City of SANTA CLARITA

Creative Economy Report

September 2021

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Executive Summary

Santa Clarita is home to a collection of businesses and professionals in the creative industries. However, as stated in the Arts Master Plan, the City of Santa Clarita (City) has not yet studied its creative industries to assess the scope, characteristics, or impact of the sector. Recommendation 8.3 of the Arts Master Plan states:

> Develop a creative industries directory for Santa Clarita that identifies businesses and people in the creative economy, and lists resources and opportunities.

To achieve this recommendation City staff have begun to do targeted research on the creative economy and is developing a consolidated report to address many of the recommendations in the Arts Master Plan's Creative Economy section.

Substantial progress has been made towards many of the Arts Master Plan's Creative Economy recommendations, mainly in identifying and supporting emerging creative businesses on an individual level. Remaining recommendations require economic data for effective achievement. With a deeper understanding of the City's creative economy, through the collection of data and various arts, business, and government stakeholders, the community can develop targeted plans that are grounded on data in addition to the community's perspective.

The preliminary analysis of the City's creative economy closely replicated the methodology of the following creative economy studies in the Southern California region:

- 2021 Otis Report on the Creative Economy
- 2017 Culver City Creative Economy Report
- 2019 El Segundo Creative Economy Report

In these reports, the creative economy was defined by five industry sectors through a series of

North American Industry Classification System codes. A significant amount of economic analyses from these reports utilized data from the California Employment Development Department's Quarterly Census of Employment and Wages (QCEW) dataset. For the development of the report, the preliminary creative economy analysis is utilizing the same categories when defining its creative economy into five industries:

1. Architecture and Related Services
2. Creative Goods and Products
3. Entertainment and Digital Media
4. Fashion
5. Fine and Performing Arts

The QCEW data received covers the years from 2010 to 2020. Some interesting information that can be gleaned from the preliminary data analysis includes:

- In 2019, the City's creative economy generated over $151 million in annual wages.
- On average, 1,996 people were employed in creative industries during 2019.
- The number of creative establishments in the Santa Clarita Valley has steadily grown in the 11-year study period, even throughout the onset of the COVID-19 pandemic in 2020.
- The greatest number of creative establishments was in the fourth quarter of 2020, with 441 creative establishments.
- Creative industries did face wage decreases between the first and second quarter of 2020, the start of the pandemic, but gradually saw increases in wages through the end of that year.

Overall, Santa Clarita's creative economy has not just been growing throughout the 11-year study period, but has also been resilient throughout the early stages of the Coronavirus pandemic. Although there is opportunity for more comprehensive analyses, this preliminary summary of the City's creative economy will help guide the formation and productivity of the Arts and Business Leadership Council, which is expected to meet in late October 2021.

Introduction

Creativity is a driving force to the growth of talent, culture, and economic activity in the twenty-first century. Whereas value is traditionally measured through means of physical output and profit, creativity attains an intrinsic value to society that is personal to every individual. Through its application in different mediums, creativity can ultimately foster fulfillment, identity, expression, culture, and many other sentiments that define the human experience. Creativity is also transformative in nature, driving the introduction of organic and new creations that redefine the present world. Additionally, with technology on the rise, mediums for creativity have not only become more accessible, but the sophistication of creative mediums has surged, with disciplines such as content creation, digital art, photography, and music taking on new heights that transcend the creative limitations of the past.

Although mediums for creativity can provide intrinsic and social value, on a more tangible level, creativity also drives the economy. Activity that is driven by creativity and generates financial value forms the creative economy. Although the creative economy's subjective nature makes it hard to formally define, it is often comprised of an array of occupations that source on creativity to produce output, as well as non-creative occupations within creative enterprises that support the creative missions of such enterprises. Such an example would be a licensed architect of an architectural firm, who explicitly engages in creative thought to develop designs, and the security guard of the architectural firm's building, who does not explicitly use creativity to secure the company premises, but is nevertheless vital in the upkeep of its facilities. Additionally, creative occupations may be present in non-creative enterprises, which are enterprises whose missions do not explicitly focus on creativity to produce output. Such an example would be a graphic designer for a law firm, which does not have organizational goals to produce creative output.

The City of Santa Clarita is the third most populous city in Los Angeles County. As a prominent city in the region by size alone, Santa Clarita attains a reputation in the Southern California region of having amenities of a safe and ideal suburb, while also being a short distance from Los Angeles, a city known for having one of the most vibrant arts and entertainment scenes in the United States. Despite having a competitive neighbor in the arts, Santa Clarita has a distinct arts scene of its own. Since the silent film days of William S. Hart, numerous films and TV shows have been shot in the City, leading to a reputation of a popular city for film even to this day. As a

City within the "30-Mile Zone," film and entertainment activity is considered to be local to Los Angeles. Work in Santa Clarita has also been done by prominent film industry names such as the Walt Disney Company.

