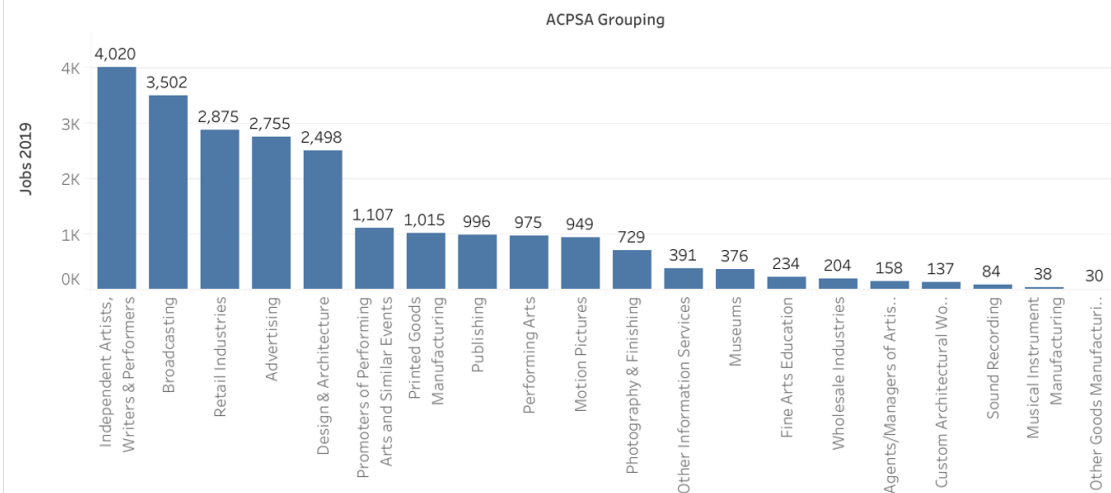


Creative Industries Data Brief City of Sacramento

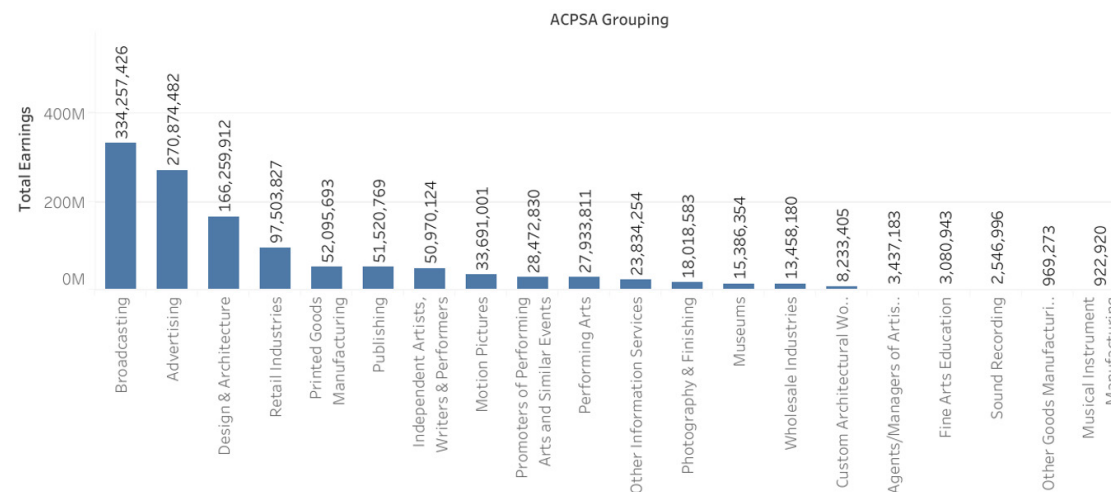
Overall Creative Industries Facts

The Creative Industries were responsible for 23,073 jobs and \$1.2 billion in associated earnings in the City of Sacramento in 2019.

