OTIS

Otis College of Art and Design

Report on The Creative Economy of the Los Angeles Region

The fast facts:

>> One of the largest business sectors in the region.

>> Nearly 1 million direct and indirect jobs in Los Angeles and Orange counties.

>> More than $3.8 billion in state tax revenues generated.

>> Nearly $100 billion in sales/receipts in Los Angeles County.

Prepared for Otis College of Art & Design by the Los Angeles County Economic Development Corporation

September 2008

Economic Information & Research Department
Los Angeles County Economic Development Corporation
444 S. Flower St., 34th Floor, Los Angeles, CA 90071
Tel: 213-622-4300, 888-4-LAEDC-1 Fax: 213-622-7100

Creativity Is Serious Business

It is my pleasure to present the *2008 Report on the Creative Economy of the Los Angeles Region*, commissioned by Otis College of Art and Design from the Los Angeles Economic Development Corporation. It provides an update to the 2007 report, which was the first of its kind to focus on the arts, design, and entertainment industries as a combined economic force in the Los Angeles and Orange Counties.

The response from the community to the report in 2007 was tremendous. The data and analysis were widely used by cultural organizations, foundations, schools, and public policy makers. The message was out and the news was profound — the creative sector is a major engine of the regional economy.

Once again, the data show that the creative industries in Los Angeles encompass much more than simply entertainment. And, far from being a supporting player in our regional economy, they generate nearly 1 million jobs and over $100 billion in sales revenues.

Otis is committed to conducting this study annually. Our goal is to put real numbers to creativity and spotlight this under-recognized driver of the regional economy. Our hope is that business, cultural, civic, legislative, philanthropic, educational, and community leaders, gaining understanding of this important segment of the economy, will join forces in fostering creativity as a sustaining force of our region.

An advocacy role for the creative economy is not traditional for an art school. However, Otis is not a conventional college of art and design. Creativity and innovation are the vanguard of the 21st century. As a key contributor to such forces, Otis finds it natural to speak up for them. The College understands that in today's world, creative professionals have increasing social and economic opportunities and responsibilities. In response, Otis has embraced a unique educational and institutional approach to meeting the demands of the 21st century.

The mission of Otis is to prepare diverse and talented students to enrich our future. Essential to their training is a conviction that art and design matter socially, culturally, and economically; a commitment to community well-being on a local and global scale; a hunger for experimentation and innovation; and a connection to the real world. Otis graduates are visionary practitioners equipped to redefine the role of artists and designers in society and in the creative economy.

As this report clearly demonstrates, the Los Angeles region has an economically robust creative sector today. Our ability to maintain this competitive edge depends on our ability to nurture creative education, practices, and industries with imagination and ambition. This worthy goal can be accomplished by creating a collaborative network across sectors. This deep and real commitment could ultimately brand the Los Angeles region as a leading creative region and be a catalyst for economic growth and expansion.

The Los Angeles region is fortunate in that we don't need to will creativity into being; it is already a resource in our midst. But it cannot be taken for granted. Its persistence demands careful investment. To be competitive in the world and in this age of ideas and innovation, we must embrace creativity in our schools and in our workplaces. We have the opportunity to combine creativity, enterprise, technology, and public policy to tackle complex issues related to regional growth, education, community development, and sustainability.

Let us imagine a creative future together. Let us bring it to life.

Samuel Hoi
President
Otis College of Art and Design
October 2008

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This report was produced by the LAEDC Kyser Center for Economic Research team:

Jack Kyser, Senior Vice President and Chief Economist
Dr. Nancy D. Sidhu, Vice President and Senior Economist
Candice Flor Hynek, Associate Economist
Myasnik Poghosyan, Analyst, Economic and Policy Consulting
Shannon Sedgwick, Economic Research Assistant

444 S. Flower St., 34th Floor, Los Angeles, CA 90071
Tel: (213) 622-4300 Fax: (213) 622-7100 Web: www.LAEDC.org

CREATIVE (*Adjective*)

1. Marked by the ability or power to create
2. Having the quality of something created rather than imitated: imaginative
3. Promoting construction or creation
4. Having the ability or power to create
5. Having the power to bring into being

CULTURE (*Noun*)

1. The act of developing the intellectual and moral faculties especially by education
2. Enlightenment and excellence of taste acquired by intellectual and aesthetic training; acquaintance with and taste in fine arts, humanities, and broad aspects of science as distinguished from vocational and technical skills
3. The tastes in art and manners that are favored by a social group
4. Acculturation: all the knowledge and values shared by a society
5. The set of values, conventions, or social practices associated with a particular field, activity, or societal characteristic

The Creative Economy of the Los Angeles Region

What is the "basic" industry of the Los Angeles area? Many specific activities could be cited, but the correct answer is creativity. It is a key driver of the region's diverse economic base. People often get confused with the difference between culture and creativity. Culture is defined as a set of values, conventions, or practices shared by a society. Creativity, on the other hand, is defined as having the ability and the power to bring something into being; it is imaginative. It is also the concept of "thinking outside the box." The Los Angeles region has a creative culture.

The creative industries are undeniably important to the regional economy. Nearly one million employees work directly or indirectly in the creative industries of Los Angeles and Orange counties. Los Angeles County based firms in the industries generated nearly $100 billion in revenues during 2007, while Orange County accounted for at least $4.3 billion. The state of California received more than $3.8 billion in taxes tied to these industries.

How do the creative industries rank among other industry clusters in the region? With 344,600 employees in Los Angeles County, creative industries would rank second, behind tourism and hospitality (456,000 jobs in 2007), and ahead of business and professional services (287,000 jobs, including architecture and engineering), direct international trade (281,000 jobs) and entertainment (266,000 jobs).[1] The creative industries in Orange County employ 45,700 workers, placing them sixth after tourism (132,000 jobs), business and professional services (83,900 jobs, including architecture and engineering), wholesale trade/logistics (79,000 jobs), financial services (55,000 jobs), and technology (54,000 jobs, including computer system design).

In 2007, Otis College of Art and Design, together with the LAEDC, released the first ever comprehensive analysis of the economic impact of creative industries in Los Angeles County. In this study, the "creative" industries encompassed the following activities: fashion, toys, product and industrial design, architecture and interior design, digital media, communication arts, art galleries, visual and performing arts, furniture and home furnishings, and entertainment. Data were collected on employment, payrolls, and revenues/shipments for all the component sectors in Los Angeles and Orange counties from the Bureau of the Census and the Bureau of Labor Statistics. Calculations were made of indirect employment[2], the overall economic impact, and the state taxes generated by these industries using specific sector data from the RIMS II model created by the U.S. Bureau of Economic Analysis. The numbers were truly impressive.

The 2008 study is a revision and an update to the analysis carried out in 2007. The results are not comparable with the earlier study for several reasons.

- The 2005 figures cited in the previous report for employment and payrolls were partially based on samples. The 2007 figures in this report come directly from the California Employment Development Department and are based on tax payments that all firms are required to make into the state unemployment insurance fund. These data are the best available for this type of information.

[1] Note, the Los Angeles County creative industries were top-ranked in LAEDC's previous report. Their current status as number two does not reflect any change in their fortunes. It is a result of changing data sources and new sector definitions used in the current report. See text below for details of these changes.

[2] Direct employees are the people working in the industry. Indirect employees work for firms in the supplier industries, and also for suppliers who sell goods and services to both the direct workers and the employees of the supplier firms.

- In addition to using employment data from the state, we surveyed local universities and colleges and trade and technical schools to learn how many faculty and staff are involved in their fine and performing arts programs. These people were not counted in the previous report.
- For Orange County, complete information is not available on the sales, shipments, and receipts of several smaller creative industries at the current time. The reason for this non-disclosure is the official policy of confidentiality. The government does not want to publish any data that might allow knowledgeable persons to estimate the sales of any single firm. This policy most affects the smaller industries. Thus, all of our statements about receipts in Orange County should be considered a lower bound. The actual figures are surely higher than shown.
- Also, in this report, we have changed the definitions of some industries to better reflect their activities. The effect on the numbers was mixed, with some going up while others declined.

