Arts (theatre, dance, other performing arts)
- Music
- Film/Media
- Publishing/books
- Museums/zoos*

Included in some sources:

- Fashion
- Architecture and Design*
- Gaming/toys*
- Promoters/dealers/marketing of arts, culture, events, etc.
- Crafts and arts manufacturing (glass, ceramic)*

*CA's Economic Blueprint includes creative industries and codes in other sectors:

- Museums/historic sites included in Tourism and Outdoor Recreation Sector
- Architecture and landscape architecture included in Finance and Professional Services
- Games, toy and doll creation in Manufacturing
- Glass, ceramic, jewelry included in Manufacturing

Comparison by the Numbers: # of NAICs codes included in Creative Economy

- CA Economic Blueprint: 23
- City of San Diego: 71
- Washington State: 42
- Creative Finance Network: 97
- National Endowment for the Arts: 34 Core, 90 supporting (note includes things like construction)

Overlap of NAICs codes across five models*

*CA Economic Blueprint, City of San Diego, Creative Finance Network, NEA/NASAA, Washington State

- Motion Picture and Video Production
- Teleproduction and Other Postproduction Services
- Music Publishers
- Sound Recording Studios
- Record Production and Distribution
- Interior Design Services
- Other Specialized Design Services
- Theater Companies and Dinner Theaters
- Musical Groups and Artists
- Dance companies
- Other performing arts companies
- Independent Artists, Writers, and Performers

- Commercial Printing (except Screen and Books)
- Support Activities for Printing
- Musical Instrument Manufacturing
- Book, Periodical, and Newspaper Merchant Wholesalers
- Motion Picture and Video Distribution
- Drive-In Motion Picture Theaters
- Other Motion Picture and Video Industries
- Other Sound Recording Industries
- Landscape architectural services
- Industrial design services
- Graphic Design Services
- Commercial photography
- Dance Companies
- Promoters of performing arts, sports, and similar events with facilities
- Promoters of Performing Arts, Sports, and Similar Events without Facilities
- Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures

- Glass and glazing contractors
- Tile and terrazzo contractors
- Commercial Screen Printing
- Books Printing
- Pottery, Ceramics, and Plumbing Fixture Manufacturing
- Ornamental and Architectural Metal Work Manufacturing
- Custom Architectural Woodwork and Millwork Manufacturing
- Jewelry and Silverware Manufacturing
- Musical Instrument and Supplies Stores
- Art Dealers
- Periodical Publishers
- Book Publishers
- All Other Publishers
- Motion Picture Theaters (except Drive-Ins)
- Radio Networks
- Radio Stations
- Television Broadcasting
- Cable and Other Subscription Programming
- Internet publishing and web search portals
- Architectural services
- Custom Computer Programming Services
- Advertising agencies
- Public Relations Agencies
- Indoor and Outdoor Display Advertising
- Photography studios, portrait
- Fine arts schools
- Museums
- Historical sites

Codes in all 5 models

- Film
- Music
- Design
- Theater
- Dance
- Performing Arts

Codes in at least 4 models includes

- Design
- Museums
- Architecture
- Printing and publishing
- Promotion, marketing, management

Codes in at least 3 models includes

- Radio, tile, glass, ceramic, woodworking, advertising, publications, museums, photography, historic sites, movie theaters

CREATIVE OCCUPATIONS



Creative Economy Occupations – NEA (~30 codes)

- Architecture
- Artists and related workers (art directors, craft, painters, multimedia, animators)
- Designers (inc. fashion, floral, interior design)
- Actors
- Producers/directors
- Dancers/choreographers
- Musician/composers
- Entertainers (other)
- Announcers (broadcast, radio, media)
- Writers/authors
- Photographers

Creative Economy Occupations – City of San Diego and WA State (76 and 75 codes, respectively)

- NEA +
- Computer programming
- Public relations, marketing and other manager
- Library technicians, and workers
- Crafts (inc. jewelry, fashion, woodworking)
- Audio/video technician
- Merchandise displayers
- Makeup artists
- Desktop publishers



Discussion

