OTIS COLLEGE OF ART AND DESIGN

OTIS REPORT ON THE CREATIVE ECONOMY

2018

of the

LOS ANGELES REGION

and the

STATE OF CALIFORNIA

LAEDC

Prepared for Otis College of Art and Design by the Los Angeles County Economic Development Corporation.

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OTIS REPORT ON THE CREATIVE ECONOMY 2018

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May 2018

LAEDC

Prepared for Otis College of Art and Design by the
INSTITUTE FOR APPLIED ECONOMICS
Los Angeles County Economic Development Corporation

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ABOUT THE INSTITUTE FOR APPLIED ECONOMICS

The LAEDC Institute for Applied Economics specializes in objective and unbiased economic and public policy research in order to foster informed decision-making and guide strategic planning. In addition to commissioned research and analysis, the Institute conducts foundational research to ensure LAEDC's many programs for economic development are on target. The Institute focuses on economic impact studies, regional industry, and cluster analysis and issue studies, particularly in workforce development and labor market analysis. Every reasonable effort has been made to ensure that the data contained herein reflect the most accurate and timely information possible and they are believed to be reliable. The report is provided solely for informational purposes and is not to be construed as providing advice, recommendations, endorsements, representations, or warranties of any kind whatsoever.

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ABOUT OTIS COLLEGE OF ART AND DESIGN

Established in 1918, Otis College of Art and Design offers undergraduate and graduate degrees in a wide variety of visual and applied arts, media, and design. Core programs in liberal arts, business practices, and community-driven projects support the College's mission to prepare diverse students to enrich our world through their creativity, skill, and vision. The renowned Creative Action program has been recognized by the Carnegie Foundation for Community Engagement, and the *Otis Report on the Creative Economy* is a powerful advocacy tool for creative industries. The College serves the Greater Los Angeles Area through compelling public programming, as well as year-round Continuing Education courses for all ages. More information is available at www.otis.edu.

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Prepared for Otis College of Art and Design by the
INSTITUTE FOR APPLIED ECONOMICS
Los Angeles County Economic Development Corporation

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REPORT CONTENTS

WELCOME TO THE *2018 OTIS REPORT ON THE CREATIVE ECONOMY*

The ***Otis Report on the Creative Economy*** makes an important and unique contribution to a more complete global economic outlook by examining the economic impact of creativity in California and the Los Angeles region. Examining twelve creative industries ranging from architecture and interior design to entertainment, fashion, and art galleries, which in turn are broken down into 57 subsectors, the Otis Report offers an important look into an often overlooked sector of the economy.

The *Otis Report* encourages investment in arts education, economic development, and cultural planning. It is critical that leaders from public, private and nonprofit sectors work together to support this type of examination in order for the larger creative economy to continue to flourish and thrive.

This year we have combined the California and Los Angeles reports into one comprehensive report and have worked to make the information more accessible online. We've also added an addendum with commentaries from Mark Slavkin, Director of Education at the Wallis Annenberg Center for the Performing Arts; Angie Kim, President and CEO of the Center for Cultural Innovation; Tacy Trowbridge, Global Lead, Education Programs at Adobe; and Steve McAdam, Chair of Product Design at Otis College of Art and Design.

THE ACKNOWLEDGMENTS

On behalf of Otis College of Art and Design, I would like to express thanks to the Institute for Applied Economics at the Los Angeles County Economic Development Corporation for generating the data and authoring the *2018 Otis Report on the Creative Economy.*

Its creation would not have been possible without the generous support of individuals and organizations that have joined together to affirm the value of the creative economy.

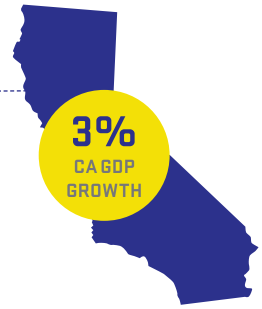
I would like to especially thank our sponsors for their incredible generosity. The California Arts Council has been an invaluable partner on this project, providing lead sponsorship of the report and exclusive sponsorship of the addendum. Additional support was provided by **City of Los Angeles Department of Cultural Affairs, City National Bank, Marsh, Mattel, and Moss Adams. Thank you also to our media partners, Arts Orange County and Californians for the Arts,** who have enabled this conversation to evolve and grow, bringing stakeholders together to advance art and culture in their communities.

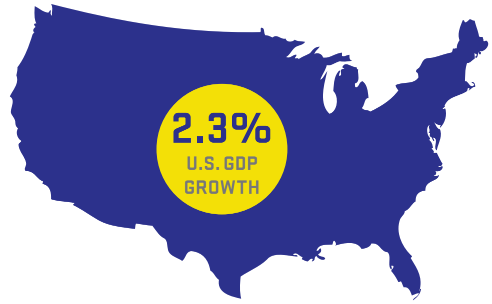
Bruce W. Ferguson
President
Otis College of Art and Design

SCALE OF CALIFORNIA ECONOMY IN 2017

5th
LARGEST ECONOMY
IN THE WORLD

CALIFORNIA OUTPACES U.S. GDP IN 2017





HIGHLIGHTS ABOUT CALIFORNIA'S CREATIVE ECONOMY FROM THE 2018 OTIS REPORT:

TOTAL CREATIVE ECONOMY OUTPUT: CALIFORNIA 2016

$407.1 Billion

(DIRECT, INDIRECT, AND INDUCED)

WAGES EARNED: CALIFORNIA 2016

$141.5 Billion

IN TOTAL LABOR INCOME

The creative economy generated 1.6 million jobs (direct, indirect, and induced), and those wage and salary workers earned $141.5 billion in total labor income.

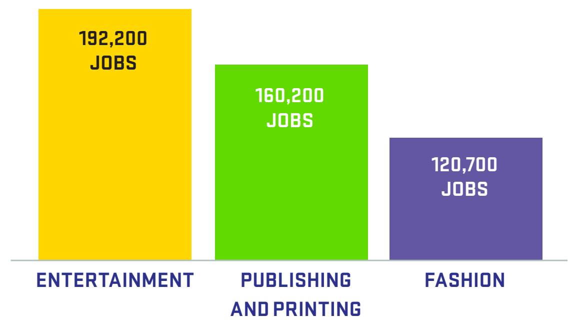
JOBS GENERATED: CALIFORNIA

1.6 Million

(DIRECT, INDIRECT, AND INDUCED)

THIS GROWTH IS AGAINST THE BACKDROP OF A GLOBAL SURGE IN ECONOMIES CONNECTED TO ART AND DESIGN.

TOP JOB COUNTS BY SECTOR: CALIFORNIA 2016



The largest direct job counts in California's creative sector were in entertainment (192,200), publishing and printing (160,200), and fashion (120,700). Together, these three industries accounted for 63 percent of direct creative industries employment in California.

TAX REVENUE: CALIFORNIA 2016

$16.4 Billion

Property taxes, state and local personal income taxes, and sales taxes directly and indirectly generated by the creative industries totaled $16.4 billion across all of California.

CREATIVE OCCUPATIONS REQUIRING AT LEAST A BA

NEARLY

50%

Creative occupations often require high levels of education or skills training, with close to 50 percent of those examined requiring a bachelor's degree or higher.

HIGHLIGHTS ABOUT THE LOS ANGELES REGION'S CREATIVE ECONOMY FROM THE 2018 OTIS REPORT:

TOTAL CREATIVE ECONOMY OUTPUT: LA REGION – 2016

$198 Billion

CREATIVE INDUSTRY EMPLOYMENT: LA REGION – 2016

792,600 Jobs

(DIRECT, INDIRECT, AND INDUCED)

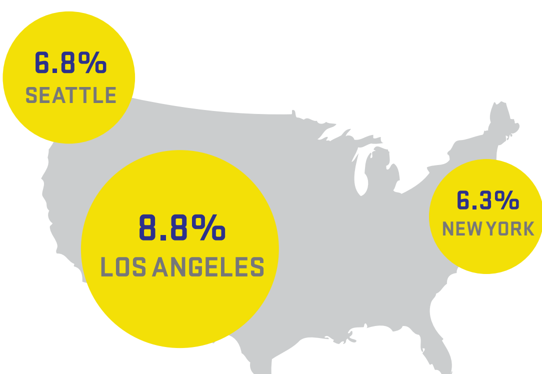
WAGES EARNED: LA REGION – 2016

$59.6 Billion

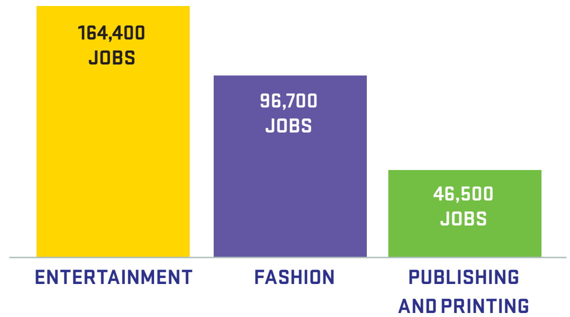
IN TOTAL LABOR INCOME (DIRECT, INDIRECT, AND INDUCED)

Wage and salary workers earned $59.6 billion in total labor income.

METRO AREA CREATIVE SHARE – 2016



TOP JOB COUNTS BY SECTOR: LA REGION – 2016



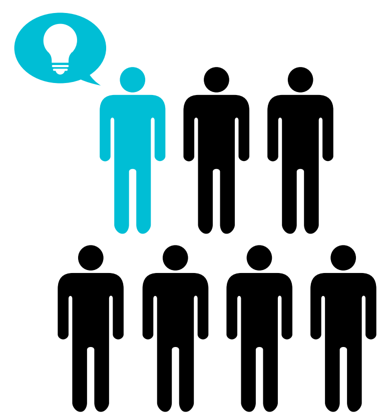
The largest employment counts in Los Angeles region creative sectors were in entertainment (164,400 jobs), fashion (96,700 jobs), and publishing and printing (46,500 jobs), accounting for 40 percent of wage and salary employment in the creative industries.

TAX REVENUES: (DIRECT, INDIRECT, AND INDUCED) – 2016

$9 Billion

Property taxes, state and local personal income taxes, and sales taxes directly and indirectly generated by the creative industries totaled $9 billion in the LA Region.

CREATIVE INDUSTRY WORKERS: LA REGION – 2016



1 in 7 total creative industries workers as a share of all private wage and salary workers.

1

EXECUTIVE SUMMARY

INTRODUCTION

The creative economy is a crucial component of the Los Angeles region and California economies. As such, it is necessary to understand the size and contribution of creativity to the overall economic health of the region and state. Examining the changes over time also yields necessary data to focus development efforts and deploy necessary support services. This report seeks to provide the necessary information to bolster the traditional bulwarks of the creative economy while also supporting nascent creative industries to develop a dynamic and thriving creative sector that will be a key driver of economic growth over the next few years.

The Otis College of Art and Design commissioned this report to analyze and quantify the importance of the creative economy both to the Los Angeles region as well as the state of California.

"There is no doubt that creativity is the most important human resource of all. Without creativity, there would be no progress and we would be forever repeating the same patterns."

– Edward de Bono

WHAT THE NUMBERS SAY

The creative industries of the Los Angeles region (Los Angeles and Orange Counties) turned out another solid performance in 2016 (latest data available for most government industry and employment data sources) in terms of employment, labor income, and output. Over the five-year period covered in this report (2011–2016), direct wage and salary employment[1] in the region's creative industries increased by 21,800 jobs to 457,400. Total labor income in the creative industries of the Los Angeles region amounted to $59.6 billion in 2016.

In addition to wage and salary employment, growth in the creative industries is also driven by talented self-employed individuals. In 2015 (latest data available), there were 179,200 self-employed persons working in the creative industries of the Los Angeles region earning revenues of $8.5 billion.

While direct job counts in the creative industries in the Los Angeles region were notable, they were just one part of a much larger employment effect. Direct employees are those who work for a firm in one of the designated creative industries. Indirect jobs are created when firms in these industries make purchases from their suppliers and vendors. Additional induced jobs are generated when direct and indirect workers spend their wages on consumer goods and services. This means that every job within the creative industries supports or sustains a number of jobs in the region that are outside the creative sector.

Direct, indirect, and induced employment in the creative industries of the Los Angeles region totaled 792,600 jobs in 2016, up from 759,000 in 2015. The labor income earned by these workers was $59.6 billion. Activity in the creative sector triggers not only jobs and spending, but it also generates tax revenues for state and local government that help fund local services like education and public safety. Property taxes and state and local personal income and sales taxes generated directly and indirectly by the creative industries were $9.0 billion across the region in 2015.

The creative industries of Los Angeles and Orange Counties also generated $198 billion in economic output. Of that, $123 billion was value-added (corporate profits and labor income). This net economic contribution was the equivalent of 12.2 percent of the region's gross product in 2016, down from a share of 12.7 percent in 2015, an indication that the contribution of the creative industries to the regional economy is perhaps slowing relative to other industries.

As long as the national economy continues to expand, growth is also expected to continue in the Los Angeles region. The Los Angeles Economic Development Corporation (LAEDC) projects employment growth in the creative industries of Los Angeles County.

The creative industries make a significant contribution to employment and economic growth in the Los Angeles region. They also foster innovation and encourage spillover effects that create opportunities for other industries. The region's creative industries help move the economy forward by attracting investment, tourism, consumer spending, and by generating tax revenues. In our postindustrial society, activities based on creativity and culture are an essential component of a robust economy.

1
Wage and salary employment refers to workers on a firm's payroll as opposed to workers who are self-employed.

HIGHLIGHTS ABOUT CALIFORNIA'S CREATIVE ECONOMY

TOTAL ECONOMIC OUTPUT: CALIFORNIA

$407.1 Billion

TAX REVENUE: CALIFORNIA

$16.4 Billion

TOTAL LABOR INCOME: CALIFORNIA

$141.5 Billion

(DIRECT, INDIRECT, AND INDUCED)

2016 –2021 JOB GROWTH: CALIFORNIA

5.6%

CREATIVE INDUSTRY EMPLOYMENT

CREATIVE ECONOMY EMPLOYMENT: CALIFORNIA

1,623,200 Jobs

(DIRECT, INDIRECT, AND INDUCED)

2016 CREATIVE ECONOMY EMPLOYMENT: CALIFORNIA

789,900 Jobs

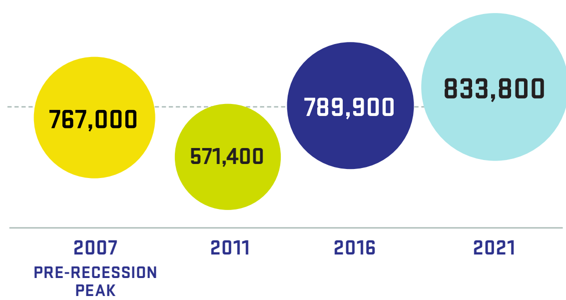
DIRECT JOBS

2011–2016 EMPLOYMENT: CALIFORNIA

+38.1%

California's creative industries increased to 789,900, an increase of 38.2 percent.

2007–2021 JOB GROWTH: CALIFORNIA



HIGHLIGHTS ABOUT LOS ANGELES REGION'S CREATIVE ECONOMY

TOTAL ECONOMIC OUTPUT: LOS ANGELES REGION - 2016

$198 Billion

Overall contribution to regional economy

NET ECONOMIC CONTRIBUTION: LOS ANGELES REGION

19.6%

OF THE REGION'S GROSS PRODUCT ($1,009.4 BILLION) IN 2016

WAGES EARNED: LOS ANGELES REGION - 2016

$59.6 Billion

TOTAL LABOR INCOME (DIRECT, INDIRECT, AND INDUCED)

2016–2021 GROWTH: LOS ANGELES COUNTY

+8.1%

CREATIVE INDUSTRY EMPLOYMENT GROWTH

EMPLOYMENT: LOS ANGELES REGION - 2016

792,600 Jobs

(DIRECT, INDIRECT, AND INDUCED)

TAX REVENUE: LOS ANGELES REGION - 2016

$9 Billion

(DIRECT, INDIRECT, AND INDUCED)

CREATIVE ECONOMY EMPLOYMENT: LOS ANGELES REGION

457,400 Jobs

(DIRECT)

2016–2020 GROWTH: ORANGE COUNTY

+2%

CREATIVE INDUSTRY EMPLOYMENT GROWTH

EXHIBIT ES-1

CALIFORNIA CREATIVE ECONOMY NUMBERS AT A GLANCE

2016 EMPLOYMENT	Los Angeles County	Orange County	LA/OC Region
Direct jobs	399,500	57,900	457,400
Direct creative industries workers as a share of all private wage and salary workers	10.5%	3.7%	8.7%
Total jobs – direct, indirect, and induced	699,600	93,000	792,600
Total creative industries workers as a share of all private wage and salary workers	18.5%	6.6%	15.3%

2016 LABOR INCOME	Los Angeles County	Orange County	LA/OC Region
Direct labor income ($ billions)	36.7	3.8	40.5
Total labor income – direct, indirect, and induced ($ billions)	53.5	6.1	59.6

2016 OUTPUT	Los Angeles County	Orange County	LA/OC Region
Total creative industries output ($ billions)	178.8	19.2	198.0
Creative industries value-added ($ billions)	112.4	10.6	123.0
Total county gross product ($ billions)	742.0	267.4	1,009.4
Creative industries value-added as share of county gross product	15.2%	4%	12.2%

2016 TAXES	Los Angeles County	Orange County	LA/OC Region
State and local taxes ($ billions)	8.1	0.9	9.0

2015 SELF-EMPLOYMENT	Los Angeles County	Orange County	LA/OC Region
Number of self-employed	154,130	25,970	179,200
Self-employment receipts ($ billions)	7.4	1.1	8.5

Sources: Bureau of Labor Statistics, Bureau of Economic Analysis, IHS Global Insight, Estimates by LAEDC

WHAT IS THE CREATIVE ECONOMY?

The creative economy is inclusive of all kinds of creative activities whether expressed as art or innovation. Significant components of the creative economy are the creative industries—a designated set of industries that depend on individual creativity to generate employment and wealth.

The creative industries in this report include:

These 12 "super sectors" are divided into 57 subsectors.

There are several ways to measure the size and economic contribution of the creative economy to the Los Angeles region and in the state of California. In this report, employment, wages, and output are the primary indicators. The value of intellectual property is also an important indicator, but measuring intangibles such as ideas, design, brands, style, and other factors introduces nuances that are beyond the scope of this report.

3

NATIONAL AND GLOBAL ECONOMIC CONTEXT

The growth and vitality of the creative economy in both the Los Angeles region and in California is bolstered by the trends in the national economy.

In 2017, U.S. economic growth grew by 2.3 percent after more anemic growth of 1.9 percent in 2016. Our economic fundamentals remain strong and LAEDC expects the national GDP to grow modestly over the next 18 to 24 months. We anticipate economic growth to continue at 2.3 percent in 2018 and 2.1 percent in 2019.

The passage of the Tax Cut and Jobs Act is intended to boost after-tax incomes of consumers. Combined with buoyant consumer confidence from low unemployment and moderately rising wages, we expect to see a 1.8 percent growth in consumer spending in 2018 and 2.3 percent growth in 2019.

Employment growth has continued nationwide and we have fallen below the 5.0 percent unemployment threshold considered "full employment"—in essence, anyone who wants a job has one. Unemployment is expected to decrease from the current rate of 4.4 percent to 3.9 percent by the end of 2019. We forecast the country will add 2.37 million jobs in 2018 and an additional 2.28 million jobs in 2019.

Increasing business and investor confidence resulted in rebound in business investment by 4.7 percent in 2017. Nonresidential investment is forecast to grow by 3.3 percent in 2018 and 2.3 percent in 2019. American companies have participated in stock buyback and have distributed employee bonuses as a result of the Tax Cuts and Job Act's lowered corporate tax rate and the one-time discounted repatriation rate. It is likely, however, that interest rates will rise in the near future resulting in increased credit costs. Companies will need to balance having more cash available due to the tax cuts with higher borrowing costs.

While the residential housing market boomed during most of the economic recovery after the Great Recession, new national housing supply, as measured by growth in real residential construction, fell in 2017 due to lack of demand from affordability-constrained Millennials and the changing occupational composition of the economy. Subsequently, new residential housing construction is expected to be anemic over 2018 and 2019 with only 0.02 percent growth. However, the nature of housing developments are changing: multifamily unit construction is outpacing single-family unit construction, especially in dense urban areas.

The consumer price index (CPI), which is the most widely used measure of inflation, exceeded the benchmark of 2.0 percent in 2017. LAEDC predicts that the continued trend of Federal Reserve Bank interest rate hikes will continue through 2019 with three hikes in 2018.

Wages have not seen the same recovery post-recession as other economic indicators. However, the tightening labor market means that we do anticipate moderate wage growth. The employment cost index (ECI), which measures all employment costs including wages and benefits, has been rising recently by 2.2 percent in 2016 and 2.5 percent in 2017. LAEDC anticipates that ECI will continue to increase by 2.4 percent in 2018 and 2.3 percent in 2019.

California has continued to outpace the nation in both economic growth and job creation over the past few years. Almost all of California's major industry sectors added jobs in 2017 and will do so again over the next 18 to 24 months. California's unemployment rate fell to 4.8 percent in December. While California may be the cliché "Golden State," some parts of the state are not sharing in the economic recovery. Three of the state's 58 counties had unemployment rates higher than 10 percent, and Imperial and Colusa Counties had unemployment rates of 17.9 percent and 17.3 percent, respectively.

What does this mean for the creative industries in the Los Angeles region? The creative industries are subject to the same market forces as any other industry. Rising employment and higher wages will benefit sectors that rely on consumer spending, including art galleries, fashion, entertainment, toys, the visual and performing arts, and digital media. Likewise, improvements in the housing market will boost activity for architectural firms and interior designers and increase demand for furniture and the decorative arts. Moreover, a significant amount of the local creative output is exported, so the improving fortunes of the region's major trading partners will also stimulate growth.

The region's creative sector does face some challenges, however. For example, demand for "Hollywood" movies remain strong worldwide, but countries such as China and India have invested heavily in their domestic entertainment industries, increasing global competition for products produced in the Los Angeles region. Moreover, the continued race to the bottom for state film tax credits might syphon some film studios from the Los Angeles basin, especially as the film support industries mature in other localities. Some of the creative industries, especially those with a large manufacturing component (fashion, toys, publishing) will continue to see declines in employment due to increased automation, new technologies, and a reliance on cheaper labor outside the region. On the other hand, digital media and associated sectors should see continued advances in output if not employment, as well. Finally, the new Tax Cuts and Jobs Act combined with the administration's new tariffs on steel and aluminum naturally implicate all industries directly or indirectly.

The economic expansion should remain on track, if modestly, for the near term barring any unexpected economic events. Although subject to the ebb and flow of the economy, the creative industries of the Los Angeles region form a nexus of culture, business, and technology that will continue to encourage innovation and economic growth throughout the region.

4

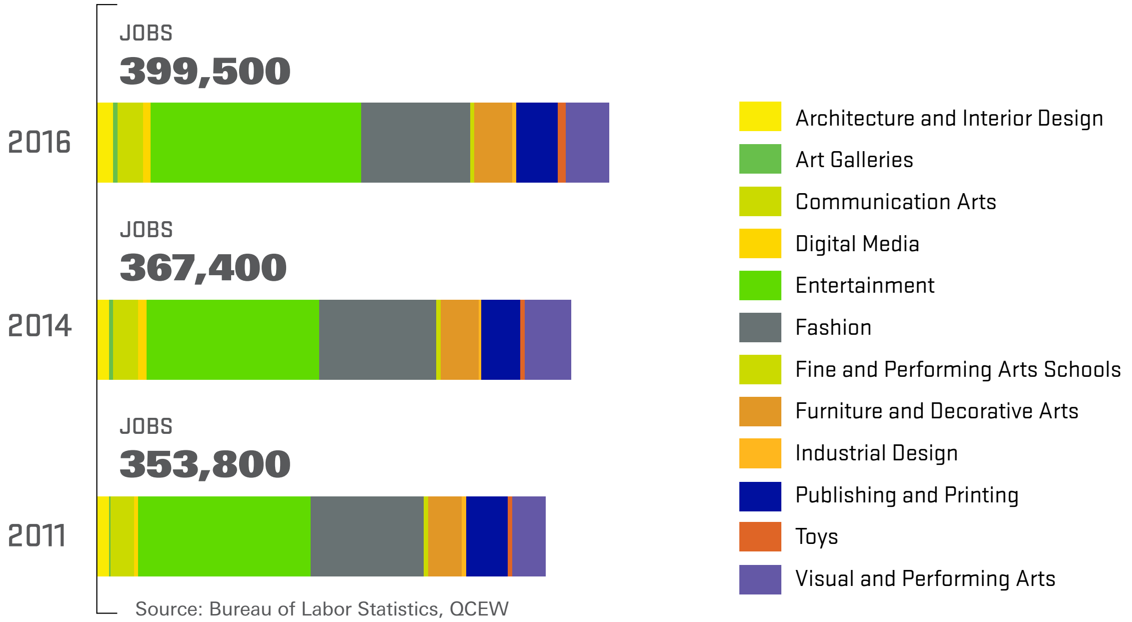
CREATIVE INDUSTRY TRENDS

EMPLOYMENT

To contextualize the Los Angeles Basin creative economy with the statewide creative economy, the creative industries in **California** employed 789,900, an increase of 38.2 percent from 2011. The largest creative industry sectors in the state are entertainment (192,200 jobs), publishing and printing (160,200 jobs), and fashion (120,700 jobs).

In 2016, the creative industries in **Los Angeles County** employed 399,500 people, which was an increase of 12.9 percent (48,700 jobs) compared with 2011. By major industry sector, the largest employment counts in 2016 were in entertainment (162,600 jobs), fashion (84,900 jobs), and visual and performing arts (36,100 jobs). Although the creative economy of Los Angeles County is diverse, entertainment, alone, accounted for over 40 percent of employment in the creative industries.

EXHIBIT 4-1:
LOS ANGELES COUNTY CREATIVE INDUSTRY JOB TRENDS, 2011–2016



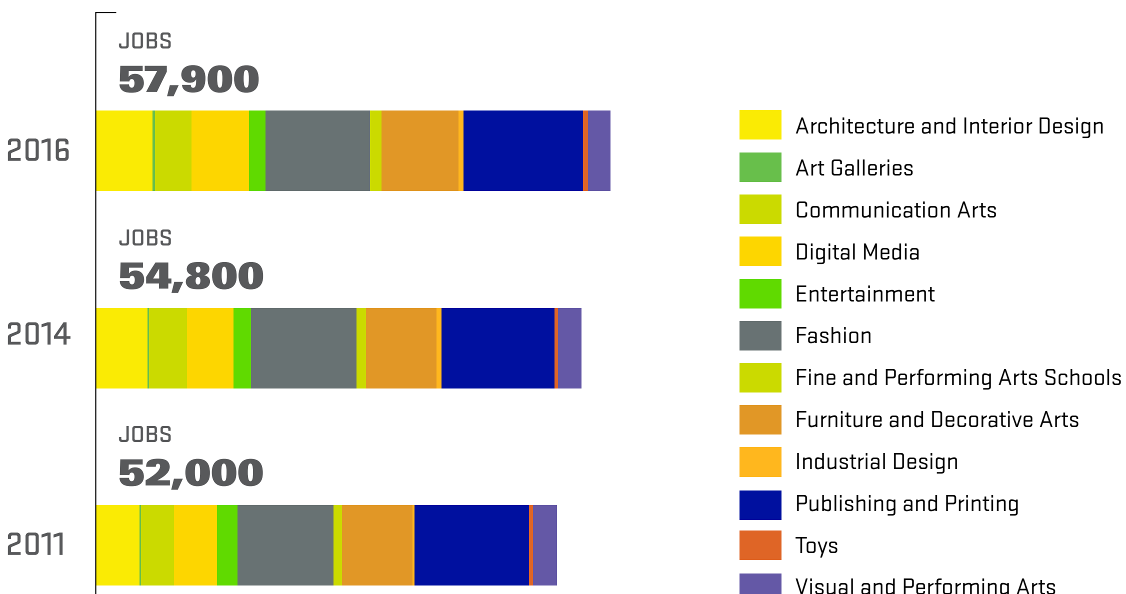
Source: Bureau of Labor Statistics, QCEW

Most major industry sectors showed employment growth from 2011 to 2016 from 3.9 percent for publishing and printing to 31.1 percent for architecture and interior design. Industrial design continues its long-term sectoral decline by losing 346 jobs. Fashion also shed 3,254 jobs, which was an employment decrease of 3.7 percent in the industry.

Direct employment in Los Angeles County's creative industries peaked in this cycle in 2007 at 400,500 jobs. In spite of steady growth over seven years of recovery and expansion, as of 2016, creative industries employment in Los Angeles County was still below the 2007 peak by 1,000 jobs. Los Angeles regained all the jobs lost during the Great Recession by the end of 2015 so it seems that creative industries are noticing a bit of lag in terms of regaining job counts.

In **Orange County**, creative industries employment increased by approximately 6,000 (11.6 percent) between 2011 and 2016. As with Los Angeles County, two industries posted employment losses. Unlike its larger neighbor, Orange County gained 204 jobs in the industrial design industry, a gain of 69.2 percent. The largest declines were recorded in entertainment, which shed 472 jobs.

EXHIBIT 4-2:
ORANGE COUNTY CREATIVE INDUSTRY JOB TRENDS, 2011–2016



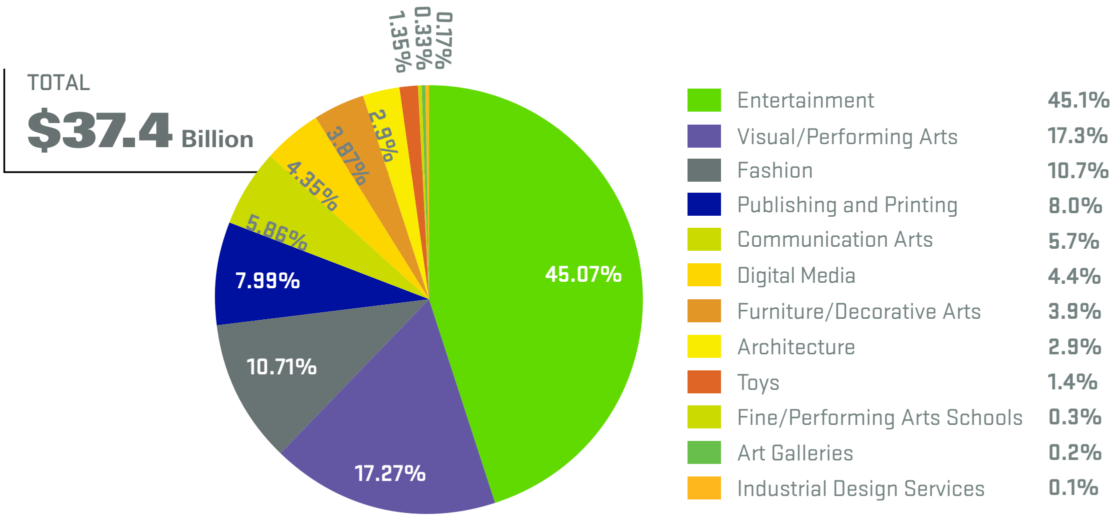
Source: Bureau of Labor Statistics, QCEW

See the Industry Snapshots section of this report for the direct, indirect, and induced employment effects of individual industry sectors.

LABOR INCOME

The distribution of labor income across the creative industries provides a sense of how they compare in size and economic contribution. Direct labor income in the creative industries of Los Angeles County totaled $37.4 billion in 2016. At $16.8 billion, the entertainment industry contributed by far the largest share (45.07 percent) to total creative industry payrolls. The visual and performing arts were a distant second at $6.5 billion (17.27 percent), followed by fashion at $4.0 billion (10.71 percent).

