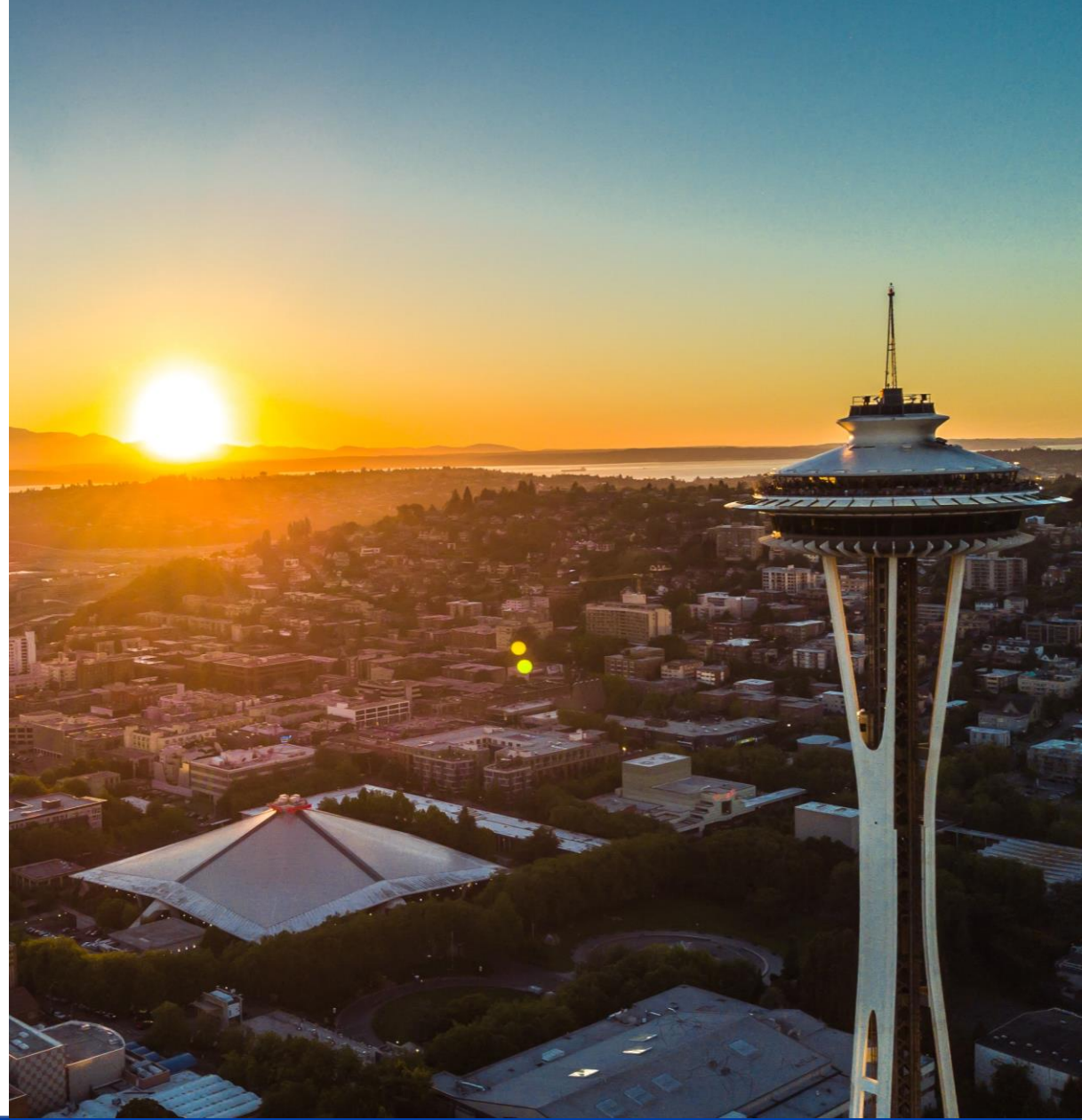


# Seattle's Creative Economy

*Setting the context*



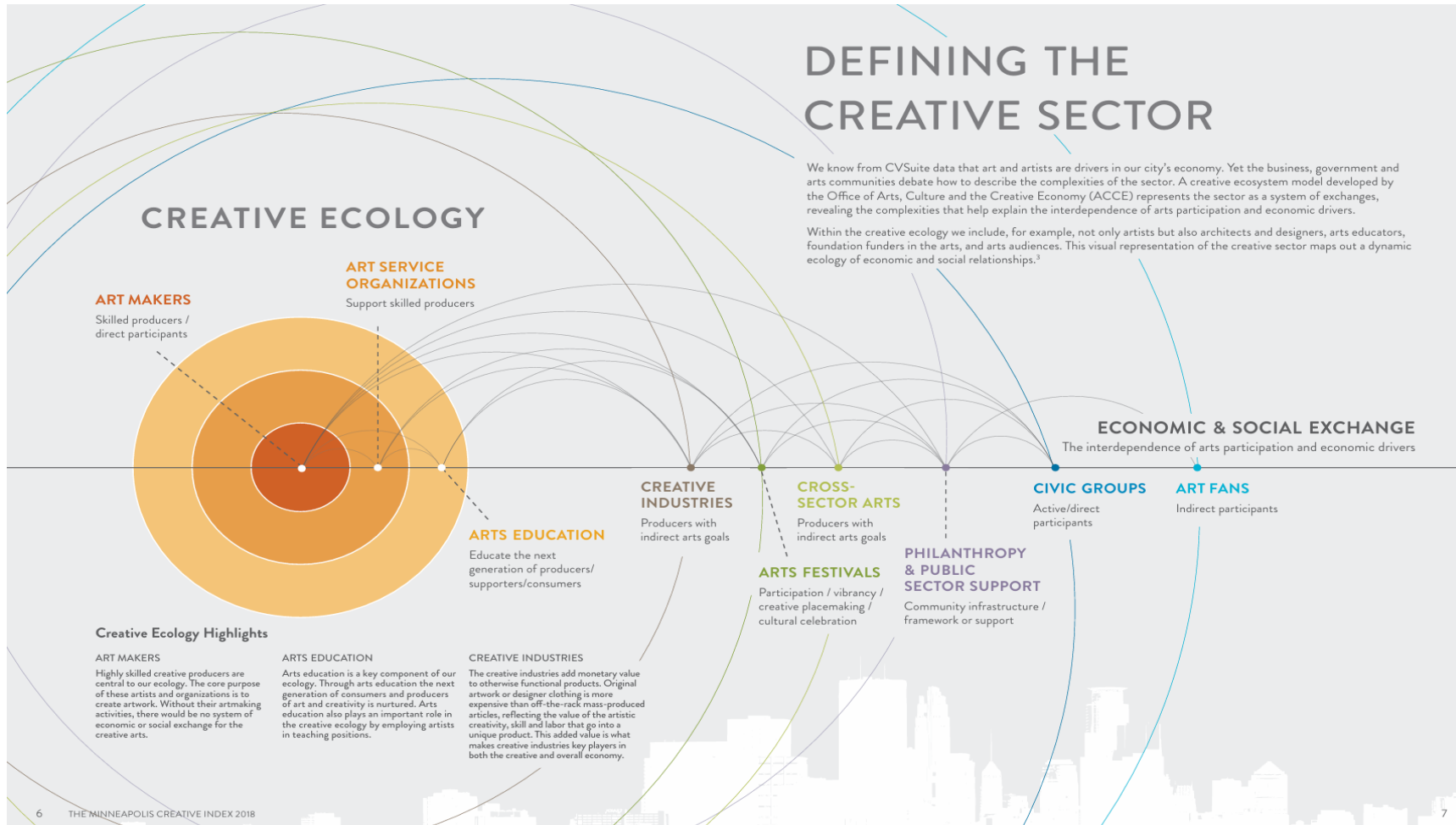
# Seattle Office of Arts & Culture

City Depts Engaged in Creative Sector Work:

- Office of Arts and Culture
- Office of Economic Development
- Seattle Center



# Creative Eco-system



# Creative Sector Social Returns

## Social returns on investment:

- Wellness
- Community engagement
- Quality of life
- Social cohesion, community building
- Creative placemaking and belonging



# Creative Economy Economic Returns

## Pre-Pandemic Data\*:

- **Workforce** : 67,350 creative jobs Creative Occupations outpace overall job growth: 23% vs 15%, 24 billion in revenues
- **Revenues & GDP**: 18% contribution to Seattle's GDP
- **Regional & National Competitiveness**: Seattle is 7th among large cities with CVI value of 4.5

