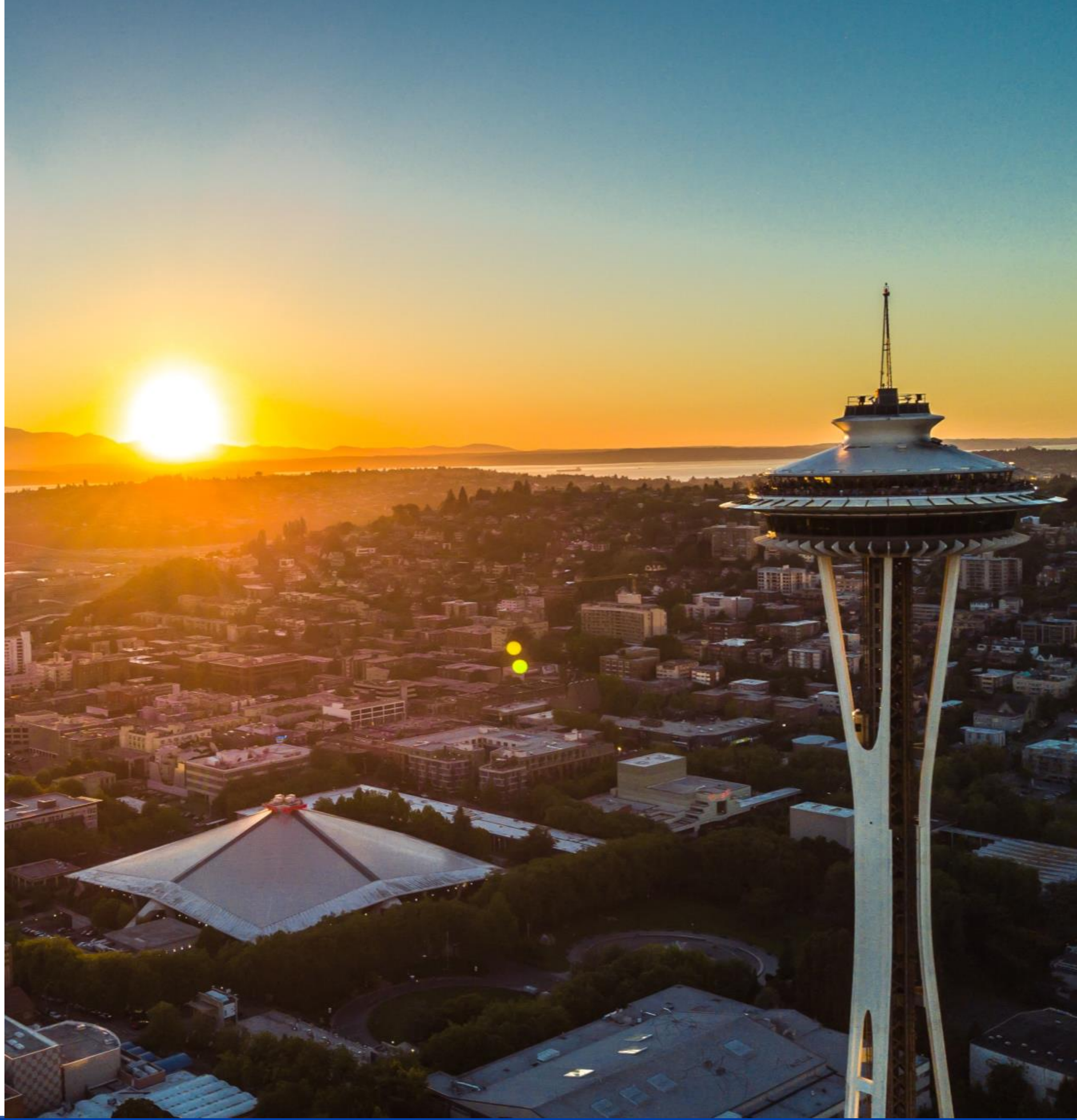
Seattle's Creative Economy

Setting the context

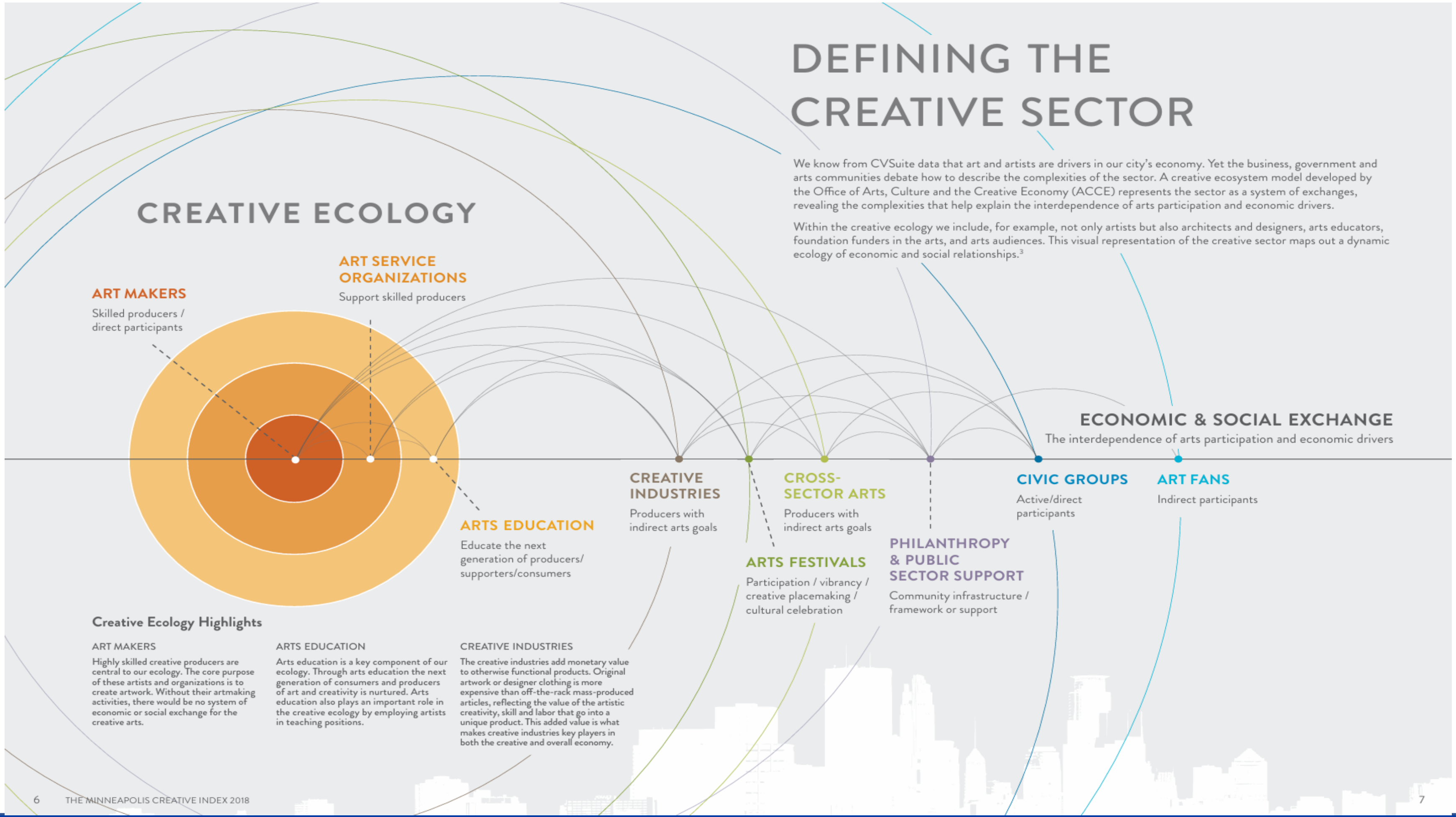


Seattle Office of Arts & Culture

City Depts Engaged in Creative Sector Work:

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

Creative Eco-system



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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