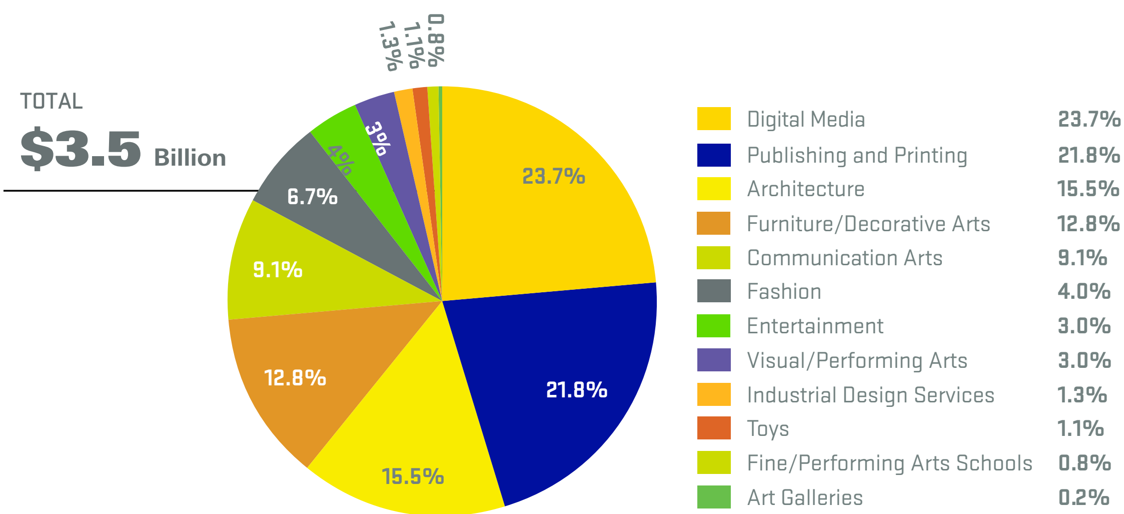
EXHIBIT 4-3:
LOS ANGLES COUNTY CREATIVE INDUSTRIES DIRECT LABOR INCOME, 2016



Source: Bureau of Labor Statistics, QCEW

In 2016, creative industries labor income in Orange County totaled $3.5 billion, a small decline from the previous year. In contrast to Los Angeles County, total creative industries payroll in Orange County was not dominated by one industry but was instead distributed across a broader range of industries. Digital media retained the largest share, as in 2015, with 23.7 percent of the total ($883.5 million). Publishing and printing garnered 21.8 percent ($767.6 million), followed by architecture at 15.5 percent ($543.8 million).

EXHIBIT 4-4:
ORANGE COUNTY CREATIVE INDUSTRIES DIRECT LABOR INCOME, 2016



Source: Bureau of Labor Statistics, QCEW

See the Industry Snapshots section of this report for the direct, indirect, and induced labor income effects of individual industry sectors.

COUNTING THE SELF-EMPLOYED

A significant share of those working in creative industries opt for self-employment. Despite their importance to the creative economy, their activities are not captured in the federal and state employment data used to develop most of the job numbers in this report. The Internal Revenue Service (IRS), however, does collect data on people who are classified as nonemployer firms. These are firms consisting of one person with revenues but no additional employees. The latest nonemployer data from the IRS is for tax year 2015. It is important to note that some individuals may work on the payroll of an employer and be self-employed as well, so the two data sets (Quarterly Census of Employment and Wages, QCEW, and nonemployer statistics) are not additive.

In 2015 there were 154,129 creative nonemployer firms in Los Angeles County and an additional 25,967 firms in Orange County. Over the five-year period from 2010 through 2015, creative self-employment in Los Angeles County increased at an average annual rate of 4 percent (27,161 jobs in total) and by 3.2 percent (3,786 jobs) in Orange County.

Visual and performing arts providers continue to make up the largest sector of nonemployer firms, particularly the subsector of independent artists, writers, and performers. Many self-employed individuals also appeared in the communication arts sector as freelance graphic artists and commercial or portrait photographers.

Revenues earned by nonemployer firms in Los Angeles reached $7.4 billion in 2015 with 48.0 percent of that total generated by independent artists, writers, and performers. Since 2009, revenues have increased at an average annual rate of 5.1 percent. In Orange County, revenues climbed to $1.0 billion, increasing at an average annual rate of just over 4.5 percent between 2009 and 2015.

In certain sectors, self-employment is more common than wage and salary employment (Exhibit 4.6). In the visual and performing arts, there were over 2.3 self-employed persons in Los Angeles County for every salaried worker. In Orange County, the ratio was even more striking at nearly four to one. The communication arts also had a high number of self-employed workers relative to salaried employees: In 2015, there were 0.6 self-employed persons in Los Angeles County for every salaried employee, while in Orange County there were two single-person firms for each salaried worker.

EXHIBIT 4-5: RATIO OF CREATIVE SELF-EMPLOYED INDIVIDUALS TO WAGE AND SALARY EMPLOYEES BY SECTOR, 2016

INDUSTRY SECTOR	Los Angeles County			Orange County		
	Self-Employed	Wage and Salary Employees	Ratio	Self-Employed	Wage and Salary Employees	Ratio
Architecture and Interior Design	5,065	12,844	0.39	1,617	6,546	0.25
Art Galleries	720	911	0.79	206	212	0.97
Communication Arts	29,297	20,999	1.4	9,071	4,154	2.18
Digital Media	---	8,315	---	---	6,506	---
Entertainment	21,643	162,644	0.13	1,623	1,827	0.89
Fashion	6,739	84,947	0.08	1,475	11,764	0.13
Furniture and Decorative Arts	1,649	30,041	0.05	522	8,674	0.06
Industrial Design Services	---	501	---	---	499	---
Publishing and Printing	4,188	33,325	0.13	1,413	13,229	0.11
Toys	414	4,790	0.09	132	515	0.26
Visual and Performing Arts Providers	84,414	36,132	2.34	9,908	2,475	4.00
Fine and Performing Arts Schools	---	4,026	---	---	1,270	---

Note: Nonemployer data are not available for Digital Media, Industrial Design Services, and Fine and Performing Arts Schools
Source: U.S. Census Bureau Nonemployer Statistics, Bureau of Labor Statistics, QCEW

EXHIBIT 4-6: COMPARATIVE AVERAGE ANNUAL GROWTH RATES OF CREATIVE SELF-EMPLOYED INDIVIDUALS TO SALARIED EMPLOYEES, 2011–2016

INDUSTRY SECTOR	Los Angeles County		Orange County	
	Self-Employment Growth	Wage and Salary Employment Growth	Self-Employment Growth	Wage and Salary Employment Growth
Architecture and Interior Design	2.3%	4.0%	-0.5%	6.2%
Art Galleries	2.8%	3.2%	-0.3%	5.0%
Communication Arts	3.9%	3.7%	3.3%	2.0%
Digital Media	---	6.7%	---	6.3%
Entertainment	3.9%	1.5%	9.6%	-4.7%
Fashion	1.1%	0.3%	2.5%	0.4%
Furniture and Decorative Arts	0.7%	3.2%	1.1%	6.8%
Industrial Design Services	---	2.0%	---	0.1%
Publishing and Printing	0.4%	-6.1%	-0.9%	9.7%
Toys	3.1%	0%	4.3%	-1.0%
Visual and Performing Arts Providers	4.6%	1.0%	3.9%	-1.3%
Fine and Performing Arts Schools	---	5.0%	---	2.4%
Total Employment Growth	4.0%	4.3%	3.2%	6.0%

Note: Nonemployer data are not available for Digital Media, Industrial Design Services, and Fine and Performing Arts Schools
Source: U.S. Census Bureau Nonemployer Statistics, Bureau of Labor Statistics, QCEW

EXHIBIT 4-7: NUMBER OF CREATIVE NONEMPLOYER FIRMS IN LOS ANGELES COUNTY, 2016

CREATIVE INDUSTRY	NAICS Code	2010	2011	2012	2013	2014	2015	5-Year Employment Change	Avg. Annual Growth Rate 2010–2015
Architecture and Interior Design		**4,525**	**4,666**	**4,748**	**4,937**	**5,104**	**5,065**	**540**	**2.3%**
Architectural Services	54131	2,630	2,736	2,735	2,777	2,867	2,832	202	1.5%
Drafting Services	54134	874	873	912	953	990	984	110	2.4%
Landscape Design	54132	1,021	1,057	1,101	1,207	1,247	1,249	228	4.1%
Art Galleries	**45392**	**627**	**628**	**655**	**647**	**695**	**720**	**93**	**2.8%**
Communication Arts		**24,161**	**25,191**	**26,166**	**26,954**	**28,246**	**29,297**	**5,136**	**3.9%**
Specialized Design Services	5414	11,623	12,171	12,484	12,623	13,191	13,615	1,992	3.2%
Advertising Agencies	5418	7,040	7,232	7,743	8,059	8,391	8,688	1,648	4.3%
Photographic Services	54192	5,498	5,788	5,939	6,272	6,664	6,994	1,496	4.9%
Entertainment		**17,852**	**18,669**	**19,443**	**20,084**	**20,867**	**21,643**	**3,791**	**3.9%**
Motion Picture/Video Production	5121	14,306	14,992	15,601	16,157	16,906	17,491	3,185	4.1%
Sound Recording	5122	2,557	2,676	2,841	2,945	2,922	3,141	584	4.2%
Broadcasting (except Internet)	515	989	1,001	1,001	982	1,039	1,011	22	0.4%
Fashion		**6,365**	**6,493**	**6,660**	**6,593**	**6,783**	**6,739**	**374**	**1.1%**
Textile Mills Manufacturing	313	106	109	138	115	115	112	6	1.1%
Apparel Manufacturing	315	2,022	2,041	2,161	2,129	2,290	2,230	208	2.0%
Apparel Wholesaling	4243	2,559	2,588	2,620	2,588	2,615	2,692	133	1.0%
Footwear Manufacturing	3162	51	45	57	63	54	59	8	3.0%
Other Leather and Allied Prods Mfg.	31699	110	105	106	116	109	114	4	0.7%
Jewelry Wholesaling	42394	1,517	1,605	1,578	1,582	1,600	1,532	15	0.2%
Furniture and Decorative Arts		**1,594**	**1,602**	**1,637**	**1,601**	**1,634**	**1,649**	**55**	**0.7%**
Textile Product Mills	314	124	119	144	140	125	145	21	3.2%
Furniture Manufacturing	337	700	700	673	672	696	733	33	0.9%
Furniture Wholesaling	4232	608	616	649	631	636	613	5	0.2%
Glass and Glass Product Mfg.	32721	94	99	97	91	109	95	1	0.2%
Other Nonmetallic Mineral Product Mfg.	3279	68	68	74	67	68	63	-5	-1.5%
Publishing and Printing		**4,111**	**4,131**	**4,299**	**4,147**	**4,298**	**4,188**	**77**	**0.4%**
Printing and Related Support Activities	3231	1,394	1,379	1,401	1,340	1,373	1,346	-48	-0.7%
Book, Periodical, Newspaper Wholesalers	42492	239	232	227	213	209	219	-20	-1.7%
Publishing Industries (except Internet)	511	2,478	2,520	2,671	2,594	2,716	2,623	145	1.1%
Toys		**355**	**398**	**402**	**424**	**393**	**414**	**59**	**3.1%**
Toy Wholesaling	42392	355	398	402	424	393	414	59	3.1%
Visual and Performing Arts Providers		**67,378**	**70,714**	**73,212**	**76,567**	**81,437**	**84,414**	**17,036**	**4.6%**
Performing Arts Companies	7111	3,729	3,827	4,174	4,662	5,069	5,401	1,672	7.7%
Agents and Managers of Artists, etc.	71141	4,231	4,530	4,719	4,642	4,834	4,750	519	2.3%
Independent Artists, Writers, etc.	71151	59,220	62,138	64,108	67,059	71,320	74,012	14,792	4.6%
Museums	7121	198	219	211	204	214	251	53	4.9%
TOTALS		**126,968**	**132,492**	**137,222**	**141,954**	**149,457**	**154,129**	**27,161**	**4.0%**

Source: U.S Census Bureau, Nonemployer Statistics

EXHIBIT 4-8: VALUE OF RECEIPTS ($ THOUSANDS) OF CREATIVE FIRMS IN LOS ANGELES COUNTY

CREATIVE INDUSTRY	NAICS Code	2009	2010	2011	2012	2013	2014	2015	5-Year Employment Change	Avg. Annual Growth Rate 2010–2015
Architecture and Interior Design		**179,028**	**186,562**	**186,090**	**201,011**	**217,712**	**235,500**	**245,407**	**58,845**	**5.6%**
Architectural Services	54131	125,996	131,068	127,910	136,824	150,022	158,602	167,455	36,387	5.0%
Drafting Services	54134	21,405	21,437	22,499	25,640	26,731	30,614	28,731	7,294	6.0%
Landscape Design	54132	31,627	34,057	35,681	38,547	40,959	46,284	49,221	15,164	7.6%
Art Galleries	**45392**	**38,710**	**42,038**	**43,377**	**45,523**	**48,796**	**52,619**	**50,356**	**8,318**	**3.7%**
Communication Arts		**943,564**	**1,035,781**	**1,092,904**	**1,159,892**	**1,207,109**	**1,309,911**	**1,341,665**	**305,884**	**5.3%**
Specialized Design Services	5414	417,292	460,052	489,120	517,363	532,335	585,674	591,629	131,577	5.2%
Advertising Agencies	5418	354,643	388,806	409,646	437,802	463,582	491,688	505,733	116,927	5.4%
Photography Services	54192	171,629	186,923	194,138	204,727	211,192	232,549	244,303	57,380	5.5%
Entertainment		**805,064**	**825,219**	**883,977**	**943,347**	**949,816**	**1,026,908**	**1,065,467**	**240,248**	**5.2%**
Motion Picture/Video Production	5121	659,462	677,125	726,211	778,094	785,807	852,541	876,204	199,079	5.3%
Sound Recording	5122	103,708	104,514	113,229	119,718	115,569	122,733	139,691	35,177	6.0%
Broadcasting (except Internet)	515	41,894	43,580	44,537	45,535	48,440	51,634	49,572	5,992	2.6%
Fashion		**618,772**	**658,543**	**706,510**	**690,030**	**690,868**	**689,314**	**704,197**	**45,654**	**1.3%**
Textile Mills Manufacturing	313	3,340	3,119	4,729	7,073	6,245	5,101	4,699	1,580	8.5%
Apparel Manufacturing	315	110,781	118,657	117,175	116,781	117,439	122,738	126,656	7,999	1.3%
Apparel Wholesaling	4243	293,280	324,198	348,263	344,952	341,740	352,693	356,797	32,599	1.9%
Footwear Manufacturing	3162	3,273	3,171	2,384	2,146	2,713	3,202	5,827	2,656	12.9%
Other Leather and Allied Products Mfg.	31699	5,260	5,982	7,991	6,256	7,469	6,465	6,417	435	1.4%
Jewelry Wholesaling	42394	202,838	203,416	225,968	212,822	215,262	199,115	203,801	385	0.0%
Furniture and Decorative Arts		**112,629**	**108,184**	**119,985**	**122,725**	**125,491**	**130,060**	**126,359**	**18,175**	**3.2%**
Textile Product Mills	314	11,677	11,662	9,109	8,896	8,657	6,502	8,403	-3,259	-6.3%
Furniture Manufacturing	337	44,039	41,340	48,470	44,290	51,910	51,605	54,948	13,608	5.9%
Furniture Wholesaling	4232	51,339	46,234	51,995	58,285	55,572	61,205	54,334	8,100	3.3%
Glass and Glass Product Mfg.	32721	2,547	4,522	5,742	5,815	4,849	5,886	4,371	-151	-0.7%
Other Nonmetallic Mineral Product Mfg.	3279	3,027	4,426	4,669	5,439	4,503	4,862	4,303	-123	-0.6%
Publishing and Printing		**195,201**	**206,425**	**202,118**	**208,423**	**206,111**	**232,787**	**212,200**	**5,775**	**0.6%**
Printing and Related Support Activities	3231	74,620	81,038	77,578	83,811	75,130	82,903	81,223	185	0.0%
Book, Periodical, Newspaper Wholesalers	42492	14,866	14,688	14,124	15,308	15,449	32,402	11,420	-3,268	-4.9%
Publishing Industries (except internet)	511	105,715	110,699	110,416	109,304	115,532	117,482	119,557	8,858	1.6%
Toys		**31,966**	**34,493**	**36,105**	**29,653**	**34,323**	**52,619**	**52,619**	**-4,874**	**-3.0%**
Toy Wholesaling	42392	31,966	34,493	36,105	29,653	34,323	52,619	52,619	-4,874	**-3.0%**
Visual and Performing Arts Providers		**2,569,563**	**2,672,330**	**2,890,152**	**3,144,715**	**3,212,105**	**3,530,249**	**3,623,755**	**951,425**	**6.3%**
Performing Arts Companies	7111	181,278	196,419	191,416	213,831	221,041	223,801	235,200	38,781	3.7%
Agents and Managers of Artists, etc.	71141	224,665	235,583	264,468	279,600	278,280	304,281	303,969	68,386	5.2%
Independent Artists, Writers, etc.	71151	2,158,842	2,236,414	2,429,588	2,645,531	2,708,334	2,997,749	3,079,685	843,271	6.6%
Museums	7121	4,778	3,914	4,680	5,753	4,450	4,418	4,901	987	4.6%
TOTALS		**5,494,497**	**5,769,575**	**6,161,218**	**6,545,319**	**6,692,331**	**7,259,967**	**7,399,025**	**1,629,450**	**5.1%**

Source: U.S Census Bureau, Nonemployer Statistics

EXHIBIT 4-9: NUMBER OF CREATIVE NONEMPLOYER FIRMS IN ORANGE COUNTY

CREATIVE INDUSTRY	NAICS Code	2009	2010	2011	2012	2013	2014	2015	5-Year Employment Change	Avg. Annual Growth Rate 2010-2015
Architecture and Interior Design		**1,601**	**1,660**	**1,677**	**1,713**	**1,699**	**1,672**	**1,617**	**-43**	**-0.5%**
Architectural Services	54131	877	940	934	935	893	905	852	-88	-1.9%
Drafting Services	54134	358	365	369	375	396	379	366	1	0.1%
Landscape Design	54132	366	355	374	403	410	388	399	44	2.4%
Art Galleries	**45392**	**208**	**209**	**196**	**205**	**209**	**206**	**206**	**-3**	**-0.3%**
Communication Arts		**7,214**	**7,718**	**7,916**	**8,226**	**8,477**	**9,034**	**9,071**	**1,353**	**3.3%**
Specialized Design Services	5414	3,475	3,652	3,647	3,773	3,899	4,136	4,101	449	2.3%
Advertising Agencies	5418	2,339	2,542	2,619	2,701	2,739	2,908	2,917	375	2.8%
Photographic Services	54192	1,400	1,524	1,650	1,752	1,839	1,990	2,053	529	6.1%
Entertainment		**1,290**	**1,027**	**1,365**	**1,531**	**1,569**	**1,516**	**1,623**	**596**	**9.6%**
Motion Picture/Video Production	5121	841	587	923	1046	1073	1046	1127	540	13.9%
Sound Recording	5122	252	243	241	253	269	262	288	45	3.5%
Broadcasting (except Internet)	515	197	197	201	232	227	208	208	11	1.1%
Fashion		**1,326**	**1,301**	**1,387**	**1,408**	**1,385**	**1,415**	**1,475**	**174**	**2.5%**
Textile Mills Manufacturing	313	17	24	22	22	17	22	21	-3	-2.6%
Apparel Manufacturing	315	443	443	469	471	469	495	525	82	3.5%
Apparel Wholesaling	4243	555	521	581	574	560	557	583	62	2.3%
Footwear Manufacturing	3162	5	3	6	10	11	11	9	6	24.6%
Other Leather and Allied Products Mfg.	31699	17	13	19	26	18	25	19	6	7.9%
Jewelry Wholesaling	42394	289	297	290	305	310	305	318	21	1.4%
Furniture and Decorative Arts		**515**	**493**	**479**	**498**	**511**	**504**	**522**	**29**	**1.1%**
Textile Product Mills	314	26	28	32	36	37	33	36	8	5.2%
Furniture Manufacturing	337	164	171	154	162	163	163	177	6	0.7%
Furniture Wholesaling	4232	274	243	228	238	253	249	247	4	0.3%
Glass and Glass Product Mfg.	32721	25	23	33	35	37	38	42	19	12.8%
Other Nonmetallic Mineral Product Mfg.	3279	26	28	32	27	21	21	20	-8	-6.5%
Publishing and Printing		**1,478**	**1,481**	**1,495**	**1,424**	**1,405**	**1,424**	**1,413**	**-68**	**-0.9%**
Printing and Related Support Activities	3231	594	605	577	559	524	539	523	-82	-2.9%
Book, Periodical, Newspaper Wholesalers	42492	83	72	70	75	77	77	84	12	3.1%
Publishing Industries (except internet)	511	801	804	848	790	804	808	806	2	0.0%
Toys		**117**	**107**	**113**	**115**	**107**	**115**	**132**	**25**	**4.3%**
Toy Wholesaling	42392	117	107	113	115	107	115	132	25	4.3%
Visual and Performing Arts Providers		**7,911**	**8,185**	**8,527**	**8,853**	**9,088**	**9,647**	**9,908**	**1,723**	**4.0%**
Performing Arts Companies	7111	576	611	598	622	712	807	841	230	6.6%
Agents and Managers of Artists, etc.	71141	432	470	488	515	463	510	516	46	1.9%
Independent Artists, Writers, etc.	71151	6,866	7,071	7,394	7,656	7,869	8,281	8,509	1,438	3.8%
Museums	7121	37	33	47	60	44	49	42	9	4.9%
TOTALS		**21,660**	**22,181**	**23,155**	**23,973**	**24,450**	**25,533**	**25,967**	**3,786**	**3.2%**

Source: U.S Census Bureau, Nonemployer Statistics

EXHIBIT 4-10: VALUE OF RECEIPTS ($ THOUSANDS) OF CREATIVE FIRMS IN ORANGE COUNTY

CREATIVE INDUSTRY	NAICS Code	2009	2010	2011	2012	2013	2004	2015	5-Year Employment Change	Avg. Annual Growth Rate 2010–2015
Architecture and Interior Design		**66,488**	**77,020**	**80,849**	**81,550**	**92,112**	**88,919**	**87,640**	**10,620**	**2.6%**
Architectural Services	54131	43,543	52,203	57,184	55,233	63,673	58,955	55,770	3,567	1.3%
Drafting Services	54134	7,203	8,431	8,441	8,548	9,512	10,321	10,878	2,447	5.2%
Landscape Design	54132	15,742	16,386	15,224	17,769	18,927	19,643	20,992	4,606	5.1%
Art Galleries	**45392**	**13,862**	**11,618**	**14,912**	**13,529**	**12,244**	**10,742**	**11,869**	**251**	**0.4%**
Communication Arts		**292,785**	**322,608**	**338,696**	**351,448**	**369,146**	**395,145**	**395,145**	**89,404**	**5.0%**
Specialized Design Services	5414	133,785	140,533	148,930	152,977	163,962	178,481	178,481	40,303	5.2%
Advertising Agencies	5418	123,431	144,142	147,422	151,424	154,787	163,074	163,074	29,925	3.8%
Photographic Services	54192	35,569	37,933	42,344	47,047	50,397	53,590	53,590	19,176	8.5%
Entertainment		**47,495**	**51,397**	**57,183**	**59,227**	**52,595**	**54,551**	**60,768**	**9,371**	**3.4%**
Motion Picture/Video Production	5121	35,337	34,358	39,765	41,632	36,500	38,383	41,880	7,522	4.0%
Sound Recording	5122	5,920	6,879	7,361	7,968	7,245	7,795	9,976	3,097	7.7%
Broadcasting (except Internet)	515	6,238	10,160	10,057	9,627	8,850	8,373	8,912	-1,248	-2.6%
Fashion		**89,699**	**93,737**	**112,936**	**109,028**	**109,825**	**111,381**	**120,037**	**26,300**	**5.1%**
Textile Mills Manufacturing	313	421	760	1,455	453	374	339	522	-238	-7.2%
Apparel Manufacturing	315	21,010	23,539	27,172	25,562	28,104	25,656	28,155	4,616	3.6%
Apparel Wholesaling	4243	49,995	46,205	59,523	54,721	50,156	58,206	64,786	18,581	7.0%
Footwear Manufacturing	3162	122	90	322	515	296	642	183	93	15.3%
Other Leather and Allied Products Mfg.	31699	530	766	823	427	446	614	806	40	1.0%
Jewelry Wholesaling	42394	17,621	22,377	23,641	27,350	30,449	25,924	25,585	3,208	2.7%
Furniture and Decorative Arts		**39,899**	**37,734**	**40,912**	**40,030**	**44,466**	**49,021**	**44,102**	**6,368**	**3.2%**
Textile Product Mills	314	1,395	1,131	1,453	1,242	2,114	2,406	1,443	312	5.0%
Furniture Manufacturing	337	11,126	11,299	9,228	9,951	9,824	11,037	11,781	482	0.8%
Furniture Wholesaling	4232	24,597	22,577	26,196	23,934	27,927	31,009	26,193	3,616	3.0%
Glass & Glass Products Mfg.	32721	823	821	1,518	2,472	2,718	2,679	2,965	2,144	29.3%
Other Nonmetallic Mineral Product Mfg.	3279	1,958	1,906	2,517	2,431	1,883	1,890	1,720	-186	-2.0%
Publishing and Printing		**70,306**	**76,466**	**77,635**	**74,971**	**78,870**	**80,547**	**82,039**	**5,573**	**1.4%**
Printing and Related Support Activities	3231	36,781	41,555	43,235	41,899	40,695	43,826	42,517	962	0.5%
Book, Periodical, Newspaper Wholesalers	42492	3,138	3,510	3,944	3,197	5,590	5,362	5,324	1,814	8.7%
Publishing Industries (except internet)	511	30,387	31,401	30,456	29,875	32,585	31,359	34,198	2,797	1.7%
Toys		**7,292**	**8,467**	**11,490**	**13,060**	**10,291**	**14,547**	**15,371**	**6,904**	**12.7%**
Toy Wholesaling	42392	7,292	8,467	11,490	13,060	10,291	14,547	15,371	6,904	12.7%
Visual and Performing Arts Providers		**165,989**	**178,604**	**189,954**	**194,567**	**197,923**	**218,733**	**234,658**	**56,054**	**5.6%**
Performing Arts Companies	7111	13,607	15,097	15,713	17,283	19,937	23,627	25,980	10,883	11.5%
Agents and Managers of Artists, etc.	71141	16,429	18,443	17,827	18,042	16,464	19,774	20,299	1,856	1.9%
Independent Artists, Writers, etc.	71151	134,983	143,402	154,729	157,512	160,063	174,314	187,122	43,720	5.5%
Museums	7121	970	1,662	1,685	1,730	1,459	1,018	1,257	-405	-5.4%
TOTALS		**793,815**	**857,651**	**924,567**	**937,410**	**967,472**	**1,023,586**	**1,068,496**	**210,845**	**4.5%**

Source: U.S Census Bureau, Nonemployer Statistics

5

ECONOMIC CONTRIBUTION OF THE CREATIVE INDUSTRIES

EMPLOYMENT AND WAGES

Direct job counts in the creative industries are notable in and of themselves. However, they support an even larger employment network through indirect and induced impacts. Direct employees are those who actually work within the creative industries. Indirect jobs are created when firms in these industries make purchases from their suppliers and vendors. Additional induced jobs are generated when the direct and indirect employees spend their wages on consumer goods and services. In essence, every creative economy job supports or sustains other jobs both in the Los Angeles region and the state as a whole.

The ripple effect is substantial, giving rise to job gains and increases in income across a wide range of industries throughout the regional economy.

TAX EFFECTS

Activity in the creative sectors triggers not only jobs and spending, but it also results in tax revenues for state and local government that help to fund local services such as education and public safety. As with jobs, there is a ripple effect with tax revenues because the initial direct effects give rise to indirect and induced effects. The LAEDC calculated tax effects attributable directly and indirectly to the creative industries, including property tax, state and local income tax, and sales tax revenues.

In the Los Angeles region, property taxes, state and local personal income taxes, and sales taxes generated by the creative industries were $9.0 billion in 2016. In the state, $16.4 billion in state and local tax monies can be attributed to the creative economy.

THE ECONOMIC CONTRIBUTION OF THE CREATIVE INDUSTRIES

In terms of their overall contribution to the regional economy, the creative industries of the Los Angeles region generated $198 billion in economic output in 2016, an increase of $7.7 billion over the previous year, the combined result of economic growth, employment growth, and increased labor productivity. In California the creative industries contributed $407.1 billion in economic output.

EXHIBIT 5-1: ECONOMIC CONTRIBUTION OF THE CREATIVE INDUSTRIES, 2016

	Los Angeles County	Orange County	Los Angeles Region	California
EMPLOYMENT	**699,600**	**93,000**	**792,600**	**1,623,200**
Direct	399,500	57,900	457,400	789,900
Indirect and Induced	300,100	35,100	335,200	833,400
LABOR INCOME ($ BILLIONS)	**53.5**	**6.1**	**59.6**	**141.5**
Direct	36.7	3.8	40.5	90.3
Indirect and Induced	16.9	2.3	19.2	51.2
OUTPUT ($ BILLIONS)	**178.8**	**19.2**	**198.0**	**407.1**
Direct	134.0	13.2	147.2	268.7
Indirect and Induced	44.8	6.0	50.8	138.4
STATE/LOCAL TAXES ($ BILLIONS)	**8.1**	**0.9**	**9.0**	**16.4**

Source: Bureau of Labor Statistics, Estimates by LAEDC

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These jobs include full- and part-time workers, wage and salary employment, and self-employment.

6

LOOKING AHEAD: THE CREATIVE ECONOMY IN 2021

Employment moves up and down with the business cycle, declining during recessions and growing again when the economy is expanding. The Los Angeles region recorded another year of employment growth in 2016 in step with the expansion of the national economy.

The LAEDC projects the state of California's creative economy will grow by 5.6 percent between 2016 and 2021, translating into a 44,200 job increase over 5 years from 789,600 creative economy jobs in the state in 2016 to 833,800 creative economy jobs in 2021. Thus, the California creative economy is currently larger than the pre-recession peak in 2007 of 767,00 jobs. The largest numeric gains are estimated to occur in publishing and printing (14,400 jobs), digital media (13,300 jobs), and entertainment (11,100).

Growth is anticipated across the entire set of creative industries, but the pace will vary by sector. The largest percentage gains will occur in industries with a strong technology component including entertainment, digital media, and communication arts. With its links to real estate and construction, architecture and interior design will also see robust growth. Stronger economic growth and higher household incomes will mean more workers are hired at art galleries and in the entertainment, furniture and decorative arts, and the visual and performing arts industries.

Los Angeles County: Total creative industry employment in Los Angeles County has increased from 2011 to 2016. This trend will continue through the next five years. The addition of 32,700 jobs (an increase of 8.2 percent), boosting employment from 399,500 jobs in 2016 to 432,200 in 2021. The largest numeric gain (20,100) will occur in the creative sector with the largest employment base, entertainment, followed by increases in the visual and performing arts (6,100 jobs) and fashion (3,600 jobs)". Together, these three industries will account for over 90 percent of the anticipated job gains.

EXHIBIT 6-1: LOS ANGELES COUNTY CREATIVE INDUSTRIES EMPLOYMENT FORECAST, 2016–2021

	Number of Jobs (thousands)		Change 2016–2021		Average Annual Growth Rate
CREATIVE INDUSTRY	2016	2021f	Number	Percent	
Architecture and Interior Design	12,800	13,600	800	6.1%	1.2%
Art Galleries	910	910	0	0.4%	0.1%
Communication Arts	21,000	23,500	2,500	11.7%	2.3%
Digital Media	8,300	9,200	920	11.0%	2.2%
Entertainment	162,600	182,700	20,100	12.3%	2.5%
Fashion	84,900	88,600	3,600	4.3%	0.9%
Fine and Performing Arts Schools	4,000	4,600	600	15.0%	2.8%
Furniture and Decorative Arts	30,000	31,300	1,200	4.1%	0.8%
Industrial Design Services	500	190	-300	-61.4%	-12.3%
Publishing and Printing	33,300	30,500	-2,800	-8.5%	-1.7%
Toys	4,800	4,900	100	2.0%	0.4%
Visual and Performing Arts Providers	36,100	42,200	6,100	16.7%	3.4%
TOTALS:	**399,500**	**432,200**	**32,700**	**8.2%**	**1.6%**

Sources: Bureau of Labor Statistics, QCEW; Forecasts by LAEDC

Orange County: Creative industry employment in Orange County rose in five of the last six years. Gains are expected to continue through 2021 with employment expanding. The largest employment gains will be in digital media (1,100 jobs), architecture and interior design (1,200 jobs), and communications arts (400 jobs).

EXHIBIT 6-2: ORANGE COUNTY CREATIVE INDUSTRIES EMPLOYMENT FORECAST, 2016–2021

	Number of Jobs (Thousands)		Change 2016–2021		Average Annual Growth Rate
CREATIVE INDUSTRY	2016	2021f	Number	Percent	
Architecture and Interior Design	6,500	7,700	1,200	18.5%	3.7%
Art Galleries	210	170	-40	-19%	-3.8%
Communication Arts	4,200	4,600	400	9.5%	1.9%
Digital Media	6,500	7,600	1,100	16.9%	3.4%
Entertainment	1,800	1,700	-100	-5.6%	-1.1%
Fashion	11,800	12,200	400	3.4%	0.7%
Fine and Performing Arts Schools	1,300	1,500	200	15.4%	2.9%
Furniture and Decorative Arts	8,700	7,600	-1,100	-12.6%	-2.5%
Industrial Design Services	500	620	120	24.0%	4.8%
Publishing and Printing	13,200	12,000	-1,200	-9.1%	-1.8%
Toys	520	460	-60	-11.5%	-2.3%
Visual and Performing Arts Providers	2,500	2,700	200	8%	1.6%
TOTALS:	**57,900**	**58,900**	**1,000**	**1.7%**	**0.4%**

Sources: Bureau of Labor Statistics, QCEW; Forecasts by LAEDC

7

INDUSTRY SNAPSHOTS

The North American Industry Classification system (NAICS) classifies business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. economy. The NAICS industry codes define establishments based on the activities in which they are primarily engaged.