Many creative people are not employed in a traditional way, which complicates our analytical effort. Because they are self-employed, they are not captured by the usual government information sources. We obtained information from a non-traditional source on this significant group of people in the two-county area (data are on page 16).

The creative industries have important linkages to the top two "traditional" industries in Southern California. The first is international trade. The import containers handled at the ports of Long Beach and Los Angeles are often filled with goods designed in the region and produced in Asia. The sorting and further processing of these goods takes place in warehouse and distribution space, giving the creative industries a real estate impact. In Los Angeles County this activity has resulted in a tight industrial real estate market, with the first half of 2008 vacancy rate at just 1.8%. This need for space has spilled over into the Riverside–San Bernardino area, which had a first half of 2008 industrial vacancy rate of 7.9%.

The second key linkage is to the tourism industry. Visitors come to Los Angeles to experience the lifestyles and attitudes presented by the entertainment industry. They also come to shop for items that carry the "L.A." brand.

The creative industries are among the top employees in the Los Angeles region. Just as important, the creative talent pool in the region isn't that vulnerable to going "offshore." It is the combination of place, resources and open attitudes towards new ideas that makes Los Angeles unique.

Why did we do this study? Too often, people dismiss creative activities as a frill. They are not! In the Los Angeles region, creativity is serious business. Otis College of Art and Design commissioned this analysis to put real numbers to the business of creativity.

Employment

In 2007, more than 344,000 people in Los Angeles County worked directly in the creative industries. While many would expect the entertainment industry to dominate, it did not. It accounted for just 38.0% of the creative jobs. By sector in 2007, the largest employment counts were found in: entertainment: 130,800 jobs; fashion: 102,300 jobs; furniture/home furnishings: 39,500 jobs, and fine arts providers: 26,500 jobs. (See Table 15 on page 20 for the sector details.)

But direct employment is only the beginning. Every job in the creative industries supports or sustains other indirect jobs in the area. Direct employees are those who actually work in the creative industries of Los Angeles and Orange counties. Indirect employment is created when firms in these industries make purchases from their suppliers and vendors. Additional indirect jobs are generated when the direct and indirect workers spend their wages on consumer goods and services.

Direct and indirect employment in the creative industries based in Los Angeles County on a full-time equivalent (FTE) basis totaled nearly 886,000 jobs in 2007[3]. This fact points to another aspect of the creative industries — they have a "high-multiplier" impact. That is, each direct job supports roughly 1.6 indirect jobs.

In Orange County, the creative industries were responsible for 45,700 direct jobs in 2007. The largest employment sector was fashion with 14,400 jobs, followed by furniture with 10,700 jobs, and architecture and interior design with 7,300 jobs.

Direct and indirect employment in the creative industries located in Orange County totaled 97,300 jobs (based on full-time equivalent employment). The multiplier effect in this county is a little smaller than in Los Angeles, at 1.1 indirect jobs for every direct job.

Some comparisons help put these employment numbers in perspective. There are more direct jobs in the creative industries of Los Angeles and Orange Counties than:

- *All* 2007 nonfarm employment in the Tucson, Arizona, metro area (383,100 jobs); and
- *All* 2007 nonfarm employment in the state of North Dakota (357,600 jobs).

Direct and indirect employment in the creative industries of Los Angeles and Orange counties accounted for more than:

- 18.0% of total nonfarm employment in the two counties;
- *All* 2007 nonfarm employment in the state of Nebraska (962,600 jobs); and
- *All* 2007 nonfarm employment in the San Jose Metro area (908,100 jobs).

Table 1: Employment Impact of Creative Industries, 2007

Area	Direct Jobs 2007	Total Jobs* 2007
Los Angeles County	344,600	885,800
Orange County	45,700	97,300
Total	**390,300**	**983,100**

Notes:

***** FTE jobs

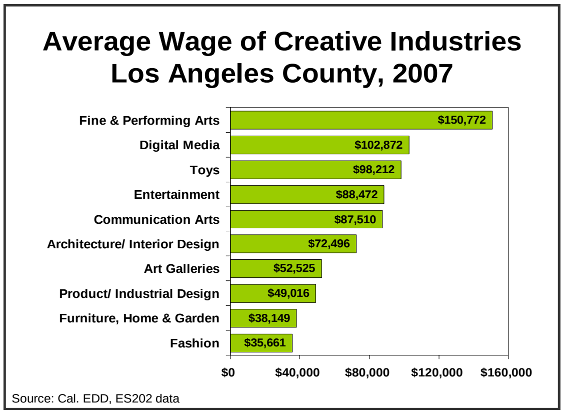
Sources: California Employment Development Dept., ES202 data; BLS; overall impact calculated by LAEDC.

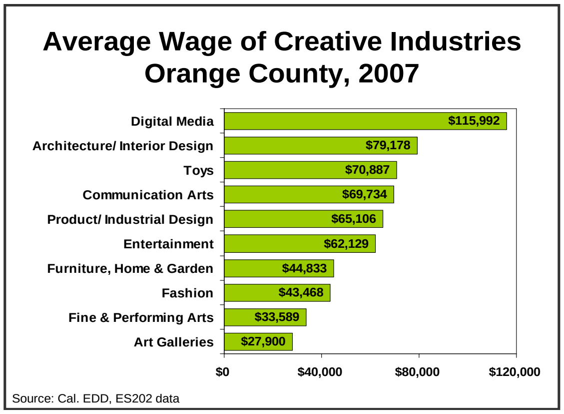
[3] Full-time equivalent (FTE) jobs measure the amount of work involved, not the actual number of workers involved. For instance, one FTE job could be two people each working half-time (20 hours a week) for a year, or 12 people each working full-time for a month.

Salaries

When people think of "creative," they often think "starving artist." But that is not the case with most of the Los Angeles region's creative industries. In Los Angeles County in 2007, fashion had an average salary of $35,661. At the other end of the spectrum were fine and performing arts providers at $150,772, and digital media at $102,872.

In Orange County, persons working in art galleries had the lowest average salary of $27,900 in 2007. Fashion in the County did better at $43,468 — thanks to the area's focus on fast-changing active sportswear, and specifically the surfwear segment. The highest average salaries were in digital media at $115,992, architecture and interior design at $79,178, followed by toys at $70,887, and communication arts — which includes graphic design and advertising agencies — at $69,734.



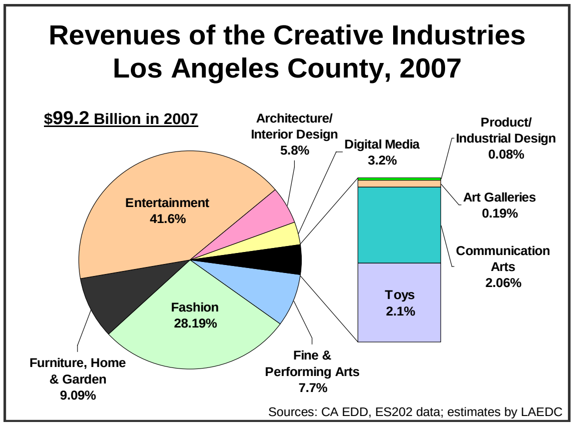


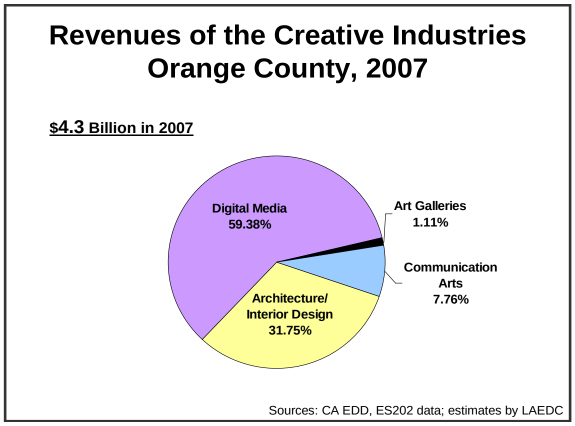
Revenues

The revenues generated by the region's creative industries are also impressive. In Los Angeles County, total revenues reached $99.2 billion in 2007. The largest segments were entertainment at $39.5 billion, followed by fashion at $28.0 billion.

