

ARTS, CULTURE, AND THE CREATIVE ECONOMY

The creative sectors are **UNIQUE** in their ability to shape a region's economic development, interact with the built and natural environment, and improve the wellbeing of communities.



Unlike in other industries, the business of culture and creativity is rooted in artistic expression. People in these fields tend to participate in symbolic "meaning-making" activities with real world implications.

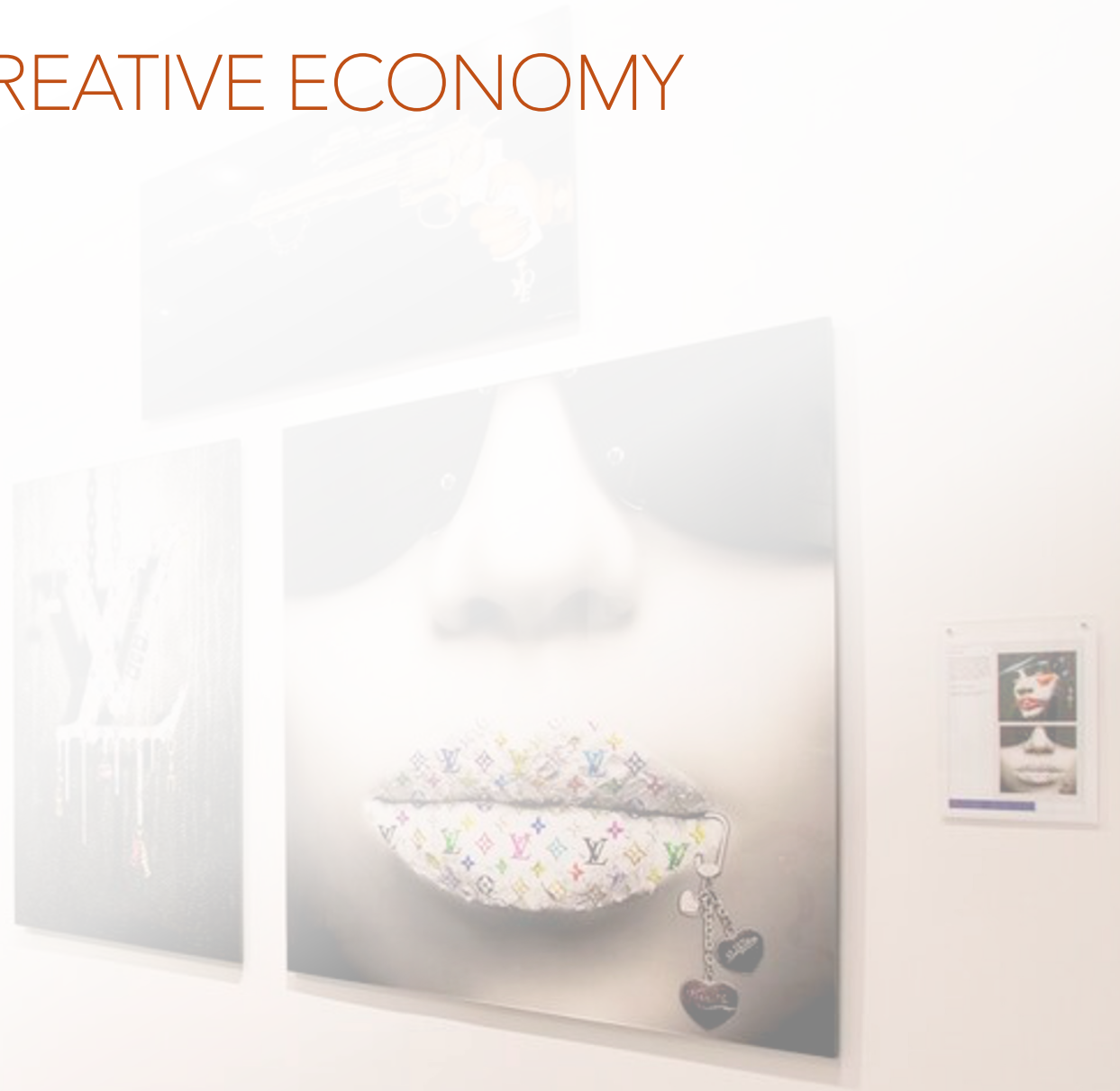
Over the past century these symbolic activities and cultural expressions became ever more industrialized and technologically more intensive.



Now the business that surrounds the making of films, television, theater, music, dance, design, architecture, fashion, museums, festivals, video games, digital media has **TREMENDOUS ECONOMIC VALUE**.