ARCHITECTURE AND INTERIOR DESIGN

This sector includes firms that specialize in architectural services, interior design, landscape design, and drafting services.

ARCHITECTURE/ INTERIOR DESIGN

NAICS	Description
54131	Architectural services
54132	Landscape design
54134	Drafting services
54141	Interior design
332323	Ornamental and architectural metal work manufacturing

Exhibit 7-1: Number of Jobs
Architecture and Interior Design Job Growth

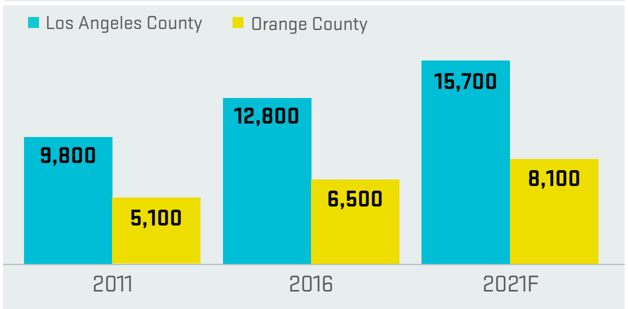


Exhibit 7-2: Percent Change
Architecture and Interior Design Job Growth

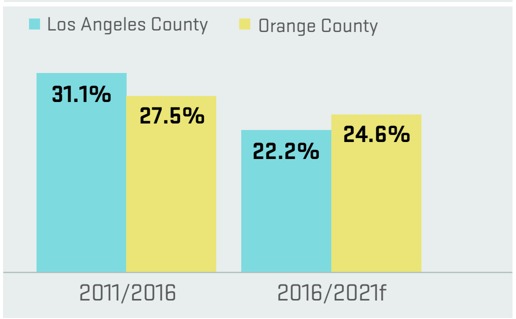


EXHIBIT 7-3: ECONOMIC CONTRIBUTION OF THE ARCHITECTURE AND INTERIOR DESIGN INDUSTRY, 2016

DIRECT EFFECTS	Los Angeles County	Orange County	Total
Establishments	1,894	798	2,692
Jobs	12,800	6,500	19,400
Labor Income ($ millions)	1,084.4	543.8	1,628.2
Nonemployer Establishments, 2015	5,065	1,617	6,682
TOTAL EFFECTS (DIRECT, INDIRECT, INDUCED)			
Output ($ millions)	$3.6	$1.8	$5.4
Total Jobs	23,200	12,000	35,300
Total Labor Income ($ millions)	1.7	0.8	2.5
Total Taxes ($ millions)	503.8	258.2	761.9

Source: Bureau of Labor Statistics, U.S. Census, Estimates by LAEDC. May not sum due to rounding.

ART GALLERIES

Los Angeles is a world-class art city, attracting influential collectors from around the globe. The presence of artists and art galleries throughout the region enhance the quality of life for residents and is a major draw for cultural tourists.

NAICS	Description
45392	Art galleries

Exhibit 7-4: Number of Jobs Art Galleries Job Growth

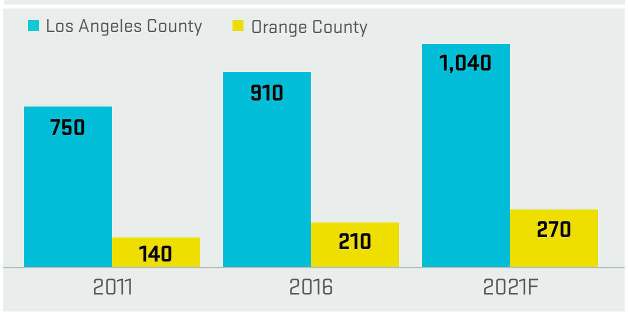


Exhibit 7-5: Percent Change Art Galleries Job Growth

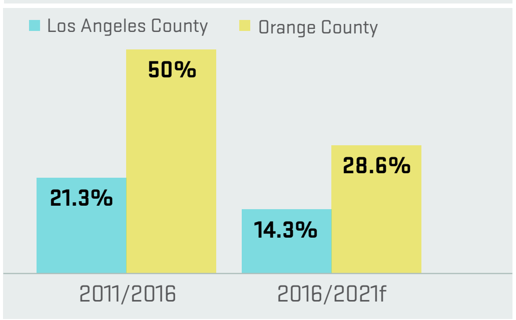


EXHIBIT 7-6: ECONOMIC CONTRIBUTION OF ART GALLERIES, 2016

DIRECT EFFECTS	Los Angeles County	Orange County	Total
Establishments	239	53	292
Jobs	910	210	1,120
Labor Income ($ millions)	64.2	8.1	72.3
Nonemployer Establishments, 2015	720	206	926
TOTAL EFFECTS (DIRECT, INDIRECT, INDUCED)			
Output ($ millions)	99.6	18.2	117.7
Total Jobs	1,240	260	1,500
Total Labor Income ($ millions)	82.1	10.8	93.0
Total Taxes ($ millions)	29.7	4.6	34.4

Source: Bureau of Labor Statistics, U.S. Census, Estimates by LAEDC . May not sum due to rounding.

COMMUNICATION ARTS

Individuals working in communication arts combine art and technology to communicate ideas through images and other communications media. This diverse sector is dominated by advertising agencies and firms that specialize in graphic design. It also includes commercial and portrait photographers.

NAICS	Description
54143	Graphic design
54181	Advertising agencies
541921	Photography studios, portrait
541922	Commercial photography

Exhibit 7-7: Number of Jobs
Communication Arts Job Growth

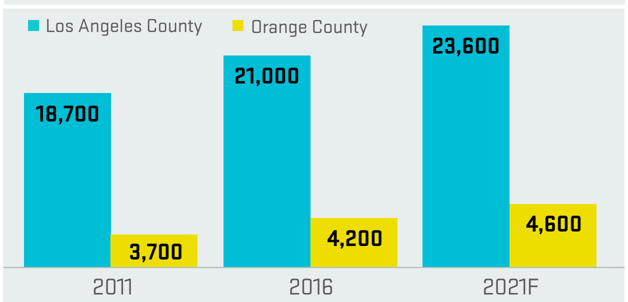


Exhibit 7-8: Percent Change
Communication Arts Job Growth

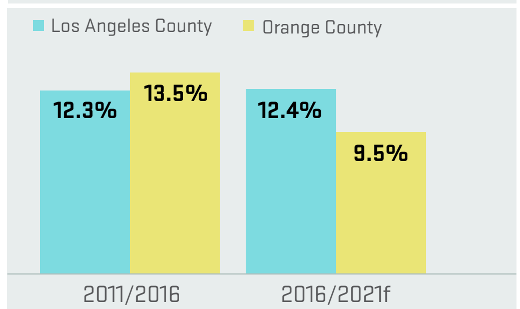


EXHIBIT 7-9: ECONOMIC CONTRIBUTION OF THE COMMUNICATION ARTS INDUSTRY, 2016

DIRECT EFFECTS	Los Angeles County	Orange County	Total
Establishments	2,290	642	2,932
Jobs	21,000	4,200	25,200
Labor Income ($ millions)	2.2	0.3	2.5
Nonemployer Establishments, 2015	29,297	9,071	38,368
TOTAL EFFECTS (DIRECT, INDIRECT, INDUCED)			
Output ($ millions)	7.0	1.1	8.1
Total Jobs	36,000	6,800	42,800
Total Labor Income ($ millions)	3.0	0.5	3.5
Total Taxes ($ millions)	1.0	0.2	1.2

Source: Bureau of Labor Statistics, U.S. Census, Estimates by LAEDC. May not sum due to rounding.

DIGITAL MEDIA

The digital media industry in the Los Angeles region is closely connected to its entertainment and gaming industries. The true size of the digital media industry is difficult to calculate using publicly available data sources because there is no set of NAICS codes designed to specifically capture these activities that may be included in entertainment and publishing as well as other sectors. Software publishing is the industry that best fits this activity and is used to produce the figures below.

NAICS	Description
5112	Software publishers

Exhibit 7-10: Number of Jobs Digital Media Job Growth

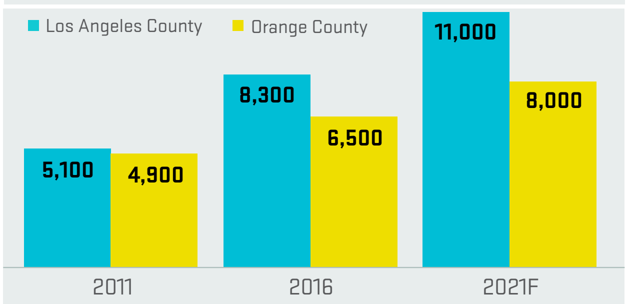


Exhibit 7-11: Percent Change Digital Media Job Growth

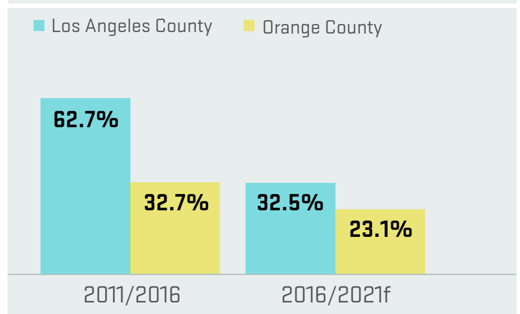


EXHIBIT 7-12: ECONOMIC CONTRIBUTION OF THE DIGITAL MEDIA INDUSTRY, 2016

DIRECT EFFECTS	Los Angeles County	Orange County	Total
Establishments	279	157	436
Jobs	8,300	6,500	14,800
Labor Income ($ billions)	1.6	0.9	2.5
Nonemployer Establishments, 2015	---	---	0
TOTAL EFFECTS (DIRECT, INDIRECT, INDUCED)			
Output ($ billions)	4.6	3.2	7.8
Total Jobs	17,800	11,800	29,700
Total Labor Income ($ billions)	2.1	1.2	3.3
Total Taxes ($ millions)	740.8	426.0	1,166.8

Note: The U.S. Census Bureau does not provide nonemployer data for Software Publishers
Source: Bureau of Labor Statistics, U.S. Census, Estimates by LAEDC. May not sum due to rounding.

ENTERTAINMENT

Entertainment is the cornerstone of the creative economy of the Los Angeles region. Activity related to the motion picture and sound-recording industries generates huge economic benefits for the region. The entertainment industry also strongly influences the content and design elements developed by other creative industries including digital media, fashion, toys, and publishing.

NAICS	Description
51211	Motion picture/video production
51212	Motion picture distribution
51219	Postproduction services
5122	Sound recording
515112	Radio stations
515120	Television broadcasting
5152	Cable broadcasting

Exhibit 7-13: Number of Jobs
Entertainment Industry Job Growth

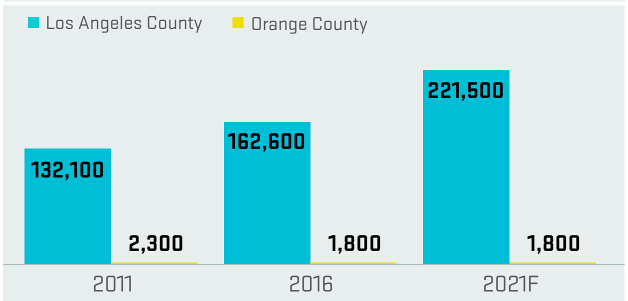


Exhibit 7-14: Percent Change
Entertainment Industry Job Growth

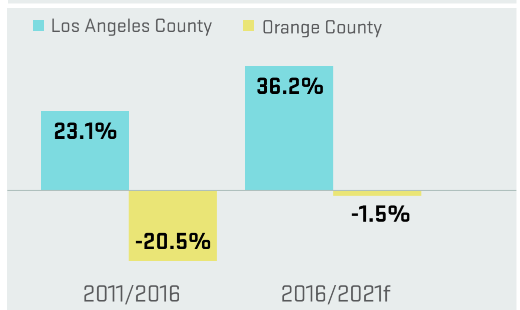


EXHIBIT 7-15: ECONOMIC CONTRIBUTION OF THE ENTERTAINMENT INDUSTRY, 2016			
DIRECT EFFECTS	Los Angeles County	Orange County	Total
Establishments	6,624	241	6,865
Jobs	162,600	1,800	164,400
Labor Income ($ billions)	16.8	0.1	16.9
Nonemployer Establishments, 2015	21,643	1,623	23,266
TOTAL EFFECTS (DIRECT, INDIRECT, INDUCED)			
Output ($ billions)	97.7	1.3	98.9
Total Jobs	277,700	3,700	281,400
Total Labor Income ($ billions)	23.5	0.3	23.8
Total Taxes ($ millions)	10.8	0.1	11.0

Source: Bureau of Labor Statistics, U.S. Census, Estimates by LAEDC.
May not sum due to rounding.

FASHION

Apparel design, manufacturing, and wholesaling make significant contributions to the Los Angeles regional economy. The many apparel design and merchandizing schools that are located in the region attract talented students from all over the world. Fashion is also closely linked to the entertainment industry and the region's thriving art scene.

NAICS	Description	NAICS	Description
313	Textile mills manufacturing	316992	Women's handbag manufacturing
315	Apparel manufacturing	32562	Cosmetics manufacturing
4243	Apparel wholesaling	33991	Jewelry manufacturing
3162	Footwear manufacturing	42394	Jewelry wholesaling
42434	Footwear wholesaling	54149	Other specialized design services

**Exhibit 7-16: Number of Jobs
Fashion Industry Job Growth**

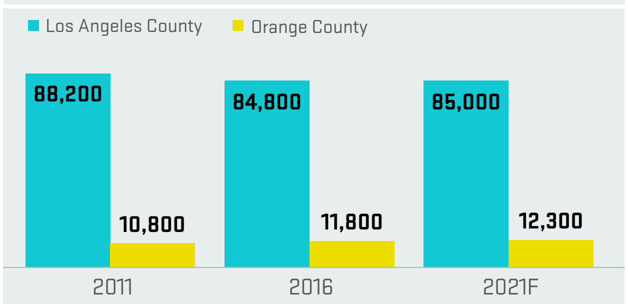


**Exhibit 7-17: Percent Change
Fashion Industry Job Growth**

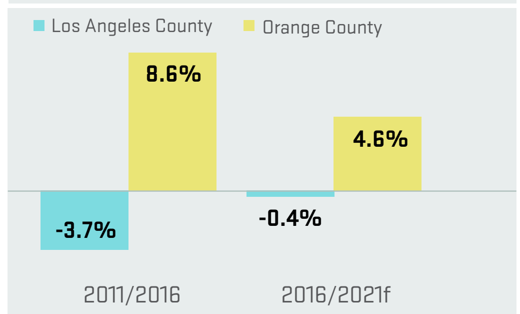


EXHIBIT 7-18: ECONOMIC CONTRIBUTION OF THE FASHION INDUSTRY, 2016

DIRECT EFFECTS	Los Angeles County	Orange County	Total
Establishments	6,808	740	7,548
Jobs	84,800	11,800	96,600
Labor Income ($ billions)	4.0	0.5	4.5
Nonemployer Establishments, 2015	6,783	1,415	8,198
TOTAL EFFECTS (DIRECT, INDIRECT, INDUCED)			
Output ($ billions)	27.1	3.4	30.5
Total Jobs	134,600	14,200	148,800
Total Labor Income ($ billions)	7.0	0.9	7.9
Total Taxes ($ millions)	4,009.6	537.9	4,457.6

Source: Bureau of Labor Statistics, U.S. Census, Estimates by LAEDC.
May not sum due to rounding.

FURNITURE AND DECORATIVE ARTS

FURNITURE/ DECORATIVE ARTS

This industry group includes firms that manufacture, warehouse, import, and export furniture. It also includes textiles mills (sheets, towels, and fabric window treatments), and china and pottery producers. The Los Angeles region is also home to hundreds of small artisans who produce handcrafted and one-of-a-kind pieces.

NAICS	Description	NAICS	Description
314	Textiles mills manufacturing	327111	China plumbing fixtures, china, earthenware manufacturing
337	Furniture manufacturing	327112	Other china, fine earthenware, pottery manufacturing
4232	Furniture wholesaling	327212	Pressed, blown glass, glassware manufacturing
33512	Electric lighting fixtures	327999	Other miscellaneous nonmetallic mineral product manufacturing

Exhibit 7-19: Number of Jobs
Furniture and Decorative Arts Job Growth

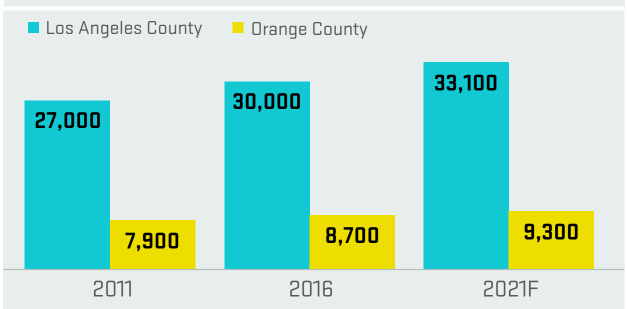


Exhibit 7-20: Percent Change
Fashion and Decorative Arts Job Growth

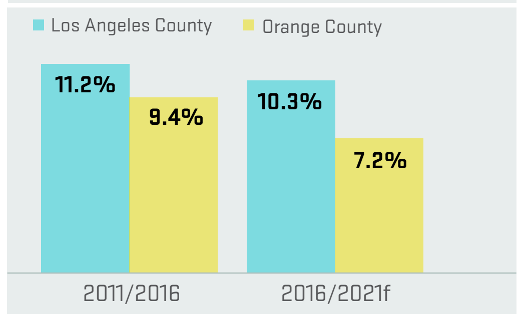


EXHIBIT 7-21: ECONOMIC CONTRIBUTION OF THE FURNITURE AND DECORATIVE ARTS INDUSTRY, 2016

DIRECT EFFECTS	Los Angeles County	Orange County	Total
Establishments	1,612	480	2,092
Jobs	30,000	8,700	38,700
Labor Income ($ billions)	1.4	0.6	1.9
Nonemployer Establishments, 2015	1,649	522	2,171
TOTAL EFFECTS (DIRECT, INDIRECT, INDUCED)			
Output ($ billions)	8.9	2.8	11.7
Total Jobs	43,300	13,500	56,700
Total Labor Income ($ billions)	1.9	0.7	2.6
Total Taxes ($ millions)	1,036.4	323.4	1,359.8

Source: Bureau of Labor Statistics, U.S. Census, Estimates by LAEDC. May not sum due to rounding.

INDUSTRIAL DESIGN SERVICES

Industrial designers develop the concepts for manufactured products such as cars, home appliances, and mobile devices. The figures below reflect design firms that serve as outside contractors or independent consultants to manufacturers and construction firms. However, many industrial designers are employees of companies that produce and sell a wide variety of consumer products. The data in this report capture those working in creative industries like apparel or furniture manufacturing but do not include individuals working in other industries that require designers to develop their products. Thus, the real industrial design base in the region is almost certainly larger than shown.

INDUSTRIAL DESIGN SERVICES

NAICS	Description
54142	Industrial design services

Exhibit 7-22: Number of Jobs
Industrial Design Services Job Growth

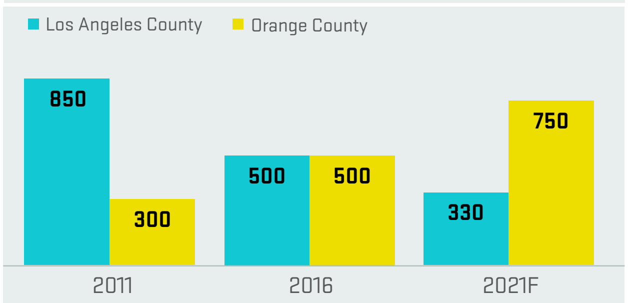


Exhibit 7-23: Percent Change
Industrial Design Services Job Growth

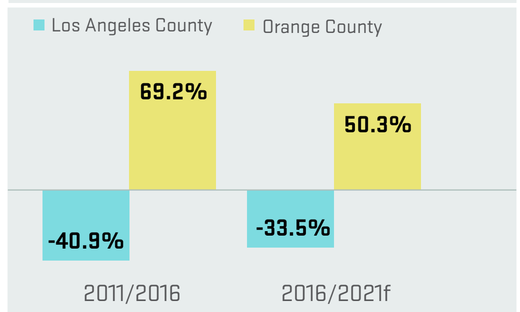


EXHIBIT 7-24: ECONOMIC CONTRIBUTION OF THE INDUSTRIAL DESIGN SERVICES INDUSTRY, 2016

DIRECT EFFECTS	Los Angeles County	Orange County	Total
Establishments	112	44	156
Jobs	500	500	1,000
Labor Income ($ millions)	30.3	46.2	76.5
Nonemployer Establishments, 2015	---	---	0
TOTAL EFFECTS (DIRECT, INDIRECT, INDUCED)			
Output ($ millions)	93.3	87.5	180.7
Total Jobs	800	800	1,600
Total Labor Income ($ millions)	60.8	61.2	122
Total Taxes ($ millions)	18.9	19.2	38.1

Note: The U.S. Census Bureau does not provide nonemployer data for Industrial Design Services
Source: Bureau of Labor Statistics, U.S. Census, Estimates by LAEDC.
May not sum due to rounding.

PUBLISHING & PRINTING

PUBLISHING AND PRINTING

The publishing and printing sector includes two distinct functions. Publishers produce and disseminate literature, artwork, or information through books, newspapers and periodicals, directories and mailing lists, greeting cards, and other materials. Printers engage in printing text and images on paper, metal, glass, or apparel using traditional and digital methods. This sector also includes libraries and archives, and internet publishing.

NAICS	Description
3231	Printing and support activities
424920	Book, periodical, newspaper wholesalers
511110	Newspaper publishers
511120	Periodical publishers
511130	Book publishers
511191	Greeting card publishers
511199	All other publishers
519120	Libraries and archives
519130	Internet publishing and broadcasting

Exhibit 7-25: Number of Jobs Publishing and Printing Job Growth

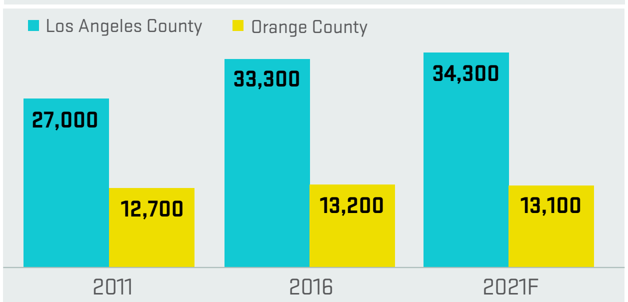


Exhibit 7-26: Percent Change Publishing and Printing Job Growth

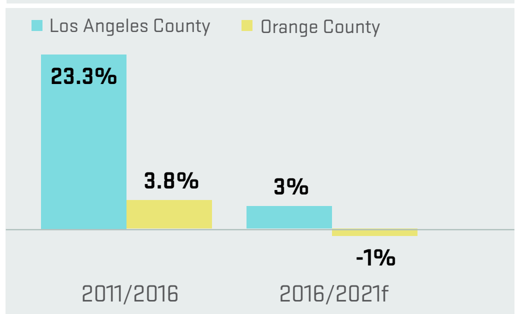


EXHIBIT 7-27: ECONOMIC CONTRIBUTION OF THE PUBLISHING AND PRINTING INDUSTRY, 2016

DIRECT EFFECTS	Los Angeles County	Orange County	Total
Establishments	1,974	751	2,725
Jobs	33,300	13,200	46,500
Labor Income ($ billions)	2.9	0.9	3.9
Nonemployer Establishments, 2015	4,188	1,413	5,601
TOTAL EFFECTS (DIRECT, INDIRECT, INDUCED)			
Output ($ billions)	14.1	4.8	18.9
Total Jobs	59,000	24,100	83,100
Total Labor Income ($ billions)	4.6	1.4	6.0
Total Taxes ($ millions)	1,598.9	504.3	2,103.2

Source: Bureau of Labor Statistics, U.S. Census, Estimates by LAEDC.
May not sum due to rounding.

TOYS

The job numbers may be modest, but the Los Angeles region is a major force in the toy industry. Much of the actual manufacturing of toys takes place outside the region but most design and marketing functions have been retained locally because of the creative talent pool and supportive training programs at nearby educational institutions. The resident toy industry also benefits from its close ties to the area's entertainment industry through licensing agreements with the major film studios.

NAICS	Description
33993	Toy manufacturing
42392	Toy wholesaling

**Exhibit 7-28: Number of Jobs
Toy Industry Job Growth**

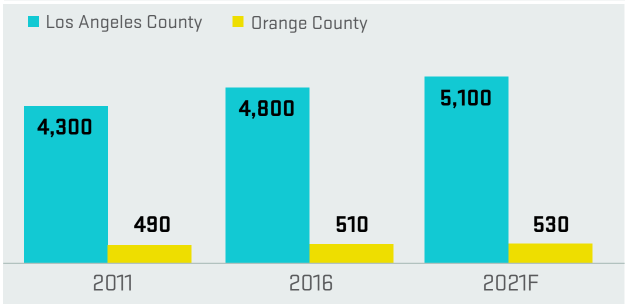


**Exhibit 7-29: Percent Change
Toy Industry Job Growth**

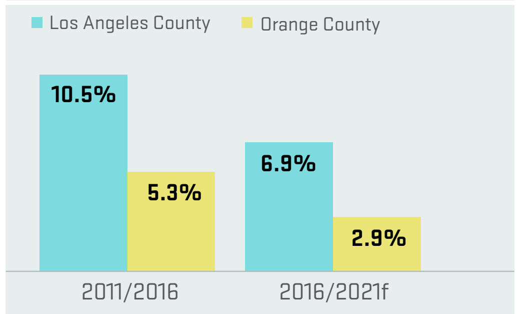


EXHIBIT 7-30: ECONOMIC CONTRIBUTION OF THE TOY INDUSTRY, 2016

DIRECT EFFECTS	Los Angeles County	Orange County	Total
Establishments	233	46	279
Jobs	4,800	500	5,300
Labor Income ($ millions)	506.3	38.3	544.6
Nonemployer Establishments, 2015	414	132	546
TOTAL EFFECTS (DIRECT, INDIRECT, INDUCED)			
Output ($ billions)	2.2	0.2	2.4
Total Jobs	9,100	900	10,000
Total Labor Income ($ millions)	764.5	63.0	827.5
Total Taxes ($ millions)	399.1	39.8	438.9

Source: Bureau of Labor Statistics, U.S. Census, Estimates by LAEDC.
May not sum due to rounding.

VISUAL AND PERFORMING ARTS PROVIDERS

The Los Angeles region is home to an impressive number of internationally renowned arts institutions, world-class symphonies, opera and ballet companies, and theater troupes, many of which are housed in concert halls and theaters that are works of art in their own right. Activities in this sector include theater and dance companies, musical groups, other performing arts companies and museums, as well as independent artists, writers, entertainers, and their agents and managers. Many of these firms are nonprofit organizations.

NAICS	Description	NAICS	Description
71111	Theater companies	71141	Agents and managers of artists, etc.
71112	Dance companies	71151	Independent artists, writers, etc.
71113	Musical groups	71211	Museums
71119	Other performing arts companies	339992	Musical instrument manufacturing

Exhibit 7-31: Number of Jobs
Visual and Performing Arts Job Growth

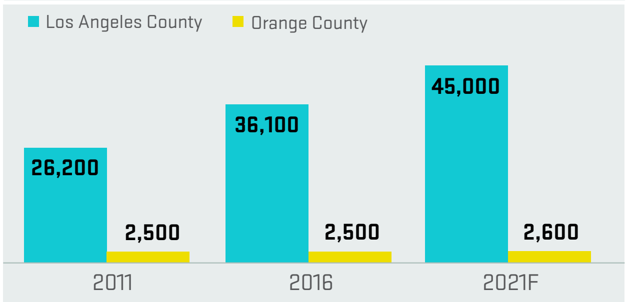


Exhibit 7-32: Percent Change
Visual and Performing Arts Job Growth

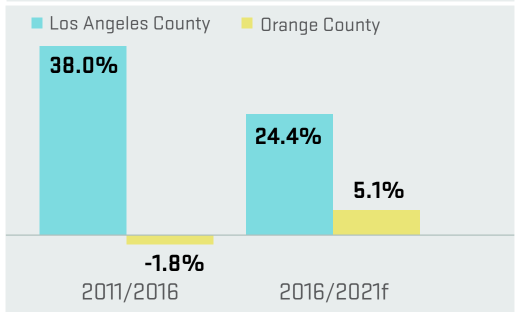


EXHIBIT 7-33: ECONOMIC CONTRIBUTION OF THE VISUAL AND PERFORMING ARTS INDUSTRY, 2016

DIRECT EFFECTS	Los Angeles County	Orange County	Total
Establishments	9,659	356	10,015
Jobs	36,100	2,500	38,600
Labor Income ($ billions)	6.5	0.1	6.6
Nonemployer Establishments, 2015	84,414	9,908	94,322
TOTAL EFFECTS (DIRECT, INDIRECT, INDUCED)			
Output ($ billions)	12	0.4	12.4
Total Jobs	72,500	3,500	76,000
Total Labor Income ($ billions)	8.4	0.2	8.6
Total Taxes ($ millions)	2,631.2	57.6	2,688.8

Source: Bureau of Labor Statistics, U.S. Census, Estimates by LAEDC. May not sum due to rounding.

ARCHITECTURE AND INTERIOR DESIGN

This sector includes firms that specialize in architectural services, interior design, landscape design, and drafting services.

ARCHITECTURE/ INTERIOR DESIGN

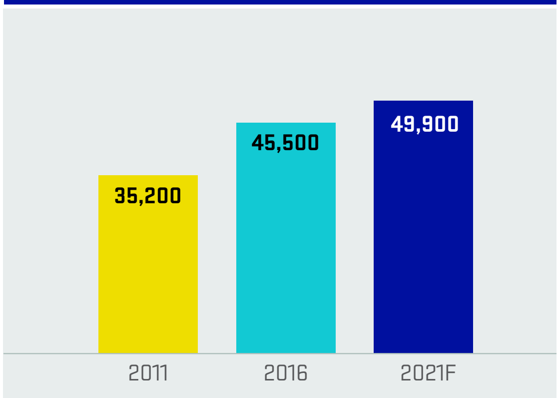
NAICS	DESCRIPTION
54131	Architectural services
54132	Landscape design
54134	Drafting services
54141	Interior design
332323	Ornamental and architectural metal work manufacturing

EXHIBIT 7-34: ECONOMIC CONTRIBUTION OF THE ARCHITECTURE AND INTERIOR DESIGN INDUSTRY, 2016

DIRECT EFFECTS	
Establishments	**6,449**
Jobs	**45,500**
Labor Income ($ billions)	**3,781**
Nonemployer Establishments, 2015	**17,987**
TOTAL EFFECTS (Direct, Indirect, and Induced)	
Output ($ billions)	**14.8**
Total Jobs	**92,500**
Total Labor Income ($ billions)	**7.5**
Total Taxes ($ millions)	**2.2**

Source: Bureau of Labor Statistics, U.S. Census, Estimates by LAEDC.

Exhibit 7-35: Number of Jobs Architecture and Interior Design Job Growth



ART GALLERIES

The presence of artists and art galleries throughout the state, whether fine art or local arts and crafts, enhance the quality of life for residents and are a major draw for cultural tourists.

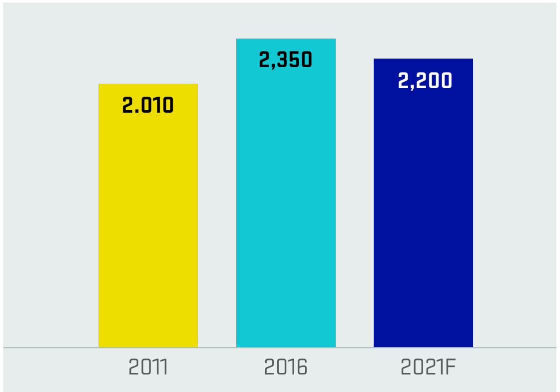
NAICS	DESCRIPTION
45392	Art galleries

EXHIBIT 7-36: ECONOMIC CONTRIBUTION OF ART GALLERIES, 2016

DIRECT EFFECTS	
Establishments	**637**
Jobs	**2,350**
Labor Income ($ millions)	**128.4**
Nonemployer Establishments, 2015	**2,488**
TOTAL EFFECTS (Direct, Indirect, and Induced)	
Output ($ millions)	**250.8**
Total Jobs	**3,200**
Total Labor Income ($ millions)	**174.5**
Total Taxes ($ millions)	**66.6**

Source: Bureau of Labor Statistics, U.S. Census, Estimates by LAEDC.