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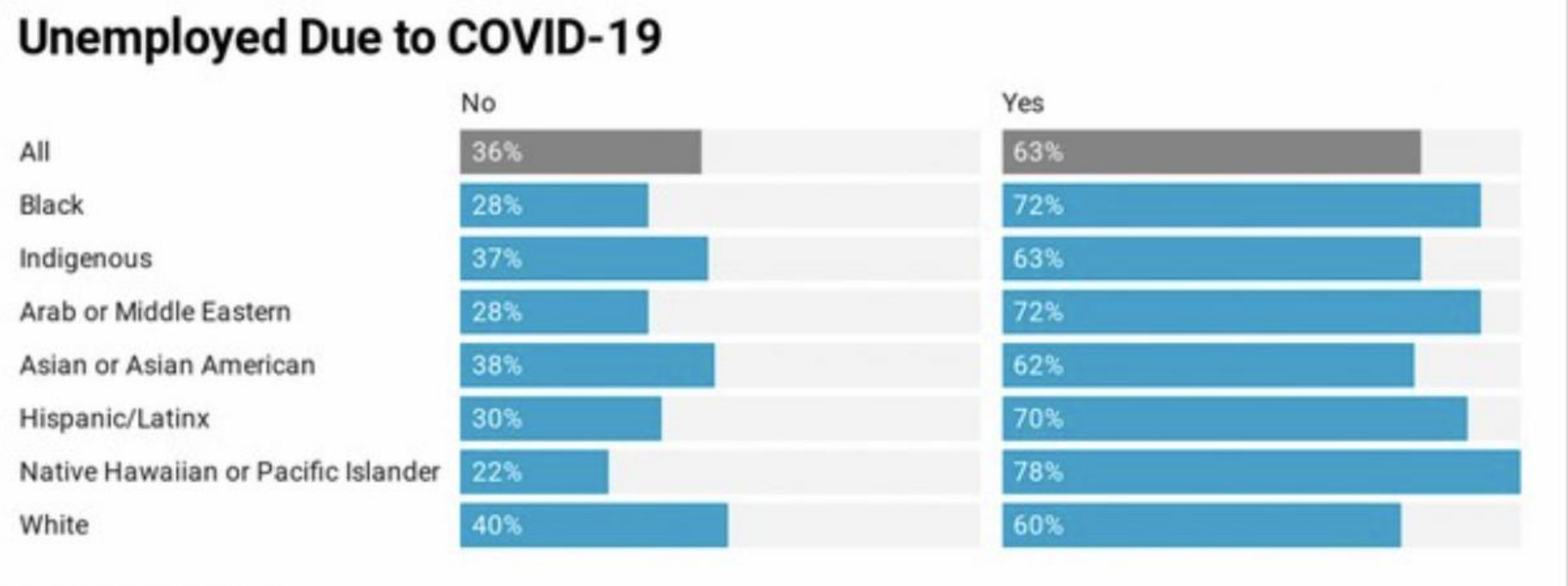
Creative Workforce Pandemic Impacts

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



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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.

City of Seattle

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

Arts and Cultural Production Satellite Account (ACPSA)

bea Bureau of Economic Analysis U.S. DEPARTMENT OF COMMERCE

NATIONAL ENDOWMENT for the ARTS arts.gov

Washington—2022

ACPSA value added	Share of state value added	ACPSA employment	Share of state employment	ACPSA compensation	Share of state compensation
$70.2 billion	9.5%	191,245 jobs	5.1%	$28.7 billion	7.6%

	Value added (thousands of dollars)	Employment (jobs)	Compensation (thousands of dollars)
All industries	738,101,400	3,750,100	377,942,194
ACPSA industries	70,242,388	191,245	28,700,429
Top 5 ACPSA industries by value added			
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
Core arts and cultural industries	4,159,379	27,518	2,146,286
Top 5 core arts and cultural industries			
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

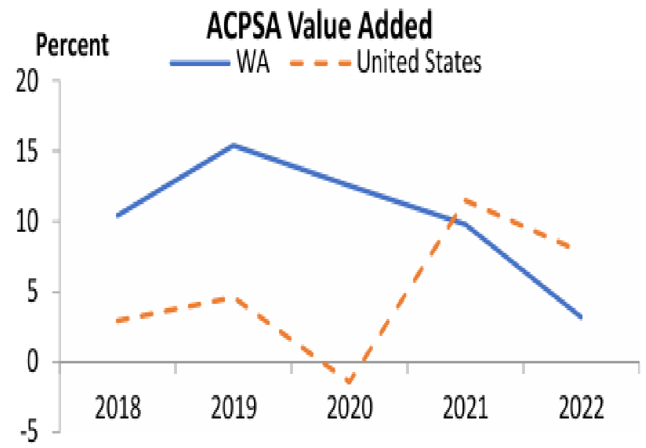
Low growth in creative economy:

GDP 3rd among all states, 48th among all states for GDP growth

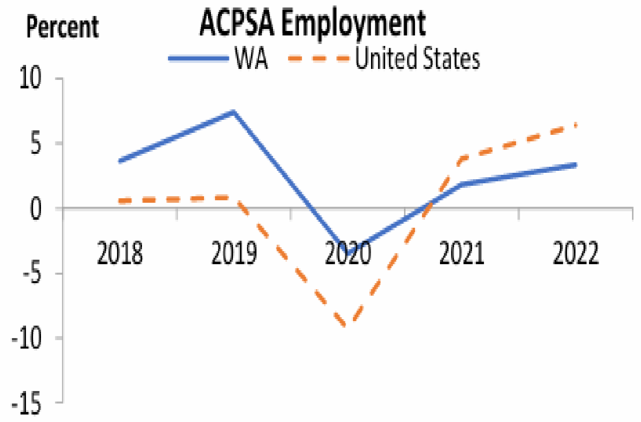
6th among all states for employment, 36th among all states for employment growth

Trends in arts and cultural production: 2021—2022

In 2022, Washington ranked 3rd among all states in ACPSA value added and 48th 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 6th among all states in ACPSA employment and 36th 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.