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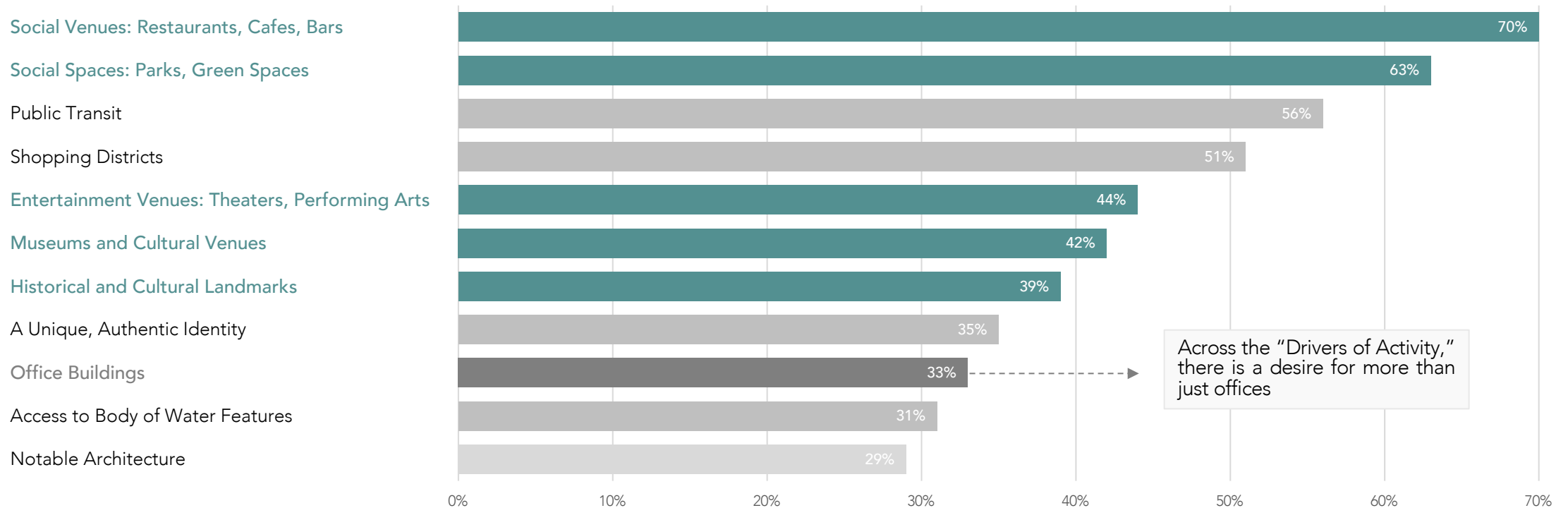
- Cultural and creative workers, such as designers, architects, and musicians are found in sectors where they foster **INNOVATION**.
- Creative and cultural activities that are consumer facing such as galleries, museums, festivals, music and dance venues, and theaters are an important part of the **"TOURIST PRODUCT."**
- These activities are **ADAPTIVE** and generally do not require sophisticated machinery, plants, or highly specialized office space. Often, they can be accommodated in properties that do not meet the needs of other sectors.
- Creative organizations and businesses often seek out unusual or **QUIRKY PROPERTIES** as they value the contribution to the creative process.



DESIRED ACTIVITIES

Percentage of Survey Respondents Who Agree that the Following Features are Important to Have in a Great Business District

By 15-City Average | 2021



Across the "Drivers of Activity," there is a desire for more than just offices

Source: Gensler Research Institute.

ARTS AND CULTURE SPILLOVER EFFECTS

Average Spending Per Person Per Event: \$31.47

Does not include price of admission



Local vs. Nonlocal Arts Audience Spending

Local Audience Spending: **\$23.44**



Nonlocal Audience Spending: **\$47.57**



Arts and culture, unlike most industries, leverage significant amounts of event-related spending by their audiences.

Source: Americans for the Arts. Arts & Economic Prosperity 5

UNDERSTANDING THE ECONOMIC LANDSCAPE



California's economy runs on two engines: the industries that serve us here at home, and the industries that connect us to the wider world.

LOCAL-SERVING INDUSTRIES

Demand comes primarily from local residents; money circulates within the community.



Retail & Food Services



Personal Services



Health & Education



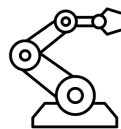
Local Construction



Community Arts

TRADED INDUSTRIES

Demand comes from outside the region; goods or services are exported and bring new money in.