Exhibit 7-37: Number of Jobs Art Galleries Job Growth



COMMUNICATION ARTS

Individuals working in communication arts combine art and technology to communicate ideas through images and other communications media. This diverse sector is dominated by advertising agencies and firms that specialize in graphic design. It also includes commercial and portrait photographers.

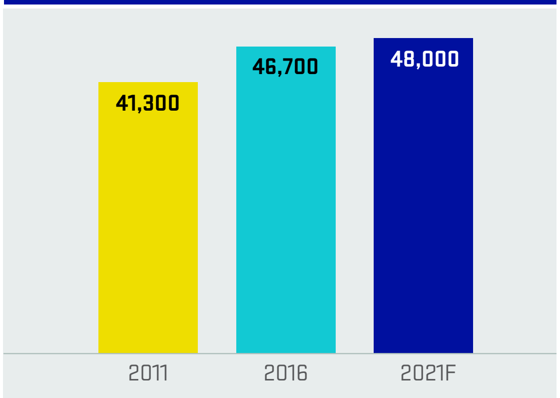
NAICS	DESCRIPTION
54143	Graphic design
54181	Advertising agencies
541921	Photography studios, portrait
541922	Commercial photography

EXHIBIT 7-38: ECONOMIC CONTRIBUTION OF COMMUNICATION ARTS, 2016

DIRECT EFFECTS	
Establishments	5,898
Jobs	46,700
Labor Income ($ billions)	4.4
Nonemployer Establishments, 2015	89,444
TOTAL EFFECTS (Direct, Indirect, and Induced)	
Output ($ billions)	15.1
Total Jobs	83,100
Total Labor Income ($ billions)	6.5
Total Taxes ($ millions)	2.2

Source: Bureau of Labor Statistics, U.S. Census, Estimates by LAEDC.

Exhibit 7-39: Number of Jobs Communication Arts Job Growth



DIGITAL MEDIA

DIGITAL MEDIA

The digital media industry is concentrated in the San Francisco Bay Area , but it has a growing presence in the Los Angeles region where it is closely connected to the entertainment and gaming industries. The true size of the digital media industry is difficult to calculate using publicly available data sources because there is no set of NAICS codes designed to specifically capture these activities, which may be included in entertainment and publishing as well as other sectors. Software publishing is the industry that best fits this activity and is used to produce the figures below.

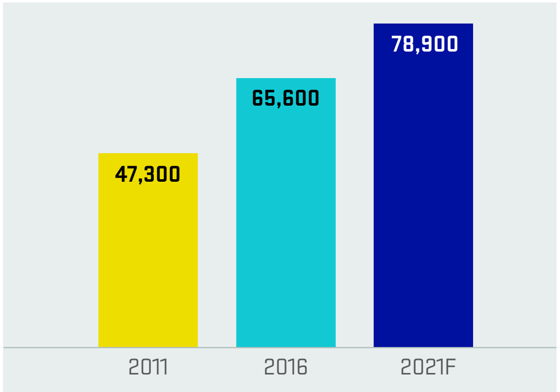
NAICS	DESCRIPTION
5112	Software publishers

EXHIBIT 7-40: ECONOMIC CONTRIBUTION OF DIGITAL MEDIA INDUSTRY, 2016

DIRECT EFFECTS	
Establishments	1,922
Jobs	65,600
Labor Income ($ billions)	13.2
Nonemployer Establishments, 2015	–
TOTAL EFFECTS (Direct, Indirect, and Induced)	
Output ($ billions)	46
Total Jobs	154,100
Total Labor Income ($ billions)	18.2
Total Taxes ($ billions)	6.5

Note: The U.S. Census Bureau does not provide nonemployer data for Digital Media
Source: Bureau of Labor Statistics, U.S. Census, Estimates by LAEDC.

Exhibit 7-41: Number of Jobs Digital Media Job Growth



ENTERTAINMENT

Entertainment is the cornerstone of the creative economy of the Los Angeles region, but activity related to the industry can be found throughout the state. The motion picture and sound-recording industry generates huge economic benefits for California and strongly influences the content and design elements developed by other creative industries including digital media, fashion, toys, and publishing.

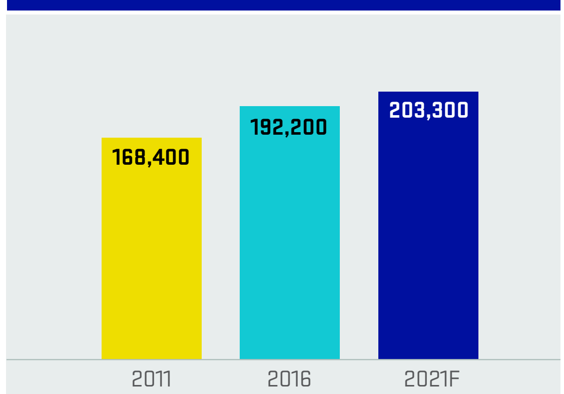
NAICS	DESCRIPTION	NAICS	DESCRIPTION
51211	Motion picture/video production	515112	Radio stations
212	Motion picture distribution	515120	Television broadcasting
51219	Post production services	5152	Cable broadcasting
5122	Sound recording		

EXHIBIT 7-42: ECONOMIC CONTRIBUTION OF ENTERTAINMENT INDUSTRY, 2016

DIRECT EFFECTS	
Establishments	**8,612**
Jobs	**192,200**
Labor Income ($ billions)	**20.0**
Nonemployer Establishments, 2015	**32,895**
TOTAL EFFECTS (Direct, Indirect, and Induced)	
Output ($ billions)	**124.56**
Total Jobs	**367,400**
Total Labor Income ($ billions)	**30.5**
Total Taxes ($ billions)	**13.2**

Source: Bureau of Labor Statistics, U.S. Census, Estimates by LAEDC.

Exhibit 7-43: Number of Jobs Entertainment Job Growth



FASHION

Apparel design, manufacturing, and wholesaling activities are concentrated in the Los Angeles region, but there is a significant fashion industry presence in San Francisco as well. Although apparel manufacturing in the state has declined, design-related activity strongly contributes to maintaining the apparel industry's presence in California. The many apparel design and merchandizing schools that are located in the state attract talented students from all over the world.

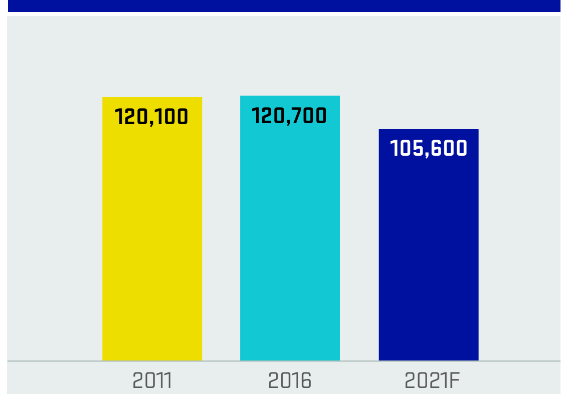
NAICS	DESCRIPTION	NAICS	DESCRIPTION
313	Textile mills manufacturing	316992	Women's handbag manufacturing
315	Apparel manufacturing	32562	Cosmetics manufacturing
4243	Apparel wholesaling	33991	Jewelry manufacturing
3162	Footwear manufacturing	42394	Jewelry wholesaling
42434	Footwear wholesaling	54149	Other specialized design services

EXHIBIT 7-44: ECONOMIC CONTRIBUTION OF FASHION INDUSTRY, 2016

DIRECT EFFECTS	
Establishments	9,649
Jobs	120,700
Labor Income ($ billions)	5.9
Nonemployer Establishments, 2015	14,736
TOTAL EFFECTS (Direct, Indirect, and Induced)	
Output ($ billions)	22.9
Total Jobs	208,100
Total Labor Income ($ billions)	10.9
Total Taxes ($ billions)	2.9

Source: Bureau of Labor Statistics, U.S. Census, Estimates by LAEDC.

Exhibit 7-45: Number of Jobs Fashion Job Growth



FURNITURE/ DECORATIVE ARTS

FURNITURE AND DECORATIVE ARTS

This industry group includes firms that manufacture, warehouse, import, and export furniture. It also includes textiles mills (sheets, towels, and fabric window treatments), and china and pottery producers. California is also home to hundreds of small artisans who produce handcrafted and one-of-a-kind pieces. Additionally, universities and colleges located throughout the state offer a number of top-rated design programs that attract students from around the world.

NAICS	DESCRIPTION
314	Textiles mills manufacturing
337	Furniture manufacturing
4232	Furniture wholesaling
33512	Electric lighting fixtures

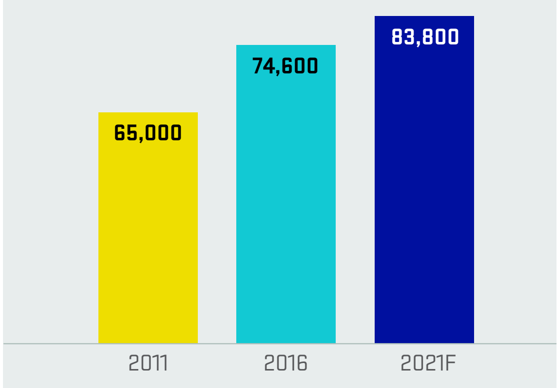
NAICS	DESCRIPTION
327111	China plumbing fixtures, china, earthenware manufacturing
327112	Other china, fine earthenware, pottery manufacturing
327212	Pressed, blown glass, glassware manufacturing
327999	Other miscellaneous nonmetallic mineral product manufacturing

EXHIBIT 7-46: ECONOMIC CONTRIBUTION OF FURNITURE AND DECORATIVE ARTS INDUSTRY, 2016

DIRECT EFFECTS	
Establishments	4,454
Jobs	74,600
Labor Income ($ billions)	3.8
Nonemployer Establishments, 2015	5,200
TOTAL EFFECTS (Direct, Indirect, and Induced)	
Output ($ billions)	26.3
Total Jobs	127,200
Total Labor Income ($ billions)	7.1
Total Taxes ($ billions)	3.3

Source: Bureau of Labor Statistics, U.S. Census, Estimates by LAEDC.

Exhibit 7-47: Number of Jobs Furniture Job Growth



INDUSTRIAL
DESIGN
SERVICES

INDUSTRIAL DESIGN SERVICES

Industrial designers develop the concepts for manufactured products such as cars, home appliances, and mobile devices. The figures below reflect design firms that serve as outside contractors or independent consultants to manufacturers and construction firms. However, many industrial designers are employees of companies that produce and sell a wide variety of consumer products. The data in this report capture those working in creative industries like apparel or furniture manufacturing but do not include individuals working in other industries that require designers to develop their products. Thus, the real design base in the region is almost certainly larger than shown.

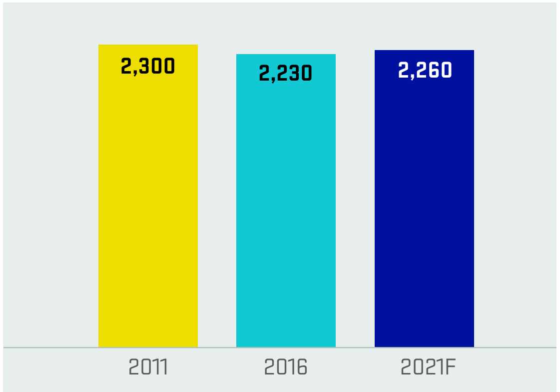
NAICS	DESCRIPTION
54142	Industrial design services

EXHIBIT 7-48: ECONOMIC CONTRIBUTION OF THE INDUSTRIAL DESIGN SERVICES INDUSTRY, 2016

DIRECT EFFECTS	
Establishments	332
Jobs	2,230
Labor Income ($ billions)	199.0
Nonemployer Establishments, 2015	–
TOTAL EFFECTS (Direct, Indirect, and Induced)	
Output ($ billions)	439.7
Total Jobs	3,600
Total Labor Income ($ billions)	275.3
Total Taxes ($ billions)	86.2

Note: The U.S. Census Bureau does not provide nonemployer data for Industrial Design Services
Source: Bureau of Labor Statistics, U.S. Census, Estimates by LAEDC.

Exhibit 7-49: Number of Jobs Industrial Design Job Growth



PUBLISHING AND PRINTING

The traditional publishing and printing sector includes two distinct functions. Publishers produce and disseminate literature, artwork, or information through books, newspapers and periodicals, directories and mailing lists, greeting cards, and other materials. Printers engage in printing text and images on paper, metal, glass, and apparel using traditional and digital methods. This sector also includes libraries and archives, and Internet publishing.

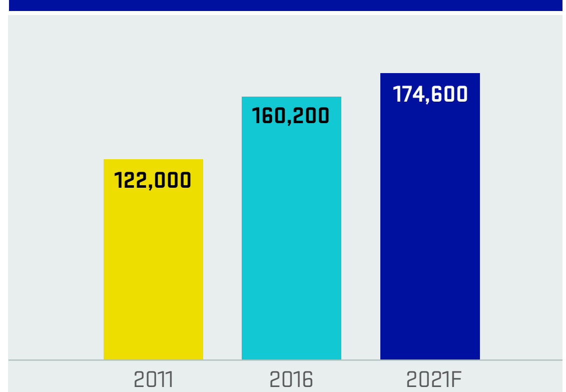
NAICS	DESCRIPTION
3231	Printing and support activities
424920	Book, periodical, newspaper wholesalers
511110	Newspaper publishers
511120	Periodical publishers
511130	Book publishers
511191	Greeting card publishers
511199	All other publishers
519120	Libraries and archives
519130	Internet publishing and broadcasting

EXHIBIT 7-50: ECONOMIC CONTRIBUTION OF THE PUBLISHING AND PRINTING INDUSTRY, 2016

DIRECT EFFECTS	
Establishments	7,059
Jobs	160,200
Labor Income ($ billions)	30.5
Nonemployer Establishments, 2015	15,192
TOTAL EFFECTS (Direct, Indirect, and Induced)	
Output ($ billions)	135.7
Total Jobs	516,400
Total Labor Income ($ billions)	51.7
Total Taxes ($ billions)	16.9

Source: Bureau of Labor Statistics, U.S. Census, Estimates by LAEDC.

Exhibit 7-51: Number of Jobs Publishing and Printing Job Growth



TOYS

The job numbers may be modest, but California (Southern California in particular) is a major force in the toy industry. Much of the actual manufacturing of toys takes place outside the region but most design and marketing functions have been retained in California because of the creative talent pool and supportive training programs at many of the state's art and design educational institutions. The toy industry also benefits from its close ties to the state's entertainment industry through licensing agreements with the major film studios.

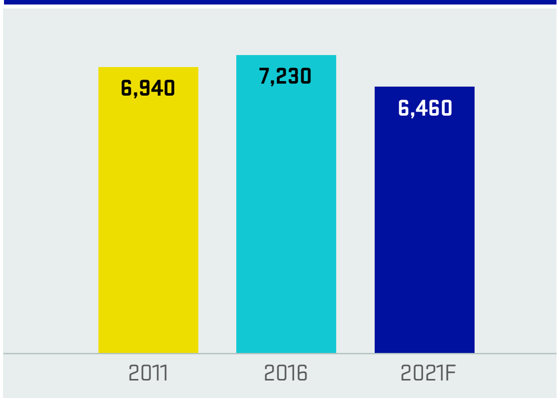
NAICS	DESCRIPTION
33993	Toy manufacturing
42392	Toy wholesaling

**EXHIBIT 7-52:
ECONOMIC CONTRIBUTION OF THE
TOY INDUSTRY, 2016**

DIRECT EFFECTS	
Establishments	**494**
Jobs	**7,230**
Labor Income ($ millions)	**658.1**
Nonemployer Establishments, 2015	**1,145**
TOTAL EFFECTS (Direct, Indirect, and Induced)	
Output ($ billions)	**3.5**
Total Jobs	**15,300**
Total Labor Income ($ billions)	**1.1**
Total Taxes ($ millions)	**301.3**

Source: Bureau of Labor Statistics, U.S. Census, Estimates by LAEDC.

**Exhibit 7-53: Number of Jobs
Toys Job Growth**



VISUAL & PERFORMING ARTS PROVIDERS

VISUAL AND PERFORMING ARTS

California is home to an impressive number of internationally renowned arts institutions, world-class symphonies, opera and ballet companies, and theater troupes, many of which are housed in concert halls and theaters that are works of art in their own right. This sector includes these theater and dance companies, musical groups, other performing arts companies and museums, as well as independent artists, writers, entertainers, and their agents and managers. Many of these firms are nonprofit organizations.

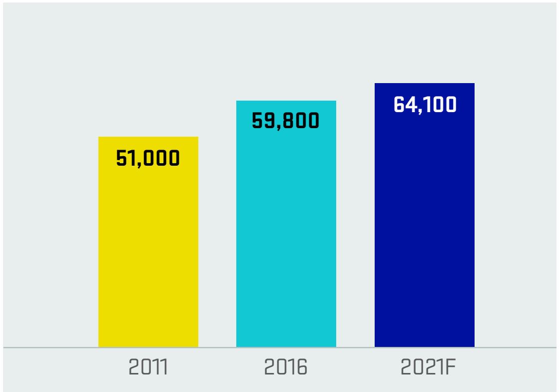
NAICS	DESCRIPTION	NAICS	DESCRIPTION
71111	Theater companies	71141	Agents and managers of artists, etc.
71112	Dance companies	71151	Independent artists, writers, etc.
71113	Musical groups	71211	Museums
71119	Other performing arts companies	339992	Musical instrument manufacturing

EXHIBIT 7-54:
ECONOMIC CONTRIBUTION OF THE VISUAL AND PERFORMING ARTS INDUSTRY, 2016

DIRECT EFFECTS	
Establishments	**12,646**
Jobs	**59,800**
Labor Income ($ billions)	**7.7**
Nonemployer Establishments, 2015	**168,676**
TOTAL EFFECTS (Direct, Indirect, and Induced)	
Output ($ billions)	**16.6**
Total Jobs	**114,400**
Total Labor Income ($ billions)	**10.7**
Total Taxes ($ millions)	**3.4**

Source: Bureau of Labor Statistics, U.S. Census, Estimates by LAEDC.

Exhibit 7-55: Number of Jobs
Visual and Performing Arts Job Growth



8

OCCUPATIONS IN THE CREATIVE ECONOMY

EMPLOYMENT

Employment in the creative economy involves either those who work in a creative industry or those who work in creative occupations. Creative occupations produce and distribute cultural, consumer, and commercial goods and services. This section examines the creative occupations component of the creative economy. Many of these occupations are found within the creative industries, but they are also present in significant numbers in industries that are outside the designated creative sector. The Bureau of Labor Statistics gathers data pertaining to occupations that make it possible to identify and measure creative occupations throughout the economy. It can also shed light on the extent to which creative industries employ people in functions outside of creative occupations. The occupational data used in this report are based on the Standard Occupational Classification (SOC) system. Of the 820 detailed occupational codes listed in the SOC system, 775 were included in the data set for this report, and of those, 76 have been identified as creative.

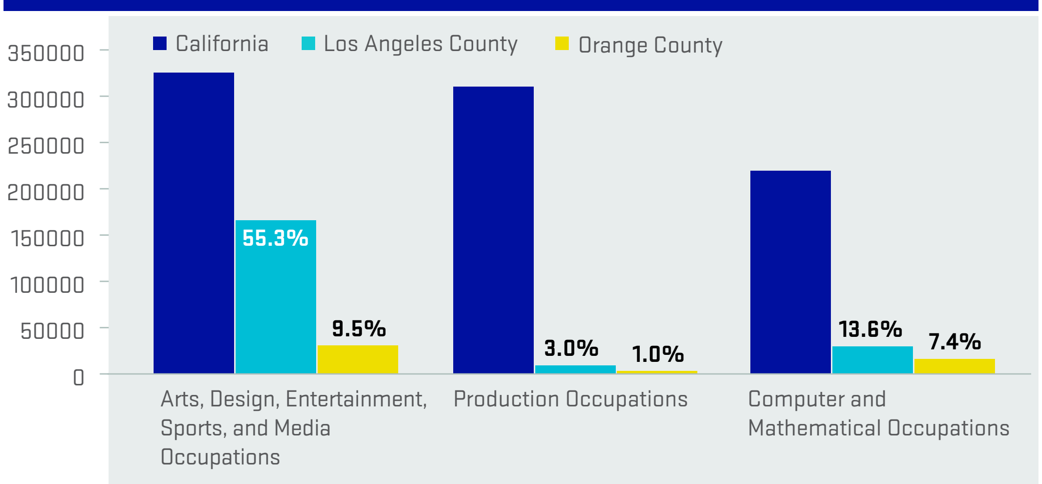
These 76 creative occupations can be found across a wide array of organizational functions. For example, within the major group, management occupations, creative occupations include advertising, marketing, and public relations managers. In technical fields, there are software developers and architects, and in production-related fields, there are tailors, cabinet makers, and engravers. One may find a marketing manager or graphic designer working in any number of industries, those identified as creative or otherwise. This illustrates the fact that creative people are often found outside of what we typically think of as the creative sectors of the economy.

In 2016, there were 242,500 workers in Los Angeles County employed in a creative occupation and 62,020 in Orange County. This represents 5.7 percent of total occupation-based employment in Los Angeles County and 3.3 percent in Orange County. In both counties, the largest share of individuals employed in creative occupations worked in art, design, entertainment, and media: 61 percent in Los Angeles County and 35 percent in Orange County for a total of 156,500 workers. Across both counties, 43,000 people worked in computer and mathematical occupations, many of whom spend their days creating animated characters for film and TV or designing video games. The next largest group of creative workers in the region were employed in education, training, and library occupations (21,400).

Individuals employed in creative occupations in California are well represented in the Los Angeles region. Comparing local employment shares relative to total state employment in each of the three largest occupation groups reveals that the share of art, design, entertainment, and media jobs in the Los Angeles region increased compared with 2014, while the share of computer and mathematical jobs declined, likely due to the strong gravitational pull of the Bay Area's tech sector.

The chart below shows Los Angeles and Orange Counties' creative employment as a percentage of total California employment in the three largest occupational groups. In total, 34.2 percent of persons working in creative occupations in California are located in Los Angeles County and 8.4 percent are in Orange County. By major occupational group, 55 percent of the state's arts, design, entertainment, sports, and media jobs are located in Los Angeles County with an additional 9.5 percent in Orange County. In contrast,only 4 percent of employment in production occupations are located in the Los Angeles-Orange County region, while 21 percent of the state's business and financial operations jobs are based in the Los Angeles region.

EXHIBIT 8-1:
CREATIVE EMPLOYMENT IN THE THREE LARGEST OCCUPATIONAL GROUPS; NUMBER OF WORKERS AS A PERCENTAGE OF THE CALIFORNIA TOTAL, 2016



See Exhibit A-9 in the appendix for detail on employment shares by occupation.

That numerous creative occupations may be found across so many industries suggests the importance of creativity throughout the economy as a highly valued attribute essential to the success of many kinds of firms and business activities. The further implication is that it is in the region's economic interest to maintain, nurture, and grow its deep pool of creative talent.

HOW MUCH DO MULTIMEDIA WORKERS EARN?

It is now widely established that creativity is a highly valued and recognized professional attribute. Along with the ability to collaborate with coworkers and to communicate effectively, creativity is a sought-after quality in a prospective employee. The salaries received by many creative individuals working in the Los Angeles region bear this out.

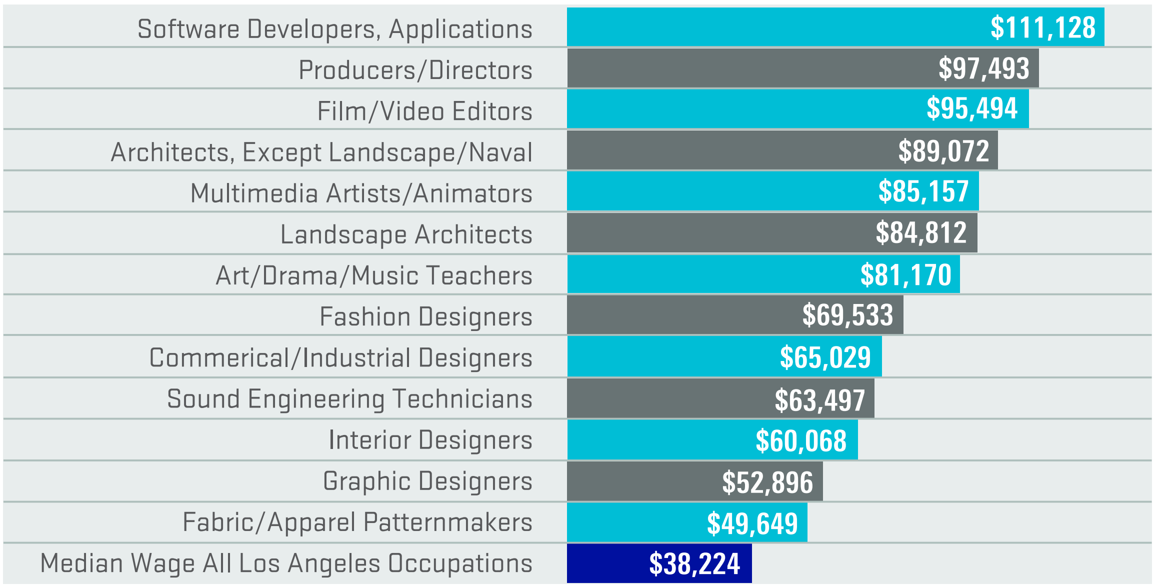
In Los Angeles County and Orange County, in 2016, the creative occupation receiving the highest annual median wage was applications software developers, earning $111,128 and $107,151 respectively.

The median wage across all occupations in Los Angeles County was $38,224 in 2016. Out of the 76 creative occupations analyzed in this report, 64 had a median annual wage greater than the county-wide median (wage data for four occupations were unavailable). In Orange County, the median wage across all occupations was slightly higher at $40,949 with 55 creative occupations exceeding that threshold (wage data for seven occupations were unavailable).

The occupations listed in the following charts and tables were selected because they align closely with the creative industries defined in this report. Between 2015 and 2016, there was a great deal of variation in median annual wage growth, but compared with last year, more occupations are showing wage gains. Overall, the median annual wage across all occupations increased by 0.7 percent after rising by 1.2 percent in 2015.

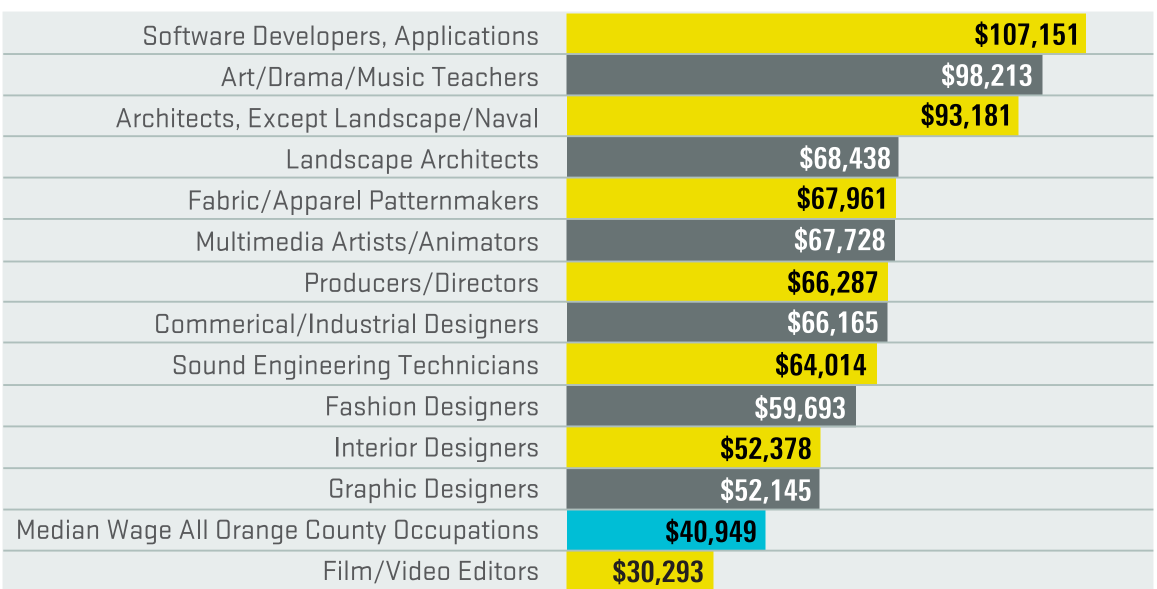
Throughout the current economic expansion, the lack of wage growth across many industries and occupations has been a concern. Lingering slack in the labor markets (low labor force participation, underemployment) has acted as a check on wage growth. Now that the economy is at full employment, several measures of income growth indicate more workers can expect to see a bump in their paychecks. Competition among firms for skilled employees in tightening labor markets means higher wages. Also, minimum-wage laws are also increasing wages for low-skilled workers.

EXHIBIT 8-2:
SELECTED ANNUAL MEDIAN WAGES FOR CREATIVE OCCUPATIONS IN LOS ANGELES COUNTY, 2016



Source: Bureau of Labor Statistics, OES

EXHIBIT 8-3:
SELECTED ANNUAL MEDIAN WAGES FOR MULTIMEDIA OCCUPATIONS IN ORANGE COUNTY, 2016



Source: Bureau of Labor Statistics, OES

EXHIBIT 8-4: LOS ANGELES COUNTY EMPLOYMENT AND EARNINGS FOR SELECTED CREATIVE OCCUPATIONS, 2015 AND 2016

	Employment			Median Annual Wage		
	2015	2016	# Change	2015	2016	% Change
Architects	3,860	3,900	**40**	$89,072	$82,702	**-7.2%**
Art/Drama/Music Teachers	4,660	4,510	**-150**	$75,723	$81,170	**7.2%**
Commercial/Industrial Designers	1,730	1,420	**-310**	$65,029	$69,953	**7.6%**
Fabric/Apparel Patternmakers	1,280	1,220	**-60**	$49,649	$50,906	**2.5%**
Fashion Designers	4,020	4,590	**570**	$69,533	$70,763	**1.8%**
Film/Video Editors	10,000	12,050	**2,050**	$95,494	$79,877	**-16.4%**
Graphic Designers	10,010	10,960	**950**	$52,896	$54,612	**3.2%**
Interior Designers	2,170	2,510	**340**	$60,068	$63,482	**5.7%**
Landscape Architects	340	340	**0**	$84,812	$86,368	**1.8%**
Multimedia Artists/Animators	5,830	5,670	**-160**	$85,157	$80,798	**-5.1%**
Producers/Directors	19,560	22,090	**2,530**	$97,493	$110,955	**13.8%**
Software Developers, Applications	15,220	16,180	**960**	$111,128	$108,595	**-2.3%**
Sound Engineering Technicians	3,100	3,690	**590**	$63,497	$61,011	**-3.9%**

Source: Bureau of Labor Statistics, OES

EXHIBIT 8-5: ORANGE COUNTY EMPLOYMENT AND EARNINGS FOR SELECTED CREATIVE OCCUPATIONS, 2015 AND 2016

	Employment			Median Annual Wage		
	2015	2016	# Change	2015	2016	% Change
Architects	1,270	1,630	**300**	$93,181	$81,274	**-12.78%**
Art/Drama/Music Teachers	1,250	1,180	**20**	$98,213	$79,695	**-18.86%**
Commercial/Industrial Designers	520	480	**-40**	$66,165	$66,682	**0.78%**
Fabric/Apparel Patternmakers	150	90	**40**	$67,961	$66,027	**-2.85%**
Fashion Designers	600	700	**80**	$59,693	$65,477	**9.69%**
Film/Video Editors	150	130	**0**	$30,293	$42,136	**39.10%**
Graphic Designers	3,300	2,970	**10**	$52,145	$51,574	**-1.10%**
Interior Designers	1,020	1,070	**90**	$52,378	$53,022	**1.23%**
Landscape Architects	1,010	830	**150**	$68,438	$66,632	**-2.64%**
Multimedia Artists/Animators	700	620	**220**	$67,728	$64,535	**-4.71%**
Producers/Directors	580	560	**-10**	$66,287	$67,553	**1.91%**
Software Developers, Applications	9,900	10,660	**540**	$107,151	$115,704	**7.98%**
Sound Engineering Technicians	240	210	**-10**	$64,014	$68,778	**7.44%**

Source: Bureau of Labor Statistics, OES

The tables below show employment and median wage changes for selected creative occupations in 2016 compared with 2015. There are many reasons why some of these occupations may have suffered a decline in wages. The first is a shift from wage and salary employment to independent contractors. Some of these occupations may also be concentrated in industries that are declining or are in the process of transforming through technological changes. Declining wages can also be attributable to broader economic trends such as a lack of new home building, decreasing demand for landscape architects. Another factor that reflects trends in the labor markets at large is that more people in creative occupations may be working part-time, which would cause a decline in median annual wage.