Estimates for Orange County are incomplete due to data limitations. However, the 2007 revenue data that were available for some of the creative industries totaled $4.3 billion. Digital media was the largest segment at $2.4 billion, followed by architecture and interior design at $1.3 billion.

Total (direct and indirect) regional output of the creative industries was estimated to be $226.0 billion in Los Angeles County and at least $8.0 billion in Orange County in 2007.





Tax Impacts

We also calculated the total state income and sales tax revenues attributable directly and indirectly to the creative industries. Note that actual state tax revenues are higher than shown here, because we exclude other taxes, such as the state employment tax and corporate taxes.

In Los Angeles County, state personal income and sales taxes generated directly and indirectly by the creative industries exceeded $3.5 billion in 2007. By sector, entertainment set the pace at $1.9 billion (this highlights why other states are offering incentives to attract film production), followed by fine and performing arts at $514 million and fashion at $454 million.

State personal income and sales tax revenues associated directly and indirectly with the creative industries based in Orange County were estimated to be $300 million (based on available data) in 2007. The largest amount, $79 million, was generated by fashion, followed by toys at $62 million.

Table 2 summarizes the economic impact of our creative industries in 2007. The creative industries of Los Angeles and Orange County generated more than $234 billion in direct and indirect output. They employed nearly one million workers. The direct and indirect workers paid more than $3.8 billion in personal income and sales taxes to the California state government.

Table 2: Economic Impact of Creative Industries, 2007

	Direct Impact		Overall Economic Impact		
Area	Jobs	S/S/R[1] ($millions)	Output ($millions)	Jobs[2]	Taxes[3] ($millions)
Los Angeles County	344,600	$99,200	$226,000	885,800	$3,540
Orange County	45,700	4,300	8,000	97,300	300
Total	**390,300**	**$103,500**	**$234,000**	**983,100**	**$3,850**

Notes:

1) Sales, Shipments, & Receipts
2) FTE jobs
3) State personal income tax and sales tax generated by earnings and spending of the direct and indirect workers.

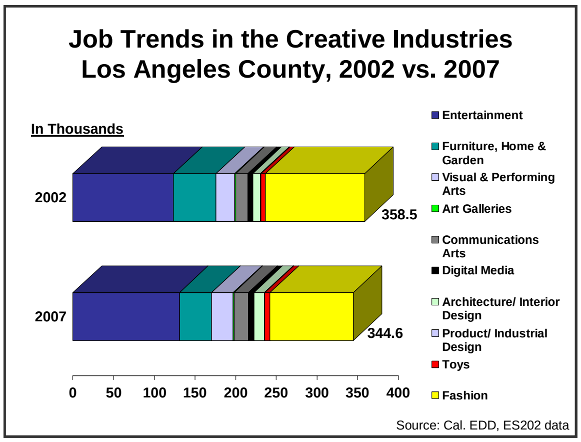
Details might not add to totals due to rounding.

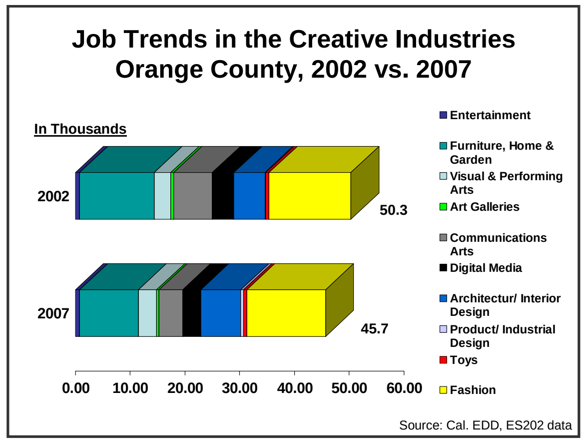
Sources: California Employment Development Department, ES202 data; revenue data extrapolated from 2002 Economic Census; overall impact calculated by LAEDC.

Employment Trends

Direct employment in the creative industries of Los Angeles and Orange counties has moved more or less sideways since 2002. Some component sectors, such as fashion and furniture, have been shedding jobs for quite some time due to off-shoring of production activities. However, the apparel manufacturing sector seems to be leveling off in 2008. Also, the entertainment industry's job counts have been erratic in recent years, reflecting the impact of runaway production among other things. This sector in 2008 is being roiled by labor issues.

In Los Angeles County, the recent employment high for the creative industries was 2002 when there were 358,500 jobs, as compared with 344,600 in 2007. In Orange County, the high was reached in 2001 when the employment count was 59,200 jobs. Employment fell to 50,300 jobs in 2002 and 45,700 in 2007.





Industry Snapshots

Fashion

This sector includes apparel and textile manufacturing, the wholesale apparel and jewelry "marts," jewelry manufacturing, cosmetics, footwear and handbag production. Apparel can be designed in Southern California, produced in Asia, and shipped back to the U.S. through the two local ports. Often, further processing takes place in the region, such as checking on quality, and putting on labels and "hang tags." There is also a big local business in "quick-turn" production ("I need it yesterday"). Attendance at the apparel markets is growing, especially among international buyers.

In 2007, there were 7,348 fashion businesses in Los Angeles County, with 102,300 direct employees. Direct sales were $28.0 billion, including $14.5 billion from apparel wholesaling and $7.6 billion from apparel manufacturing. The total (direct and indirect) economic impact was large: 250,000 full-time equivalent jobs and total output of $53.2 billion. State personal income and sales taxes generated directly and indirectly by this sector totaled $454 million.

The fashion industry in Orange County is smaller but runs the gamut from the refined designs of St. John Knits to high-profile action sportswear. In 2007, there were 773 fashion-related businesses with 14,400 direct jobs, creating more than 30,000 total FTE jobs in the region. Revenue and output figures in the table include only textile mills manufacturing, as data for other fashion segments were unavailable. State personal income and sales taxes generated directly and indirectly by this sector were nearly $79 million.

Table 3: Economic Impact of the Fashion Industry, 2007

					Total (Direct + Indirect) Impact		
Area	Estab.	Jobs	Payroll ($billions)	S/S/R[1] ($billions)	Output ($billions)	FTE[2] Jobs	Taxes[3] ($millions)
Los Angeles County	7,348	102,300	$ 3.6	$ 28.0	$53.2	250,000	$453.7
Orange County	773	14,400	0.6	0.2*	0.4*	30,400	78.7
Total	**8,121**	**116,700**	**$ 4.2**	**$28.2**	**$53.6**	**280,400**	**$532.4**

Notes:

* For Orange County, S/S/R and output figures in the table include only textile mills manufacturing; data for other fashion segments were unavailable.

1) Sales, Shipments, & Receipts
2) FTE jobs
3) State personal income tax and sales tax generated by earnings and spending of the direct and indirect workers.

Sources: California Employment Development Department, ES202 data; indirect impacts estimated by LAEDC.

Toys

While the job numbers may look modest, Southern California is a major force in the toy industry, with such marquee names as Barbie, Hot Wheels, and more recently, Bratz. The business names include Mattel, MGA Entertainment, Jakks Pacific, Funrise, and Mega Toys. Much of the actual manufacturing takes place in Asia, but the design and marketing take place in the Los Angeles region because of the local creative talent pool and training.

In Los Angeles County, there were 6,300 direct jobs in toy manufacturing and wholesaling during 2007, while sales totaled $2.1 billion. The total (direct and indirect) economic impact of the toy industry was 17,000 full-time equivalent jobs and economic output of $4.1 billion. Taxes associated with this industry were nearly $82 million.

Toys had a much lower profile in Orange County, where there were 600 direct jobs in 2007, generating over 1,400 FTE jobs in total. Revenue data are currently not available. State personal income and sales taxes generated directly and indirectly by this sector totaled $5 million.

Table 4: Economic Impact of the Toy Industry, 2007

					Total (Direct + Indirect) Impact		
Area	Estab.	Jobs	Payroll ($billions)	S/S/R ($billions)	Output ($billions)	FTE Jobs	Taxes ($millions)
Los Angeles County	267	6,300	$ 0.62	$ 2.1	$4.1	17,000	$82.0
Orange County	49	600	0.04	n/a	n/a	1,400	5.0
Total	**316**	**6,900**	**$ 0.66**	**n/a**	**n/a**	**18,400**	**$87.0**

Sources: California Employment Development Dept., ES202 data; indirect impacts estimated by LAEDC.