Aerospace & Advanced Manufacturing



Technology & Cloud Services



Film, TV & Game Production

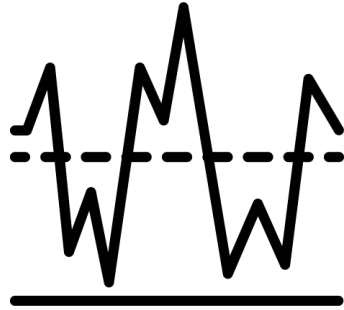


Tourism & Hospitality



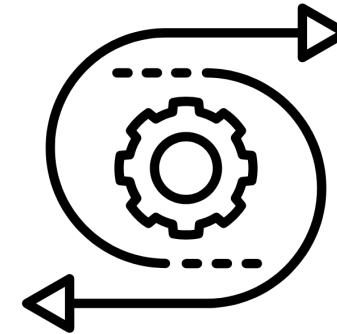
Design Services

CHANGING NATURE OF WORK



MARKET VOLATILITY & GLOBAL COMPETITION

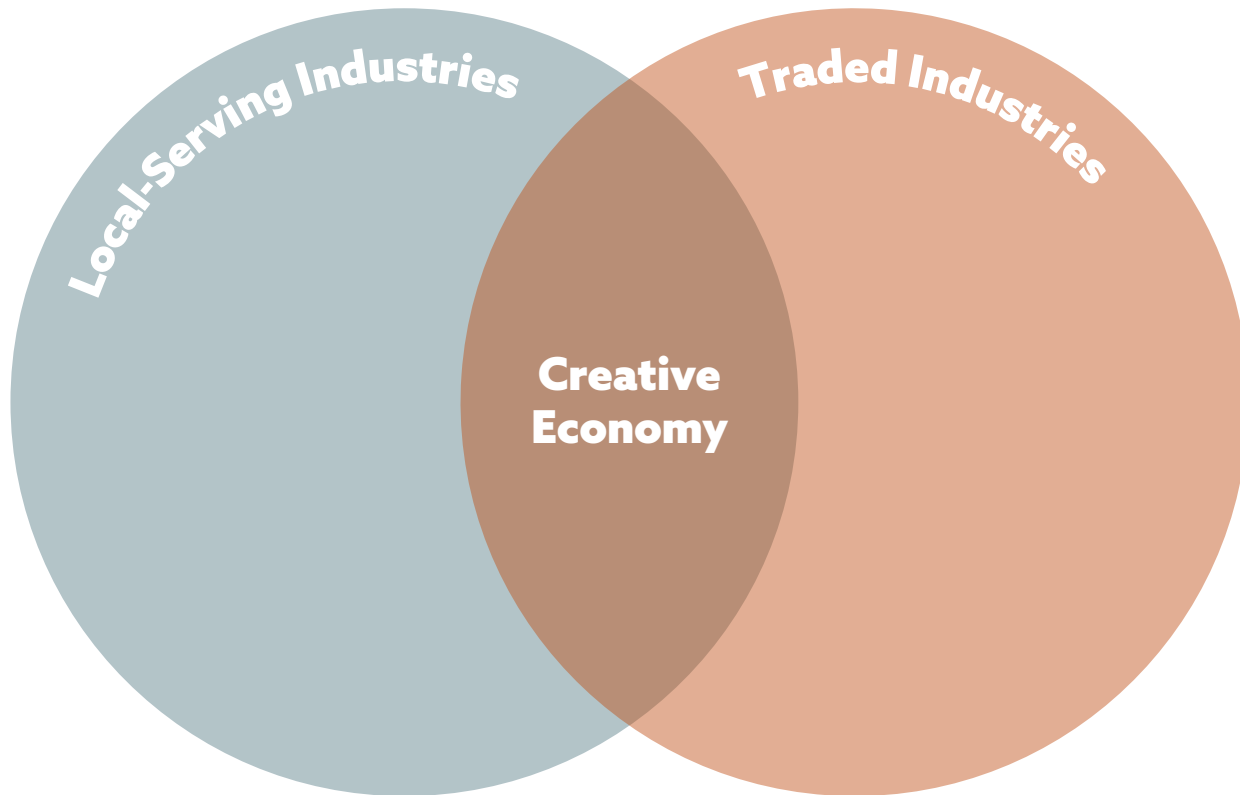
For traded sectors, orders rise and fall with global markets. Production work constantly risks being outsourced or shifted to other states and countries. A workforce strategy built on a single firm is inherently fragile.



CHANGING NATURE OF WORK

In aerospace, for example, the need has shifted from high-volume, standardized assembly toward advanced manufacturing, digital design, and systems integration. This requires more adaptable, cross-disciplinary skillsets rather than narrowly trained pipelines.

THE CREATIVE ECONOMY SWEET SPOT



The creative economy sits in a unique overlap zone, delivering a **DOUBLE DIVIDEND**; it both anchors local quality of life and exports cultural products globally.

This overlap creates resilient economic opportunities that serve local communities while competing in global markets, making the creative sector particularly valuable for economic and workforce development.