

The Kentucky Creative Industry



The National Picture

- The United States Bureau of Economic Analysis and the National Endowment for the Arts released results of the arts and culture sector's contributions to the GDP in 2013 for the first time.
- Prototype estimates showed 3.2 percent – \$504 billion – of current-dollar GDP in 2011 was attributable to arts and culture.
- Production of arts and cultural goods in 2012 added more than \$698 billion to the U.S. economy. This production amounted to 4.32 percent of GDP.

What did this
mean for Kentucky?

The Kentucky Creative Industry

- The Kentucky Arts Council commissioned the Kentucky Creative Industry Report in 2013.
- The study was completed by Massachusetts-based Mt. Auburn and Associates.
- The study was released in December 2014 in conjunction with a Kentucky Creative Industry Summit.
- The study is the first of its kind in Kentucky.

What is the Creative Industry?

The Kentucky creative industry includes all individuals and companies whose products and services originate in artistic, cultural, creative, authentic and/or aesthetic content.



Data collection

- Use of Economic Modeling Specialists International (EMSI) labor market information compiled from 90-plus data sources, updated quarterly.
- Standard industry analysis of federal employment data.
- Includes wage and salary employed, self-employment (primary job), and extended proprietorships (second job).

Data collection

- Statewide survey of creatives with 735 respondents
- Responses from visual artists, performing artists, media, and design
- Focus groups
- Statewide site visits
- Individual interviews
- Existing data from the Kentucky Arts Council



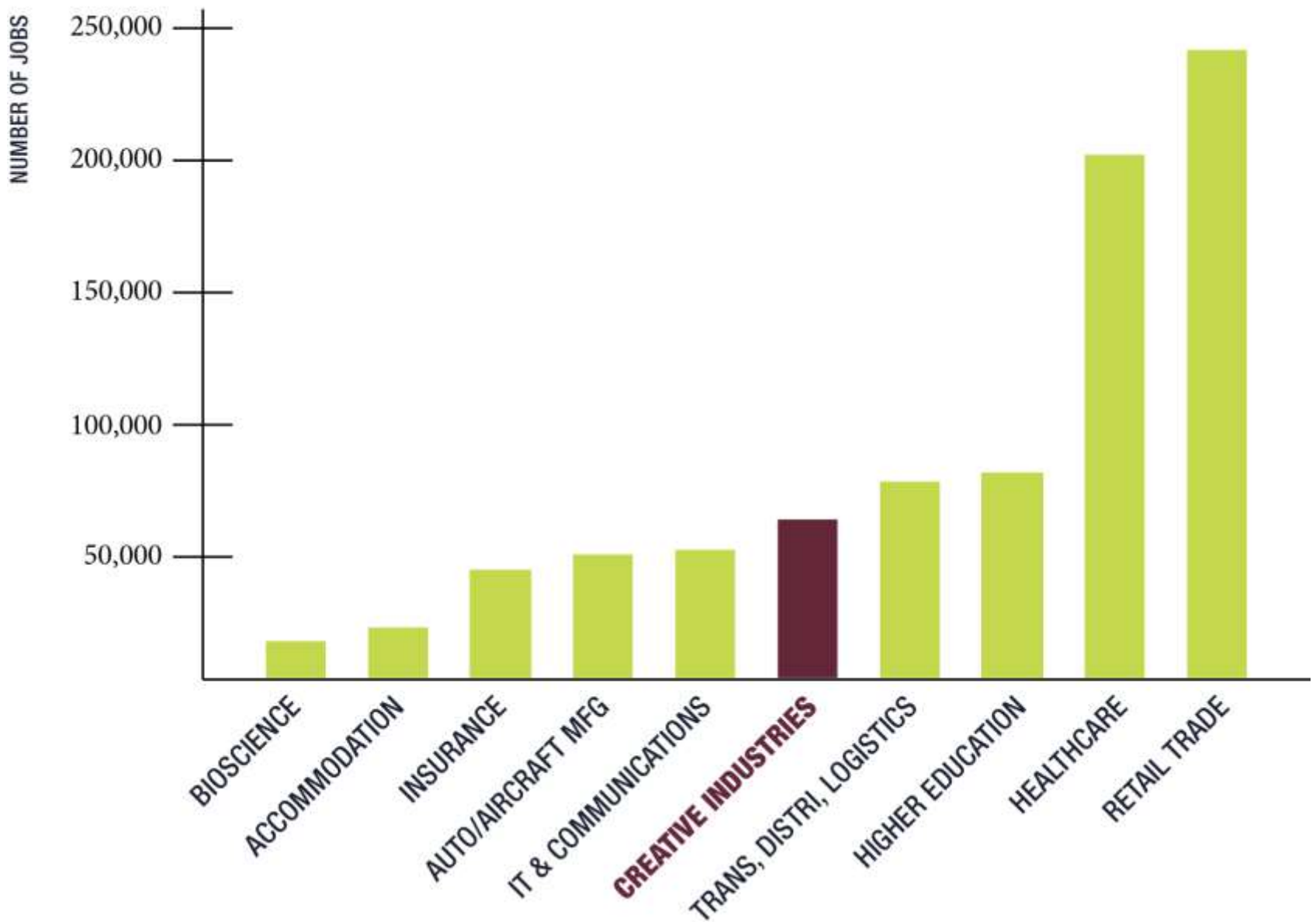
Creative Industry Employment

The Kentucky creative industry collectively employs 108,498 people.