Aside from the film scene, Santa Clarita has a strong presence of fine arts and performing arts. Old Town Newhall, Santa Clarita's premier arts and entertainment district, houses many visual and performing arts businesses that provide great recreational value to the community, such as the MAIN and the Canyon Theatre Guild, the former of which is owned and operated by the City of Santa Clarita. Similarly, music is championed throughout all levels of education in Santa Clarita, with district-operated programs in band, orchestra, and choir. Digital media is also on the rise in Santa Clarita, with many students studying related disciplines at CalArts, a premier institution of higher education in Santa Clarita for the arts that is considered one of the most prestigious arts institutions in the United States. However, while the City intuitively has a strong presence of arts businesses, activity and educational institutions, no formal, comprehensive assessment of the creative economy currently exists. Even without quantitative studies on the creative economy to help drive its targeted development, the City has still made efforts to enhance its creative economy through the City's Arts Master Plan.

Arts Master Plan

The Arts Master Plan acts as a guiding framework for the development of the arts in Santa Clarita. Crafted with the expertise of professional consultants, community members, and numerous arts stakeholders, the Arts Master Plan captures a diverse array of community needs that are addressed through thoughtfully crafted recommendations. Since its adoption in 2016, the Arts Master Plan has led to substantial development in ten different focus areas of the arts, including the creative economy. For the report's creative economy focus area, recommendations have focused on outlining and quantifying creative industries in Santa Clarita, as well as convening various artists and arts stakeholders in the City to initiate interdisciplinary conversation and collaboration in the arts field. Below is the complete list of the Creative Economy Recommendations in the Arts Master Plan. According to the City of Santa Clarita's Arts Commission 2021 Work Plan, no creative economy recommendations have been fully

addressed, although many have seen substantial progress. Below is an outline of the current progress on the Arts Master Plan's creative economy recommendations.

Arts Master Plan Creative Economy Recommendations		
8.1	**Recommendation:** Create periodic convenings for Santa Clarita's creative industries based on shared needs, beginning with a high-profile conference or event.	
	Current Status	Existing Progress, 2021 Priority
	The periodic convening of creative industries is envisioned as the Arts and Business Leadership Council. A meeting with Dr. Ravi Rajan, the President of Cal Arts, and Holly Schroeder, the CEO of the Santa Clarita Valley Economic Development Corporation, occurred in August to discuss the motives and the beginnings of the Arts and Business Leadership Council. Dr. Rajan has agreed to serve as the Chair of the council.	
8.2	**Recommendation:** Adapt and provide small business development services for the formation and growth of small creative businesses.	
	Current Status	Existing Progress, 2021 Priority
	The Business Incubator Program, overseen by Santa Clarita's Economic Development Division, currently provides local startups with resources and connections to thriving businesses in the area, with the goal of easing the early stages of their businesses. Since 2014, it has hosted businesses at a City-owned facility in Newhall and has provided free and affordable office space, customized workshops based on the needs of tenants, and discounted legal and financial services. This program also has a creative and technology-focus in an effort to attain economic prosperity in an "increasingly technology-focused world." It has successfully fostered a variety of creative businesses, such as Wayforward, a game developer and publisher company, and Kandenze, an online course provider for creative disciplines.	
8.3	**Recommendation:** Develop a creative industries directory for Santa Clarita that identifies businesses and people in the creative economy, and lists resources and opportunities (estimated cost $15,000).	
	Current Status	Existing Progress, Direction Changed

	Prior to the Arts Master Plan's creation, the City of Santa Clarita did not have a comprehensive database with information on local arts businesses and individuals. Such a directory was thought to help facilitate creative economic activity and interaction among individuals with expertise in the various sectors of the creative field. However, after the creation of the Creative Directory on the SantaClaritaArts.com website (which includes contact information on creative businesses and individuals in Santa Clarita), as well as increased reliability of online search engines, the purpose of Recommendation 8.3 has since pivoted to address the lack of an aggregate economic study on creative industries in Santa Clarita. An assessment of the Creative Directory's utility and suggestions was done by the Arts Intern in 2019. Some improvements include the addition of a mission statement to the directory and an enhanced mailing list that includes new artist names of the community. Although the current Creative Directory leans heavily on fine and performing arts and can thus be expanded to include a more diverse set of creative entities, community feedback from this intern's project showed that the directory was generally not effective in stimulating business activity. As such, maintaining a comprehensive creative industries directory is deemed unsuitable for successful creative economy growth. Instead, information on creative businesses and individuals is determined to be more useful if measured in an aggregate economic fashion, similar to creative economy reports produced by other Southern California cities and regions.
8.4	**Recommendation:** Consider development of an economic development plan for Santa Clarita's creative economy.
	Current Status | Progress Pending, 2021 Priority
	The creation of a creative economic development plan largely depends on a quantitative study on Santa Clarita's creative economy in addition to community perspective, but the City currently lacks such a report. Thus, an economic development plan requires a creative economy study and creative community-oriented approach to actualize.
8.5	**Recommendation:** Participate in regional efforts to develop the creative economy.
	Current Status | Progress Pending