LOCATION QUOTIENTS IN THE LOS ANGELES REGION

A location quotient (LQ) can be used to quantify the concentration of a particular industry, industry cluster, occupation, or demographic group in a region compared with the nation. It reveals what makes a region unique.

An LQ of 1.0 for an occupation means that a region has the same (or average) concentration of that occupation in comparison to the nation. If the LQ of an occupation is above 1.0, the region has a higher-than-average concentration of that occupation. Higher-than-average LQs for a given occupation or industry suggest a competitive advantage for that region compared to other regions in the country.

As indicated in the figures below, the Los Angeles region has high LQs in many creative occupations. In fact, the ten occupations in Los Angeles County with the highest LQs are all creative occupations. Orange County's profile was quite different, where only one of the top 10 occupations by LQ was creative: landscape architects. The highest LQs in Orange County were for occupations in the construction trades and technology.

EXHIBIT 8-6:
OCCUPATIONS WITH THE HIGHEST LOCATION QUOTIENTS IN LOS ANGELES COUNTY, 2017

Media and Communication Equipment Workers	12.73
Film and Video Editors	12.57
Agents and Managers of Artists/Performers/Athletes	12.24
Media and Communication Workers, All Other	9.74
Fabric and Apparel Patternmakers	8.28
Sound Engineering Technicians	8.19
Camera Operators/Television/Video/Motion Pictures	7.49
Actors	7.42
Fashion Designers	7.37
Multimedia Artists and Animators	6.66

Source: Bureau of Labor Statistics, OES

EXHIBIT 8-7:
OCCUPATIONS WITH THE HIGHEST LOCATION QUOTIENTS IN ORANGE COUNTY, 2017

Plasterers and Stucco Masons	4.38
Material Moving Workers, All Other	4.30
Tapers	3.94
Marriage and Family Therapists	3.69
Drywall and Ceiling Tile Installers	3.40
Fashion Designers	3.32
Pharmacy Aides	3.27
Financial Clerks, All Other	3.23
Cutters and Trimmers, Hand	3.19
Drilling and Boring Machine Tool Setters, Operator	2.82

Source: Bureau of Labor Statistics, OES

9

NONPROFIT SECTOR OF THE CREATIVE ECONOMY

The nonprofit sector plays an indispensable role in American society and the economy. The nonprofit sector is a source of jobs. Many nonprofit organizations are run similarly to for-profit entities and require workers with specialized skills to ensure the smooth running of their operations. Nonprofits also purchase consumer goods and services from third-party suppliers. Like their for-profit counterparts, nonprofits also need computers, utilities, and office supplies. This generates revenues and creates jobs for the companies who supply goods and services to nonprofit organizations. In addition to paid workers, nonprofits also utilize unpaid volunteers who annually contribute billions of hours of their time and expertise.

Nonprofits, as defined by U.S. tax law, are "organizations for charitable or mutual benefit purposes." Nonprofits are not restricted in how much income they can generate, which can be substantial in the case of a concert hall, museum, or hospital, but in how that income is distributed. Profits cannot be paid to owners or anyone else associated with the organization but must instead be devoted to the tax-exempt purpose of the organization.

EXHIBIT 9-1: NONPROFIT ORGANIZATIONS IN CALIFORNIA 2016 VS. 2017

BASED ON SAMPLE	2016	2017	% Change
Number of Organizations	9,770	10,716	**9.7%**
Reported Assets ($ billions)	16.70	17.30	**3.6%**
Reported Income ($ billions)	7.80	7.50	**-4.2%**
Reported Revenue ($ billions)	4.50	4.50	**0.0%**

The need for nonprofits grows from the limitations of the private and public sectors. In the case of the private sector, society may demand a good or service that a private firm cannot profitably provide, quite often because the desired good or service is a collective good. In the public sector, the provision of certain goods or services may lack the support of the majority of the people. Therefore, nonprofits are the means by which citizens who want more of some collective good or service, such as concert halls or after-school arts education, can supply that need.

This section describes the nonprofit sector in California and in the greater Los Angeles region using data from the IRS SOI program. While these data show a rich and deep ecosystem of arts-related nonprofits in the state and region, these figures are based on a sample of nonprofits and are not meant to represent the sector in its entirety. As such, the number of organizations shown here understates the size and contribution of arts-related nonprofits in California and the Los Angeles Basin.

EXHIBIT 9-2:
NUMBER OF ORGANIZATIONS IN SAMPLE AND PERCENTAGE OF TOTAL IN CALIFORNIA

TOTAL: 10,720 ORGANIZATIONS

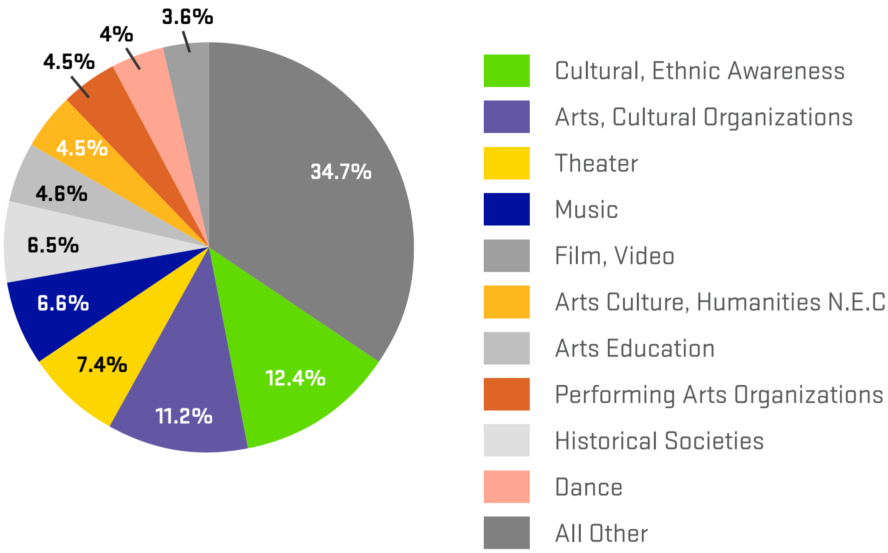


EXHIBIT 9-3: COMPARISON OF NONPROFIT SECTOR FIGURES REPORTED IN 2016 OTIS REPORT VS. 2017

	Los Angeles County			Orange County		
BASED ON SAMPLE	2016	2017	% Change	2016	2017	% Change
Number of Organizations	2,810	2,885	2.7%	696	684	-1.7%
Reported Assets ($ billions)	7.3	7.4	1.4%	1.0	1.0	0.0%
Reported Income ($ billions)	2.5	2.7	8.0%	0.5	0.3	-40.0%
Reported Revenue ($ billions)	1.8	1.6	-11.1%	0.3	0.3	0.0%

Source: IRS SOI Statistics

EXHIBIT 9-4: ARTS-RELATED NONPROFITS AND REGIONAL SHARES, 2017

BASED ON SAMPLE	California	Los Angeles County	Los Angeles County Share	Orange County	Orange County Share
Number of Organizations	9,770	2,885	29.5%	684	7.0%
Reported Assets ($ billions)	16.7	7.4	44.3%	1.0	6.0%
Reported Income ($ billions)	7.8	2.7	34.6%	0.3	3.8%
Reported Revenue ($ billions)	4.5	1.6	35.6%	0.3	6.7%

Source: IRS SOI Statistics

EXHIBIT 9-5:
PERCENTAGE OF NON-PROFIT ORGANIZATIONS IN LOS ANGELES COUNTY

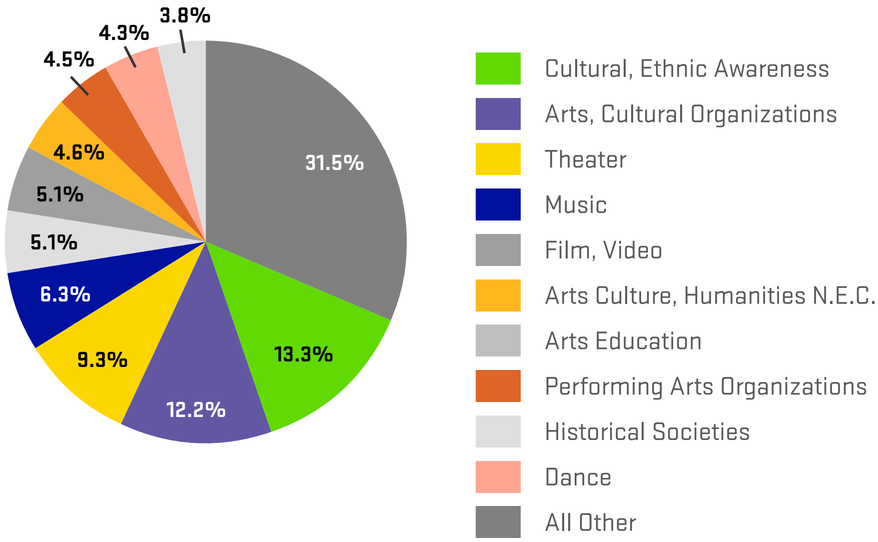


EXHIBIT 9-6:
PERCENTAGE OF NON-PROFIT ORGANIZATIONS IN ORANGE COUNTY

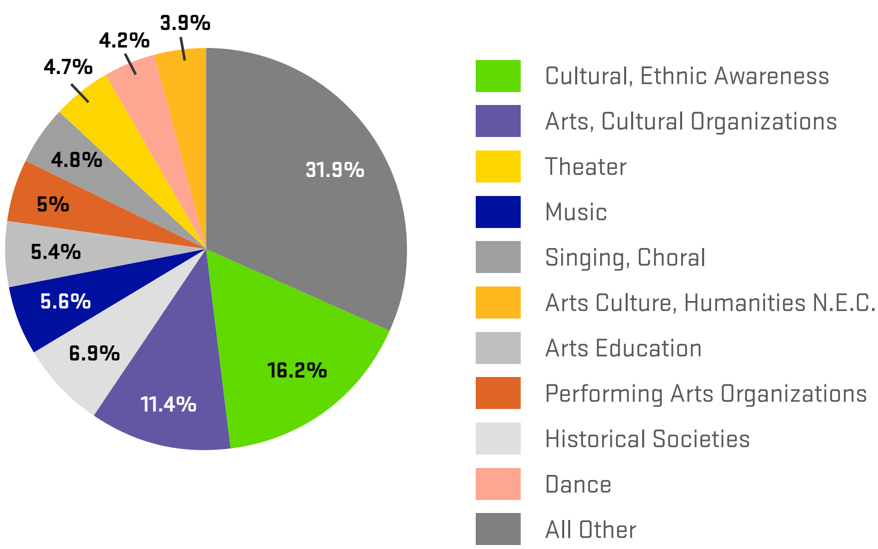


EXHIBIT 9-7: CALIFORNIA ARTS-RELATED NONPROFIT ORGANIZATIONS

NTEE Code	DESCRIPTION	Number of Organizations	Asset Amount ($ thousands)	Income Amount ($ thousands)	Revenue Amount ($ thousands)
A01	Alliance/advocacy organizations	52	1,674	4,070	4,048
A02	Management and technical assistance	16	107,840	24,425	3,242
A03	Professional societies, associations	60	18,768	47,091	41,154
A05	Research institutes and/or public policy analysis	10	2,041	1,342	985
A11	Single organization support	180	1,270,898	651,423	130,487
A12	Fundraising and/or fund distribution	183	467,989	28,215	22,290
A19	Nonmonetary support N.E.C.*	28	5,813	7,356	6,577
A20	Arts, cultural organizations – multipurpose	1201	637,099	241,081	194,567
A23	Cultural, ethnic awareness	1333	595,330	211,189	130,102
A24	Folk arts	11	7,479	1,472	123
A25	Arts education	497	498,990	478,363	283,350
A26	Arts council/agency	90	86,082	40,566	26,198
A27	Community celebrations	11	5,286	8,924	8,919
A30	Media, communications organizations	137	226,769	157,142	138,632
A31	Film, video	384	177,381	206,732	200,386
A32	Television	80	141,076	157,050	150,302
A33	Printing, publishing	166	167,733	47,841	44,129
A34	Radio	92	584,993	293,017	254,067
A40	Visual arts organizations	239	45,739	26,467	21,469
A50	Museums, museum activities	307	1,409,844	450,910	257,457
A51	Art museums	132	3,683,463	867,310	406,435
A52	Children's museums	35	106,348	39,201	35,538
A54	History museums	232	1,707,316	382,196	227,834
A56	Natural history, natural science museums	38	1,035,411	1,004,223	129,840
A57	Science and technology museums	26	228,524	112,847	64,673
A60	Performing arts organizations	480	47,208	58,523	56,037
A61	Performing arts centers	111	730,959	204,548	188,867
A62	Dance	426	46,505	47,495	45,864
A63	Ballet	90	81,544	92,377	85,317
A65	Theater	790	605,014	393,495	365,849
A68	Music	705	198,725	108,265	92,122
A69	Symphony orchestras	181	885,218	402,128	335,799
A6A	Opera	86	380,117	206,741	168,185
A6B	Singing, choral	296	28,256	35,852	32,989
A6C	Music groups, bands, ensembles	211	49,088	23,951	21,815
A6E	Performing arts schools	85	520,051	187,082	85,008
A70	Humanities organizations	227	37,387	35,851	32,027
A80	Historical societies, related historical activities	698	184,099	50,898	38,470
A82	Historical societies and historic preservation	120	175,204	59,792	41,165
A84	Commemorative events	96	27,868	4,948	4,024
A90	Arts service organizations and activities	89	20,757	18,842	18,504
A99	Arts culture and humanities N.E.C.*	485	102,737	76,950	59,687
	Totals:	**10,716**	**17,340,623**	**7,498,191**	**4,454,533**

*Not otherwise classified
Source: IRS SOI Statistics

EXHIBIT 9-8: LOS ANGELES COUNTY ARTS-RELATED NONPROFIT ORGANIZATIONS

NTEE Code	DESCRIPTION	Number of Organizations	Asset Amount ($ thousands)	Income Amount ($ thousands)	Revenue Amount ($ thousands)
A01	Alliance/advocacy organizations	19	1,174	3,801	3,786
A02	Management and technical assistance	8	-	87	70
A03	Professional societies, associations	21	365	285	232
A05	Research institutes and/or public policy analysis	4	1,627	543	234
A11	Single organization support	35	793,019	589,237	82,602
A12	Fundraising and/or fund distribution	56	450,012	14,046	12,067
A19	Nonmonetary support N.E.C.*	13	3,343	5,179	5,079
A20	Arts, cultural organizations – multipurpose	352	189,557	56,650	43,317
A23	Cultural, ethnic awareness	385	457,569	102,262	47,836
A25	Arts education	147	57,050	164,608	152,775
A26	Arts council/agency	18	12,748	6,260	4,775
A27	Community celebrations	3	3,370	6,581	6,578
A30	Media, communications organizations	44	55,924	17,543	17,094
A31	Film, video	147	138,141	156,686	152,679
A32	Television	20	35,410	26,254	25,707
A33	Printing, publishing	41	12,849	14,149	13,641
A34	Radio	19	35,286	42,426	38,908
A40	Visual arts organizations	63	10,558	7,634	7,285
A50	Museums, museum activities	55	400,200	84,495	48,306
A51	Art museums	45	2,276,147	393,889	184,992
A52	Children's museums	3	22,625	6,431	4,775
A54	History museums	51	1,110,186	246,022	142,230
A56	Natural history, natural science museums	5	11,512	1,120	946
A57	Science and technology museums	7	116,411	70,793	35,642
A60	Performing arts organizations	129	26,350	23,973	22,800
A61	Performing arts centers	28	89,970	58,041	57,393
A62	Dance	123	5,883	9,656	9,326
A63	Ballet	19	746	6,593	6,339
A65	Theater	268	156,854	127,997	114,880
A68	Music	182	39,318	32,868	21,117
A69	Symphony orchestras	47	350,643	167,856	157,147
A6A	Opera	22	80,688	53,502	51,814
A6B	Singing, choral	73	7,000	9,932	9,289
A6C	Music groups, bands, ensembles	39	1,006	1,826	1,690
A6E	Performing arts schools	17	360,319	135,422	36,741
A70	Humanities organizations	59	11,197	6,478	5,422
A80	Historical societies, related historical activities	111	17,496	10,984	7,626
A82	Historical societies and historic preservation	20	22,168	11,899	7,087
A84	Commemorative events	22	2,062	893	709
A90	Arts service organizations and activities	32	5,068	6,209	6,225
A99	Arts culture and humanities N.E.C.*	133	25,467	16,430	10,640
TOTALS:		2,885	7,397,318	2,697,540	1,557,801

*Not otherwise classified
Source: IRS SOI Statistics

EXHIBIT 9-9: ORANGE COUNTY ARTS-RELATED NONPROFIT ORGANIZATIONS

NTEE Code	DESCRIPTION	Number of Organizations	Asset Amount ($ thousands)	Income Amount ($ thousands)	Revenue Amount ($ thousands)
A01	Alliance/advocacy organizations	2	0	1	1
A02	Management and technical assistance	2	0	0	0
A03	Professional societies, associations	4	66	26	26
A11	Single organization support	11	1,587	1,089	468
A12	Fundraising and/or fund distribution	10	220	1,765	1,175
A19	Nonmonetary support N.E.C.*	1	0	0	0
A20	Arts, cultural organizations – multipurpose	78	126,127	45,365	40,898
A23	Cultural, ethnic awareness	111	6,017	4,184	3,676
A25	Arts education	37	13,825	14,064	4,868
A26	Arts council/agency	5	784	752	720
A30	Media, communications organizations	11	63	85	85
A31	Film, video	12	2	800	790
A32	Television	7	25,517	21,890	21,698
A33	Printing, publishing	12	3,778	2,207	2,066
A34	Radio	1	90	419	341
A40	Visual arts organizations	9	3,397	568	523
A50	Museums, museum activities	20	84,444	22,129	20,262
A51	Art museums	5	25,302	8,075	5,373
A52	Children's museums	3	2,840	2,922	2,799
A54	History museums	16	23,272	6,649	5,458
A57	Science and technology museums	1	33,796	5,123	4,785
A60	Performing arts organizations	34	808	1,323	1,171
A61	Performing arts centers	6	454,331	85,859	74,577
A62	Dance	29	983	1,541	1,457
A63	Ballet	10	12,102	6,784	3,870
A65	Theater	32	74,185	25,067	20,854
A68	Music	38	868	2,612	2,489
A69	Symphony orchestras	14	40,888	29,922	23,831
A6A	Opera	5	195	546	546
A6B	Singing, choral	33	2,866	4,439	3,584
A6C	Music groups, bands, ensembles	14	91	444	351
A6E	Performing arts schools	5	71	322	322
A70	Humanities organizations	15	6,113	9,293	8,497
A80	Historical societies, related historical activities	47	16,280	5,102	3,441
A82	Historical societies and historic preservation	5	774	137	74
A84	Commemorative events	7	317	314	249
A90	Arts service organizations and activities	5	0	0	0
A99	Arts culture and humanities N.E.C.*	27	3,623	1,637	1,591
TOTALS:		**684**	**965,622**	**313,455**	**262,916**

*Not otherwise classified
Source: IRS SOI Statistics

ARTS EDUCATION

Education in the arts is a necessary part of preparing students to meet the demands of the twenty-first century workplace. Decades of research show strong and consistent links (although research has not yet established causal proof) between high-quality arts education and a wide range of impressive educational outcomes. Among these are increased student engagement, improved attendance, focused attention, heightened educational aspirations, and development of habits of mind such problem solving, critical and creative thinking, dealing with complexity, and integration of multiple skill sets. The arts are also linked to the development of social competencies including collaboration and team work skills, social tolerance, and self-confidence.[3]

The California Department of Education tracks student enrollment in course subject areas. These data provide a count of students enrolled in arts-related courses in K–12 schools from year-to-year and the number of classes that meet UC/CSU entrance requirements but does not provide information pertaining to outcomes or the level of arts integration in California schools. The data are also limited in that they were collected on a single day in the fall of the academic year. Courses that are only offered later in the year are not included. Also, course enrollment totals may duplicate counts of students (a single student may be enrolled in more than one creative course and should not be mistaken as an official enrollment figure.)

3
Reinvesting in Arts Education, President's Committee on the Arts and Humanities (May 2011).

EXHIBIT 10-1: CALIFORNIA K-12 CREATIVE COURSE ENROLLMENT BY SEX

	ACADEMIC YEAR														
	2016–2017			2015–2016			2014–2015			2013–2014			2012–2013		
COURSE SUBJECT AREA	Female	Male	Total	Female	Male	Total	Female	Male	Total	Female	Male	Total	Female	Male	Total
Agriculture and Natural Re-sources	45,115	50,701	95,816	45,110	51,126	96,236	40,975	47,062	88,037	38,253	44,063	82,316	35,273	40,028	75,301
Art	298,283	282,143	580,426	291,717	280,290	572,007	289,276	282,818	572,094	286,059	281,906	567,965	286,628	285,049	571,677
Arts, Media, and Entertainment	87,195	108,459	195,654	85,716	104,230	189,946	70,794	91,302	162,096	68,692	87,987	156,679	68,474	86,099	154,573
Building and Construction Trades	8,094	33,036	41,130	8,753	34,407	43,160	9,743	37,189	46,932	10,229	37,292	47,521	10,693	40,117	50,810
Computer Education	53,763	84,323	138,086	49,661	76,420	126,081	49,870	77,211	127,081	48,489	72,156	120,645	60,063	84,123	144,186
Dance	45,032	8,335	53,367	42,963	7,268	50,231	43,677	6,797	50,474	42,802	6,389	49,191	42,482	6,373	48,855
Drama/Theater	75,507	56,622	132,129	74,947	55,813	130,760	76,103	57,000	133,103	76,478	56,206	132,684	73,379	52,621	126,000
Engineering and Architecture	18,883	52,771	71,654	16,334	48,432	64,766	12,439	38,848	51,287	10,831	34,615	45,446	10,172	31,128	41,300
English Language Arts	1,733,383	1,843,293	3,576,676	1,736,783	1,852,691	3,589,474	1,721,896	1,839,725	3,561,621	1,746,034	1,859,024	3,605,058	1,742,346	1,856,994	3,599,340
Fashion and Interior Design	6,416	1,225	7,641	6,342	1,226	7,568	7,404	1,340	8,744	8,428	1,450	9,878	9,460	1,339	10,799
Information and Communication Technologies	43,032	76,258	119,290	36,621	62,567	99,188	34,502	54,900	89,402	30,412	44,550	74,962	13,792	20,839	34,631
Manufacturing and Product Development	9,598	27,936	37,534	9,858	26,881	36,739	9,134	24,590	33,724	8,242	23,058	31,300	11,541	31,265	42,806
Music	285,247	257,739	542,986	279,802	250,319	530,121	270,119	239,816	509,935	262,426	235,519	497,945	248,977	231,386	480,363
Creative Course Totals:	2,709,548	2,882,841	5,592,389	2,684,607	2,851,670	5,536,277	2,635,932	2,798,598	5,434,530	2,637,375	2,784,215	5,421,590	2,613,280	2,767,361	5,380,641
All Courses Totals:	11,436,542	12,005,218	23,441,760	11,290,865	11,862,091	23,152,956	11,091,159	11,666,276	22,757,435	11,009,838	11,539,705	22,549,543	10,918,484	11,457,211	22,375,695

Source: California Department of Education, DataQuest

EXHIBIT 10-2: CALIFORNIA K-12 CREATIVE COURSES MEETING UC/CSU REQUIREMENTS

COURSE SUBJECT AREA	ACADEMIC YEAR									
	2016–2017		2015–2016		2014–2015		2013–2014		2012–2013	
	#Classes	Classes Meeting UC/CSU Requirements	#Classes	Classes Meeting UC/CSU Requirements	#Classes	Classes Meeting UC/CSU Requirements	#Classes	Classes Meeting UC/CSU Requirements	#Classes	Classes Meeting UC/CSU Requirements
Agriculture and Natural Resources	4,803	1,975	4,714	1,857	4,176	1,519	4,015	1,342	3,695	1,164
Art	30,599	18,911	28,771	17,735	28,466	17,722	28,352	17,499	28,338	16,818
Arts, Media, and Entertainment	8,825	5,696	8,585	4,929	7,068	3,828	6,680	3,360	6,552	3,232
Building and Construction Trades	2,347	138	2,375	44	2,385	16	2,317	14	2,503	21
Computer Education	6,473	1,275	6,165	941	6,214	805	5,692	558	6,744	591
Dance	2,295	1,307	2,006	1,198	2,038	1,175	1,988	1,081	1,954	1,102
Drama/Theater	6,103	3,464	6,049	3,611	5,816	3,336	5,507	3,169	5,241	3,017
Engineering and Architecture	3,049	1,712	2,910	1,419	2,171	1,008	1,949	796	1,868	571
English Language Arts	187,075	88,561	176,357	80,534	175,798	77,932	175,442	76,857	175,571	76,900
Fashion and Interior Design	700	117	756	94	731	60	757	61	740	60
Information and Communication Technologies	6,447	1,576	5,186	955	4,348	611	3,643	362	1,664	171
Manufacturing and Product Development	1,928	258	1,857	203	1,699	100	1,531	84	2,062	244
Music	20,009	7,361	19,246	7,134	18,586	6,789	17,641	6,423	17,358	6,446
Creative Course Totals:	280,653	132,351	264,977	120,654	259,496	114,901	255,514	111,606	254,290	110,337
All Courses Totals:	1,150,271	373,366	1,076,479	345,664	1,056,050	332,392	1,028,919	324,509	1,024,906	322,191

Source: California Department of Education, DataQuest

EXHIBIT 10-3: LOS ANGELES COUNTY K-12 CREATIVE COURSE ENROLLMENT BY SEX

	ACADEMIC YEAR														
	2016–2017			2015–2016			2014–2015			2013–2014			2012–2013		
COURSE SUBJECT AREA	Female	Male	Total	Female	Male	Total	Female	Male	Total	Female	Male	Total	Female	Male	Total
Agriculture and Natural Re-sources	1,759	2,328	4,087	2,351	2,973	5,324	2,206	2,534	4,740	2,307	2,924	5,231	2,533	3,098	5,631
Art	76,293	75,241	151,534	76,715	76,347	153,062	76,271	76,704	152,975	76,324	78,162	154,486	74,841	77,389	152,230
Arts, Media, and Entertainment	24,642	29,382	54,024	22,600	26,689	49,289	18,687	23,049	41,736	18,004	21,878	39,882	18,603	22,232	40,835
Building and Construction Trades	1,574	4,615	6,189	1,683	5,229	6,912	2,048	5,887	7,935	2,225	6,050	8,275	2,371	6,862	9,233
Computer Education	13,339	19,653	32,992	12,302	17,519	29,821	10,231	15,295	25,526	11,227	15,610	26,837	21,150	27,311	48,461
Dance	11,310	3,254	14,564	11,023	2,687	13,710	11,356	2,280	13,636	10,803	1,992	12,795	10,455	2,193	12,648
Drama/Theater	20,162	15,560	35,722	20,081	15,310	35,391	19,913	15,266	35,179	20,491	15,555	36,046	19,821	14,414	34,235
Engineering and Architecture	6,409	14,867	21,276	5,509	13,258	18,767	4,213	10,165	14,378	3,744	9,068	12,812	3,946	8,968	12,914
English Language Arts	450,534	483,167	933,701	456,367	491,381	947,748	455,052	490,408	945,460	464,855	498,745	963,600	463,606	495,416	959,022
Fashion and Interior Design	1,756	331	2,087	1,827	385	2,212	1,974	376	2,350	2,344	460	2,804	3,106	562	3,668
Information and Communication Technologies	14,366	21,906	36,272	12,319	18,676	30,995	13,796	20,148	33,944	13,061	17,726	30,787	1,690	2,631	4,321
Manufacturing and Product Development	1,612	3,143	4,755	2,003	3,758	5,761	2,894	4,807	7,701	2,160	3,929	6,089	3,765	6,914	10,679
Music	65,247	60,777	126,024	64,382	59,465	123,847	63,094	58,012	121,106	63,484	58,263	121,747	61,044	58,134	119,178
Creative Course Totals:	689,003	734,224	1,423,227	689,162	733,677	1,422,839	681,735	724,931	1,406,666	691,029	730,362	1,421,391	686,931	726,124	1,413,055
All Courses Totals:	2,835,918	2,977,313	5,813,231	2,842,954	2,988,911	5,831,865	2,833,806	2,984,925	5,818,731	2,842,651	2,975,024	5,817,675	2,849,873	2,982,646	5,832,519

Source: California Department of Education, DataQuest

EXHIBIT 10-4: LOS ANGELES COUNTY K-12 CREATIVE COURSES MEETING UC/CSU REQUIREMENTS

COURSE SUBJECT AREA	ACADEMIC YEAR									
	2016–2017		2015–2016		2014–2015		2013–2014		2012–2013	
	#Classes	Classes Meeting UC/CSU Requirements	#Classes	Classes Meeting UC/CSU Requirements	#Classes	Classes Meeting UC/CSU Requirements	#Classes	Classes Meeting UC/CSU Requirements	#Classes	Classes Meeting UC/CSU Requirements
Agriculture and Natural Resources	221	60	251	76	236	65	260	56	247	53
Art	8,060	5,291	7,349	5,002	7,577	5,105	7,375	5,079	7,136	4,573
Arts, Media, and Entertainment	2,214	1,490	2,105	1,230	1,706	888	1,642	719	1,649	759
Building and Construction Trades	319	35	352	-	379	-	372	-	403	6
Computer Education	1,446	456	1,257	302	1,143	208	1,081	143	2,106	250
Dance	618	276	525	279	512	244	496	219	482	200
Drama/Theater	1,803	1,147	1,881	1,304	1,589	1,007	1,514	908	1,365	783
Engineering and Architecture	864	511	866	454	552	314	485	247	482	166
English Language Arts	52,686	27,551	48,627	25,113	50,724	25,356	50,221	25,241	49,276	25,612
Fashion and Interior Design	142	24	175	13	138	5	178	4	175	7
Information and Communication Technologies	1,756	417	1,516	362	1,545	273	1,393	167	168	26
Manufacturing and Product Development	214	67	238	47	321	23	257	11	392	46
Music	4,407	1,811	4,078	1,819	4,027	1,697	3,963	1,659	3,883	1,648
Creative Course Totals:	74,750	39,136	69,220	36,001	70,449	35,185	69,237	34,453	67,764	34,129
All Courses Totals:	281,174	107,701	268,444	101,845	273,583	101,200	268,462	99,213	267,309	97,694

Source: California Department of Education, DataQuest

EXHIBIT 10-5: ORANGE COUNTY K–12 CREATIVE COURSE ENROLLMENT BY SEX

	ACADEMIC YEAR														
	2016–2017			2015–2016			2014–2015			2013–2014			2012–2013		
COURSE SUBJECT AREA	Female	Male	Total	Female	Male	Total	Female	Male	Total	Female	Male	Total	Female	Male	Total
Agriculture and Natural Resources	1,572	1,233	2,805	1,514	1,138	2,652	1,665	1,229	2,894	1,627	1,180	2,807	1,641	1,315	2,956
Art	21,975	20,346	42,321	20,473	19,969	40,442	20,649	20,543	41,192	18,131	18,318	36,449	20,840	21,398	42,238
Arts, Media, and Entertainment	8,966	11,862	20,828	11,743	13,818	25,561	11,233	13,045	24,278	10,338	11,975	22,313	9,272	11,334	20,606
Building Trades and Construction	391	1,900	2,291	436	1,720	2,156	576	2,378	2,954	657	2,045	2,702	808	2,739	3,547
Computer Education	4,146	6,833	10,979	3,922	6,382	10,304	3,010	5,309	8,319	2,639	4,332	6,971	3,794	5,881	9,675
Dance	4,999	529	5,528	4,393	405	4,798	3,961	394	4,355	4,552	421	4,973	5,516	455	5,971
Drama/Theater	5,992	4,318	10,310	5,036	3,487	8,523	5,273	3,791	9,064	5,611	4,181	9,792	6,256	4,252	10,508
Engineering and Architecture	1,244	3,930	5,174	733	2,745	3,478	413	2,096	2,509	334	1,511	1,845	404	1,753	2,157
English Language Arts	138,469	144,383	282,852	138,006	144,486	282,492	140,455	147,412	287,867	141,431	147,682	289,113	141,229	148,496	289,725
Fashion and Interior Design	624	77	701	465	92	557	579	141	720	625	140	765	724	147	871
Information and Communications Technology	2489	5,993	8,482	1,951	4,251	6,202	2,518	4,352	6,870	875	1,714	2,589	1,035	1,700	2,735
Manufacturing and Product Development	960	2,557	3,517	1,036	2,844	3,880	933	2,591	3,524	870	2,251	3,121	907	2,419	3,326
Music	26,331	23,364	49,695	25,040	22,281	47,321	25,058	22,116	47,174	24,588	21,955	46,543	24,221	22,410	46,631
Creative Course Totals:	**218,158**	**227,325**	**445,483**	**214,748**	**223,618**	**438,366**	**216,323**	**225,397**	**441,720**	**212,278**	**217,705**	**429,983**	**216,647**	**224,299**	**440,946**
All Courses Totals:	**886,704**	**939,248**	**1,842,968**	**884,703**	**920,499**	**1,805,202**	**886,704**	**922,244**	**1,808,948**	**878,186**	**910,371**	**1,788,557**	**886,035**	**924,482**	**1,810,517**

Source: California Department of Education, DataQuest

EXHIBIT 10-6: ORANGE COUNTY K–12 CREATIVE COURSES MEETING UC/CSU REQUIREMENTS

	ACADEMIC YEAR									
	2016–2017		2015–2016		2014–2015		2013–2014		2012–2013	
COURSE SUBJECT AREA	#Classes	Classes Meeting UC/CSU Requirements	#Classes	Classes Meeting UC/CSU Requirements	#Classes	Classes Meeting UC/CSU Requirements	#Classes	Classes Meeting UC/CSU Requirements	#Classes	Classes Meeting UC/CSU Requirements
Agriculture and Natural Resources	120	71	114	74	114	63	121	65	130	66
Art	1,646	1,100	1,567	1,008	1,571	1,064	1,625	1,114	1,672	1,147
Arts, Media, and Entertainment	821	596	982	720	941	640	914	629	809	516
Building Trades and Construction	109	-	102	-	133	-	114	-	153	2
Computer Education	398	101	365	54	291	70	302	55	332	49
Dance	202	136	165	112	151	97	175	103	196	128
Drama/Theater	418	218	349	183	354	185	381	191	398	213
Engineering and Architecture	221	128	153	74	125	39	91	28	93	28
English Language Arts	11,017	5,339	10,877	5,225	11,013	5,190	10,875	5,053	10,875	5,012
Fashion and Interior Design	48	21	41	21	46	4	42	6	45	4
Information and Communications Technology	384	132	277	67	279	29	124	1	104	3
Manufacturing and Product Development	140	7	149	19	134	15	111	9	125	3
Music	1,707	644	1,671	608	1,626	593	1,578	595	1,515	599
Creative Course Totals:	**17,231**	**8,493**	**16,812**	**8,165**	**16,778**	**7,989**	**16,453**	**7,849**	**16,447**	**7,770**
All Courses Totals:	**71,212**	**26,147**	**66,689**	**25,128**	**66,350**	**24,645**	**64,666**	**23,998**	**65,136**	**23,739**

Source: California Department of Education, DataQuest

11

CALIFORNIA REGIONAL SNAPSHOTS

The following is a series of "snapshots" that divide California into eight regions based on geography and economic linkages. The results reveal significant differences in the size and character of the creative industries throughout the state, highlighting the diversity of California's creative economy.