Digital Media

There are no good employment data on the digital media industry, as a large number are independent contractors not captured by the traditional data sources. With the growth of digital media in the entertainment industry, however, more and more of these individuals are moving onto the payrolls of the studios. We selected software publishers as the industry that best fits this activity and identified 53 major video game producers in the Los Angeles and Orange counties.

In Los Angeles County, there were 6,800 persons directly engaged in software publishing during 2007, and sector revenues were $3.2 billion. The total economic impact proved to be impressive: 20,200 FTE jobs and total economic output of $6.1 billion.

Orange County had 3,300 people working in this area in 2007, and sales of $2.4 billion. Again, the total economic impact was large: 9,700 FTE jobs and economic output of $4.5 billion.

Table 5: Economic Impact of the Digital Media Industry, 2007

					Total (Direct + Indirect) Impact		
Area	Estab.	Jobs	Payroll ($billions)	S/S/R ($billions)	Output ($billions)	FTE Jobs	Taxes ($millions)
Los Angeles County	180	6,800	$ 0.7	$ 3.2	$6.1	20,200	$74.2
Orange County	119	3,300	0.3	2.4	4.5	9,700	40.0
Total	**299**	**10,100**	**$ 1.0**	**$ 5.6**	**$10.6**	**29,900**	**$114.2**

Sources: California Employment Development Dept., ES202 data; indirect impacts estimated by LAEDC.

Major Video Game Firms with Operations in Southern California

Video game firms are difficult to find, but we put together a list of such firms in Los Angeles and Orange counties, using sources deemed reliable. If there are any omissions, we apologize (call and tell us). One of the problems is that these firms can be classified under software publishing or under toy manufacturing (there is no government industry code — NAICS — for video game publishers).

There are also "serious" video game publishers in the area. One is Alelo, which publishes a game that helps U.S. soldiers learn everyday conversational Arabic.

Los Angeles area game publishers with local development branches:

- Activision Blizzard, Santa Monica
- Heavy Iron Studios, Culver City
- Infinity Ward, Encino
- Luxoflux, Santa Monica
- Neversoft, Woodland Hills
- NovaLogic, Calabasas
- Riot Games, Los Angeles
- The Walt Disney Co., Burbank
  - eDisney Studios, North Hollywood
- THQ, Calabasas
- Treyarch, Santa Monica

Los Angeles area independently-owned game developers:

- Emergent Game Technologies, Calabasas
- Genuine Games, Woodland Hills
- High Impact Games, North Hollywood
- Insomniac Games, Burbank
- Jailed Games Inc., Santa Monica
- Left Field, Westlake Village
- Legacy Interactive, Hollywood
- Liquid Entertainment, Pasadena
- Naked Sky Entertainment, Los Angeles
- Pandemic Studios, Westwood (owned in partnership with BioWare, Canada)
- Realtime Associates, El Segundo
- Seven Studios, Los Angeles
- Spark Unlimited, Sherman Oaks
- Trilogy Studios, Santa Monica
- Way Forward, Santa Clarita
- Coresoft, Lake Forest
- inXile Entertainment, Newport Beach
- Obsidian Entertainment, Santa Ana
- Point of View, Tustin
- Quicksilver Software, Irvine
- Ready at Dawn Studios, Tustin
- Red 5 Studios, Aliso Viejo
- Supervillain Studios, Santa Ana

Companies headquartered outside Los Angeles but with local development branches:

- Abandon Entertainment, New York
  - Lucky Chicken Games, Malibu
- Climax Group, UK
  - Climax, Santa Monica
- Electronic Arts, Redwood Shores, CA
  - EA Los Angeles, Playa Vista
  - EA Mobile (formerly JAMDAT Mobile), Playa Vista
- Midway Games, Illinois
  - Midway Studios, Los Angeles
- Sony, Japan
  - Naughty Dog, Santa Monica
  - Sony Computer Entertainment America, Santa Monica
- Turbine, Massachusetts
  - Turbine LA, Santa Monica
- NCsoft, South Korea
  - NCsoft Los Angeles, Santa Monica
  - NCsoft Orange County, Aliso Viejo
- Foundation 9, Emeryville CA
  - The Collective, Newport Beach
  - Shiny Entertainment, Newport Beach
- MumboJumbo, Texas
  - Zono Inc., Costa Mesa
- Valve Corporation, Washington
  - Turtle Rock Studios, Irvine

Los Angeles area game publishers with no local development offices:

- Acclaim Games, Beverly Hills
- Buena Vista Games, Glendale (owned by Disney)
- Conspiracy Entertainment, Santa Monica
- Fox Interactive, Century City (owned by News Corp.)
- Konami Digital Entertainment, Los Angeles (owned by Konami Japan)
- Tecmo Inc., Torrance (owned by Tecmo Japan)
- Warner Bros. Interactive Entertainment, Burbank (Time Warner, New York)
- Atlus USA, Irvine (owned by Atlus, Japan)
- Crave Games, Newport Beach (owned by Handleman, Illinois)
- Square Enix North America, Costa Mesa (owned by Square Enix, Japan)

Product and Industrial Design

Since many product and industrial designers are employees of their respective companies (e.g., auto manufacturers), the data collected here reflect only specialized design firms that serve as outside contractors or consultants to manufacturers and construction firms. The real design base in the area is much larger but difficult to quantify.

In Los Angeles County during 2007, there were a modest 800 direct jobs in this industry, and revenues for this activity were $75.8 million. The total economic impact yielded 1,300 full-time equivalent jobs and economic output of $154 million. Orange County had some heft in this sector, with 500 direct jobs in 2007. Current and total revenues are not available at this time. The total economic impact was 800 FTE jobs.

Table 6: Economic Impact of the Product and Industrial Design Industry, 2007

Area	Estab.	Jobs	Payroll ($millions)	S/S/R ($millions)	Total (Direct + Indirect) Impact: Output ($millions)	FTE Jobs	Taxes ($millions)
Los Angeles County	131	800	$ 39.2	$ 75.8	$154.0	1,300	$4.2
Orange County	66	500	32.6	n/a	n/a	800	3.4
Total	**197**	**1,300**	**$ 71.8**	**n/a**	**n/a**	**2,100**	**$7.6**

Sources: California Employment Development Dept., ES202 data; indirect impacts estimated by LAEDC.

Auto Design Studios

Southern California has a car culture of long-standing, from "woodies" (wood-bodied station wagons used by surfers to haul their boards) to hot rods to "rice rockets" (small Asian cars cranked up to high-performance machines). Most of the world's major auto firms have established design studios in Southern California to take advantage of the creative juices that flow through the region.

- Acura Design Studio, Torrance (Los Angeles County)
- Aria Group, Irvine (Orange County)
- American Specialty Cars, Huntington Beach (Orange County)
- BMW Designworks USA, Newbury Park (Ventura County)
- Fisker, Irvine (Orange County)
- Ford California Advanced Product Creation, Irvine (Orange County)
- General Motors Advanced Design, California, North Hollywood (Los Angeles County)
- Honda R&D, Los Angeles Center, Torrance (Los Angeles County)
- Honda Advanced Design Studio, Pasadena (Los Angeles County)
- Hyundai Design & Technical Center, Irvine (Orange County)
- Kia Design Center America, Irvine (Orange County)
- Isuzu Motors America Design, Cerritos (Los Angeles County)
- Mazda Research & Development, Irvine (Orange County)
- Mercedes-Benz Advanced Design of North America, Irvine (Orange County) (will relocate to Carlsbad, San Diego County).
- Metalcrafters, Fountain Valley (Orange County)
- Mitsubishi Research & Design of North America, Cypress (Orange County)
- Nissan Design America, La Jolla (San Diego County)
- Toyota Calty Design Research, Newport Beach (Orange County)
- Volkswagen/Audi Design Center California, Santa Monica (Los Angeles County)
- Volvo Monitoring & Concept Center, Camarillo (Ventura County)

Architecture and Interior Design

This sector includes architectural services, landscape architecture and interior design. In Los Angeles County for 2007, the industry reported 12,800 direct jobs and revenues of $5.7 billion (with $5.2 billion from architecture). Los Angeles is the home of several high-profile architects, including Frank Gehry, Thom Mayne, Fred Fisher, Steven Ehrlich, and long-time local stalwart A.C. Martin Partners (designers of the iconic Los Angeles City Hall and many other prominent buildings). This sector generated total economic impact of 25,300 FTE jobs and $11.5 billion in economic output.

