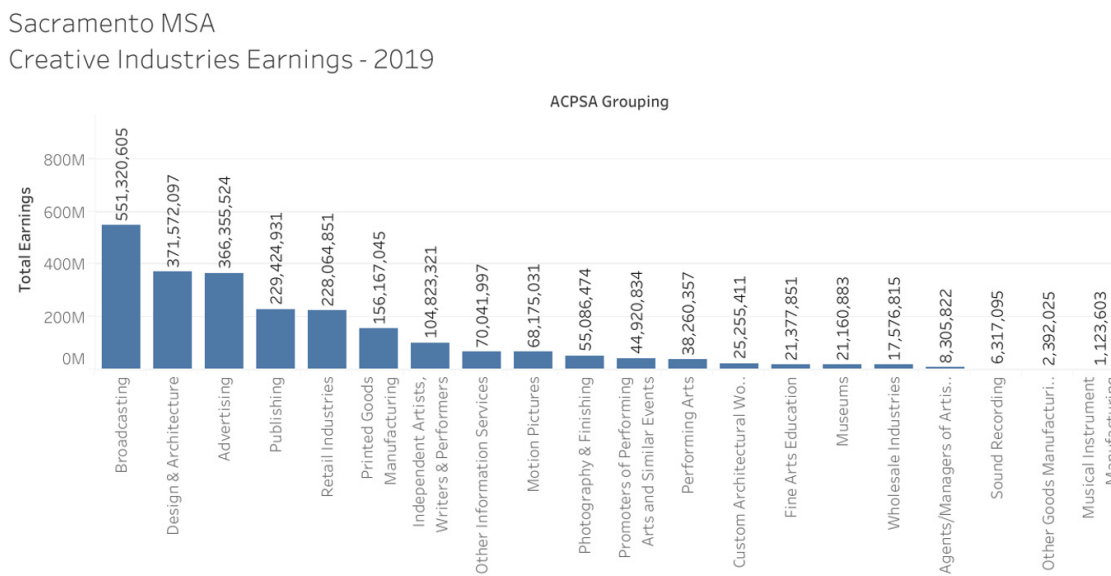
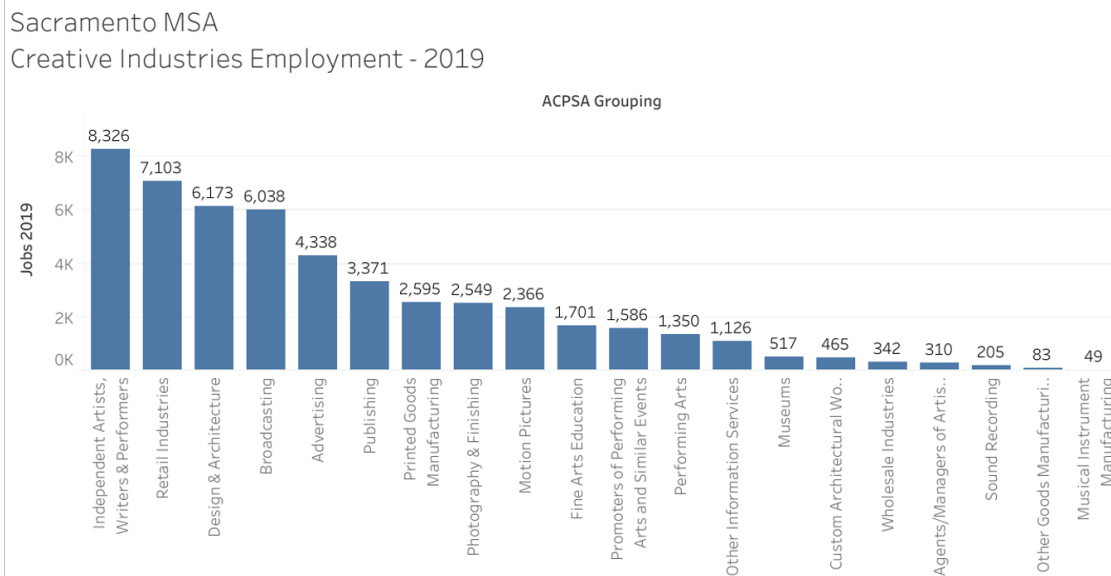


