



PENNSYLVANIA'S CREATIVE SECTOR

FROM IMPACT TO OPPORTUNITY

DEFINING THE CREATIVE SECTOR

The creative sector in Pennsylvania is diverse. It includes nonprofit organizations (e.g., ballet companies, museums, and art schools), for-profit ventures (e.g., film companies, galleries, design firms, publishers), and independent artists and producers.

Creative Core	Creative Production
+ Arts & Culture	+ Printing and Publishing
+ Design & Creative Services	+ Motion Picture and Television
+ Photography and photofinishing services	+ Music and Sound, Radio
+ Arts Education	



PRE-PANDEMIC CREATIVE SECTOR: BY THE NUMBERS

190,000+ JOBS
In 2019, the creative core and creative production industries contained 89,400+ primary jobs, another 91,000+ supporting jobs, and employed an estimated 10,500+ gig workers.

3,400+ FIRMS
More than 2,000 for-profit creative sector establishments and 1,400 active Creative Sector nonprofits were located throughout PA in 2019.

\$27.1 BILLION
The U.S. Bureau of Economic Analysis reports that arts and cultural production accounts for \$27.1 billion and 3.4% of the Pennsylvania economy as of 2019.

PANDEMIC IMPACTS ON THE CREATIVE SECTOR

16,000+ JOBS LOST

At least 16,000 primary jobs were lost from 2019 to 2020: 89,417 jobs in 2019 decreased to 73,400 jobs in 2020. There are likely more, since we cannot estimate gig worker loss to a high degree of accuracy.



\$4.4 BILLION LOST

Brookings estimated a loss of nearly \$4.4 billion in creative industry sales in PA alone and a loss of \$150 billion nationwide.

CREATIVE SECTOR PROFESSIONALS HAVE ADJUSTED, PIVOTED, AND ADAPTED.

THE FUTURE OF THE CREATIVE SECTOR

- + Creative sector professionals have adjusted to new norms by hosting virtual/digital content, moving performances outdoors, offering smaller and more customized experiences, and creating entirely new business models.
- + 3/4 of survey respondents expect that operating changes to the sector will last a year or more, or that “the sector will never return to pre-pandemic operating norms.”



COMMUNITY BENEFITS OF THE CREATIVE SECTOR

- + Creativity, innovation, and ingenuity are keys to prospering and competing as communities within a global economy.
- + The creative sector’s output is essential to creating vibrant communities and places where we want to live, work, and play.
- + Arts and culture are organizing forces in our communities – they are central to who we are as individuals and bring us together as a society.

SUPPORTING THE CREATIVE SECTOR

Promote Regional Marketing

- + Engage in storytelling: put the spotlight on what makes communities special
- + Showcase unique local offerings, like downtowns, public art, and wine tours
- + Make a statewide or regional push: collaborate to increase visibility and media presence

Enable Entrepreneurship

- + Build more makerspaces, incubators, shared studios and marketplaces
- + Develop business trainings for artists and creative professionals to learn how to operate more sustainably

Provide Direct Financial Support

- + Staff rehiring and re-training
- + Enhanced safety protocols and equipment
- + Equipment to enable outdoor events
- + High quality, hybrid in-person/virtual programming

Establish Value

- + Offer STEAM programming at every education level, from K-12 to university, to expose students to the many career pathways associated with the arts and help them build career-ready soft skills
- + Provide access to the arts as a way to improve community mental health and promote healing from the trauma of the global COVID-19 pandemic



WHAT CAN STATE, REGIONAL, AND MUNICIPAL LEADERS DO?

Economic developers should look to the creative sector as an asset that can help advance long-term economic resilience goals.

- + Create spaces for the creative sector and economic developers to engage with each other consistently
- + Include the creative sector in comprehensive regional economic development planning and strategies for growth
- + Engage the creative sector in Main Street development, zoning and code change discussions, and promotion
- + Employ creative workers in areas where recovery will be focused
- + Collect data and regularly report out about impacts and benefits of the creative sector to your community

INTEGRATE THE CREATIVE SECTOR INTO ECONOMIC DEVELOPMENT, RECOVERY, AND RESILIENCE EFFORTS