Orange County had a lot of activity in this sector as well, with 7,300 direct jobs in 2007 and revenues of $1.3 billion. The total economic impact included 14,200 full-time equivalent jobs and output of $2.5 billion.

Table 7: Economic Impact of the Architecture and Interior Design Industry, 2007

					Total (Direct + Indirect) Impact		
Area	Estab.	Jobs	Payroll ($billions)	S/S/R ($billions)	Output ($billions)	FTE Jobs	Taxes ($millions)
Los Angeles County	1,736	12,800	$ 0.9	$ 5.7	$11.5	25,300	$97.0
Orange County	803	7,300	0.6	1.3	2.5	14,200	57.8
Total	**2,539**	**20,100**	**$ 1.5**	**$ 7.0**	**$14.0**	**39,500**	**$154.8**

Sources: California Employment Development Dept., ES202 data; indirect impacts estimated by LAEDC.

Communication Arts

This sector includes graphic design services, advertising agencies, package design, and display and direct mail advertising. During 2007, there were 17,700 people working directly in this sector in Los Angeles County (with 12,100 employed in advertising agencies), and revenues were more than $2.0 billion. The total economic impact was sizable: 40,600 full-time equivalent jobs and output of $4.3 billion.

In Orange County, there were 4,300 people working directly in these activities, with business revenues of $314.8 million. The total economic impact included 8,500 full-time equivalent jobs and output of $608.6 million.

Table 8: Economic Impact of the Communication Arts Industry, 2007

					Total (Direct + Indirect) Impact		
Area	Estab.	Jobs	Payroll ($billions)	S/S/R ($billions)	Output ($billions)	FTE Jobs	Taxes ($millions)
Los Angeles County	1,703	17,700	$ 1.5	$ 2.0	$4.3	40,600	$172.3
Orange County	594	4,300	0.3	0.3	0.6	8,500	31.1
Total	**2,297**	**22,000**	**$ 1.8**	**$2.3**	**$4.9**	**49,100**	**$203.4**

Sources: California Employment Development Dept., ES202 data; indirect impacts estimated by LAEDC.

Art Galleries

In Los Angeles County during 2007, there were 261 art galleries. Direct sales volume in the County was $185.9 million. The total economic impact was 2,050 FTE jobs and output of $470 million. In addition, we found in the nonemployer data set for the County, there were 657 "art dealers" with sales of $62.5 million during 2006 (latest data available). Some of these could be operating out of their homes.

In Orange County in 2007, there were 82 galleries with direct sales of $44.9 million. The total impact of this industry was 650 FTE jobs and output of $96 million. As to nonemployer art dealers, there were 220 in 2006 who reported sales of $28.4 million.

Table 9: Economic Impact of Art Galleries, 2007

					Total (Direct + Indirect) Impact		
Area	Estab.	Jobs	Payroll ($millions)	S/S/R ($millions)	Output ($millions)	FTE Jobs	Taxes ($millions)
Los Angeles County	261	1,100	$ 57.8	$ 185.9	$470.0	2,050	$7.6
Orange County	82	400	11.2	44.9	96.0	650	1.2
Total	**343**	**1,500**	**$ 69.0**	**$ 230.8**	**$566.0**	**2,700**	**$8.8**

Sources: California Employment Development Dept., ES202 data; indirect impacts estimated by LAEDC.

Fine and Performing Arts

This grouping includes fine and performing art schools, theater and dance companies, musical groups, other performing arts companies, museums, as well as independent artists, writers and entertainers. Many of these firms are non-profit. The LAEDC also conducted a survey of universities, colleges, and technical and trade schools providing degree programs in the fine and performing arts. We included them in the employment figures in Table 10. There were 26,500 direct jobs in this sector in Los Angeles County during 2007 (3,700 jobs from the LAEDC survey), and revenues totaled $7.6 billion (with $5.9 billion from the independent artists). The total economic impact included 53,100 FTE jobs and output of $19.0 billion. The state tax revenues generated directly and indirectly by this sector came to $513.7 million in 2007.

In Orange County, the fine and performing arts industry had 3,400 direct jobs (200 jobs from the LAEDC survey). Total revenue data for this industry are not available. The total economic impact of this industry was 6,100 FTE jobs. The tax revenues generated directly and indirectly by this sector came to $14.2 million in 2007.

Table 10: Economic Impact of Fine and Performing Arts, 2007

					Total (Direct + Indirect) Impact		
Area	Estab.	Jobs*	Payroll ($billions)	S/S/R ($billions)	Output ($billions)	FTE Jobs	Taxes ($millions)
Los Angeles County	7,691	26,500	$ 4.0	$ 7.6	$19.0	53,100	$513.7
Orange County	381	3,400	0.1	n/a	n/a	6,100	14.2
Total	**8,072**	**29,900**	**$ 4.1**	**n/a**	**n/a**	**59,200**	**$527.9**

* Includes LAEDC's survey of degree programs offered by Fine and Performing Arts departments/schools in local universities/colleges and trade/technical schools.

Sources: California Employment Development Dept., ES202 data; indirect impacts estimated by LAEDC.

Furniture and Home Furnishings

This grouping includes furniture manufacturing and warehousing, the furniture “marts,” textile product mills (e.g., sheets, toweling, and curtains) and china and pottery production. Like apparel, items are frequently designed in the region, produced in Asia and shipped back through the ports. The furniture marts have annual shows that attract buyers from around the nation.

In Los Angeles County during 2007, this segment accounted for 39,500 direct jobs and sales of more than $9.0 billion. Furniture wholesaling accounted for $5.1 billion and furniture manufacturing for $2.1 billion. The total economic impact was over 85,800 direct and indirect jobs and output of $17.5 billion. State tax revenue generated directly and indirectly by the sector was $197.1 million.

Orange County had 10,700 people working in this industry during 2007. Total revenue data for this industry are not currently available. The total economic impact was 22,800 FTE jobs. State tax revenue generated directly and indirectly by the sector was $62.2 million.

Table 11: Economic Impact of the Furniture and Home Furnishings Industry, 2007

					Total (Direct + Indirect) Impact		
Area	Estab.	Jobs	Payroll ($billions)	S/S/R ($billions)	Output ($billions)	FTE Jobs	Taxes ($millions)
Los Angeles County	1,965	39,500	$ 1.5	$ 9.0	$17.5	85,800	$197.1
Orange County	551	10,700	0.5	n/a	n/a	22,800	62.2
Total	**2,516**	**50,200**	**$ 2.0**	**n/a**	**n/a**	**108,600**	**$259.3**

Sources: California Employment Development Dept., ES202 data; indirect impacts estimated by LAEDC.

Entertainment

When people think of creativity and Los Angeles, this sector is often the focus of their thoughts. Several activities are included here: sound recording (including records), motion picture and TV production, and cable broadcasting (now producing more of their own content). Musicians might be included here for recording film scores, but many perform on the stage as well as in the studio and so are already counted as employees in the fine and performing arts sector.

In Los Angeles County during 2007, there were 130,800 people directly working in the entertainment industry (the actual number is bigger, as the industry has a large number of independent contractors not included here). The direct sales numbers were huge, $41.0 billion in 2007, of which $32.2 billion came from the film production industry. The total economic impact was 391,200 direct and indirect jobs (a high multiplier) and output of $110 billion. State taxes generated directly and indirectly by this sector totaled $1.9 billion in 2007 (again a reminder of why other states are trying to lure film production away).

Entertainment in Orange County is relatively small, with just 800 direct jobs in 2007. Total revenue data are currently not available. The total economic impact was nearly 2,000 total FTE jobs. State taxes generated directly and indirectly by this sector totaled $6.4 million in 2007.