Creative Industries Data Brief Sacramento MSA

Overall Creative Industries Facts

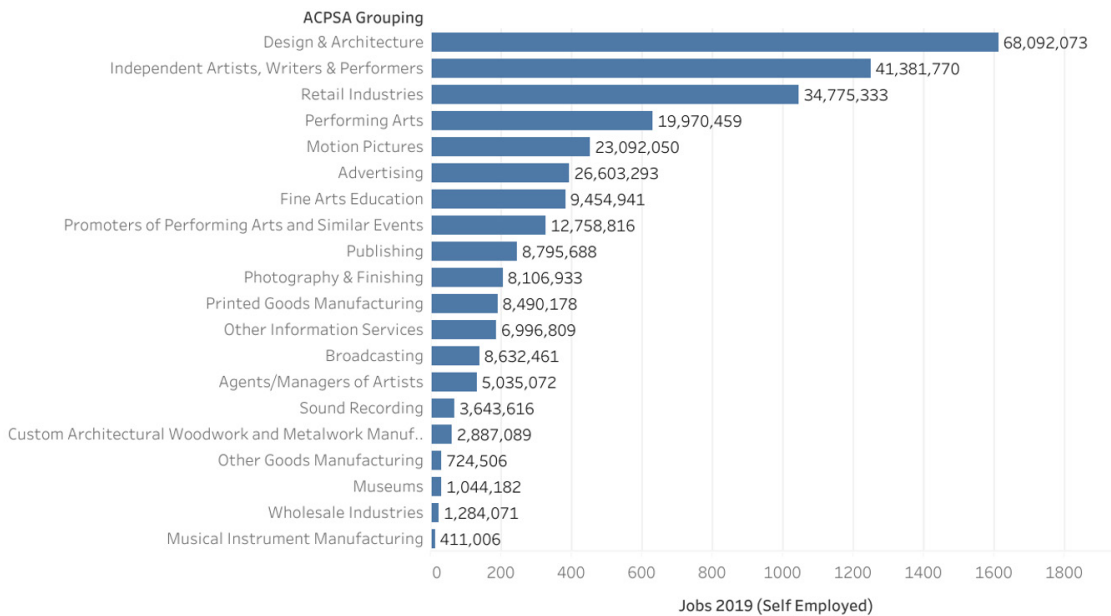
The Creative Industries were responsible for 50,593 jobs and nearly \$2.4 billion in associated earnings in the Sacramento MSA in 2019. The Sacramento MSA includes El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo and Yuba Counties.



Independent Workers in Sacramento MSA's Creative Industries

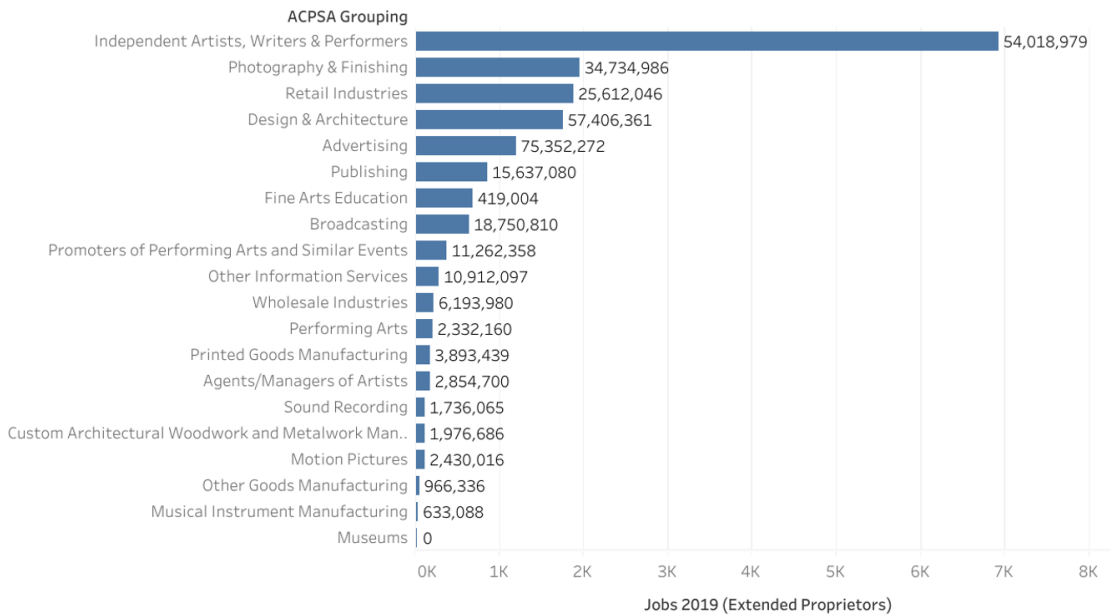
Nearly half of all employment in the Sacramento MSA's creative industries is driven by independent workers – 25,086 individuals. Approximately 7,400 of them are entirely self-employed, while nearly 17,700 workers derive additional income through creative activities (extended proprietors).

Sacramento MSA
Self Employment in the Creative Industries - 2019



Approximately 1,600 self-employed workers in the Design & Architecture category generated roughly \$68 million in earnings in 2019, while 1,246 self-employed workers in the Independent Artists, Writers & Performers category generated approximately \$41 million in earnings that same year.