(OED Creative Economy Report 2019)

\*this data does not include nonprofit revenues



# Creative Economy & Ancillary Spending

## Commercial Corridors and Ancillary Spending:

- Creative sector programming contributes to the economic vitality of surrounding businesses.
- 2023 arts and culture events generated \$30M in ancillary spending in the downtown core
- Creative sector direct spending on services and materials

# Creative Workforce Pandemic Impacts

The pandemic created widespread **loss of work and income** for the creative workforce

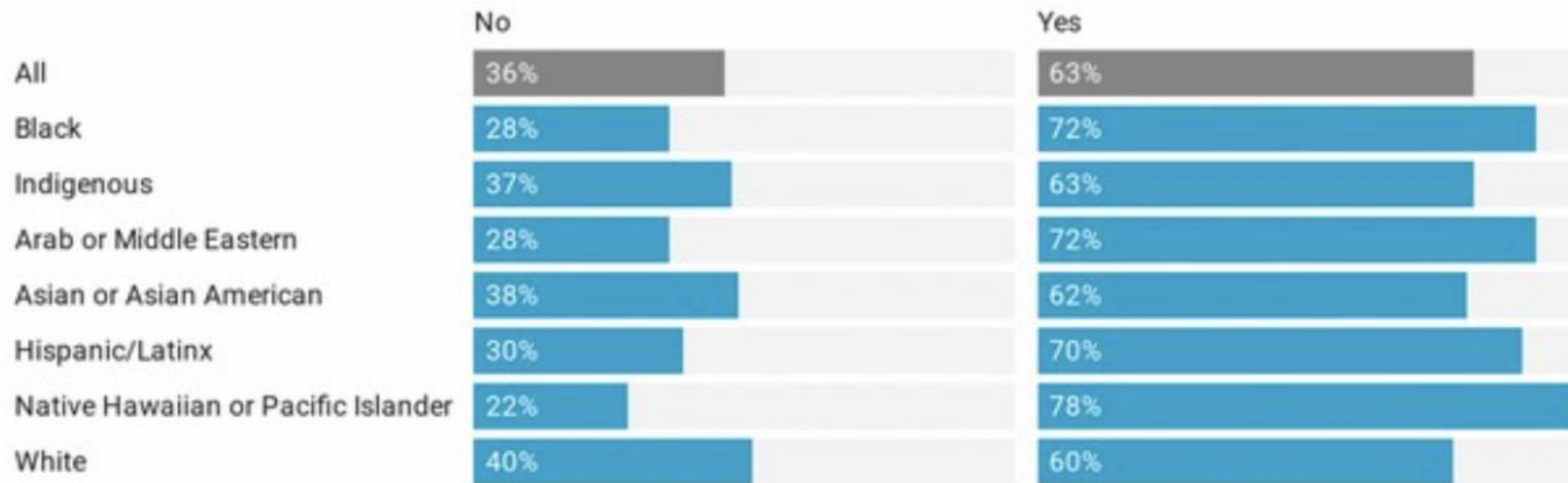
- 65% of creative workers are non-traditional workers, and thus had difficulty accessing unemployment insurance (Whipsmart Social Safety Net Survey report, Nov 2020)
- “Cultural brain drain” – exit from creative industries
- Creative workers of color disproportionately impacted



# Creative Workforce Pandemic Impacts

Americans for the Arts 2020 survey data showing unemployment rates among respondents, by race

## Unemployed Due to COVID-19





# Creative Businesses: Pandemic Impacts

## Data on creative sector businesses access to Federal Support:

- Pandemic relief & resources took many forms: CARES Act, Paycheck protection Program (PPP), Emergency Injury & Disaster Loans (EIDL), American Rescue Plan Act (ARPA), Shuttered Venues Operating Grants, Pandemic Unemployment Assistance (PUAC).
- Relief was slow & often did not reach all parts of the sector: ie shuttered venues finally received relief in 2021, PUAC funding reached only 37% of gig workers.