- Total of 60,504 direct jobs
- Total of 36,286 indirect jobs
- Additional 11,708 direct creative jobs in non-creative enterprises



Comparison of Creative Industry to Other Sectors



Creative Industry Earnings

- Creative industry represents 2.5 percent of Kentucky's employment.
- Creative industry accounts for earnings of \$1.9 billion.
- Average wage of a creative worker is \$34,299.



Creative Segments

Visual Art & Craft

- Visual and craft artists
- Art dealers & galleries
- Photography studios
- Art supply stores

Design

- Product design
- Architectural services
- Landscape architecture
- Interior design
- Graphic design
- Advertising
- Commercial printing

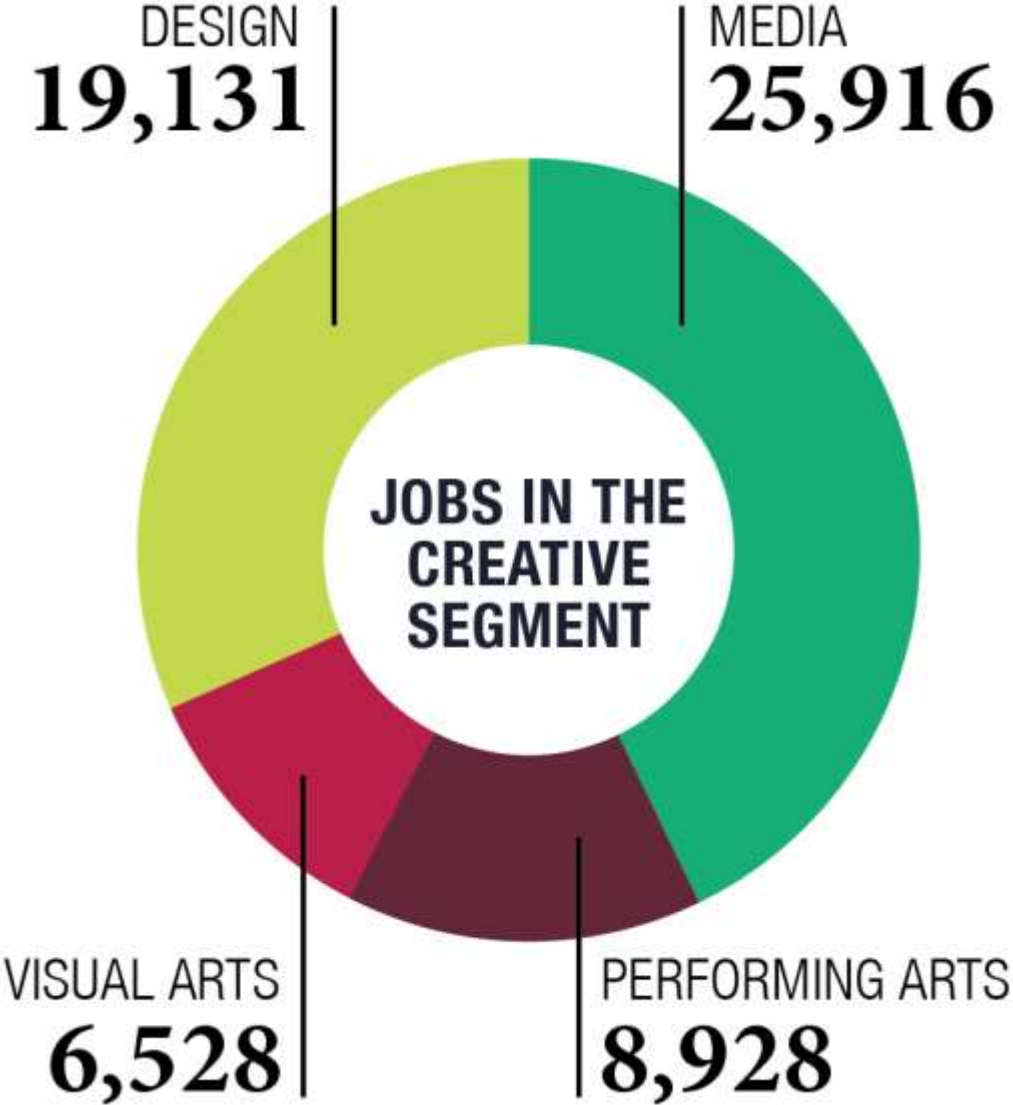
Performing Arts

- Theater companies
- Dance companies
- Musical groups and artists
- Promoters
- Individual artists, performers, musicians

Film and Media

- Motion picture and video production
- Sound Recording
- Radio and TV broadcasting
- Newspaper publishing
- Writing and editing
- Sound recording studios

Jobs in the Creative Segments



Creative Convergence



Creative convergence reflects the many ways in which the creative industry intersects with other major industries.