Sacramento MSA
 Extended Proprietors in the Creative Industries - 2019



Nearly 7,000 extended proprietors in the Independent Artists, Writers and Performers category derived approximately \$54 million in earnings in 2019, while nearly 2,000 extended proprietors in the Photography & Finishing category generated roughly \$35 million in earnings that same year.

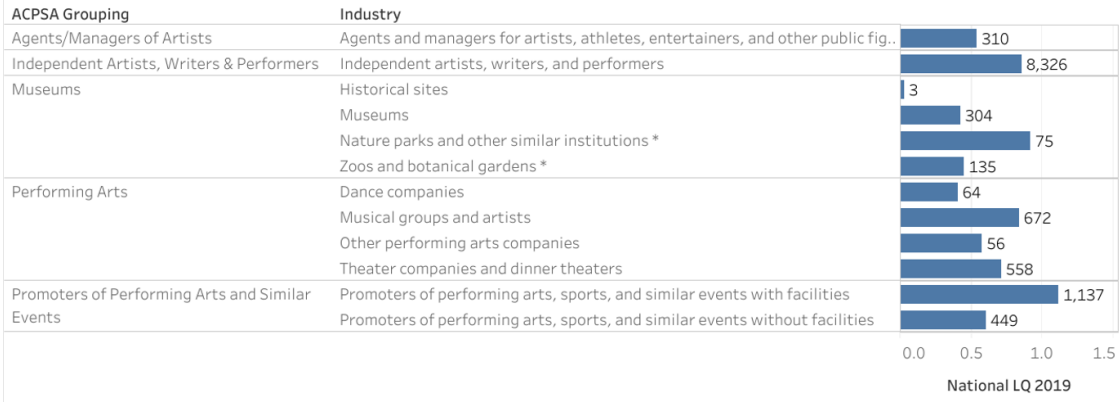
Overall Arts, Entertainment and Recreation Sector Facts

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 Sacramento MSA within these categories was 12,089 as of 2019. Notably, the Sacramento MSA 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 category.

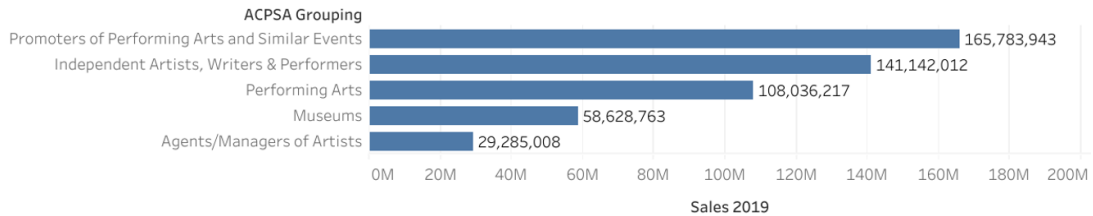
Sacramento MSA
Arts, Entertainment & Recreation Sector Employment - 2019



Total Industry Sales

Total industry sales amounted to approximately \$503 million in 2019, driven largely by performing arts activities.

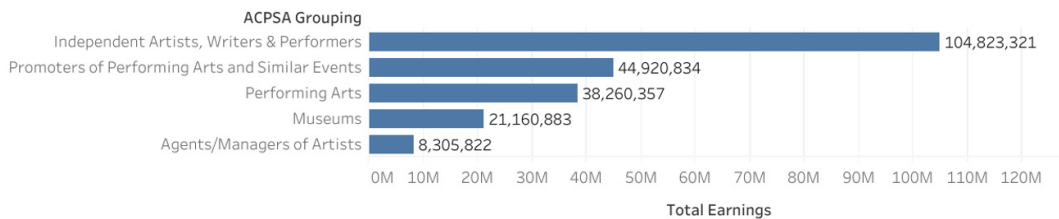
Sacramento MSA
Arts, Entertainment & Recreation Sector Sales - 2019



Total Industry Earnings

Industry earnings amounted to nearly \$217.5 million in 2019.