THE REGIONS:

BAY AREA

The Bay Area includes the counties of Alameda, Contra Costa, Marin, Napa, San Benito, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Solano, and Sonoma.

EXHIBIT 11-1:
BAY AREA AVERAGE ANNUAL WAGE BY INDUSTRY, 2016

Publishing/Printing	$292,744
Digital Media	$228,950
Entertainment	$145,169
Toys	$106,661
Communication Arts	$105,130
Industrial Design Services	$101,329
Architecture/Interior Design	$89,902
Art Galleries	$85,479
Furniture/Decorative Arts	$58,549
Visual/Performing Arts	$53,310
Fashion	$50,332
Fine/Performing Arts Schools	$48,244

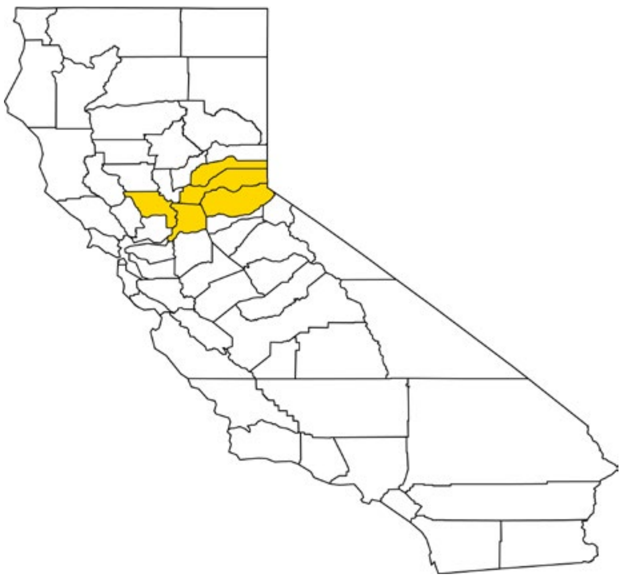
Source: Bureau of Labor Statistics, QCEW Series

EXHIBIT 11-2:
CHANGE IN JOBS FROM 2011 TO 2016 IN THE BAY AREA, 2016

INDUSTRY SECTOR	NUMBER OF JOBS		2011–2016 CHANGE	
	2011	2016	Number	Percent
Architecture and Interior Design	10,600	14,200	3,600	34.0%
Art Galleries	400	400	0	0.0%
Communication Arts	9,800	11,800	2,000	20.4%
Digital Media	29,000	40,400	11,400	39.3%
Entertainment	7,900	8,600	700	8.9%
Fashion	6,400	7,600	1,200	18.8%
Furniture and Decorative Arts	8,800	13,000	4,200	47.7%
Industrial Design Services	700	600	-100	-14.3%
Publishing and Printing	44,100	83,400	39,300	89.1%
Toys	500	700	200	40.0%
Visual and Performing Arts Providers	8,500	8,600	100	1.2%
Fine and Performing Arts Schools	2,800	3,700	900	32.1%
Totals:	**129,500**	**193,000**	**63,500**	**49.0%**

EXHIBIT 11-3:
BAY AREA NONEMPLOYER FIRMS, 2015

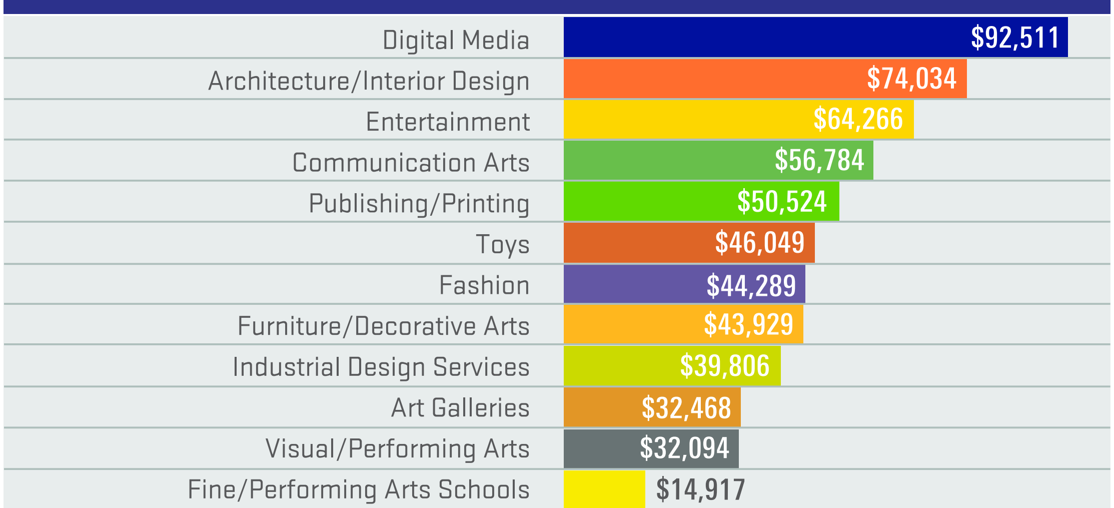
INDUSTRY SECTOR	FIRMS	REVENUE ($ THOUSANDS)
Architecture and Interior Design	5,277	315,548
Art Galleries	727	57,542
Communication Arts	25,450	1,150,554
Entertainment	5,048	201,164
Fashion	2,463	147,784
Furniture and Decorative Arts	1,090	75,327
Publishing and Printing	4,573	196,009
Toys	255	13,558
Visual and Performing Arts Providers	37,600	966,913



CAPITAL REGION

The Capital Region includes of the counties of El Dorado, Nevada, Placer, Sacramento, and Yolo.

EXHIBIT 11-4:
CAPITAL REGION AVERAGE ANNUAL WAGE BY INDUSTRY, 2016



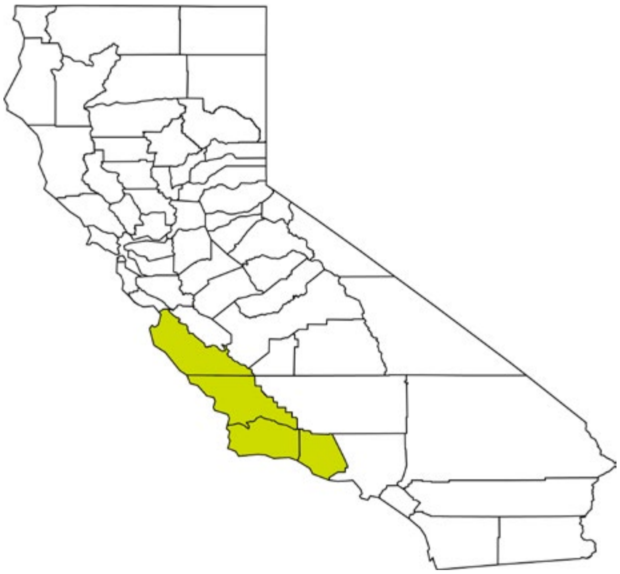
Source: Bureau of Labor Statistics, QCEW Series

EXHIBIT 11-5
CHANGE IN JOBS FROM 2011 TO 2016 IN THE CAPITAL REGION

INDUSTRY SECTOR	NUMBER OF JOBS		2011–2016 CHANGE	
	2011	2016	Number	Percent
Architecture and Interior Design	1,700	2,000	300	17.6%
Art Galleries	10	100	90	900.0%
Communication Arts	1,200	1,100	-100	-8.3%
Digital Media	700	1,000	300	42.9%
Entertainment	500	1,200	700	140.0%
Fashion	200	200	0	0.0%
Furniture and Decorative Arts	1,500	1,700	200	13.3%
Industrial Design Services	30	50	20	66.7%
Publishing and Printing	3,600	3,200	-400	-11.1%
Toys	100	100	0	0.0%
Visual and Performing Arts Providers	800	700	-100	-12.5%
Fine and Performing Arts Schools	200	300	100	50.0%
Totals:	**10,540**	**11,650**	**1,110**	**10.5%**

EXHIBIT 11-6
CAPITAL REGION NONEMPLOYER FIRMS, 2015

INDUSTRY SECTOR	FIRMS	REVENUE ($ THOUSANDS)
Architecture and Interior Design	902	40,815
Art Galleries	131	5,020
Communication Arts	4,225	147,784
Entertainment	735	23,916
Fashion	526	19,654
Furniture and Decorative Arts	266	18,070
Publishing and Printing	931	34,312
Toys	59	2,114
Visual and Performing Arts Providers	6,068	116,962



CENTRAL COAST

The Central Coast includes of the counties of Monterey, San Luis Obispo, Santa Barbara, and Ventura.

EXHIBIT 11-7:
CENTRAL COAST AVERAGE ANNUAL WAGE BY INDUSTRY, 2016

Toys	$131,114
Industrial Design Services	$109,909
Digital Media	$107,332
Entertainment	$70,788
Architecture/Interior Design	$69,352
Communication Arts	$67,047
Visual/Performing Arts	$61,453
Fashion	$57,605
Furniture/Decorative Arts	$49,750
Publishing/Printing	$48,316
Art Galleries	$44,957
Fine/Performing Arts Schools	$30,668

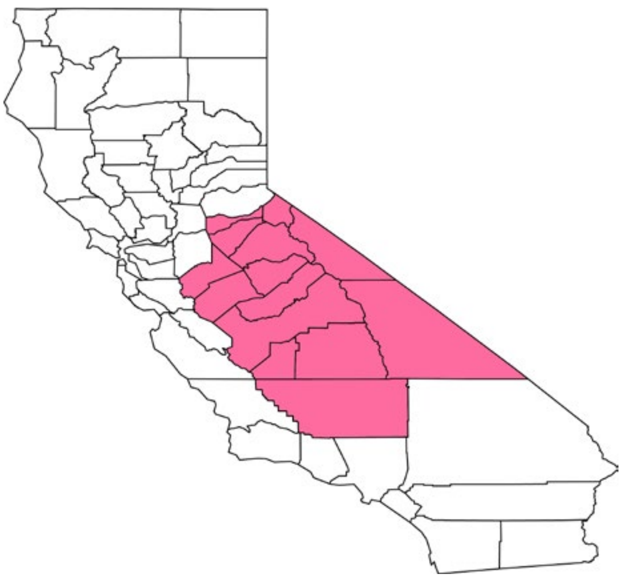
Source: Bureau of Labor Statistics, QCEW Series

EXHIBIT 11-8
CHANGE IN JOBS FROM 2011 TO 2016 IN THE CENTRAL COAST

INDUSTRY SECTOR	NUMBER OF JOBS		2011–2016 CHANGE	
	2011	2016	Number	Percent
Architecture and Interior Design	1,100	1,500	400	36.4%
Art Galleries	100	100	0	0.0%
Communication Arts	900	900	0	0.0%
Digital Media	1,600	2,600	1,000	62.5%
Entertainment	1,100	900	-200	-18.2%
Fashion	1,100	1,200	100	9.1%
Furniture and Decorative Arts	1,700	1,700	0	0.0%
Industrial Design Services	100	200	100	100.0%
Publishing and Printing	4,300	2,700	-1,600	-37.2%
Toys	100	200	100	100.0%
Visual and Performing Arts Providers	1,300	1,500	200	15.4%
Fine and Performing Arts Schools	500	400	-100	-20.0%
Totals:	**13,900**	**13,900**	**0**	**0.0%**

EXHIBIT 11-9
CENTRAL COAST NONEMPLOYER FIRMS, 2015

INDUSTRY SECTOR	FIRMS	REVENUE ($ THOUSANDS)
Architecture and Interior Design	1,164	60,436
Art Galleries	207	11,811
Communication Arts	4,671	195,282
Entertainment	1,183	50,104
Fashion	638	30,541
Furniture and Decorative Arts	257	13,691
Publishing and Printing	893	39,701
Toys	54	5,315
Visual and Performing Arts Providers	7,284	187,624



CENTRAL VALLEY

The Central Valley includes the counties of Alpine, Amador, Calaveras, Fresno, Inyo, Kern, Kings, Madera, Mariposa, Merced, Mono, Stanislaus, Tulare, and Tuolumne.

EXHIBIT 11-10:
CENTRAL VALLEY AVERAGE ANNUAL WAGE BY INDUSTRY, 2016

Entertainment	$118,340
Digital Media	$70,448
Architecture/Interior Design	$60,867
Industrial Design Services	$56,667
Fashion	$44,951
Communication Arts	$43,779
Publishing/Printing	$40,158
Furniture/Decorative Arts	$38,027
Art Galleries	$27,813
Toys	$22,271
Visual/Performing Arts	$12,983
Fine/Performing Arts Schools	$12,957

Source: Bureau of Labor Statistics, QCEW Series

EXHIBIT 11-11
CHANGE IN JOBS FROM 2011 TO 2016 IN THE CENTRAL VALLEY

INDUSTRY SECTOR	NUMBER OF JOBS (THOUSANDS)		2011–2016 CHANGE	
	2011	2016	Number	Percent
Architecture and Interior Design	900	1,000	100	11.1%
Art Galleries	50	30	-20	-40.0%
Communication Arts	800	400	-400	-50.0%
Digital Media	40	200	160	400.0%
Entertainment	1,100	1,300	200	18.2%
Fashion	600	500	-100	-16.7%
Furniture and Decorative Arts	1,200	1,400	200	16.7%
Industrial Design Services	60	50	-10	-16.7%
Publishing and Printing	2,700	1,800	-900	-33.3%
Toys	100	100	0	0.0%
Visual and Performing Arts Providers	300	400	100	33.3%
Fine and Performing Arts Schools	300	500	200	66.7%
Totals:	8,150	7,680	-470	-5.8%

EXHIBIT 11-12
CENTRAL VALLEY NONEMPLOYER FIRMS, 2015

INDUSTRY SECTOR	FIRMS	REVENUE ($ THOUSANDS)
Architecture and Interior Design	1,860	83,971
Art Galleries	215	14,016
Communication Arts	7,373	258,462
Entertainment	1,550	55,128
Fashion	891	39,785
Furniture and Decorative Arts	410	25,706
Publishing and Printing	1,517	57,806
Toys	108	4,767
Visual and Performing Arts Providers	12,261	250,134

INLAND EMPIRE

The Central Valley includes the counties of Inland Empire, Riverside, and San Bernardino.

EXHIBIT 11-13:
INLAND EMPIRE AVERAGE ANNUAL WAGE BY INDUSTRY, 2016

Digital Media	$90,618
Industrial Design Services	$76,063
Entertainment	$70,781
Architecture/Interior Design	$61,056
Communication Arts	$47,458
Toys	$46,315
Publishing/Printing	$44,097
Furniture/Decorative Arts	$43,841
Fashion	$41,267
Visual/Performing Arts	$40,181
Art Galleries	$31,930
Fine/Performing Arts Schools	$16,196

Source: Bureau of Labor Statistics, QCEW Series

EXHIBIT 11-13:
CHANGE IN JOBS FROM 2011 TO 2016 IN THE INLAND EMPIRE

INDUSTRY SECTOR	NUMBER OF JOBS		2011–2016 CHANGE	
	2011	2016	Number	Percent
Architecture and Interior Design	1,400	1,900	500	35.7%
Art Galleries	60	40	-20	-33.3%
Communication Arts	1,500	1,300	-200	-13.3%
Digital Media	100	300	200	200.0%
Entertainment	1,500	900	-600	-40.0%
Fashion	2,900	4,300	1,400	48.3%
Furniture and Decorative Arts	7,700	9,300	1,600	20.8%
Industrial Design Services	70	100	30	42.9%
Publishing and Printing	3,700	3,600	-100	-2.7%
Toys	200	400	200	100.0%
Visual and Performing Arts Providers	1,700	1,700	0	0.0%
Fine and Performing Arts Schools	100	200	100	100.0%
Totals:	**20,930**	**24,040**	**3,110**	**15.0%**

EXHIBIT 11-14:
INLAND EMPIRE NONEMPLOYER FIRMS, 2015

INDUSTRY SECTOR	FIRMS	REVENUE ($ THOUSANDS)
Architecture and Interior Design	1,473	57,405
Art Galleries	154	6,709
Communication Arts	5,412	188,421
Entertainment	922	26,406
Fashion	1,142	51,884
Furniture and Decorative Arts	551	38,226
Publishing and Printing	1,078	46,368
Toys	140	8,116
Visual and Performing Arts Providers	8,022	167,755

SAN DIEGO AND THE IMPERIAL VALLEY

This region includes the counties of San Diego and Imperial.

EXHIBIT 11-15:
SAN DIEGO AND IMPERIAL AVERAGE ANNUAL WAGE BY INDUSTRY, 2016

Industry	Average Annual Wage
Digital Media	$154,488
Industrial Design Services	$113,683
Toys	$98,978
Architecture/Interior Design	$76,455
Entertainment	$69,032
Publishing/Printing	$63,012
Communication Arts	$62,929
Furniture/Decorative Arts	$51,509
Fashion	$51,138
Visual/Performing Arts	$46,966
Art Galleries	$34,460
Fine/Performing Arts Schools	$18,249

Source: Bureau of Labor Statistics, QCEW Series

EXHIBIT 11-16:
CHANGE IN JOBS FROM 2011 TO 2016 IN SAN DIEGO AND THE IMPERIAL VALLEY

INDUSTRY SECTOR	NUMBER OF JOBS		2011–2016 CHANGE	
	2011	2016	Number	Percent
Architecture and Interior Design	3,200	4,100	900	28.1%
Art Galleries	200	200	0	0.0%
Communication Arts	2,300	2,700	400	17.4%
Digital Media	4,200	4,000	-200	-4.8%
Entertainment	2,000	2,100	100	5.0%
Fashion	3,700	4,100	400	10.8%
Furniture and Decorative Arts	3,400	3,800	400	11.8%
Industrial Design Services	2000	200	0	0.0%
Publishing and Printing	7,900	7,100	-800	-10.1%
Toys	300	300	0	0.0%
Visual and Performing Arts Providers	3,900	3,800	-100	2.6%
Fine and Performing Arts Schools	600	900	300	50.0%
Totals:	**31,900**	**33,300**	**1,400**	**4.4%**

EXHIBIT 11-17:
SAN DIEGO AND IMPERIAL VALLEY NONEMPLOYER FIRMS, 2015

INDUSTRY SECTOR	FIRMS	REVENUE ($ THOUSANDS)
Architecture and Interior Design	1,586	70,731
Art Galleries	207	12,027
Communication Arts	8,494	336,015
Entertainment	1,320	44,526
Fashion	1,045	63,149
Furniture and Decorative Arts	418	23,730
Publishing and Printing	1,314	61,836
Toys	91	5,831
Visual and Performing Arts Providers	10,850	229,242

THE SOUTHERN CALIFORNIA REGION

The Southern California region includes the counties of Los Angeles and Orange.

EXHIBIT 11-18:
SOUTHERN CALIFORNIA AVERAGE ANNUAL WAGE BY INDUSTRY, 2016

Digital Media	$172,739
Visual/Performing Arts	$169,915
Entertainment	$103,264
Toys	$102,657
Communication Arts	$99,726
Architecture/Interior Design	$83,973
Publishing/Printing	$83,889
Industrial Design Services	$76,528
Art Galleries	$64,346
Furniture/Decorative Arts	$49,034
Fashion	$48,683
Fine/Performing Arts Schools	$28,663

Source: Bureau of Labor Statistics, QCEW Series

EXHIBIT 11-19:
CHANGE IN JOBS FROM 2011 TO 2016 IN SOUTHERN CALIFORNIA

INDUSTRY SECTOR	NUMBER OF JOBS		2011–2016 CHANGE	
	2011	2016	Number	Percent
Architecture and Interior Design	14,800	19,400	4,600	31.1%
Art Galleries	900	1,100	200	22.2%
Communication Arts	22,400	25,200	2,800	12.5%
Digital Media	10,000	14,800	4,800	48.0%
Entertainment	143,900	164,500	20,600	14.3%
Fashion	99,000	96,700	-2,300	-2.3%
Furniture and Decorative Arts	34,900	38,700	3,800	10.9%
Industrial Design Services	1,100	1,000	-100	-9.1%
Publishing and Printing	44,800	46,600	1,800	4.0%
Toys	4,800	5,300	500	10.4%
Visual and Performing Arts Providers	28,700	38,600	9,900	34.5%
Fine and Performing Arts Schools	4,300	5,300	1,000	23.3%
Totals:	**409,600**	**457,200**	**47,600**	**11.6%**

EXHIBIT 11-20:
SOUTHERN CALIFORNIA NONEMPLOYER FIRMS, 2015

INDUSTRY SECTOR	FIRMS	REVENUE ($ THOUSANDS)
Architecture and Interior Design	6,682	333,047
Art Galleries	926	62,225
Communication Arts	38,368	1,753,677
Entertainment	23,266	1,126,235
Fashion	8,214	824,234
Furniture and Decorative Arts	2,171	170,461
Publishing and Printing	5,601	294,239
Toys	546	44,990
Visual and Performing Arts Providers	94,322	3,858,413

UPSTATE CALIFORNIA

The Upstate region includes the counties of Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Sierra, Sisikyou, Sutter, Tehama, Trinity, and Yuba.

EXHIBIT 11-21:
UPSTATE AVERAGE ANNUAL WAGE BY INDUSTRY, 2016

Digital Media	$113,624
Architecture/Interior Design	$59,395
Fashion	$37,545
Furniture/Decorative Arts	$36,794
Communication Arts	$36,419
Publishing/Printing	$34,268
Entertainment	$32,444
Toys	$27,968
Art Galleries	$19,393
Visual/Performing Arts	$14,283
Fine/Performing Arts Schools	$11,004

Source: Bureau of Labor Statistics, QCEW Series

EXHIBIT 11-22:
CHANGE IN JOBS FROM 2011 TO 2016 IN UPSTATE CALIFORNIA

INDUSTRY SECTOR	NUMBER OF JOBS		2011–2016 CHANGE	
	2011	2016	Number	Percent
Architecture and Interior Design	200	200	0	0.0%
Art Galleries	30	20	-10	-33.3%
Communication Arts	100	200	100	100.0%
Digital Media	200	300	100	50.0%
Entertainment	200	500	300	150.0%
Fashion	300	400	100	33.3%
Furniture and Decorative Arts	300	400	100	33.3%
Industrial Design Services	0	0	0	0.0%
Publishing and Printing	300	500	200	66.7%
Toys	100	100	0	0.0%
Visual and Performing Arts Providers	60	100	40	67.0%
Fine and Performing Arts Schools	100	100	0	0.0%
Totals:	**1,890**	**2,820**	**930**	**49%**

EXHIBIT 11-23:
UPSTATE NONEMPLOYER FIRMS, 2015

INDUSTRY SECTOR	FIRMS	REVENUE ($ THOUSANDS)
Architecture and Interior Design	390	15,528
Art Galleries	76	2,051
Communication Arts	1,297	36,864
Entertainment	210	5,201
Fashion	289	10,425
Furniture and Decorative Arts	195	6,063
Publishing and Printing	348	13,561
Toys	18	405
Visual and Performing Arts Providers	2,565	42,801

HOW TO USE THIS REPORT

- To understand the size and contribution of the creative industries to the region's economy and how it has changed over time is essential to enabling greater regional coordination of resources and services to support those industries. This could include local or statewide policies that support the creative industries infrastructure and improve access to financial investment and business support programs and in turn, ensure the sustainability for the arts and cultural assets.
- To justify increased emphasis on creative economy career paths through technical and university institutions.
- To leverage the creative industries to increase the competitiveness of other businesses where innovation in design and aesthetic content are critical to market share.
- To develop strategies for attracting and retaining creative talent.
- To develop marketing and branding to promote creative assets both to businesses and as cultural tourism.
- To develop a support and networking structure that includes convening leadership and building collaborative connections across industries.

Otis College of Art and Design, a critical component of the creative economy, commissioned this report to analyze and quantify the importance of the creative economy.

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STATISTICAL APPENDIX

NOTES ON METHODOLOGY AND DATA

In 2007, Otis College of Art and Design commissioned the LAEDC to undertake the first comprehensive analysis of the creative economy in the Los Angeles region and evaluate its contribution to the overall regional economy. *The Otis Report on the Creative Economy of the Los Angeles Region* has been produced every year since then.

In 2013, the research methodology utilized in this report was changed in three ways. The first two changes involved revisions in the definition of the creative economy. First, additional subsectors within the creative industries were added to the existing creative industries. Second, a new sector was added: publishing and printing. Both of these changes better align the creative industry definitions used in this research with the definitions that are increasingly being adopted elsewhere in the literature. The creative sectors or industries in this report encompass the following twelve categories:

- Architecture and interior design
- Art galleries
- Arts education
- Communication arts
- Digital media
- Entertainment
- Fashion
- Furniture and decorative arts
- Industrial design services
- Publishing and printing
- Toys
- Visual and performing arts

The third change relates to data used in the contribution analysis portion of this study. In a departure from previous years, beginning in 2013, the IMPLAN model was utilized to assess the economic contribution of the creative industries to the overall economy. In conceptual terms, economic contribution analysis evaluates the ripple effect of a specific economic activity throughout the rest of the economy. Contribution analysis captures the direct impact as well as the indirect and induced impacts of that activity on employment, output, and taxes.

Additionally, the contribution analysis began using employment and payroll data from the QCEW, rather than the estimated sales, shipments, and revenues that were based on data from the Economic Census.

The data collected for this report includes employment, establishments, payroll, and other measures of creative activity in the Los Angeles region and California at large. These data come from the following sources:

- U.S. Bureau of the Census
- U.S. Bureau of Labor Statistics (BLS)
- U.S. Bureau of Economic Analysis (BEA)
- California Employment Development Department (EDD)
- California Department of Education
- Internal Revenue Service (IRS)

Much of the industry-level information in this report comes directly from the Bureau of Labor Statistics' QCEW Series. These data are based on unemployment tax payments that all firms with employees are required to make into the state unemployment insurance fund. Because the coverage is so comprehensive, this is the best available source for employment and wage information.

Because the definitions used in this study were expanded and because the methodology for calculating the economic contribution has been altered from previous years, the figures contained in this report and those after 2013 are not directly comparable to the studies conducted by Otis and the LAEDC in the years prior to these changes.