Table 12: Economic Impact of the Entertainment Industry, 2007

					Total (Direct + Indirect) Impact		
Area	Estab.	Jobs	Payroll ($billions)	S/S/R ($billions)	Output ($billions)	FTE Jobs	Taxes ($billions)
Los Angeles County	5,573	130,800	$ 11.57	$ 41.0	$110.0	391,200	$1.9
Orange County	153	800	0.05	n/a	n/a	2,000	0.0*
Total	**5,726**	**131,600**	**$ 11.6**	**n/a**	**n/a**	**393,200**	**$1.9**

Note:

* Less than $10 million.

Sources: California Employment Development Dept., ES202 data; indirect impacts estimated by LAEDC.

“Nonemployer” Creative Activity

Many people in creative activities work as “nonemployer” firms, or firms with revenues but no paid direct employees. Thus, they do not show up in the traditional federal and state government employment data, such as the ES 202 reports used to develop the job numbers in this report. The latest nonemployer data come from the IRS and cover tax year 2006. It should also be noted that some people may have a tax ID number as a nonemployer firm while also working for a traditional company. The latter job will be covered in the traditional statistics. To prevent double-counting, we treat this data separately from the ES202 based data. (Note also that there are no nonemployer data for digital media and several other industries.)

In 2006, there were 105,116 creative nonemployer firms in Los Angeles County and 17,098 in Orange County. Since 2000, there has been steady growth in both counties. By far the largest number of these firms is in the sector called “independent artists, writers and performers.”

Revenues/receipts of creative nonemployer firms in Los Angeles County were nearly $5.0 billion in 2006, with 39.3% generated by independent artists, writers and performers. In Orange County, revenues/receipts were almost $800 million, with the largest share (39.6%) coming from communication arts.

We did not try to calculate any indirect impacts from these numbers, as the RIMS II model was not developed to handle nonemployer activity. (Please see Table 13 for detailed nonemployer data).

Table 13: Nonemployer Firms for the Creative Industries Statistics, 2002-2006

Number of Establishments

			Los Angeles County					Orange County				
Category	NAICS	Industry Description	2002	2003	2004	2005	2006	2002	2003	2004	2005	2006
Fashion	313	Textile Mills Manufacturing	85	87	79	79	91	22	19	21	19	17
	315	Apparel Manufacturing	2,341	2,408	2,381	2,277	2,115	546	527	504	461	430
	3162	Footwear Manufacturing	n/a	n/a	n/a	63	59	n/a	n/a	n/a	6	7
	31699	Other Leather & Allied Product Manufacturing	n/a	99	99	107	106	n/a	25	25	22	21
	4243	Apparel Wholesalers	2,423	2,568	2,683	2,662	2,645	546	591	595	599	564
	42394	Jewelry Merchant Wholesalers	1,496	1,554	1,551	1,615	1,611	233	273	257	293	265
Toys	42392	Toy and Hobby Goods Wholesalers	469	489	487	444	429	148	160	157	143	134
Architecture & Interior Design	54131	Architectural Services	2,693	2,915	3,028	2,944	2,898	910	960	934	960	907
	54132	Landscape Architectural Services	864	947	995	1,000	1,006	314	349	358	365	374
Art Galleries	45392	Art Dealers	673	646	646	651	657	218	217	225	220	220
Fine & Performing Arts Providers	7111	Performing Arts Companies	2,098	2,205	2,376	2,516	2,787	261	301	336	315	402
	71151	Independent Artists, Writers, & Performers	42,206	43,417	44,623	47,132	49,904	5,643	5,621	5,843	5,940	6,320
	7121	Museums	211	237	293	258	285	18	17	21	33	28
Furniture & Home Furnishings	314	Textile Product Mills	123	117	131	116	114	27	35	26	33	33
	337	Furniture & Related Product Manufacturing	712	737	751	730	725	195	181	178	177	177
	4232	Furniture/Home Furnishing Wholesalers	858	840	871	867	805	311	332	324	326	310
Entertainment	5121	Motion Picture/TV Production	11,348	11,867	12,569	12,793	13,795	691	694	742	769	832
	5122	Sound Recording Industries	2,086	2,176	2,305	2,329	2,510	207	206	223	217	228
	515	Broadcasting (except Internet)	824	914	959	987	1,070	158	149	183	173	166
Communication Arts	5414	Specialized Design Services	8,925	9,490	10,091	9,937	10,695	2,822	2,955	3,084	3,108	3,268
	5418	Advertising Agencies	5,703	5,853	6,006	5,487	6,001	1,981	2,115	2,173	2,089	2,041
Digital Media	5112	Software Publishers	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
		Total Nonemployer Firms	88,555	93,281	98,205	101,273	105,116	15,451	16,046	16,686	17,051	17,098

Source: US Dept. of Commerce, Bureau of the Census, Nonemployer Statistics.

Table 14: Nonemployer Firms for the Creative Industries Statistics, 2002-2006

Value of Shipment, Sales, or Receipts

($millions)

Category	NAICS	Industry Description	Los Angeles County 2002	2003	2004	2005	2006	Orange County 2002	2003	2004	2005	2006
Fashion	313	Textile Mills Manufacturing	$4.3	$2.6	$4.1	$4.2	$2.4	$1.3	$1.6	$1.6	$0.3	$0.2
	315	Apparel Manufacturing	146.9	160.1	151.5	134.6	122.8	42.9	39.5	35.0	29.2	23.8
	3162	Footwear Manufacturing	n/a	n/a	n/a	3.3	2.7	n/a	n/a	n/a	0.2	0.1
	31699	Other Leather & Allied Product	n/a	5.3	7.3	6.1	6.9	n/a	1.1	1.5	1.5	1.8
	4243	Apparel Wholesalers	304.4	322.7	337.2	359.6	356.2	52.7	51.6	53.8	56.5	56.8
	42394	Jewelry Merchant Wholesalers	241.3	242.9	250.8	261.0	251.8	20.4	19.9	19.6	21.5	21.6
Toys	42392	Toy and Hobby Goods Wholesalers	50.2	52.1	50.7	44.6	41.8	11.0	14.4	12.5	11.4	9.1
Architecture & Interior Design	54131	Architectural Services	135.3	146.5	157.6	171.6	179.3	56.2	59.6	63.7	67.9	67.6
	54132	Landscape Architectural Services	29.3	33.0	41.2	45.2	41.3	17.6	16.2	16.4	19.9	19.6
Art Galleries	45392	Art Dealers	45.9	44.8	47.9	60.0	62.5	13.3	16.4	26.0	35.2	28.4
Fine & Performing Arts Providers	7111	Performing Arts Companies	115.6	118.8	136.5	142.7	160.9	18.5	8.1	8.8	10.1	14.1
	71151	Independent Artists, Writers, & Performers	1,465.1	1,589.0	1,735.0	1,939.8	1,959.5	118.8	122.8	132.7	137.6	139.8
	7121	Museums	3.7	4.7	4.9	6.7	7.3	0.5	0.4	0.5	0.4	0.7
Furniture & Home Furnishings	314	Textile Product Mills	7.1	6.8	4.1	7.9	7.4	1.3	1.8	1.3	1.5	1.6
	337	Furniture & Related Product Manufacturing	44.9	45.2	55.1	55.8	53.7	12.8	12.6	12.6	13.4	11.2
	4232	Furniture/Home Furnishing Wholesalers	74.7	71.1	80.8	81.6	70.4	32.7	36.8	37.7	37.9	38.6
Entertainment	5121	Motion Picture/TV Production	549.0	586.2	617.0	646.2	668.4	30.5	29.5	32.2	33.2	33.2
	5122	Sound Recording Industries	110.3	104.8	110.7	104.9	109.7	5.1	7.1	7.0	9.5	7.9
	515	Broadcasting (except Internet)	42.9	50.3	51.4	56.4	49.2	5.4	5.4	7.0	5.5	6.5
Communication Arts	5414	Specialized Design Services	336.3	367.9	409.2	428.6	464.2	129.2	142.1	158.7	166.7	173.2
	5418	Advertising Agencies	297.9	310.7	354.8	359.5	370.6	134.1	144.6	153.7	156.4	143.2
Digital Media	5112	Software Publishers	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
		Total	$4,005.0	$4,265.5	$4,607.9	$4,920.3	$4,989.1	$704.3	$731.5	$782.6	$816.2	$799.1

Source: US Dept. of Commerce, Bureau of the Census, Nonemployer Statistics.

