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### 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.**

- 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.”
- 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.

**THE FUTURE OF THE CREATIVE SECTOR**
## Supporting the Creative Sector

<table>
<thead>
<tr>
<th>Promote Regional Marketing</th>
<th>Enable Entrepreneurship</th>
<th>Provide Direct Financial Support</th>
<th>Establish Value</th>
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</thead>
<tbody>
<tr>
<td>+ Engage in storytelling: put the spotlight on what makes communities special</td>
<td>+ Build more makerspaces, incubators, shared studios and marketplaces</td>
<td>+ Staff rehiring and re-training</td>
<td>+ 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</td>
</tr>
<tr>
<td>+ Showcase unique local offerings, like downtowns, public art, and wine tours</td>
<td>+ Develop business trainings for artists and creative professionals to learn how to operate more sustainably</td>
<td>+ Enhanced safety protocols and equipment</td>
<td>+ 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</td>
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<tr>
<td>+ Make a statewide or regional push: collaborate to increase visibility and media presence</td>
<td>+ Equipment to enable outdoor events</td>
<td>+ High quality, hybrid in-person/virtual programming</td>
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</tr>
</tbody>
</table>

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**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