City of Sacramento
Creative Industries Employment
2019

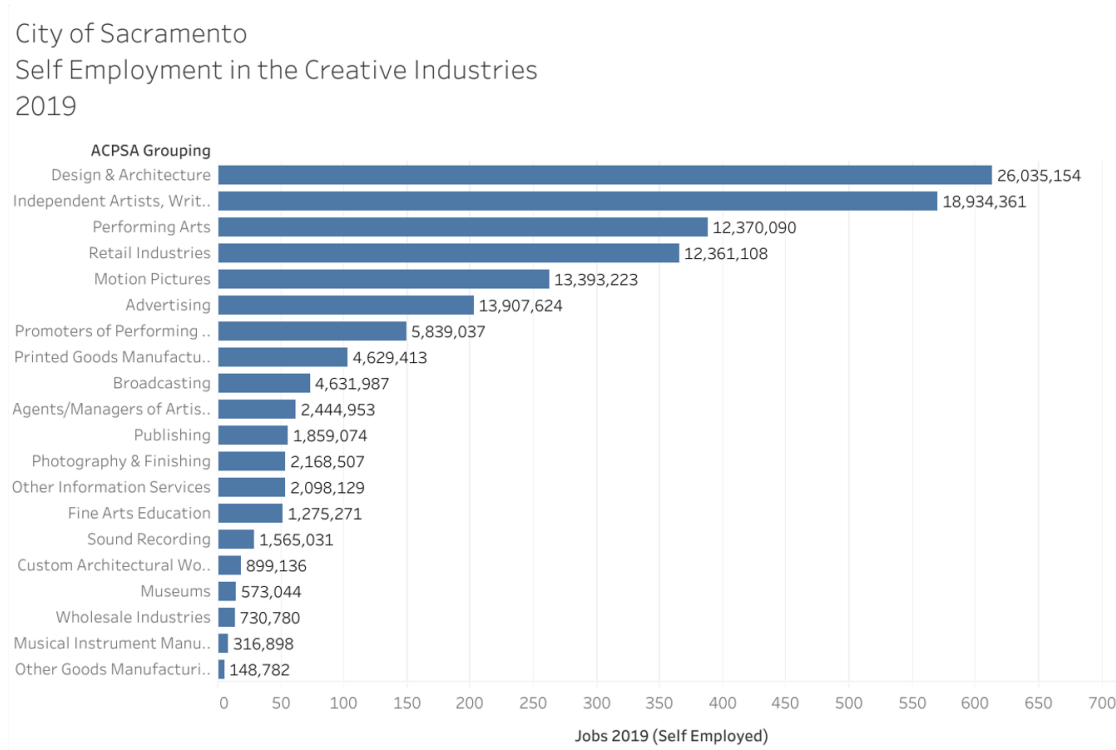


City of Sacramento
Creative Industry Earnings
2019



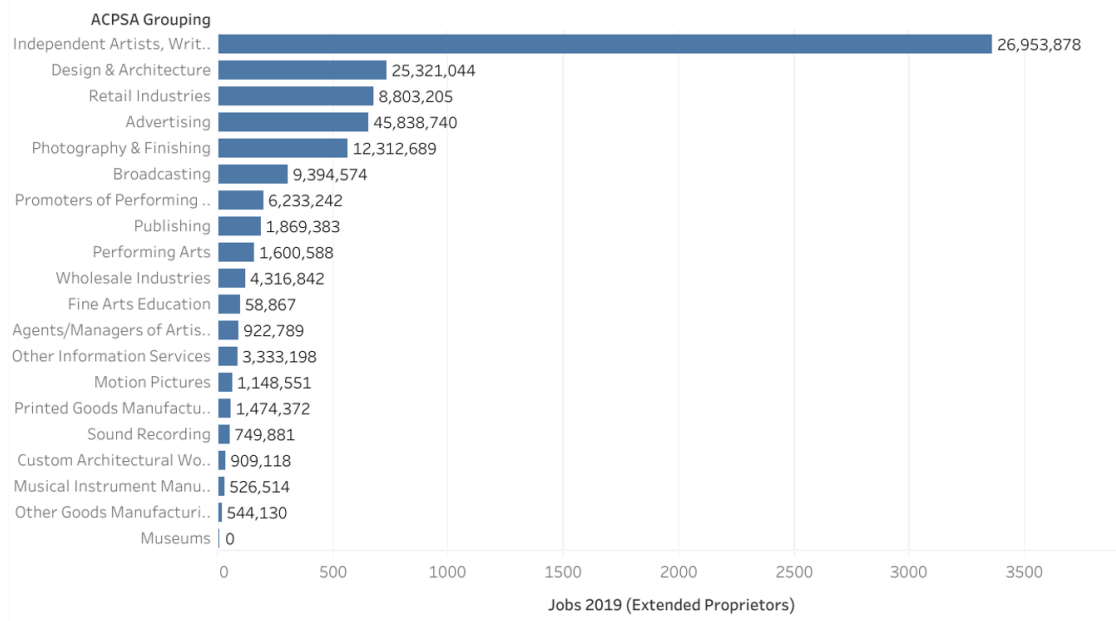
Independent Workers in Sacramento's Creative Industries