L.A. Firsts — Some Things “Born” in L.A.

Many interesting ideas have come out of the Los Angeles area over the years. Here is a short list of such things.

- Audio-animatronic figures
- The modern bathing suit
- The fortune cookie
- SR-71 (high-altitude supersonic reconnaissance plane)
- The F-117, the first “stealth” fighter
- The B-2 “stealth” bomber (a flying wing)
- The Douglas DC-3, the first commercially viable passenger plane
- The Mars Exploration Rovers Spirit & Opportunity
- The Space Shuttle
- The Internet
- The domain name convention for the internet
- Cross-interleaved Reed-Solomon coding (error correction mechanism for CDs)
- Bugs Bunny
- New VW “Beatle”
- The Mazda Miata
- Talking movies
- “Snow White & the Seven Dwarfs,” the first feature length cartoon
- Barbie
- The first commercially successful TV station — now KTLA, Channel 5
- Valet parking
- Tooth-whitening toothpaste
- Concept of modern make-up (Max Factor’s pancake make-up)
- Epogen/neuprogen (bio-tech blockbuster drugs)
- “Dancing” fountains
- Celebrity PR
- The electric guitar
- The multi-channel recording process
- Arc welding of natural gas pipelines
- The skateboard (Venice)
- The Cobb salad
- The Hula Hoop
- The strapless bra
- Shoulder pads (Adrian for Joan Crawford)
- Rhinestone and spangled western wear (Nudies)
- Bare midriffs
- Neoprene as sportswear (evolved into surf wear)
- The sarong (designed by Edith Head for Dorothy Lamour)
- The “stylist”
- “Hot Wheels”
- He Man-Master of the Universe
- Bratz Dolls
- All Disney characters that have become dolls, figurines, etc.
- Plastic Frisbee
- Eames lounge chair and ottoman
- The Aeron chair
- The “magic” 8-ball
- The modern theme park — Disneyland (the work of John Hench, first head of Disney’s Imagineering
- See’s Candy (there was a Mary See, who moved to Los Angeles from Canada)
- The modern T-shirt (for USC in 1932)
- The French dip sandwich
- MySpace
- Von Dutch
- Juicy Couture
- Pinkberry
- Hot Dog on a Stick chain
- In-N-Out, first drive-through restaurant (1948, Baldwin Park, CA)
- Wigwag, the first railroad gate crossing signal (Albert Hunt, 1909)

Conclusions

The creative industries of the Los Angeles area have significant potential for further growth. The recent flat employment trends reflect industry-specific issues, such as those found in apparel and furniture. (Employment in these two sectors declined by nearly a quarter between 2002 and 2007 because more production runs now take place in Asia.) Excluding manufacturing of apparel and furniture, employment in the creative industries increased by 8,000 jobs, or by 2.8%, between 2002 and 2007.

However, the creative industries do face some issues. These include:

- A lack of recognition in the region of how important these activities are. A key driver of the region's economy, the creative sector is a serious business generating good quality jobs and significant tax revenue streams.
- One result of these attitudes is that many of the creative industries are ignored by government agencies in planning and support.
- A lack of arts and design-related education in the K-12 curriculum. There is a huge irony here because at the college and university level, the creative educational assets of the Los Angeles area are unparalleled. In addition, graduates of arts programs can move to and thrive in other fields of endeavor.
- There is vast untapped potential in partnerships between colleges and university programs and the business community that promote innovation and the creative economy. Both sectors could reach out to each other more effectively.
- The region's creative talent pool, which is unique, is not fully used in the area's economic development efforts. Business and government leaders should consider how to utilize the region's creative assets more effectively.

With the data in this report, it is clear that the creative industries can be used to "brand" Southern California. Resolving all the issues will be time-consuming and require a collective will among various sectors. But the efforts will be worthwhile, as creativity in Los Angeles already generates a huge number of jobs and tax flows with little or no encouragement.

Statistical Appendix

Table 15: Economic Impact of Creative Industries, 2007

Los Angeles County

Industry	No. of Estab.	Jobs	Payroll ($billions)	S/S/R[1] ($billions)	Total (Direct + Indirect) Impact: Output ($billions)	FTE[2] Jobs	Taxes[3] ($millions)
Fashion	7,348	102,300	$ 3.6	$ 28.0	$53.2	250,000	$453.7
Toys	267	6,300	0.6	2.1	4.1	17,000	82.0
Digital Media	180	6,800	0.7	3.2	6.1	20,200	74.2
Product/Industrial Design Svcs	131	800	0.04	0.1	0.2	1,300	4.2
Architecture/Interior Design	1,736	12,800	0.9	5.7	11.5	25,300	97.0
Communication Arts	1,703	17,700	1.5	2.0	4.3	40,600	172.3
Art Galleries	261	1,100	0.1	0.2	0.5	2,050	7.6
Fine and Performing Arts	7,691	26,500	4.0	7.6	19.0	53,100	513.7
Furniture/Home Furnishings	1,965	39,500	1.5	9.0	17.5	85,800	197.1
Entertainment	5,573	130,800	11.6	41.0	110.0	391,200	1,900.0
Total	**26,855**	**344,600**	**$24.6**	**$99.2**	**$226.0**	**885,800**	**$3,540.0**

Orange County

Industry	No. of Estab.	Jobs	Payroll ($billions)	S/S/R[1] ($billions)	Total (Direct + Indirect) Impact: Output ($billions)	FTE[2] Jobs	Taxes[3] ($millions)
Fashion	773	14,400	$0.6	$0.2	$0.4	30,400	$78.7
Toys	49	600	0.04	n/a	n/a	1,400	5.0
Digital Media	119	3,300	0.3	2.4	4.5	9,700	40.0
Product/Industrial Design Svcs	66	500	0.03	n/a	n/a	800	3.4
Architecture/Interior Design	803	7,300	0.6	1.3	2.5	14,200	57.8
Communication Arts	594	4,300	0.3	0.3	0.6	8,500	31.1
Art Galleries	82	400	0.01	0.04	0.1	650	1.2
Fine and Performing Arts	381	3,400	0.1	n/a	n/a	6,100	14.2
Furniture/Home Furnishings	551	10,700	0.5	n/a	n/a	22,800	62.2
Entertainment	153	800	0.05	n/a	n/a	2,000	6.0
Total	**3,571**	**45,700**	**$2.6**	**$4.3**	**$8.0**	**97,300**	**$300.0**

Notes:
1) S/S/R = Sales, shipments, or receipts
2) FTE = full-time equivalent
3) State personal income tax and sales tax generated by earnings and spending of the direct and indirect workers.

Details might not add to totals due to rounding.

Sources: California Employment Development Department, ES202 data; indirect impacts estimated by LAEDC.

Table 16: Local Universities, Colleges, Trade and Technical Schools Offering Degree Programs in the Creative Industries, 2008

Los Angeles County	**Orange County**
Art Center College of Design	Chapman University:
California Institute of Arts	College of Performing Arts
Colburn School of Music	Dodge College of Film & Media
Fashion Institute of Design and Merchandising	California State University, Fullerton:
Otis College of Art and Design	Theater
Southern California Institute of Architects	Music
California Polytechnic University, Pomona:	Visual Arts
College of Environmental Design	University of California, Irvine:
Music, Theater, and Dance	Claire Trevor School of the Arts
Apparel Merchandising & Management	
California State University, Long Beach:	
College of the Arts	
California State University, Los Angeles:	
Art	
Music	
Theater Arts & Drama	
California State University, Northridge:	
College of Arts, Media, Communication	
Loyola Marymount University:	
School of Film & Television	
Occidental College:	
School of Arts	
Pomona College:	
Music	
Theatre & Dance	
University of California, Los Angeles:	
School of Arts & Architecture	
School of Theater, Film, Television	
University of Southern California:	
School of Architecture (incl. Gamble House)	
School of Cinematic Arts	
School of Fine Arts	
School of Theater	
Thornton School of Music	
Fisher Gallery	
Woodbury University:	
School of Architecture	
School of Media, Culture & Design	

Source: LAEDC Survey.

