

CREATIVE COLUMBUS

a picture of the creative economy of Central Ohio

FACTS & FIGURES

For the full report, go to <http://www.ccad.edu/about-ccad/communications-amp-media-relations/creative-columbus>

Cover image edited from photo by Bryan Fenstermacher

FACTS AND FIGURES

Over **18,000** people are employed in Central Ohio's **creative industries**. Nearly **12,000** are in **creative occupations**. Why are these numbers different? |2-5

Hint: 87% of designers work in non-design firms and the majority of jobs at design firms are not designers. |3-23

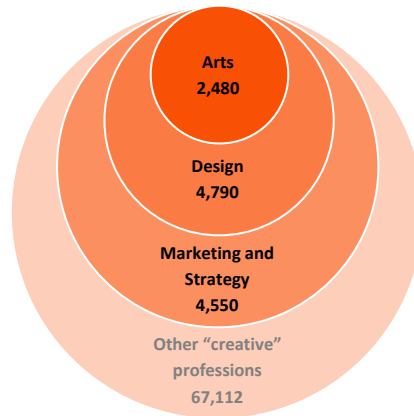
1. Background and Methods



Outreach wasn't just an excuse to use Facebook at work. How we used social media to engage the community on an economic study and survey. |1-8

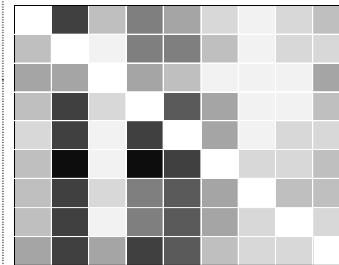
2. Defining the Creative Economy

Depending on one's definition, the size of the **creative workforce** can range from 2,480 to nearly 80,000. We drew the line at **11,820**. Find out why. |2-8



In 2006, creative industries generated over **\$3 billion** in **business receipts**, **\$932 million** in **employee income**, and **\$67 million** in state and local **tax revenues**. |3-6

Is this a Rorschach test?



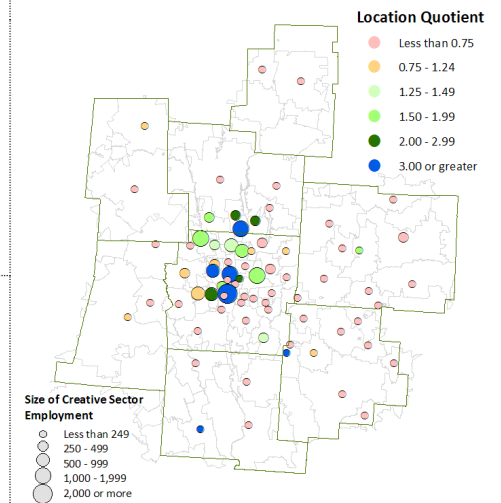
No. Government data puts creative industries into silos. Our survey data shows how industries overlap. Visual arts, media, marketing, and digital design form a heavily interconnected cluster. |3-17

The **media** industry represents over half of Central Ohio's creative sector. But **built environment** (e.g. architecture) and **product design** have greater shares of the region's employment compared to national averages. |3-4

5.7% of sole proprietors in Central Ohio are in creative fields, compared to only **3.4% of employers**. |3-8

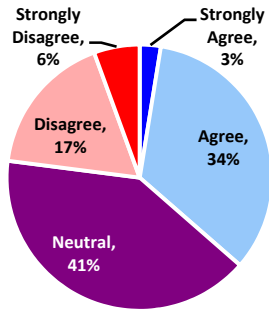
3. Central Ohio Creative Industries

You always suspected Central Ohio's creative economy was centered on downtown Columbus, right? But at a concentration **triple** that of overall employment? |3-13

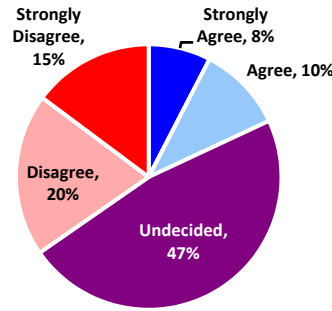


4. Central Ohio Creative Talent

“Central Ohio is attracting and retaining talented people in my field.” Agree or disagree? |4-8



The student perspective: “I intend to stay in Central Ohio after I graduate.” Agree or disagree? |5-4



Areas where higher education curriculum can be improved. |4-11

Top 3 chosen by students:

1. Make education and training more affordable
2. Offer more student employment opportunities
3. Offer greater guidance with choosing careers

Top 3 chosen by businesses and organizations:

1. Offer curriculum that simulates work environment
2. Offer more student employment opportunities
3. Have greater employer presence at school



Central Ohio has an occupational cluster in **design**. Fashion designers’ share of the region’s jobs is 3.62 times their national share. |4-6
Other design concentrations in the region:

- Commercial/industrial designers (2.30)
- Interior designers (1.72)
- Graphic designers (1.20)

The top area where surveyed... |3-15

- Businesses and organizations are located: Downtown (39%)
- Self-employed individuals conduct their work: Clintonville (17%)
- Employees work: Downtown (41%) - though only 3% live downtown
- Employees live: Clintonville (16%)
- Students live: OSU area (27%)

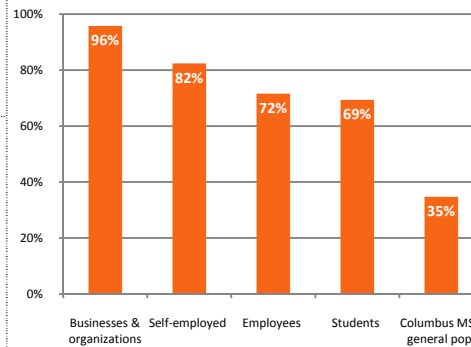
What’s this guy doing in the report? |2-6



#1 skill gap in labor pool selected by survey takers: **project management**. |4-10

5. Strengths and Weaknesses

Our creative economy has a strong civic element. The share of survey respondents who volunteer their time and skills (69% to 96%) is higher than the overall regional figure (35%). |5-9



When asked to make up and answer their own question, the most common theme (besides students’ ponderings on food) was an **online resource** for the creative community to **network** and **promote** and **find services**. |6-5

6. Advancing Our Creative Economy

Top ways to improve Central Ohio’s creative economy...
Attract and retain talent, check.
Improve Central Ohio’s image, check.
Pool health care costs?
The creative community speaks out. |6-3

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