Nearly half of all employment in Sacramento's creative industries is driven by independent workers – 10,555 individuals. Approximately 3,100 of them are entirely self-employed, while nearly 7,500 workers derive additional income through creative activities (extended proprietors).



Just over 600 self-employed workers in the Design & Architecture category generated nearly \$26 million in earnings in 2019, while 570 self-employed workers in the Independent Artists, Writers & Performers category generated nearly \$19 million in earnings that same year.

City of Sacramento
 Extended Proprietors in the Creative Industries
 2019



Nearly 3,400 extended proprietors in the Independent Artists, Writers and Performers category derived approximately \$27 million in earnings in 2019, while just over 700 extended proprietors in the Design & Architecture category generated roughly \$25 million in earnings that same year.

Overall Arts, Entertainment and Recreation Sector Facts

The Bureau of Labor Statistics defines the Arts, Entertainment and Recreation Sector as *“including a wide range of establishments that operate facilities or provide services to meet varied, cultural, entertainment and recreational interests of their patrons.”* This analysis focuses on two specific subsectors of interest: *“establishments that are involved in producing, promoting, or participating in live performances, events, or exhibits intended for public viewing and establishments that preserve and exhibit objects and sites of historical, cultural or educational interest.”*

Total Employment

Total employment for the City of Sacramento within these categories was 6,636 as of 2019. Notably, the City of Sacramento has a high concentration of employment in certain segments of this sector when compared to the rest of the nation – particularly in the promoters of performing arts and similar events with facilities, musical groups and artists, theater companies and dinners theaters and nature parks. In short, these industry subsegments are a competitive advantage for the city, and are also key drivers of employment here.

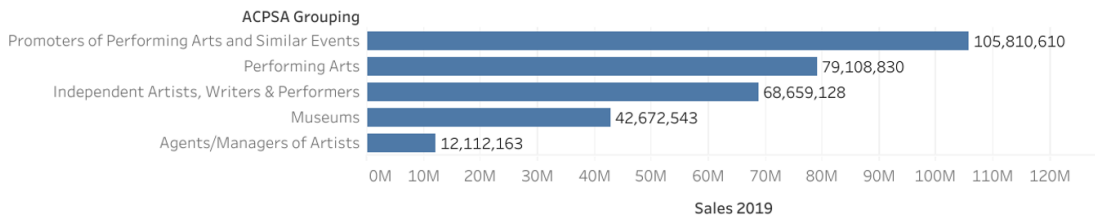
City of Sacramento
 Arts, Entertainment & Recreation Sector Employment
 2019



Total Industry Sales

Total industry sales amounted to nearly \$308.4 million in 2019, driven largely by performing arts activities.