Table 17: Number of Jobs in the Creative Industries of Los Angeles County, 2002 vs. 2007

Creative Industry	NAICS Code	Avg. Number of Jobs (000) 2002	2007	2002-2007 Change Number	Percent
Art Galleries	45392	**1.2**	**1.1**	**-0.1**	**-8.3%**
Communication Arts:		**15.2**	**17.7**	**2.5**	**16.4%**
Graphic Design	54143	4.9	5.6	0.7	14.3%
Advertising Agencies	54181	10.3	12.1	1.8	17.5%
Architecture and Interior Design:		**9.5**	**12.8**	**3.3**	**34.7%**
Architectural Sevices	54131	6.7	8.9	2.2	32.8%
Landscape Design	54132	1.0	1.5	0.5	50.0%
Interior Design	54141	1.8	2.4	0.6	33.3%
Digital Media:		**5.7**	**6.8**	**1.1**	**19.3%**
Software Publishers	5112	5.7	6.8	1.1	19.3%
Fashion:		**121.8**	**102.3**	**-19.5**	**-16.0%**
Textile Mills Manufacturing	313	13.1	9.5	-3.6	-27.5%
Apparel Manufacturing	315	72.4	56.5	-15.9	-22.0%
Apparel Wholesaling	4243	19.4	19.7	0.3	1.5%
Footwear Manufacturing	3162	0.9	0.8	-0.1	-11.1%
Footwear Wholesaling	42434	2.9	3.0	0.1	3.4%
Women's Handbag Manufacturing	316992	0.2	0.1	-0.1	-50.0%
Cosmetics Manufacturing	32562	4.3	4.9	0.6	14.0%
Jewelry Manufacturing	33991	3.7	1.9	-1.8	-48.6%
Jewelry Wholesaling	42394	4.2	4.5	0.3	7.1%
Other Specialized Design Svc	54149	0.7	1.4	0.7	100.0%
Entertainment:		**123.6**	**130.8**	**7.2**	**5.8%**
Sound Recording	5122	5.1	5.1	0.0	0.0%
Cable Broadcasting	5152	5.2	7.1	1.9	36.5%
Motion Picture/Video Production	51211	101.8	108.0	6.2	6.1%
Motion Picture Distribution	51212	2.0	2.1	0.1	5.0%
Post Production Services	51219	9.5	8.5	-1.0	-10.5%
Fine and Performing Arts Providers:		**22.9**	**26.5**	**3.6**	**15.7%**
Fine and Performing Arts Schools	61161	2.5	3.2	0.7	28.0%
*Programs at colleges and universities**	6113	na	3.0		
*Programs at technical and trade schools**	6115	na	0.7		
Theater Companies	71111	1.7	1.5	-0.2	-11.8%
Dance Companies	71112	0.1	0.1	0.0	0.0%
Musical Groups	71113	3.0	3.5	0.5	16.7%
Other Performing Arts Cos.	71119	0.2	0.1	-0.1	-50.0%
Independent Artists, Writers, etc.	71151	11.4	10.3	-1.1	-9.6%
Museums	71211	3.4	3.7	0.3	8.8%
Musical Instrument Manufacturing	339992	0.6	0.4	-0.2	-33.3%
Furniture and Home Furnishings:		**52.3**	**39.5**	**-12.8**	**-24.5%**
Textile Product Mills	314	8.9	6.1	-2.8	-31.5%
Furniture Manufacturing	337	29.1	21.2	-7.9	-27.1%
Furniture Wholesaling	4232	9.7	9.2	-0.5	-5.2%
Electric Lighting Fixtures	33512	4.6	3.0	-1.6	-34.8%
Toys:		**5.8**	**6.3**	**0.5**	**8.6%**
Toy Manufacturing	33993	2.4	2.2	-0.2	-8.3%
Toy Wholesaling	42392	3.4	4.1	0.7	20.6%
Product Design-Industrial Design	54142	**0.5**	**0.8**	**0.3**	**60.0%**
TOTAL		**358.5**	**344.6**	**-13.9**	**-3.9%**

* LAEDC's survey of degree programs offered by fine and performing arts schools/department in colleges/universities, trade and technical schools in Los Angeles County.
Source: California Employment Development Department, Labor Market Information Division, ES202 data.

Table 18: Number of Jobs in the Creative Industries of Orange County, 2002 vs. 2007

Creative Industry	NAICS Code	Avg. Number of Jobs (000) 2002	2007	2002-2007 Change Number	Percent
Art Galleries	45392	**0.5**	**0.4**	**-0.1**	**-20.0%**
Communication Arts:		**7.0**	**4.3**	**-2.7**	**-38.6%**
Graphic Design	54143	1.7	1.5	-0.2	-11.8%
Advertising Agencies	54181	5.3	2.8	-2.5	-47.2%
Architecture and Interior Design:		**5.6**	**7.3**	**1.7**	**30.4%**
Architectural Sevices	54131	3.4	4.8	1.4	41.2%
Landscape Design	54132	1.4	1.5	0.1	7.1%
Interior Design	54141	0.8	1.0	0.2	25.0%
Digital Media:		**4.0**	**3.3**	**-0.7**	**-17.5%**
Software Publishers	5112	4.0	3.3	-0.7	-17.5%
Fashion:		**14.9**	**14.4**	**-0.5**	**-3.4%**
Textile Mills Manufacturing	313	1.1	0.9	-0.2	-18.2%
Apparel Manufacturing	315	8.8	8.9	0.1	1.1%
Apparel Wholesaling	4243	2.9	2.8	-0.1	-3.4%
Footwear Wholesaling	42434	0.8	0.6	-0.2	-25.0%
Cosmetics Manufacturing	32562	0.4	0.3	-0.1	-25.0%
Jewelry Manufacturing	33991	0.3	0.2	-0.1	-33.3%
Jewelry Wholesaling	42394	0.3	0.5	0.2	66.7%
Other Specialized Design Svc	54149	0.3	0.2	-0.1	-33.3%
Entertainment:		**0.8**	**0.8**	**0.0**	**0.0%**
Sound Recording	5122	0.2	0.2	0.0	0.0%
Motion Picture/Video Production	51211	0.6	0.6	0.0	0.0%
Fine and Performing Arts Providers:		**3.1**	**3.4**	**0.3**	**9.7%**
Fine and Performing Arts Schools	61161	0.7	0.8	0.1	14.3%
*Programs at colleges and universities**	6113		0.2		
*Programs at technical and trade schools**	6115		na		
Theater Companies	71111	1.0	0.8	-0.2	-20.0%
Musical Groups	71113	0.3	0.2	-0.1	-33.3%
Independent Artists, Writers, etc.	71151	0.6	0.9	0.3	50.0%
Museums	71211	0.3	0.3	0.0	0.0%
Musical Instrument Manufacturing	339992	0.2	0.2	0.0	0.0%
Furniture and Home Furnishings:		**13.6**	**10.7**	**-2.9**	**-21.3%**
Textile Product Mills	314	1.9	1.9	0.0	0.0%
Furniture Manufacturing	337	8.4	5.6	-2.8	-33.3%
Furniture Wholesaling	4232	2.1	1.8	-0.3	-14.3%
Electric Lighting Fixtures	33512	1.2	1.4	0.2	16.7%
Toys:		**0.6**	**0.6**	**0.0**	**0.0%**
Toy Manufacturing	33993	0.1	0.1	0.0	0.0%
Toy Wholesaling	42392	0.5	0.5	0.0	0.0%
Product Design-Industrial Design	54142	**0.2**	**0.5**	**0.3**	**150.0%**
TOTAL		**50.3**	**45.7**	**-4.6**	**-9.1%**

* LAEDC's survey of degree programs offered by fine and performing arts schools/department in colleges/universities, trade and technical schools in Orange County.
Source: California Employment Development Department, Labor Market Information Division, ES202 data.