Sacramento MSA
Arts, Entertainment & Recreation Sector Earnings - 2019

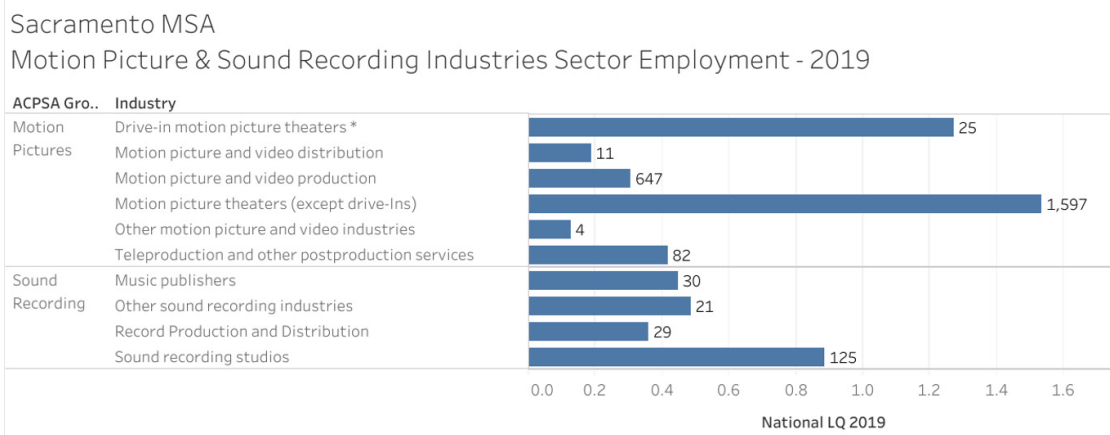


Overall Motion Picture & Sound Recording Industries Data

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.”

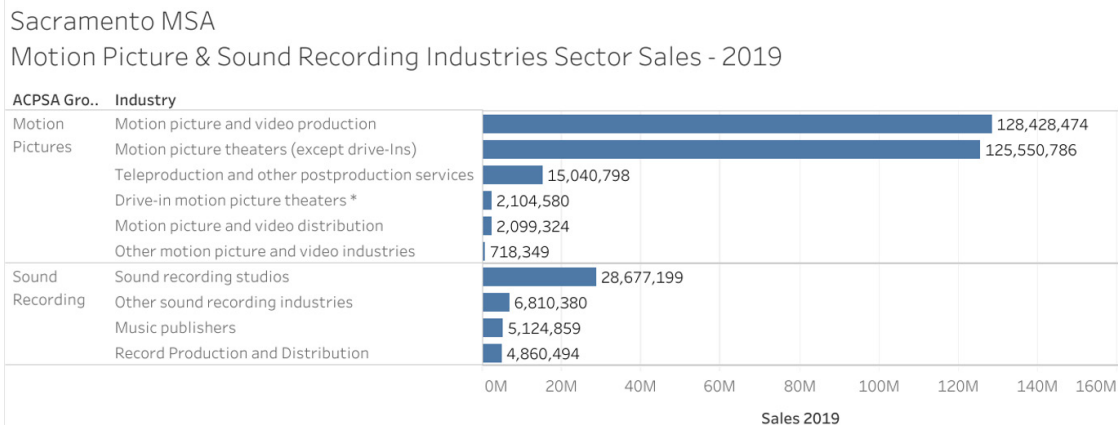
Total Employment

A total of 2,571 people were employed in the Motion Picture & Sound Recording Industries sector in 2019. Notably, the Sacramento MSA 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 and motion picture theaters categories.



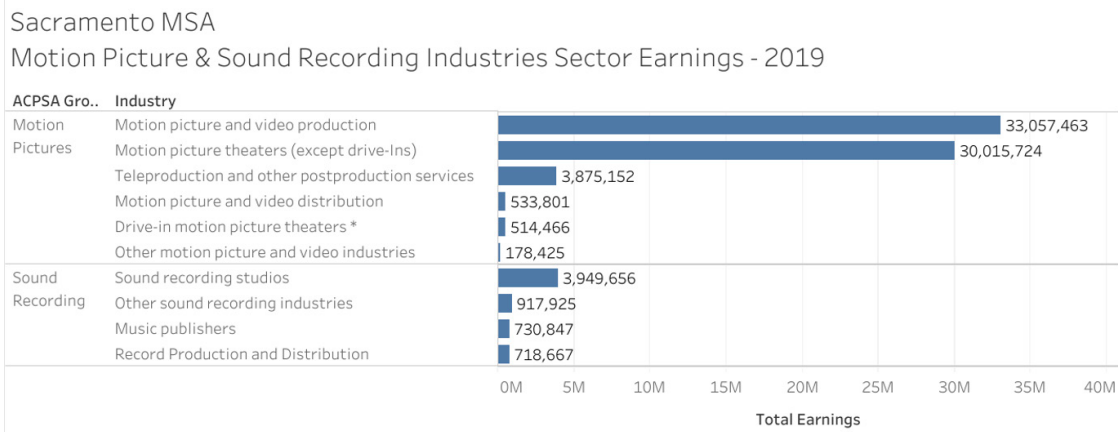
Total Industry Sales

Total industry sales were nearly \$319.5 million in 2019. Motion picture and video production drove approximately 40% of all industry sales.



Total Industry Earnings

Total industry earnings were approximately \$74.5 million in 2019. Approximately 44% 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.