# Bureau of Economic Analysis Data for Washington State

## Top 3 performing creative industries (employment & revenues):

Publishing  
Retail  
Information services

## Top 3 arts and cultural Industries:

Architectural services  
Advertising  
Promoters of performing arts



### Washington—2022

ACPSA value added	Share of state value added	ACPSA employment	Share of state employment	ACPSA compensation	Share of state compensation
<b>\$70.2 billion</b>	<b>9.5%</b>	<b>191,245 jobs</b>	<b>5.1%</b>	<b>\$28.7 billion</b>	<b>7.6%</b>
			Value added (thousands of dollars)	Employment (jobs)	Compensation (thousands of dollars)
<b>All industries</b>			<b>738,101,400</b>	<b>3,750,100</b>	<b>377,942,194</b>
<b>ACPSA industries</b>			<b>70,242,388</b>	<b>191,245</b>	<b>28,700,429</b>
<i>Top 5 ACPSA industries by value added</i>					
Publishing			21,382,143	32,288	8,980,360
Retail industries			17,882,040	D	D
Other information services			15,870,114	19,753	4,970,077
Government			4,969,889	40,210	4,240,713
Broadcasting			2,944,510	9,066	1,602,648
<b>Core arts and cultural industries</b>			<b>4,159,379</b>	<b>27,518</b>	<b>2,146,286</b>
<i>Top 5 core arts and cultural industries</i>					
Architectural services			990,660	4,991	646,478
Advertising			906,314	3,322	408,794
Promoters of performing arts and similar events			375,809	2,848	119,103
Performing arts companies			306,873	D	D
Interior design services			302,919	1,085	83,103

# Bureau of Economic Analysis Data for Washington State

## Low growth in creative economy:

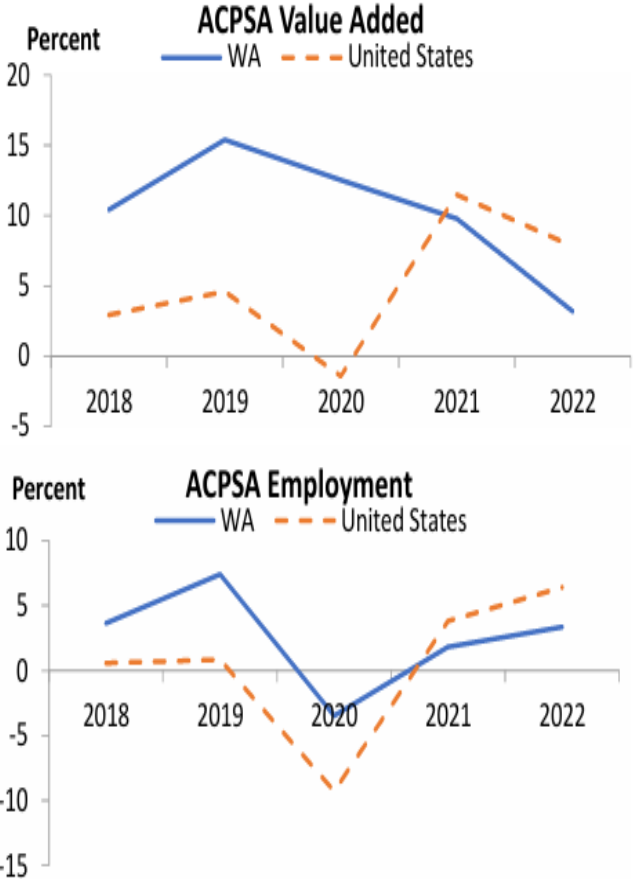
GDP 3<sup>rd</sup> among all states, 48<sup>th</sup> among all states for GDP growth

6<sup>th</sup> among all states for employment, 36<sup>th</sup> among all states for employment growth

### Trends in arts and cultural production: 2021—2022

In 2022, Washington ranked 3<sup>rd</sup> among all states in ACPSA value added and 48<sup>th</sup> among all states in ACPSA value added growth. Since 2021, ACPSA value added has grown 3.2 percent in Washington, compared with an increase of 7.8 percent for the United States.

In 2022, Washington ranked 6<sup>th</sup> among all states in ACPSA employment and 36<sup>th</sup> among all states in ACPSA employment growth. Since 2021, ACPSA employment has grown 3.4 percent in Washington, compared with an increase of 6.4 percent for the United States.



Note. BEA's ACPSA statistics are supported by funding from the National Endowment for the Arts.