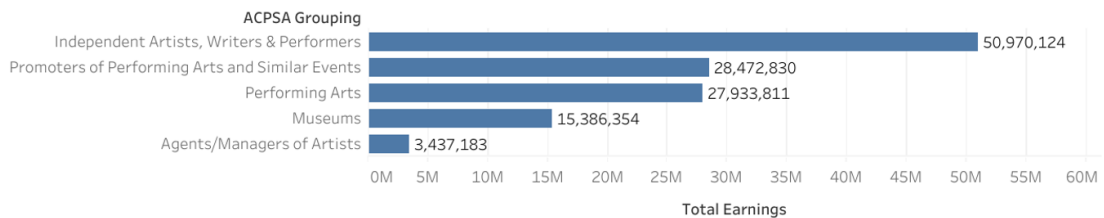
City of Sacramento
 Arts, Entertainment & Recreation Sector Sales
 2019



Total Industry Earnings

Industry earnings amounted to nearly \$126.2 million in 2019.

City of Sacramento
 Arts, Entertainment & Recreation Sector Earnings
 2019

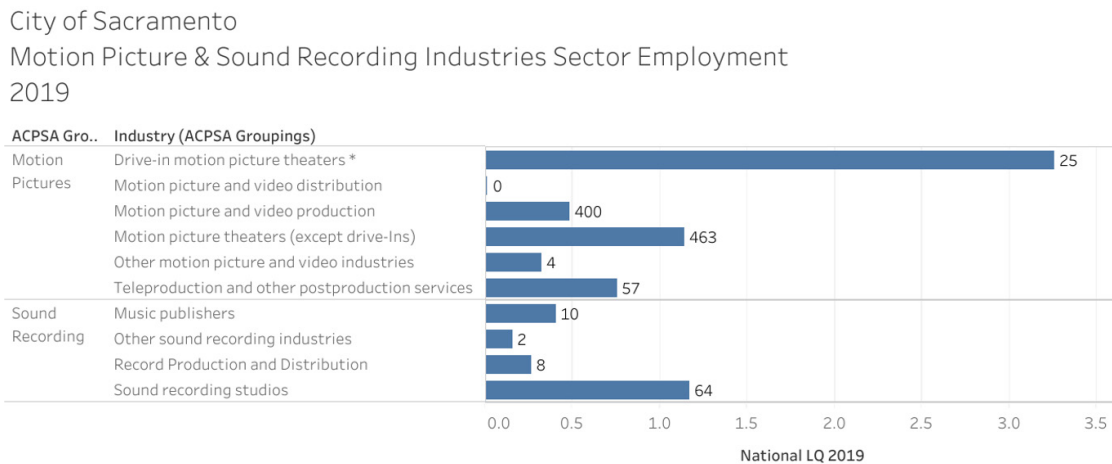


Overall Motion Picture & Sound Recording Industries Data

The Bureau of Labor Statistics defines the Motion Picture & Sound Recording Industries subgroup as “a group of establishments involved in the production and distribution of motion pictures and sound recordings.” It goes on to say that “Production is typically a complex process that involves several distinct types of establishments that are engaged in activities, such as contracting with performers, creating the film or sound content, and providing technical postproduction services. Film distribution is often to exhibitors, such as theaters and broadcasters, rather than through the wholesale and retail distribution chain.”