EXHIBIT A-1: ECONOMIC CONTRIBUTION OF LOS ANGELES COUNTY'S CREATIVE INDUSTRIES, 2016								
					TOTAL CONTRIBUTION (DIRECT, INDIRECT, INDUCED)			
INDUSTRY	Establishments	Jobs	Payroll ($ millions)	Self-Employed	Output ($ millions)	Total Jobs	Labor Income ($ millions)	Taxes ($ millions)
Architecture and Interior Design	1,894	12,800	1,084.43	5,065	3,578.64	23,200	1,663.20	$503.76
Art Galleries	239	900	64.17	720	99.55	1,200	82.12	$29.73
Communication Arts	2,290	21,000	2,188.71	29,297	6,963.76	36,000	3,009.84	$1,025.58
Digital Media	279	8,300	1,626.67	---	4,646.22	17,800	2,145.72	$740.78
Entertainment	6,624	162,600	16,843.27	21,643	97,679.32	277,700	23,546.76	$10,846.58
Fashion	6,820	84,900	4,002.48	6,739	27,083.79	134,600	7,002.07	$4,009.62
Fine and Performing Arts Schools	479	4,000	123.41	---	1,434.96	8,400	345.64	$102.41
Furniture and Decorative Arts	1,612	30,000	1,447.30	1,649	8,918.73	43,300	1,872.92	$1,036.35
Industrial Design Services	112	500	30.31	---	93.26	800	6.84	$18.96
Publishing and Printing	1,974	33,300	2,984.10	4,088	14,147.59	59,000	4,626.13	$1,598.88
Toys	233	4,800	506.32	414	2,186.25	9,100	764.51	$399.09
Visual and Performing Arts Providers	9,659	36,100	6,453.89	84,414	11,981.28	72,500	8,416.10	$2631.15
TOTALS:	**32,215**	**372,200**	**37,355.05**	**154,129**	**178,813.37**	**699,600**	**53,535.12**	**22,942.89**

(Totals may not add up due to rounding)
Source: Bureau of Labor Statistics, U.S. Census Bureau, estimates by LAEDC

EXHIBIT A-2: ECONOMIC CONTRIBUTION OF ORANGE COUNTY'S CREATIVE INDUSTRIES, 2016

INDUSTRY	Establishments	Jobs	Payroll ($ millions)	Self-Employed	TOTAL CONTRIBUTION (DIRECT, INDIRECT, INDUCED) Output ($ millions)	Total Jobs	Labor Income ($ millions)	Taxes ($ millions)
Architecture and Interior Design	798	6,500	543.8	1,617	1841.00	12,000	845.30	258.19
Art Galleries	53	200	8.1	206	18.20	300	10.90	4.63
Communication Arts	642	4,200	319.7	9,071	1132.60	6,800	460.30	159.58
Digital Media	157	6,500	933.5	---	3174.80	11,800	1151.40	425.98
Entertainment	241	1,800	140.7	1,623	1268.70	3,700	257.40	106.20
Fashion	740	11,800	705.7	1,475	3374.70	14,200	896.20	537.95
Furniture and Decorative Arts	163	8,700	451.1	522	2804.40	13,500	729.60	323.45
Industrial Design Services	480	500	46.2	---	87.50	800	61.20	19.17
Publishing and Printing	44	13,200	921.3	1,413	4779.50	24,100	1416.40	504.32
Toys	751	500	38.3	132	206.20	900	63.00	39.82
Visual and Performing Arts Providers	46	2,500	106	9,908	398.90	3,500	164.10	57.62
Fine and Performing Arts Schools	356	1,300	28.4	---	81.50	1,500	39.70	12.28
TOTALS:	**4,422**	**57,900**	**3,779.00**	**25,967**	**19,168.15**	**93,000**	**6,095.50**	**2,449.19**

(Totals may not add up due to rounding)
Source: Bureau of Labor Statistics, U.S. Census Bureau, estimates by LAEDC

EXHIBIT A-3: LOS ANGELES COUNTY CREATIVE INDUSTRIES EMPLOYMENT	NIACS	AVG. NUMBER OF JOBS		2011–2016 CHANGE	
	Code	2011	2016	Number	Percent
Architecture and Interior Design		**9,750**	**12,840**	**3,090**	**31.7%**
Architectural Services	54131	6,350	8,280	1,930	30.4%
Landscape Architectural Services	54132	750	1,220	470	62.7%
Drafting Services	54134	270	230	-40	-14.8%
Interior Design Services	54141	1,500	2,260	760	50.7%
Ornamental and Architectural Metal Work	332323	880	850	-30	-3.4%
Art Dealers	**45392**	**750**	**910**	**160**	**21.3%**
Communication Arts		**18,700**	**21,000**	**2,300**	**12.3%**
Graphic Design Services	54143	4,230	4,650	420	9.9%
Advertising Agencies	54181	12,340	14,230	1,890	15.3%
Photography Studios, Portrait	541921	1,640	1,540	-100	-6.1%
Commercial Photography	541922	490	580	90	18.4%
Digital Media		**5,120**	**8,320**	**3,200**	**62.5%**
Software Publishers	5112	5,120	8,320	3,200	62.5%
Entertainment		**132,820**	**162,660**	**29,840**	**22.5%**
Motion Picture and Video Production	51211	101,310	129,750	28,440	28.1%
Motion Picture and Video Distribution	51212	1,950	2,390	440	22.6%
Postproduction and Other Related Industry	51219	9,100	7,330	-1,770	-19.5%
Sound Recording Industries	5122	3,050	2,910	-140	-4.6%
Radio Stations	515112	2,400	1,960	-440	-18.3%
Television Broadcasting	515120	10,730	12,990	2,260	21.1%
Cable and Other Subscription Programming	5152	4,280	5,330	1,050	24.5%
Fashion		**86,710**	**83,300**	**-3,410**	**-3.9%**
Textile Mills	313	6,880	5,400	-1,480	-21.5%
Apparel Manufacturing	315	45,540	37,190	-8,350	-18.3%
Apparel/Piece Goods Merchant Wholesalers	4243	21,140	26,310	5,170	24.5%
Footwear Manufacturing	3162	620	260	-360	-58.1%
Footwear Merchant Wholesalers	42434	2,590	3,000	410	15.8%
Toilet Preparation Manufacturing	32562	20	110	90	450.0%
Jewelry and Silverware Manufacturing	33991	4,300	4,620	320	7.4%
Jewelry Merchant Wholesalers	42394	1,600	1,800	200	12.5%
Other Specialized Design Services	54149	4,020	4,610	590	14.7%
Furniture and Decorative Arts		**28,220**	**31,430**	**3,210**	**11.4%**
Textile Product Mills	314	1,500	1,660	160	10.7%
Furniture and Related Product Mfg.	337	3,920	4,270	350	8.9%
Furniture and Furnishings Merchant Wholesale	4232	13,000	14,340	1,340	10.3%
Lighting Fixture Manufacturing	33512	7,460	8,600	1,140	15.3%

EXHIBIT A-3: LOS ANGELES COUNTY CREATIVE INDUSTRIES EMPLOYMENT, CONTINUED

	NIACS	AVG. NUMBER OF JOBS		2011–2016 CHANGE	
	Code	2011	2016	Number	Percent
Other Pressed/Blown Glass and Glassware	327212	2,220	2,470	250	11.3%
Misc Nonmetallic Mineral Products Mfg.	327999	120	90	-30	-25.0%
Industrial Design Services	**54142**	**300**	**280**	**-20**	**-6.7%**
Publishing and Printing		**32,940**	**33,840**	**900**	**2.7%**
Printing and Related Support Activities	3231	850	500	-350	-41.2%
Book and Periodical Merchant Wholesalers	424920	15,760	13,760	-2,000	-12.7%
Newspaper Publishers	511110	900	610	-290	-32.2%
Periodical Publishers	511120	3,180	3,170	-10	-0.3%
Book Publishers	511130	3,810	3,560	-250	-6.6%
All Other Publishers	511199	560	610	50	8.9%
Libraries and Archives	519120	880	1,150	270	30.7%
Internet Publishing and Web Search Portals	519130	7,000	10,480	3,480	49.7%
Toys		**4,340**	**4,790**	**450**	**10.4%**
Doll, Toy, and Game Manufacturing	33993	1,480	1,640	160	10.8%
Toy and Hobby Goods Merchant Wholesalers	42392	2,860	3,150	290	10.1%
Visual and Performing Arts		**26,540**	**36,140**	**9,600**	**36.2%**
Theater Companies and Dinner Theaters	71111	1,980	2,280	300	15.2%
Dance Companies	71112	90	150	60	66.7%
Musical Groups and Artists	71113	2,810	3,640	830	29.5%
Other Performing Arts Companies	71119	160	40	-120	-75.0%
Agents and Managers for Public Figures	71141	6,860	13,170	6,310	92.0%
Independent Artists, Writers, and Performers	71151	10,560	11,610	1,050	9.9%
Museums	71211	3,720	4,690	970	26.1%
Musical Instrument Manufacturing	339992	360	560	200	55.6%
Fine and Performing Arts Schools		**3,470**	**4,030**	**560**	**16.1%**
Fine Arts Schools	61161	3,470	4,030	560	16.1%
TOTALS:		**349,600**	**399,500**	**49,800**	**14.3%**

(Totals and percentages may not add up due to rounding)
Source: Bureau of Labor Statistics, QCEW Series; Estimates by LAEDC

EXHIBIT A-4: ORANGE COUNTY CREATIVE INDUSTRY EMPLOYMENT

	NIACS	AVG. NUMBER OF JOBS		2011–2016 CHANGE	
	Code	2011	2016	Number	Percent
Architecture and Interior Design		**5,090**	**6,540**	**1,470**	**28.9%**
Architectural Services	54131	2,910	3,600	690	23.7%
Landscape Architectural Services	54132	1,030	970	-60	-5.8%
Drafting Services	54134	60	90	40	66.7%
Interior Design Services	54141	730	1,150	420	57.5%
Ornamental and Architectural Metal Work	332323	360	730	380	105.6%
Art Dealers	**45392**	**140**	**210**	**70**	**50.0%**
Communication Arts		**3,700**	**4,160**	**460**	**12.4%**
Graphic Design Services	54143	930	940	10	1.1%
Advertising Agencies	54181	2,190	2,790	600	27.4%
Photography Studios, Portrait	541921	480	300	-180	-37.5%
Commercial Photography	541922	100	130	30	30.0%
Digital Media		**4,860**	**6,510**	**1,650**	**34.0%**
Software Publishers	5112	4,860	6,510	1,650	34.0%
Entertainment		**2,310**	**1,820**	**-470**	**-20.3%**
Motion Picture and Video Production	51211	630	710	80	12.7%
Motion Picture and Video Distribution	51212	20	10	-	0.0%
Postproduction and Other Related Industry	51219	60	90	30	50.0%
Sound Recording Industries	5122	80	60	-20	-25.0%
Radio Stations	515112	220	100	-120	-54.5%
Television Broadcasting	515120	180	280	110	61.1%
Cable and Other Subscription Programming	5152	1,120	570	-550	-49.1%
Fashion		**10,850**	**11,770**	**920**	**8.5%**
Textile Mills	313	750	660	-90	-12.0%
Apparel Manufacturing	315	5,630	5,020	-610	-10.8%
Apparel/Piece Goods Merchant Wholesalers	4243	2,890	3,860	970	33.6%
Footwear Manufacturing	3162	0	110	110	**
Footwear Merchant Wholesalers	42434	610	820	220	36.1%
Toilet Preparation Manufacturing	32562	270	600	330	122.2%
Jewelry and Silverware Manufacturing	33991	90	80	-20	-22.2%
Jewelry Merchant Wholesalers	42394	270	450	180	66.7%
Other Specialized Design Services	54149	340	170	-170	-50.0%

EXHIBIT A-6: ORANGE COUNTY CREATIVE INDUSTRY EMPLOYMENT, CONTINUED

	NAICS	AVG. NUMBER OF JOBS		2010–2015 CHANGE	
	Code	2010	2015	Number	Percent
Furniture and Decorative Arts		**7,920**	**8,750**	**820**	**10.4%**
Textile Product Mills	314	1,400	1,430	30	2.1%
Furniture and Related Product Mfg	337	3,820	4,370	550	14.4%
Furniture and Furnishings Merchant Whsle	4232	1,500	1,760	260	17.3%
Lighting Fixture Manufacturing	33512	900	1,100	190	21.1%
Other Pressed/Blown Glass and Glassware	327212	30	20	10	-33.3%
Misc Nonmetallic Mineral Products Mfg.	327999	270	70	200	-74.1%
Pressed and Blown Glass and Glassware Mfg.	327212	30	20	-10	-39.4%
Other Misc. Nonmetallic Mineral Product and Mfg.	327999	300	70	-230	-75.7%
Industrial Design Services	**54142**	**300**	**500**	**200**	**66.7%**
Publishing and Printing		**12,820**	**13,410**	**580**	**4.5%**
Printing and Related Support Activities	3231	8,050	7,750	300	-3.7%
Book and Periodical Merchant Wholesalers	424920	220	160	70	-31.8%
Newspaper Publishers	511110	1,300	1,110	(190)	-14.6%
Periodical Publishers	511120	1,260	900	(360)	-28.6%
Book Publishers	511130	430	450	20	4.7%
All Other Publishers	511199	40	40	-	0.0%
Libraries and Archives	519120	40	180	140	350.0%
Internet Publishing and Web Search Portals	519130	1,480	2,820	1,340	90.5%
Internet Publishing and Broadcasting	519130	1,700	2,100	400	20.6%
Toys		**490**	**510**	**30**	**6.1%**
Doll, Toy, and Game Manufacturing	33993	90	110	20	22.2%
Toy and Hobby Goods Merchant Wholesalers	42392	400	400	10	2.5%
Visual and Performing Arts Providers		**2,590**	**2,480**	**(100)**	**-3.9%**
Theater Companies and Dinner Theaters	71111	850	710	(140)	-16.5%
Dance Companies	71112	60	80	20	33.3%
Musical Groups and Artists	71113	220	230	10	4.5%
Other Performing Arts Companies	71119	10	20	10	100.0%
Agents and Managers for Public Figures	71141	60	180	120	200.0%
Independent Artists, Writers, and Performers	71151	820	530	(290)	-35.4%
Museums	71211	410	560	150	36.6%
Musical Instrument Manufacturing	339992	160	170	20	12.5%
Fine and Performing Arts Schools		**850**	**1,270**	**420**	**49.4%**
Fine Arts Schools	61161	850	1,270	420	49.4%
TOTALS:		**52,000**	**57,900**	**5,900**	**11.4%**

(Totals and percentages may not add up due to rounding)
Source: Bureau of Labor Statistics, QCEW Series; Estimates by LAEDC

EXHIBIT A-5: LOS ANGELES COUNTY CREATIVE INDUSTRIES EMPLOYMENT YEAR-TO-YEAR COMPARISONS, 2011–2016

CREATIVE INDUSTRY	2011	2012	2013	2014	2015	2016	2011–12	2012–13	2013–14	2015–16	2015–16
Architecture and Interior Design	9,758	10,077	10,304	11,344	12,111	12,844	3.3%	2.3%	10.1%	6.8%	6.1%
Art Galleries	748	765	802	777	835	911	2.3%	4.8%	-3.1%	7.5%	9.1%
Communcation Arts	18,704	19,709	19,977	19,869	20,907	20,999	5.4%	1.4%	-0.5%	5.2%	0.4%
Digital Media	5,123	5,458	5,819	6,118	7,189	8,315	6.5%	6.6%	5.1%	17.5%	15.7%
Entertainment	132,812	132,840	132,673	135,215	141,263	162,644	0.0%	-0.1%	1.9%	4.5%	15.1%
Fashion	88,201	89,533	92,751	92,237	90,677	84,947	1.5%	3.6%	-0.6%	-1.7%	-6.3%
Fine and Performing Arts Schools	3,468	3,475	3,658	3,891	3,854	4,026	0.2%	5.3%	6.4%	-1.0%	4.5%
Furniture and Decorative Arts	27,018	27,251	28,634	28,846	29,594	30,041	0.9%	5.1%	0.7%	2.6%	1.5%
Industrial Design	847	442	442	427	428	501	-47.8%	0.0%	-3.4%	0.2%	17.1%
Publishing and Printing	32,079	31,963	31,816	32,334	33,146	33,325	-0.4%	-0.5%	1.6%	2.5%	0.5%
Toys	4,335	4,504	4,719	4,663	4,704	4,790	3.9%	4.8%	-1.2%	0.9%	1.8%
Visual and Performing Arts	26,544	27,774	28,167	31,699	32,224	36,132	4.6%	1.4%	12.5%	1.7%	12.1%
TOTALS:	349,637	353,791	359,762	367,420	376,932	399,475	1.2%	1.7%	2.1%	2.6%	6.0%

(Totals and percentages may not add up due to rounding)
Source: Bureau of Labor Statistics, QCEW

EXHIBIT A-6: ORANGE COUNTY CREATIVE INDUSTRIES EMPLOYMENT YEAR-TO-YEAR COMPARISONS, 2011–2016

CREATIVE INDUSTRY	2011	2012	2013	2014	2015	2016	2011–12	2012–13	2013–14	2014–15	2015–16
Architecture and Interior Design	5,086	5,486	5,299	5,931	6,283	6,546	7.9%	-3.4%	11.9%	5.9%	4.2%
Art Galleries	144	148	164	177	187	212	2.8%	10.8%	7.9%	5.6%	13.4%
Communication Arts	3,697	4,058	4,120	4,293	4,229	4,154	9.8%	1.5%	4.2%	-1.5%	-1.8%
Digital Media	4,855	5,138	5,154	5,205	5,999	6,506	5.8%	0.3%	1.0%	15.3%	8.5%
Entertainment	2,299	2,293	2,371	2,061	1,890	1,827	-0.3%	3.4%	-13.1%	-8.3%	-3.3%
Fashion	10,839	11,303	11,654	11,841	11,389	11,764	4.3%	3.1%	1.6%	-3.8%	3.3%
Furniture and Decorative Arts	854	930	994	1,042	1,203	1,270	8.9%	6.9%	4.8%	15.5%	5.6%
Industrial Design Services	7,928	7,547	7,551	7,910	8,055	8,748	-4.8%	0.1%	4.8%	1.8%	8.6%
Publishing and Printing	295	278	407	484	547	499	-5.8%	46.4%	18.9%	13.0%	-8.8%
Toys	12,827	12,873	13,122	12,743	12,671	13,413	0.4%	1.9%	-2.9%	-0.6%	5.9%
Visual and Performing Arts Providers	489	457	465	474	492	515	-6.5%	1.8%	1.9%	3.8%	4.7%
Fine and Performing Arts Schools	2,590	2,569	2,488	2,596	2,621	2,475	-0.8%	-3.2%	4.3%	1.0%	-5.6%
TOTALS:	**51,903**	**53,080**	**53,789**	**54,757**	**55,566**	**57,929**	**2.3%**	**1.3%**	**1.8%**	**1.5%**	**4.3%**

(Totals and percentages may not add up due to rounding)
Source: Bureau of Labor Statistics, QCEW

EXHIBIT A-7: LOS ANGELES COUNTY EMPLOYMENT BY CREATIVE OCCUPATION, 2016

OCCUPATIONAL TITLE	SOC Code	2016 Employment	Projected Openings Over 5 Years	Location Quotient	Education Needed for Entry Level	Work Experience Needed for Entry Level	On-the-Job Training to Attain Competency	2016 Median Annual Wage
Management Occupations								
Advertising and Promotions Managers	11-2011	1,350	235	1.46	3	<5 years	None	**$107,902**
Marketing Managers	11-2021	6,570	750	1.00	3	≥5 years	None	**$142,327**
Public Relations and Fundraising Managers	11-2031	1,820	340	0.89	3	≥5 years	None	**$113,725**
Business and Financial Operations Occupations								
Agents and Business Managers of Artists, Performers, and Athletes	13-1011	4,480	1,170	10.40	3	<5 years	None	**$77,519**
Computer and Mathematical Occupations								
Software Developers, Applications	15-1132	16,180	775	0.64	3	None	None	**$111,128**
Software Developers, Systems Software	15-1133	13,580	895	1.04	3	None	None	**$118,594**
Architecture and Engineering Occupations								
Architects, Except Landscape and Naval	17-1011	3,900	-310	1.22	3	None	I/R	**$89,072**
Landscape Architects	17-1012	340	-10	0.55	3	None	I/R	**$84,812**
Architectural and Civil Drafters	17-3011	3,810	960	1.23	4	None	None	**$58,374**
Education, Training, and Library Occupations								
Architecture Teachers, Postsecondary	25-1031	120	65	0.51	1	None	None	**$77,588**
Anthropology and Archeology Teachers, Postsecondary	25-1061	120	-15	0.66	1	None	None	**$109,119**
Area, Ethnic, and Cultural Studies Teachers, Postsecondary	25-1062	310	20	1.07	1	None	None	**$87,449**
Library Science Teachers, Postsecondary	25-1082	50	0	0.32	8	**	**	**$101,774**
Art, Drama, and Music Teachers, Postsecondary	25-1121	4,510	445	1.42	2	None	None	**$81,170**
Communications Teachers, Postsecondary	25-1122	690	95	0.77	1	None	None	**$84,193**
English Language and Literature Teachers, Postsecondary	25-1123	2,030	165	0.89	1	None	None	**$80,165**
Foreign Language and Literature Teachers, Postsecondary	25-1124	1,170	165	1.27	1	None	None	**$75,661**
History Teachers, Postsecondary	25-1125	410	75	0.59	1	None	None	**$91,061**
Archivists	25-4011	300	25	1.63	2	None	None	**$42,477**
Curators	25-4012	390	25	1.09	2	None	None	**$68,428**
Museum Technicians and Conservators	25-4013	640	35	1.82	3	None	None	**$50,258**
Librarians	25-4021	2,670	270	0.65	2	None	None	**$75,214**
Library Technicians	25-4031	2,260	480	0.76	5	None	None	**$41,757**
Audio-Visual and Multimedia Collections Specialists	25-9011	400	10	1.21	3	<5 years	None	**$42,771**

EXHIBIT A-7: LOS ANGELES COUNTY EMPLOYMENT BY CREATIVE OCCUPATION, 2016, CONTINUED

OCCUPATIONAL TITLE	SOC Code	2016 Employment	Projected Openings Over 5 Years	Location Quotient	Education Needed for Entry Level	Work Experience Needed for Entry Level	On-the-Job Training to Attain Competency	2016 Median Annual Wage
Art, Design, Entertainment, Sports, and Media Occupations								
Art Directors	27-1011	3,430	840	2.96	3	≥5 years	None	$115,845
Craft Artists	27-1012	180	85	1.11	7	None	LTOJT	$65,861
Fine Artists, Including Painters, Sculptors, and Illustrators	27-1013	1,640	760	4.45	3	None	LTOJT	$62,503
Multimedia Artists and Animators	27-1014	5,670	1,530	5.95	3	None	MTOJT	$85,157
Artists and Related Workers, All Other	27-1019	330	-75	1.47	7	None	LTOJT	$63,801
Commercial and Industrial Designers	27-1021	1,420	435	1.39	3	None	None	$65,029
Fashion Designers	27-1022	4,590	970	7.46	3	None	None	$69,533
Floral Designers	27-1023	690	25	0.49	6	None	MTOJT	$28,700
Graphic Designers	27-1024	10,960	1,620	1.63	3	None	None	$52,896
Interior Designers	27-1025	2,510	425	1.48	3	None	None	$60,068
Merchandise Displayers and Window Trimmers	27-1026	2,340	480	0.64	6	None	MTOJT	$29,400
Set and Exhibit Designers	27-1027	2,530	830	6.56	3	None	None	$49,994
Designers, All Other	27-1029	1,270	0	5.49	3	None	None	$67,981
Actors	27-2011	12,490	400	8.03	8	**	**	**
Producers and Directors	27-2012	22,090	5,865	6.03	3	<5 years	None	$97,493
Dancers	27-2031	280	365	0.87	7	None	LTOJT	**
Choreographers	27-2032	120	145	0.73	6	≥5 years	LTOJT	$41,726
Music Directors and Composers	27-2041	740	95	1.26	3	<5 years	None	$51,851
Musicians and Singers	27-2042	3,110	730	2.42	7	None	LTOJT	**
Radio and Television Announcers	27-3011	1,050	85	1.12	3	None	STOJT	$44,374
Public Address System and Other Announcers	27-3012	420	-20	1.64	6	None	STOJT	$26,620
Broadcast News Analysts	27-3021	330	0	2.03	3	None	None	$63,599
Reporters and Correspondents	27-3022	1,510	310	1.18	3	None	None	$39,301
Public Relations Specialists	27-3031	7,610	445	1.05	3	None	None	$61,641
Editors	27-3041	4,570	1,015	1.47	3	<5 years	None	$65,171
Technical Writers	27-3042	1,310	0	0.82	3	<5 years	STOJT	$76,564
Writers and Authors	27-3043	4,910	1,350	3.43	3	None	MTOJT	**
Media and Communication Workers, All Other	27-3099	7,270	2,160	9.75	6	None	STOJT	$46,261
Audio and Video Equipment Technicians	27-4011	9,590	-2,215	4.30	5	None	STOJT	$51,790
Broadcast Technicians	27-4012	2,400	-15	2.47	4	None	STOJT	$57,572
Sound Engineering Technicians	27-4014	3,690	480	7.58	5	None	STOJT	$63,497
Photographers	27-4021	2,900	815	1.86	6	None	LTOJT	$57,157
Camera Operators, Television, Video, and Motion Picture	27-4031	6,110	1,080	8.80	3	None	None	$60,890
Film and Video Editors	27-4032	12,050	1,115	12.61	3	None	None	$95,494
Media and Communication Equipment Workers, All Other	27-4099	7,760	800	13.03	6	None	STOJT	$75,559

EXHIBIT A-7: LOS ANGELES COUNTY EMPLOYMENT BY CREATIVE OCCUPATION, 2015, CONTINUED								
OCCUPATIONAL TITLE	SOC Code	2016 Employment	Projected Openings Over 5 Years	Location Quotient	Education Needed for Entry Level	Work Experience Needed for Entry Level	On-the-Job Training to Attain Competency	2016 Median Annual Wage
Personal Care and Service Occuapations								
Motion Picture Projectionists	39-3021	90	-145	0.51	7	None	STOJT	$24,504
Costume Attendants	39-3092	960	410	4.52	6	None	STOJT	$45,093
Makeup Artists, Theatrical and Performance	39-5091	1,620	700	14.07	5	None	None	$81,722
Sales and Related Occupations								
Advertising Sales Agents	41-3011	7,800	1,640	1.73	6	None	MTOJT	$64,089
Office and Administrative Support Occupations								36,030
Library Assistants, Clerical	43-4121	3,020	715	0.96	6	None	STOJT	$27,907
Desktop Publishers	43-9031	630	75	1.50	4	None	STOJT	$45,682
Installation, Maintenance, and Repair Occupations								
Electronic Home Entertainment Equipment Installers and Repairers	49-2097	560	-295	0.69	5	None	STOJT	$42,790
Camera and Photographic Equipment Repairers	49-9061	420	75	3.49	4	None	LTOJT	$39,149
Musical Instrument Repairers and Tuners	49-9063	210	75	0.82	6	None	APP	$57,343
Production Occupations								
Sewers, Hand	51-6051	1,410	300	6.74	7	None	MTOJT	$22,097
Tailors, Dressmakers, and Custom Sewers	51-6052	760	-130	1.10	7	None	MTOJT	$28,642
Fabric and Apparel Patternmakers	51-6092	1,220	-265	7.18	6	None	MTOJT	$49,649
Cabinetmakers and Bench Carpenters	51-7011	2,880	-95	0.92	6	None	MTOJT	$34,460
Jewelers and Precious Stone and Metal Workers	51-9071	1,480	155	1.75	6	None	LTOJT	$34,460
Painting, Coating, and Decorating Workers	51-9123	460	-20	0.93	7	None	MTOJT	$34,287
Photographic Process Workers and Processing Machine Operators	51-9151	750	-270	0.89	6	None	STOJT	$29,949
Etchers and Engravers	51-9194	280	0	0.92	6	None	MTOJT	$37,022
TOTALS:		242,520	32,520					

**Indicates data was unavailable

Source: Bureau of Labor Statistics, Occupational Employment Statistics: California EDD; estimates by LAEDC

ENTRY LEVEL EDUCATION:
1 – Doctoral or professional degree
2 – Master's degree
3 – Bachelor's degree
4 – Associate's degree
5 – Postsecondary non-degree award
6 – Some college, no degree
7 – High school diploma or equivalent
8 – Less than high school

WORK EXPERIENCE CODES:
≥ 5 years – 5 years' or more experience in a related occupation
< 5 years – Less than 5 years' experience in a related occupation or field is common
None – No work experience is typically required

I/R – Internship/residency
APP – Apprenticeship
LT OJT – Long-term on-the-job training
MT OJT – Moderate-term on-the-job training
ST OJT – Short-term on-the-job training
None – None

EXHIBIT A-8: ORANGE COUNTY EMPLOYMENT BY CREATIVE OCCUPATION, 2016

OCCUPATIONAL TITLE	SOC Code	2016 Employment	Projected Openings Over 5 Years	Location Quotient	Education Needed for Entry Level	Work Experience Needed for Entry Level	On-the-Job Training to Attain Competency	2016 Annual Median Wage ($)
Management Occupations								
Advertising and Promotions Managers	11-2011	380	115	1.15	3	<5 years	None	**91,436**
Marketing Managers	11-2021	3,570	610	1.52	3	≥5 years	None	**128,205**
Public Relations and Fundraising Managers	11-2031	560	80	0.77	3	≥5 years	None	**140,434**
Business and Financial Operations Occupations								
Agents and Business Managers of Artists, Performers, and Athletes	13-1011	90	25	0.59	3	<5 years	None	**82,205**
Computer and Mathematical Occupations:								
Software Developers, Applications	15-1132	9,400	900	1.04	3	None	None	**107,151**
Software Developers, System Software	15-1133	6,850	495	1.47	3	None	None	**116,474**
Architecture and Engineering Occupations								
Architects, Except Landscape and Naval	17-1011	1,560	45	1.37	3	None	I/R	**93,181**
Landscape Architects	17-1012	1,230	430	5.55	3	None	I/R	**68,438**
Architectural and Civil Drafters	17-3011	1,970	160	1.78	4	None	None	**56,345**
Education, Training, and Library Occupations								
Anthropology and Archeology Teachers, Postsecondary	25-1061	60	0	0.92	1	None	None	**90,459**
Library Science Teachers, Postsecondary	25-1082	50	-10	0.90	8	**	**	**138,478**
Art, Drama, and Music Teachers, Postsecondary	25-1121	1,360	55	1.20	2	None	None	**98,213**
Communications Teachers, Postsecondary	25-1122	340	-20	1.06	1	None	None	**113,370**
English Language and Literature Teachers, Postsecondary	25-1123	620	100	0.76	1	None	None	**131,580**
Foreign Language and Literature Teachers, Postsecondary	25-1124	190	20	0.58	1	None	None	**134,177**
History Teachers, Postsecondary	25-1125	170	25	0.68	1	None	None	**131,681**
Museum Technicians and Conservators	25-4013	60	-5	0.48	3	None	None	**40,840**
Librarians	25-4021	630	80	0.43	2	None	None	**77,954**
Library Technicians	25-4031	840	300	0.79	5	None	None	**45,601**
Audio-Visual and Multimedia Collections Specialists	25-9011	270	35	2.30	3	<5 years	None	**44,617**

EXHIBIT A-8: ORANGE EMPLOYMENT BY CREATIVE OCCUPATION, 2016, CONTINUED

OCCUPATIONAL TITLE	SOC Code	2016 Employment	Projected Openings Over 5 Years	Location Quotient	Education Needed for Entry Level	Work Experience Needed for Entry Level	On-the-Job Training to Attain Competency	2016 Annual Median Wage
Arts, Design, Entertainment, Sports, and Media Occupations								
Art Directors	27-1011	1,150	125	2.30	3	None	None	**86,171**
Craft Artists	27-1012	760	0	2.78	7	LTOJT	LT OJT	**32,738**
Fine Artists, Including Painters, Sculptors, and Illustrators	27-1013	360	80	**	3	LTOJT	LT OJT	**58,486**
Multimedia Artists and Animators	27-1014	1,390	215	2.74	3	MTOJT	MT OJT	**67,728**
Commercial and Industrial Designers	27-1021	650	110	4.09	3	None	None	**66,165**
Fashion Designers	27-1022	780	90	1.79	3	None	None	**59,693**
Floral Designers	27-1023	550	110	3.56	6	MTOJT	MT OJT	**32,778**
Graphic Designers	27-1024	4,110	440	1.10	3	None	None	**52,145**
Interior Designers	27-1025	1,250	-15	1.71	3	None	None	**52,378**
Merchandise Displayers and Window Trimmers	27-1026	2,710	175	2.06	6	MTOJT	MT OJT	**25,180**
Set and Exhibit Designers	27-1027	220	20	2.07	3	None	None	**
Designers, All Other	27-1029	230	40	1.60	3	None	None	**86,059**
Actors	27-2011	340	-45	2.79	8	**	**	**
Producers and Directors	27-2012	710	150	0.61	3	None	None	**66,287**
Dancers	27-2031	220	45	0.54	7	LTOJT	LT OJT	**
Music Directors and Composers	27-2041	630	85	1.92	3	None	None	**57,684**
Musicians and Singers	27-2042	2,340	225	3.01	7	LTOJT	LT OJT	**
Radio and Television Announcers	27-3011	30	-15	5.12	3	STOJT	None	**34,209**
Reporters and Correspondents	27-3022	220	-5	0.09	3	None	None	**46,596**
Public Relations Specialists	27-3031	1,580	435	0.48	3	None	None	**71,897**
Editors	27-3041	900	170	0.61	3	None	None	**56,081**
Technical Writers	27-3042	660	105	0.81	3	STOJT	ST OJT	**84,487**
Writers and Authors	27-3043	840	145	1.16	3	MTOJT	MT OJT	**63,112**
Media and Communication Workers, All Other	27-3099	130	-80	1.65	6	STOJT	ST OJT	**51,445**
Audio and Video Equipment Technicians	27-4011	1,110	270	0.49	5	STOJT	ST OJT	**46,930**
Broadcast Technicians	27-4012	260	115	1.40	4	STOJT	ST OJT	**23,577**
Sound Engineering Technicians	27-4014	290	20	0.75	5	STOJT	ST OJT	**64,014**
Photographers	27-4021	1,880	255	1.67	6	LTOJT	LT OJT	**
Film and Video Editors	27-4032	210	10	3.39	3	None	None	**30,293**
Media and Communication Equipment Workers, All Other	27-4099	70	-10	0.62	6	STOJT	ST OJT	**65,254**

EXHIBIT A-8: ORANGE EMPLOYMENT BY CREATIVE OCCUPATION, 2016, CONTINUED

OCCUPATIONAL TITLE	SOC Code	2016 Employment	Projected Openings Over 5 Years	Location Quotient	Education Needed for Entry Level	Work Experience Needed for Entry Level	On-the-Job Training to Attain Competency	2016 Annual Median Wage
Sales and Related Occupations								
Advertising Sales Agents	41-3011	1,910	605	1.19	6	None	MT OJT	60,925
Office and Administrative Support Occupations								
Library Assistants, Clerical	43-4121	690	95	0.61	6	None	STOJT	32,829
Desktop Publishers	43-9031	170	-60	1.14	4	None	STOJT	55,793
Installation, Maintenance, and Repair Occupations								
Camera and Photographic Equipment Repairers	49-9061	90	5	2.10	4	None	LTOJT	45,127
Production Occupations								
Sewers, Hand	51-6051	410	90	5.50	7	None	MTOJT	23,100
Tailors, Dressmakers, and Custom Sewers	51-6052	450	-10	1.82	7	None	MTOJT	31,051
Fabric and Apparel Patternmakers	51-6092	160	-115	2.64	6	None	MTOJT	67,961
Cabinetmakers and Bench Carpenters	51-7011	910	10	0.81	6	None	MTOJT	34,073
Jewelers and Precious Stone and Metal Workers	51-9071	540	70	1.79	6	None	LTOJT	30,316
Painting, Coating, and Decorating Workers	51-9123	220	15	1.25	7	None	MTOJT	26,433
Photographic Process Workers and Processing Machine Operators	51-9151	330	140	1.09	6	None	STOJT	33,909
Etchers and Engravers	51-9194	120	-40	1.11	6	None	MTOJT	**
TOTALS:		62,020	7,510					