- Tourism
- Artisanal Food and Culinary Arts
- Manufacturing and production
- Technology

What we're doing

- Training
- Strategic Partnerships
- Sharing resources
- Promoting
- Creating industry recognition



Recommendations

- Annual Creative Industry Conference, November 13, 2015, in Owensboro.
- Support expansion of the University of Kentucky's cooperative extension fine arts program.
- Expand targeted business services and workshops for the creative entrepreneur.
- Encourage business and workforce development training opportunities that support the creative industry.

Recommendations

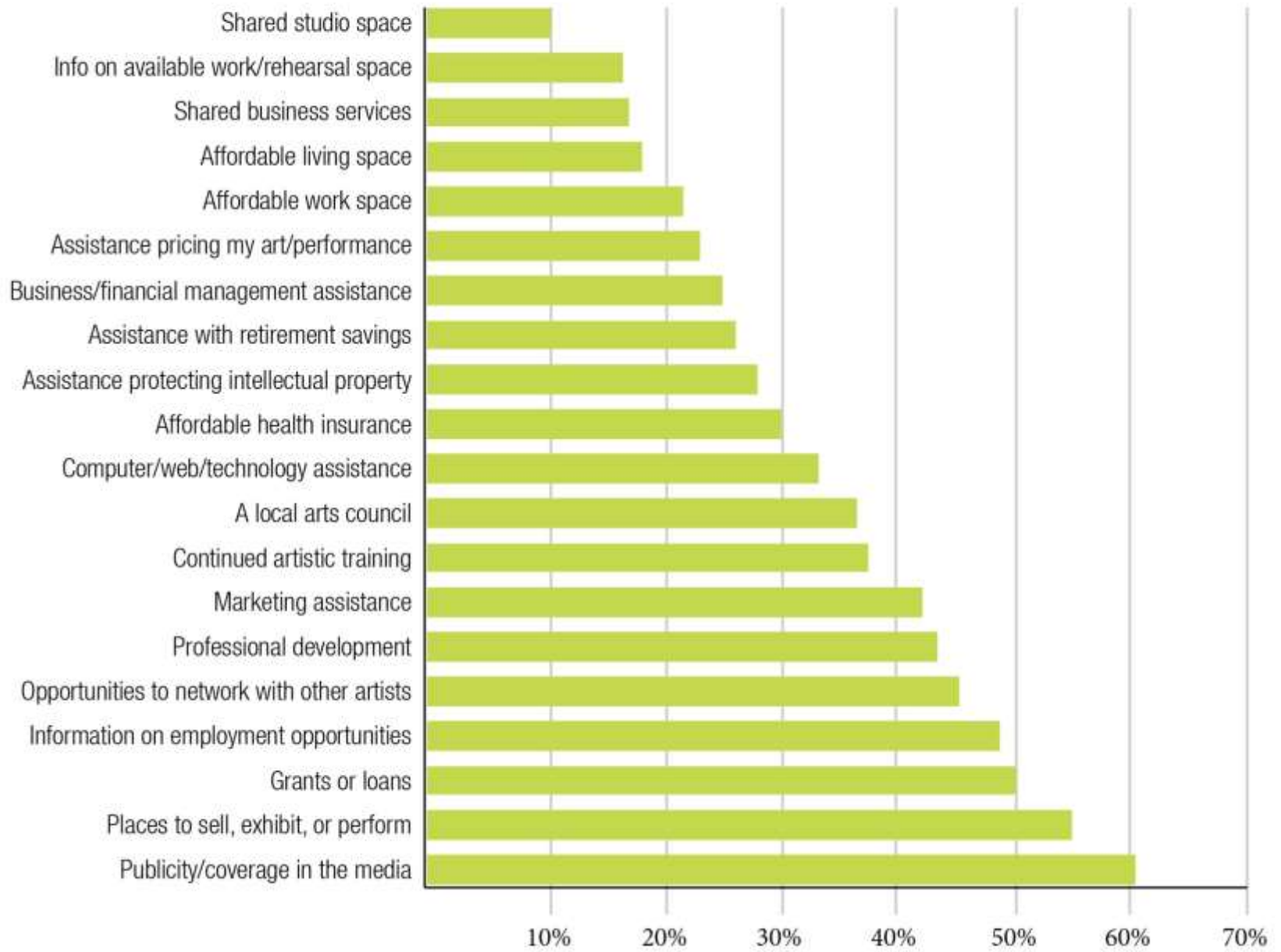
- Coordinate recommendations with statewide and regional endeavors to enhance community and economic development.
- Use creative resources to assist schools in implementing the National Core Arts Standards in the K-12 school system.
- Assist artists and creative entrepreneurs in marketing through traditional and alternative means.

Get involved

- Identify and get in touch with your local creative community.
- Ask your creative industry what it needs and how you can help, especially by way of business services.
- Put together a local creative industry team to conduct an asset inventory for your community. This information can be used in numerous ways.

Level of Need for Various Resources

Percent of Creative Freelancers Reporting High/Very High Need



Contact

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