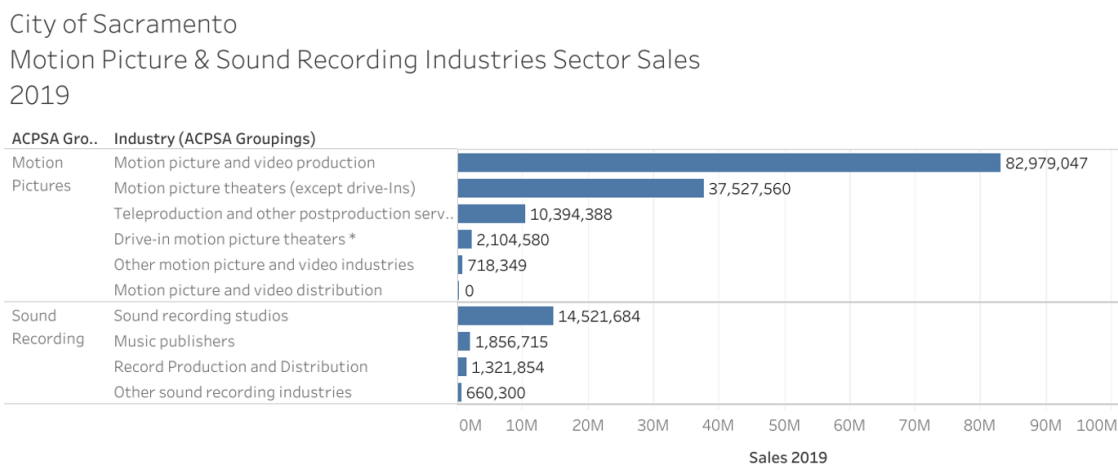
Total Employment

A total of 1,033 people were employed in the Motion Picture & Sound Recording Industries sector in 2019. Notably, the City of Sacramento has a high concentration of employment in certain segments of this sector when compared to the rest of the nation – particularly in the drive-in motion picture theaters, motion picture theaters and sound recording studios categories.



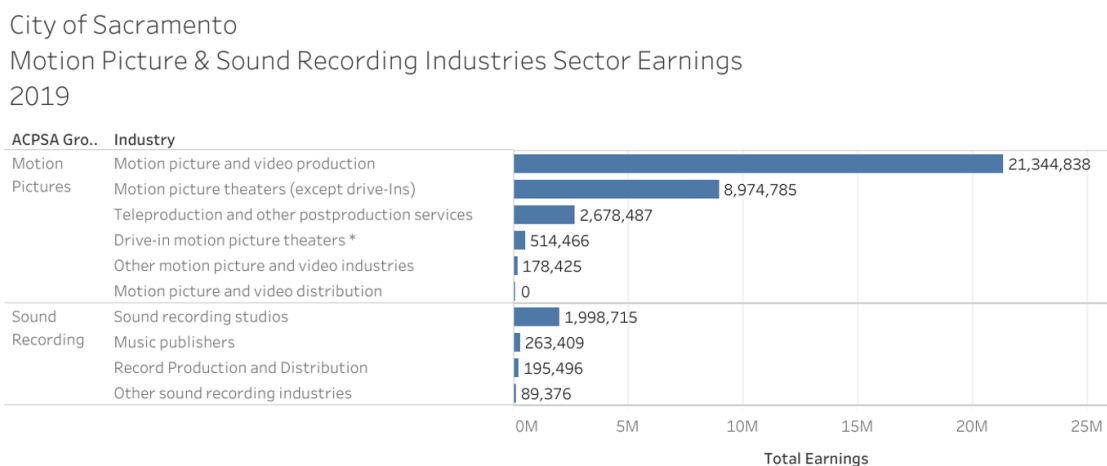
Total Industry Sales

Total industry sales were just over \$152 million in 2019. Motion picture and video production drove nearly 55% of all industry sales. Notably, the sound recording studios category, which is a slight competitive advantage for the region, drove approximately \$14.5 million in industry sales in 2019.



Total Industry Earnings

Total industry earnings were approximately \$36.2 million in 2019. Approximately 58% of all industry earnings were generated through the motion picture and video production category.



COVID's Impact on the Creative Industries

The pandemic has wreaked havoc on the creative industries nationwide, though not all industry subsectors have experienced the pandemic in the same way. The national unemployment rates in the arts, entertainment and recreation sector and motion picture and sound recording industries were at 14.5% and 18.9% respectively as of March 2021. A continued period of closure and reduced capacity operations is expected for some time in both industry subsectors.

Data Sources

Source data for this report comes from CVSuite™. The Creative Vitality™ Suite was designed and developed by the Western States Arts Federation (WESTAF), a regional nonprofit arts service organization, experienced research organization, and developer of technology solutions for the arts.

Industry Sales: Economic Modeling Specialists International

About the Industry Data

EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.