**Indicates data was unavailable

Source: Bureau of Labor Statistics, Occupational Employment Statistics: California EDD; estimates by LAEDC

ENTRY LEVEL EDUCATION:
1 – Doctoral or professional degree
2 – Master's degree
3 – Bachelor's degree
4 – Associate's degree
5 – Postsecondary non-degree award
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7 – High school diploma or equivalent
8 – Less than high school

WORK EXPERIENCE CODES:
≥ 5 years – 5 years' or more experience in a related occupation
< 5 years – Less than 5 years' experience in a related occupation or field is common
None – No work experience is typically required

ON-THE-JOB TRAINING:
I/R – Internship/residency
APP – Apprenticeship
LT OJT – Long-term on-the-job training
MT OJT – Moderate-term on-the-job training
ST OJT – Short-term on-the-job training
None – None

EXHIBIT A-9: LOS ANGELES AND ORANGE COUNTIES' SHARES OF CALIFORNIA EMPLOYMENT BY CREATIVE OCCUPATION, 2016					
		2016 EMPLOYMENT			
OCCUPATIONAL TITLE	SOC CODE	California	Los Angeles County	Orange County	LA/OC Share of California
Management Occupations					
Advertising and Promotions Managers	11-2011	3,760	1,350	380	46.0%
Marketing Managers	11-2021	33,390	6,570	3,570	30.4%
Public Relations and Fundraising Managers	11-2031	7,010	1,820	560	34.0%
Business and Financial Operations Occupations					
Agents and Business Managers of Artists, Performers, and Athletes	13-1011	4,990	4,480	90	91.6%
Computer and Mathematical Occupations:					
Software Developers, Applications	15-1132	129,180	16,180	9,400	19.8%
Software Developers, System Software	15-1133	90,290	13,580	6,850	22.6%
Architecture and Engineering Occupations					
Architects, Except Landscape and Naval	17-1011	13,560	3,900	1,560	40.3%
Landscape Architects	17-1012	2,700	340	1,230	58.1%
Architectural and Civil Drafters	17-3011	14,570	3,810	1,970	39.7%
Education, Training, and Library Occupations					
Architecture Teachers, Postsecondary	25-1031	430	120	**	27.9%
Anthropology and Archeology Teachers, Postsecondary	25-1061	510	120	**	23.5%
Area, Ethnic, and Cultural Studies Teachers, Postsecondary	25-1062	970	310	60	38.1%
Library Science Teachers, Postsecondary	25-1082	240	50	50	41.7%
Art, Drama, and Music Teachers, Postsecondary	25-1121	13,640	4,510	1,360	43.0%
Communications Teachers, Postsecondary	25-1122	2,520	690	340	40.9%
English Language and Literature Teachers, Postsecondary	25-1123	7,020	2,030	620	37.7%
Foreign Language and Literature Teachers, Postsecondary	25-1124	3,270	1,170	190	41.6%
History Teachers, Postsecondary	25-1125	1,520	410	170	38.2%
Archivists	25-4011	520	300	**	57.7%
Curators	25-4012	1,020	390	**	38.2%
Museum Technicians and Conservators	25-4013	1,610	640	60	43.5%
Librarians	25-4021	9,200	2,670	630	35.9%
Library Technicians	25-4031	10,190	2,260	840	30.4%
Audio-Visual and Multimedia Collections Specialists	25-9011	1,740	400	270	38.5%
Art Directors	27-1011	6,500	3,430	1,150	70.5%
Craft Artists	27-1012	350	180	**	51.4%
Fine Artists, Including Painters, Sculptors, and Illustrators	27-1013	3,070	1,640	360	65.1%
Multimedia Artists and Animators	27-1014	10,910	5,670	1,390	64.7%
Artists and Related Workers, All Other	27-1019	680	330	**	48.5%
Commercial and Industrial Designers	27-1021	3,880	1,420	650	53.4%
Fashion Designers	27-1022	6,610	4,590	780	81.2%
Floral Designers	27-1023	3,490	690	550	35.5%
Graphic Designers	27-1024	29,750	10,960	4,110	50.7%

EXHIBIT A-9: LOS ANGELES AND ORANGE COUNTIES' SHARES OF CALIFORNIA EMPLOYMENT BY CREATIVE OCCUPATION, 2016, CONTINUED					
		2015 EMPLOYMENT			
OCCUPATIONAL TITLE	SOC CODE	California	Los Angeles County	Orange County	LA/OC Share of California
Interior Designers	27-1026	7,390	2,510	1,250	50.9%
Merchandise Displayers and Window Trimmers	27-1027	11,020	2,340	2,710	45.8%
Set and Exhibit Designers	27-1029	3,420	2,530	220	80.4%
Designers, All Other	27-2011	1,880	1,270	230	79.8%
Actors	27-2012	14,840	12,490	340	86.5%
Producers and Directors	27-2031	28,230	22,090	710	80.8%
Dancers	27-2032	1,110	280	220	45.0%
Choreographers	27-2041	690	120	-	17.4%
Music Directors and Composers	27-2042	2,430	740	630	56.4%
Musicians and Singers	27-3011	7,280	3,110	2,340	74.9%
Radio and Television Announcers	27-3012	2,940	1,050	30	36.7%
Public Address System and Other Announcers	27-3021	1,020	420	**	41.2%
Broadcast News Analysts	27-3022	490	330	**	67.3%
Reporters and Correspondents	27-3031	3,490	1,510	220	49.6%
Public Relations Specialists	27-3041	24,690	7,610	1,580	37.2%
Editors	27-3042	10,880	4,570	900	50.3%
Technical Writers	27-3043	6,590	1,310	660	29.9%
Writers and Authors	27-3099	8,380	4,910	840	68.6%
Media and Communication Workers, All Other	27-4011	8,960	7,270	130	82.6%
Audio and Video Equipment Technicians	27-4012	15,340	9,590	1,110	69.8%
Broadcast Technicians	27-4014	4,130	2,400	260	64.4%
Sound Engineering Technicians	27-4021	4,980	3,690	290	79.9%
Photographers	27-4031	6,630	2,900	1,880	72.1%
Camera Operators, Television, Video, and Motion Picture	**27-4032**	**6,960**	**6,110**	**	**87.8%**
Film and Video Editors	**27-4099**	**13,420**	**12,050**	**210**	**91.4%**
Media and Communication Equipment Workers, All Other	**27-1025**	8,710	7,760	70	**89.9%**
Personal Care and Service Occupations					
Motion Picture Projectionists	39-3021	30,188	90	**	0.3%
Costume Attendants	39-3092	57,819	960	**	1.7%
Makeup Artists, Theatrical and Performance	39-5091	80,262	1,620	**	2.0%
Sales and Related Occupations					
Advertising Sales Agents	41-3011	74,840	7,800	1,910	13.0%
Office and Administrative Support Occupations					
Library Assistants, Clerical	43-4121	32,757	3,020	690	11.3%
Desktop Publishers	43-9031	50,473	630	170	1.6%
Installation, Maintenance, and Repair Occupations					
Electronic Home Entertainment Equipment Installers and Repairers	49-2097	40,339	560	**	1.4%
Camera and Photographic Equipment Repairers	49-9061	41,677	420	90	1.2%
Musical Instrument Repairers and Tuners	49-9063	43,309	210	**	0.5%
Watch Repairers	**	**	**	**	**

EXHIBIT A-9: LOS ANGELES AND ORANGE COUNTIES' SHARES OF CALIFORNIA EMPLOYMENT BY CREATIVE OCCUPATION, 2016, CONTINUED					
		2015 EMPLOYMENT			
OCCUPATIONAL TITLE	SOC CODE	California	Los Angeles County	Orange County	LA/OC Share of California
Production Occupations					
Sewers, Hand	51-6051	26,515	1,410	410	6.9%
Tailors, Dressmakers, and Custom Sewers	51-6052	36,684	760	450	3.3%
Fabric and Apparel Patternmakers	51-6092	55,633	1,220	160	2.5%
Cabinetmakers and Bench Carpenters	51-7011	36,694	2,880	910	10.3%
Jewelers and Precious Stone and Metal Workers	51-9071	38,134	1,480	540	5.3%
Painting, Coating, and Decorating Workers	51-9123	35,765	460	220	1.9%
Photographic Process Workers and Processing Machine Operators	51-9151	41,922	750	330	2.6%
Etchers and Engravers	51-9194	38,746	280	120	1.0%
TOTALS:		**1,386,747**	**242,520**	**62,020**	**22.0%**
(Totals and percentages may not add up due to rounding)					

**Indicates data was unavailable
Source: Bureau of Labor Statistics, Occupational Employment Statistics: California EDD; estimates by LAEDC

ADDENDUM

COMMENTARIES

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CALIFORNIA ARTS COUNCIL

ANGIE KIM, CENTER FOR CULTURAL INNOVATION

Center for Cultural Innovation's (CCI's) entire purpose is to support individuals in the arts—fine artists, community-based practitioners, cultural workers, creative entrepreneurs, and nonprofit arts professionals. However, we're spending a large amount of time meeting with people outside of the arts. This is because arts workers, cultural producers, and creative entrepreneurs are having more and more opportunities to bridge the conventional nonprofit/for-profit divide, mostly because of generational attitudinal changes, demographic shifts, and technological advances. Instead of feeling saddled by inherited structures, we're seeing how people are thinking and acting differently in order to affect change.

"Arts workers, cultural producers, and creative entrepreneurs are having more and more opportunities to bridge the conventional nonprofit/for-profit divide, mostly because of generational attitudinal changes, demographic shifts, and technological advances."

— Angie Kim

Over the past three years, CCI has researched generational attitudinal changes in the arts. What we see is that millennials want to have both financial sustainability and meaningfulness. They don't see the two as being divided between professional and personal activities, as in the past. Millennials have already influenced corporate cultures to offer employees values-based benefits, such as social-impact alignment, time for volunteering, equity-ownership, and environmentally friendly business practices. In many ways, nonprofit employers can satisfy millennial's desire for meaningful work, but this sector has lagged behind in offering better financial sustainability models. Why aren't nonprofits also thinking about how to better align with environmentally friendly practices, better benefits, or cooperative ownership for its workers? To help artists work in that highly desirable space of both financial sustainability and meaningfulness, CCI has supported artists' social-impact for-profit enterprises; introduced them to benefit and social purpose corporate structures and shared-equity ownership models; and helped them understand how to use technological platforms to become self-sufficient. New regulations and tools are now available for artists to become more independent and productive, and we need to do more to support their venture into these uncharted territories.

Because of demographic shifts, people of color are finally ascending to leadership roles. This has fundamentally changed, for the better, priorities, values, and objectives of the arts field. It used to be that the term "artist" only meant studio-based, academically and classically trained, professionalized practitioners. Now, the term "artist" has expanded to be that *plus* those who are self-taught, those with unconventional mediums (we've supported artists whose mediums are sausages, tortillas, and hair—not all the same artist!), or those who are engaged politically and socially. By opening the proverbial studio "box," it's finally starting to be acceptable for artists to blend their personal and political identity with their artistic one (although we still have a ways to go).

Technology has taken each of these influential change factors to scale. One of the most compelling explanations I've heard of the impact of technology is that it shifts power to the individual. Artists can use crowdfunding platforms to appeal directly to investors and supporters in ways that are faster, more direct, and more toward artists' various ambitions than traditional sources of support. Neither institutional philanthropy nor crowdfunding is perfect, but the availability of both should be celebrated.

In addition, technology enables artists to skip over expensive middlemen—producers, agents, gallerists—to go straight to fans, followers, consumers, supporters, and backers anywhere around the world. Today, creatives entrepreneurs, artists, and cultural workers use technologically enabled platforms to move out of expensive cities to lower cost-of-living, higher quality-of-life communities; quit their day jobs; and become fully financially sustained through their online storefronts. Technology has realized a level of mission fulfillment that many brick-and-mortar artist-support institutions have long dreamed of (CCI included).

Combining technological possibilities with the values and priorities of millennials and those who have been marginalized has led to a pursuit of alternatives to extractive-based capitalism, in which too few get wealthy on the backs of people and the planet. This is across all sectors. We're seeing alternative models of giving, which have less to do with institutional philanthropy, that ask, "How can everyone within a community become self-sufficient?" This is a shift from privileging elite institutions as sources of opportunities to empowering those at the individual-community level to circulate wealth, resources, and assets on their own terms. Clearly, this shift in financial and non-profit economics hasn't yet been fully realized, but there is growing momentum for this as both millennials and those who have been marginalized are setting the priorities for this country.

In the wake of such change, art schools have a new opportunity to rethink their business model, social purpose, and training curriculum. For example, there is unprecedented market demand for people looking to artists to be social problem solvers. Also, businesses of Silicon Valley are saying, "We really value creatives." We're in this really amazing moment when it's no longer as necessary to talk about validating creativity as we did in the last part of the 20th century. When I sit down with people working on low-wage workers' rights, health care, poverty, economic development, or democracy, they pretty much uniformly agree that artists—their ability to capture hearts and minds—is what they need for their causes.

Yet, many art schools lag behind in preparing and connecting artists with the ideas, people, and tools to step into these new opportunities. Fine arts students, not only those in creative entrepreneurship programs, should be trained in business practices, which all artists need for financial independence. Also, while art school classes that integrate content of governance, democracy, and social issues are on the rise, their scope and depth are not expanding fast enough for more graduates to be knowledgeable and experts in driving change when they step into society. Moreover, in this moment when there is significant money and demand for artist-driven platform enterprises, too few art schools are introducing students to the very networks they'll need to take their social impact ideas to scale. There's a general acknowledgement in this country that 20th century experiments of capitalism, institution-building, and training have run their course. All this indicates that this is the moment for artists—agitators, critics, imaginers, designers, and articulators—yet academically based professionalization of artists too often falls short in supporting artists' revolutionary potential. Society needs art schools to affect a creative work force that is empowered with artistic and social knowledge, key relationships, and financial assets. Generating pipelines of artists who are indebted, siloed, and unsustainable in their practice is a drag on individual, family, and social resources, and it's one of the arts sector's social justice problems.

Otis College is one of the bright spots when it comes to preparing artists for this century. An example of this is its leadership in producing the Otis Report that demonstrates that the intersection of the arts and economy matters to a healthy community. When CCI staff goes around the country, people cite the Otis Report as a model to emulate. It's the 10th anniversary of the Otis Report, and the need for this report has not diminished. Because of its regularity, it's a way to not only understand the contemporaneous landscape but also to understand how the arts sectors are changing in significant ways. A suggestion I would make is to be sure that arts workers, of diverse types, who are outside of formalized institutional structures be counted, as artists working in the margins are growing in number. Artist cooperatives or their platform-based entities might be good data souces. All research endeavors, especially going forward, will need to work harder to capture and understand a diversifying range of individual arts-labor behavior. In this change moment, it's important to pay attention to the activities happening at the margins because those tell the story of what the upcoming decades will look like and what we should be doing now to set the future up for success.

Angie Kim is the President and CEO of the Center for Cultural Innovation in Los Angeles, CA.

STEVE MCADAM, OTIS COLLEGE OF ART AND DESIGN

Most students coming into school today are unaware of their own individual creative process: how it works, what stimulates it, what sets it in motion, or how to express it. Creativity is a key success driver in the creative economy, and students that come out of higher education need to know how to engage their creativity, how to manage their individual creative process, and how to apply it to whatever endeavor they are involved in. A study was done a few years ago by the Industrial Design Society (IDSA) that asked Fortune 500 companies for the key attributes they were looking for in college graduates. Highest on the list was to be creative, to be able to foster creativity, to continually come up with ideas, and to be self-inspired. Training young creatives in these skills is the biggest challenge facing higher education institutions as it demands rethinking our educational models. The gifted creative students in our department have a will to create and learn unlike other students, and they inspire creativity in each other.

Unfortunately, higher education lags behind in creating the educational environments that help nurture creative thinking in all students. The common educational model is a like a funnel: Diverse students start at the top and as they move down they all develop the same skills and compete for the same jobs. Consequently, they are ill prepared to adapt their skills and thinking to tackle new design challenges or fulfill the needs of a changing industry.

A more effective model is broader in which students come into a program with interests outside the discipline. Students share with each other and integrate with a wide variety of multidisciplinary skills, content, philosophies, and perspectives. Unique ideas, novel thinking, and creativity emerge from this integrated environment. This educational model provides students with the building blocks to think differently through exploration, experimentation, integration, and discovery, which fosters curiosity and triggers the creative process. What I would like to see in higher education is a change in focus from an outcome-driven industry-directed vocation to allowing students to develop their own individual affinities and integrate those interests with multidisciplinary skills. This educational approach produces creative thinkers and innovative makers who are adaptable and can apply a wide range of skills to solve complex problems of our integrated world, propelling the creative economy.

"What I would like to see in higher education is a change in focus from an outcome-driven industry-directed vocation to allowing students to develop their own individual affinities and integrate those interests with multidisciplinary skills."

— Steve McAdam

The ascendancy of innovative technology continues to fuel economic growth and elevate the value of creativity from being merely a positive trait to a highly sought after asset. Higher education will need to play an even greater role in preparing creative talent by developing adaptive curriculum that keeps pace with expectations of employers, which often shift before a student completes a four-year degree. In this environment of the creative economy, where multidisciplinary teams are increasingly used in the development of products, services, and experiences, the designer is becoming more like a film director who tells his or her production team—the camera person, sound person, lighting, makeup, wardrobe, special effects, actors and actresses, and so on—the vision for the movie and how the story is to be told. Similarly, the designer will articulate the idea, the product, the functionality, and its value. So designers have to learn how to communicate, to persuade, and articulate their ideas in compelling ways to gain adoption for them. In order to do that, students need to use critical thinking and creativity to understand the idea, and how to really see it, because if they don't see it, they can't say it.

The industries of the creative economy are blending and integrating to become new entities with new business models and markets. We want to make sure students understand that learning is a lifelong process, and if they have the cognitive and non-cognitive skills necessary, and most importantly the critical thinking and creativity, they will be to thrive and survive. The role of higher education is to train this new breed of designer that will be able to fulfil the jobs of today and the emerging jobs of tomorrow. If higher education plays its part, designers will be able to adapt to the creative economy as it changes and will more likely sustain a career path.

Hiring managers are telling us that the most important trait they are looking for in new hires is evidence of creativity and critical thinking. Next, they want good integrators that are able to integrate information, science, technology, materials, and processes from industries and sources. Third, they want great communicators in 2D and 3D, writing and presenting, and the ability to influence people and get them excited about an idea. Finally, hiring managers aren't interested in students capable of making cool stuff without knowing why. They want to see if students know how to combine their creativity with design thinking, business strategy, and entrepreneurship to drive those ideas to the market. In our program we've come to realize that it is important to partner with each student in assessing what they are really good at and what they are not so good at, and be able to know how to outsource those skills to someone else who can do it better than they can. The school experience should help students identify and explain their unique skill sets. If students can do that much, there is a wide variety of career paths available to them and their confidence starts to build.

The Greeks emphasized the productive use of one's free time as a means to recharge and stimulate creativity. And our physical body was built to stay in motion so the muscles don't atrophy and become dysfunctional. Similarly, the brain and creativity have to be stimulated, and curiosity plays a key role in engaging our creativity. The use of free time to place our attention on something other than our work makes us more receptive to new things. When we see something out of the ordinary, or that disrupts what we know, it triggers our curiosity to investigate and gain more insight into what it is and what its potential may be. These creative excursions disrupt the normal way we see something and can produce ideas that lead to profound innovations.

The word *innovation* itself means to disrupt tradition, to change tradition into something new, and that means you have to put aside routine thinking. The reason personnel in many companies and institutions begin to struggle with maintaining a high level of creative and innovative thinking is that the corporate environment and its activities lack diversity and stimulation, resulting in predictable routines and outcomes. The day-to-day routine with individuals at companies and institutions slowly becomes the embalming fluid of creativity. So to keep creativity continuously developing we need to keep providing it with new experiences and disruptive thinking that leads to new insights and ideas. For example, here at Otis in our clay studio, we have two executives (one from Sketchers Shoes and the other from SpaceX) taking a clay class at night after work. One would imagine both of these individuals have very little time to do anything but work given the success of each company. But they go into the clay class because the clay allows them to diffuse the pressures of the job, frees up their mind, and gets them back into a free-thinking space. That is, they are using their free time creatively and productively.

Many years ago, I was working on a television series for KCET called *The Living Legends*, and one of the people we interviewed was Jonas Salk, who was married to Francoise Gilot, who shared two children with Pablo Picasso. While with Picasso, they lived in a building that had a courtyard in the middle with a fountain, surrounded by rooms. Some of the rooms were studios each having a different type of discipline: one for painting, one for sculpting, and another for metal arts, and so on. Each day Picasso would get up and after breakfast go to one of the studios and work. He would stay in there a few hours, or maybe a day, and then he would move to the next studio, the next discipline. This constant changing of the discipline, the environment, the materials, processes, and engagement is an example of the creative process constantly being challenged and exercised. Creative thinking is a capability we all have, but creative geniuses of the world continually exercise their creativity, which stimulates their will to create and develop. If we all do the same, the creative economy will expand into a creative community.

Steve McAdam is the Department Chair of Product Design at Otis College of Art and Design in Los Angeles, CA.

MARK SLAVKIN, WALLIS ANNENBERG CENTER FOR THE PERFORMING ARTS

I work a lot with schools, as well as in a performing arts center. It's striking the extent to which many educators are not mindful of the term *creative economy*. There are many and diverse jobs in this sector, and we have to revamp the way that we teach in order to help students get those jobs. There are "Career Technical Education" programs and "Career Pathways" that schools are developing that include arts, media, and entertainment academies. But they're often not thinking that we need to completely transform the way schools work nor promote different kinds of talent, thinking, and learning. Our schools are locked in an antiquated model. It's not just the creative economy, but the entire economy, that demands a different set of talents and skills, and I'm worried that we're not doing enough to cultivate that.

We have a kind of fact- and memorization-based school system that assumes the ability to memorize and "spit back" information is the top skill that people need to succeed. And in fact, every kid holding a cell phone in their hands makes the need for rote memorization obsolete. Knowing what year World War I began isn't actually the key skill for their future success. Rather they should address the question, "Why did World War I happen? And how might it have been avoided?" To me, that's a much more important question to think about. And yet, the system that we have and the way that standardized testing works tends to give priority to the memorization, to the idea that there is one right answer, and you just need to find it or be taught it. I think that we are grooming good test takers, but I don't know any employer in any sector looking for good test takers. Everybody wants people who are creative, can solve difficult problems, and form collaborations with others, but schools give too little opportunity for kids to learn and practice those skills.

Technical skills are changing so fast that if you were to gear up to teach computer coding, a certain design software, or digital animation, in five years it could all be gone, and there could be a whole new set of tools. I think the bigger skill is the ability to adapt, to learn how to learn, how to solve things where there is no proven way of doing it. Those skills are definitely harder to test for. Schools will need to function differently in every discipline to cultivate people who are comfortable with constant change and uncertainty: people who have a certain confidence about solving and overcoming problems. That's the most important thing, more than any technical skill. We need solutions and scale for those skills in our education systems, which are going to reach almost two million kids, not just the great teacher who works with 30 kids.

The number one thing we are looking for in people who work with us is a deep, passionate commitment to whatever the field is. It's always surprising to me the number of people who apply for jobs willy-nilly, without knowing why or demonstrating any real passion for it. Those applicants write a generic cover letter: "I'm interested in the job. Thank you." But why? Why this job? Why is it important? Why are you passionate about it? Why our company? Why our business? Cultivating passion is very important. I think it goes back to kids don't know what they don't know. There is a need for more career exposure programs, internships, and job shadowing opportunities—things that let young people know that there is a world out there that they've never even thought of.

The other thing we're looking for is effective communication skills. Can you communicate well in a group? In a meeting? In a rehearsal? In a planning session? Do you have thoughtful ideas and are you articulate about it? Those are fundamental skills and yet kids are given too little opportunity to cultivate their own ideas and their own opinions in school, because it's always about trying to find out what the one right answer is. How do you practice being collaborative with people who are different than you? We say that collaboration is important, but where do kids learn that in school? If the teacher is telling you, "Shh... be quiet. Do not talk to anybody else. Do not share with anybody else. You work by yourself," then that's the opposite of collaboration, as opposed to every assignment where you are working in a group and you've got to overcome your differences and talk it through and figure it out.

"I am a big believer that life is going to be kind of a zig-zag and not a straight line. That will be your whole life. The world is changing so rapidly it would be a mistake to tie yourself to just one career path."

— Mark Slavkin

The idea of collaboration involves a certain degree of risk and a certain degree of potential conflict. A lot of teachers are very leery about that and want their classrooms to be quiet and the kids very orderly and just sitting and listening. To change the mindset, we have to have teachers say, "You're going to work in teams of four or five. And you're going to talk, and it's going to get loud. And there are going to be disputes." Kids don't always get along but that's the exact work that is needed to develop those skills. They've got to have that experience and it's not always easy and there can be a "log jam" or disputes. If one kid is going to be bossy and one kid is going to be intimidated, they have to learn to sort it out. That is where those skills are learned. If we deny them those opportunities, and then throw them out into the work world, we shouldn't be surprised to find that they have trouble managing conflict or dealing with disagreements.

If a student doesn't see the perfect job out there, it is so much easier today than it would have been 25 years ago to say, "I'm going to make it myself. I'm going to develop my own business. My own website. My own new model." It's more likely that you're going to do a whole bunch of different things, and point A will lead you to point B and point C that you hadn't even thought about when you were in school. The big idea is knowing how to learn and adapt, versus the pressure that young people feel sometimes to pick the one right job. The benefit of being in an art college is from getting the immersive experience and the opportunity to explore different kinds of ideas and career pathways, without being trapped in one direction.

I am a big believer that life is going to be kind of a zig-zag and not a straight line. That will be your whole life. The world is changing so rapidly it would be a mistake to tie yourself to just one career path. Be a great collaborator, love to learn, love to solve new problems, and work with others to do it. I think that those are the skills that serve people really well. Technology is going to change; the software is going to change. What's hot today won't be hot in five years. An industry that we think is booming in LA could be gone or a new thing emerges. Do what you love; do what you are passionate about. Try that. Start with whatever sounds good and if that is not great for you, find something else. At one point in my career, I had an opportunity and I was hemming and hawing: "Is it the right fit?" I met with a friend of mine, and he said matter-of-factly, "If it doesn't work out, you'll do something else." I needed to hear that. If it doesn't work, do something else.

That's where internships become so important. Everything that happens in school is great, but students need to maximize the chance to be off campus, in some professional setting. What are the problems they are dealing with in the industry? Even at the middle and high school levels, those internship opportunities are so important. I would love to see schooling become something that is more fluid between being in a traditional school building and being in the workplace. That means getting more employers to embrace having young people around, supporting classes, apprenticeships, or internships on their sites, so that kids start to get excited about those possibilities early and are motivated to be in school so they can get into that industry.

One thing college students working in a creative field hear is "What are you going to do with that? That sure sounds fun, but are you going to get a real job?" But in fact, I think the possibilities are almost endless. There are articles that come out saying, "Google needs liberal arts majors," and "The Arts degree is the new MBA." But there is still that stigma in general that devalues the arts and humanities. We need to combat that.

To combat that, you have to have training as an artist, have a portfolio. Having the skills is important. There's not a shortcut to that. But it's not enough. It's also having interpersonal skills in order to communicate and translate ideas, to convince others, to navigate, and compete. That mix of art skills and vision and aesthetic sensibility with interpersonal skills, to me, is the "secret sauce." It can't just be the stereotype of the introverted artist who is just in their own head, who makes interesting work but can't navigate the world. Nor should it be that somebody who is a great talker and very charismatic and compelling create work that isn't very exciting.

There's no substitute for real-world internship work as experience to develop skills and that confidence. It's hard to mimic that same growth in an academic setting, where it doesn't feel real, and not everybody is going to have a chance to participate. The internship piece is critical. I don't think that there is one "magic" thing: "If only you do X, you'll be successful." I think it's simpler than that. Having passion about something, wanting to make a difference, and being able to communicate effectively and work well with others will ultimately help people rise and be successful.

Mark Slavkin is the Director of Education for the Wallis Annenberg Center for the Performing Arts in Beverly Hills, California.

TACY TROWBRIDGE, ADOBE SYSTEMS

At Adobe, we know creativity will be critical for students as they enter a world beyond formal education. As we develop creative tools for the future, we want to make it easy for creators to stay focused on their ideas, to make those ideas a reality, and to impact and shape their worlds. For example, we are embedding learning into tools and redesigning the initial experience and reducing friction in workflows and experimenting with new technologies.

Young creators need more than just technical skills and tools. They also need soft skills like communication and creative problem solving. They need to know how to keep learning in a rapidly changing world. Having the right tools matters, but helping students prepare for creative futures goes far beyond products.

The Adobe Design Achievement Awards are focused on launching the careers of emerging creatives. This program highlights young talent and helps students build their professional networks. Any student who enters is eligible for mentorship and a portfolio review. Last year, we matched every student who asked for a mentor with somebody in their area of interest. We also connect these students to each other globally and give them a chance to see work from around the world and across media. We support an incredibly active Slack channel for students interested in both sharing their work and connecting with expertise. These experiences help them build a rich network they can continue to learn from.

> "Young creators need more than just technical skills and tools. They also need soft skills like communication and creative problem solving. They need to know how to keep learning in a rapidly changing world."
>
> – Tacy Trowbridge

Project 1324 is a new Adobe initiative supporting a global community of emerging creatives who use their creativity to inspire, shift perspectives and make an impact. By participating in creative challenges with partners like Sundance, TEDxTeen, and arts organizations, young creatives increase their visibility, reach, and impact. Creative challenges address important topics like reducing stigma around mental health or finding voice through community journalism. What I love about Project 1324 is that it provides opportunities for young creators to take action, to learn new skills and to find their voice - all while building their portfolios and exploring passions.

To learn more about this coming generation of creators, we conducted and published a research study, **Gen Z in the Classroom: Creating the Future**. We surveyed both Gen Z students (born from the mid-1990s through the early 2000s) and their teachers. Gen Z students described themselves as smart, creative, and hardworking. They saw themselves as more creative than previous generations. What they described is essentially a remix culture—they can build on what others have done. It is easy for them to find examples as the world of ideas is on their phones. They can quickly see what others have done, build a new prototype, and create an illustration to describe it. They expected examples at their fingertips, rapid feedback, and the ability to build things quickly and easily. Additionally, they saw technology as a critical part being creativity and creative solving problems.

They were both nervous and excited about their futures which makes sense given the transformations taking place in the global economy, in industries, and in the nature of work. Their future jobs and entire careers may not even exist yet. 42% of Gen Z students felt what they learned outside of the classroom will be more important to their future careers than what they learned inside the classroom. Whether through internships or assignments that link to real world experiences, I see education creating more and more of these opportunities for students. Gen Z students reported learning best through creativity and thought there wasn't enough of it in their classrooms. Their teachers agreed and felt strongly that these students learned best by doing, by making, by creating, and that there weren't enough opportunities for this kind of experience in traditional classrooms. We also see Gen Z youth host YouTube channels, take action on social issues, and run side projects outside of school.

When Gen Z students want to know how to do something or to learn, they look online for a video or seek out expertise in their social networks. They teach themselves to do all sorts of things. Many students follow a traditional design school path and before entering creative fields. But there are also students who are largely self-taught - through YouTube, through hack-a-thons, through taking on side projects, and by following designers they admire and studying their work. We need to recognize that the world is changing very quickly and this generation appears able to adapt, and they are doing it on their own.

Gen Z is growing up on social media but even a five-year age difference reveals the use of different platforms and different uses of media. The youngest students focus on Instagram and on video platforms. They grow up creating, publishing, and commenting on content which is shaping the way they approach creativity. They are learning to communicate using a mix of new media with a heavy focus on video and digital media.

Employers, educators and the coming generation agree that creativity and creative problem solving skills are critical for future success. As a society, we have significant challenges to address and face an increasingly rapid pace of change. While technology alone is not the answer, it plays a key role and can place powerful tools in the hands of young creators.

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Download the full report, view highlights from the creative economy launch event, and learn more about other resources at **www.otis.edu/otisreport**

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