	No explicit progress has been made towards this recommendation, but quantitative studies on the City's creative economy can help guide focused efforts on regional creative economy enhancement.	
2.4	**Recommendation:** Cross-reference: Artists live/work facility in Old Town Newhall.	
	Current Status	Existing Progress, 2018 Priority
	On September 12, 2019, Arts Staff presented an informational report to the Arts Commission on research and findings on developing live/work spaces. Research identified two non-profit organizations to work with in furthering this recommendation. The next steps were to develop a feasibility study from one or both of these organizations, but due to the pandemic these efforts have been delayed.	
5.2	**Recommendation:** Cross-reference: facilitate private investors to create arts-related businesses.	
	Current Status	Progress Pending
	Progress towards this recommendation requires coordinated conversation and decision-making with multiple creative community and business stakeholders of different backgrounds. Although this group will soon actualize as the Arts and Business Leadership Council, effective guidance will also require a quantitative understanding of Santa Clarita's creative economy.	
6.3	**Recommendation:** Cross-reference: business and career training for individual artists.	
	Current Status	Existing Progress, 2020 Priority
	The New Heights Artist Development Series is an existing City initiative that aims to support the professional and creative development of people interested in creative careers. In 2018, an annual symposium was launched under the series to act as a space for artists to convene for networking and professional development. The symposium hosted professional workshops by artists from both Santa Clarita and the Los Angeles region, catering towards the arts disciplines of visual arts, music, and film. Due to the coronavirus pandemic, the Arts Symposium was held virtually in 2020. The development series also was offered virtually, with speaker panels and talks posted on the City's YouTube throughout the year.	

It is apparent that much of the City's current progress towards the development of the creative economy has targeted creative entities on an individual level and through isolated initiatives. In looking at the 2021 creative economy recommendations (Recommendations 8.1, 8.2, and 8.4), as well as potential progress for the other creative economy recommendations, it is imperative that the City undertakes targeted research and planning for the creative economy and utilize the findings to take a data-driven, interdisciplinary, and collaborative approach in developing its creative economy. Such initiatives would allow the City to develop targeted plans that are grounded on data in addition to the community's perspective and allow for the coordination of creative economy development efforts among multiple stakeholders, both within the City's government and beyond. Therefore, in an effort to make further progress towards the completion of the Arts Master Plan creative economy recommendations and to quantify the intuitive presence of creative activity in Santa Clarita, this report seeks to quantitatively assess the scope of Santa Clarita's creative economy.

Methodology

Existing Studies

This report modeled its methodology off of three existing creative economy reports for varying geographic levels of California: the 2017 Culver City Creative Economy Report, the 2019 El Segundo Creative Economy Report, and the 2021 Otis College of Art and Design Report on the Creative Economy. The latter of the three, the 2021 Otis Report on the Creative Economy, is the most recent edition (as of 2021) of a series of creative economy reports that have a reputation in Southern California for their consistency and reliability in guiding data-driven decisions towards economic development and sparking conversation on the creative economy. Sourcing data from various government and labor market datasets, such as the American Community Survey, U.S. Department of Education, and the Employment Development Department, the report displays a comprehensive analysis of creative economy data down to the county level. The industry composition of the creative economy was developed in collaboration with the independent economic research and consulting firm, Beacon Economics, based on four economic components:

1) Creative professionals and enterprises that take powerful, original ideas and transform them into practical and often beautiful goods, or inspire us with their artistry.
2) Enterprises that bring creative products to the marketplace such as museums, art galleries and performing arts venues.
3) Activities one does not instinctively associate with "creativity" such as the apparel, toy and furniture manufacturing industries.
4) A support system that sustains creative activity: arts programs in the schools, post-secondary arts institutions to develop talent, and community foundations along with other nonprofits to provide financial resources and incentives to the creative arts.

Reports of Culver City and El Segundo followed the methodology developed by Otis College of Art and Design and Beacon Economics to study their own creative economies on the city level, the first of their kind in the Southern California region. Culver City's report expanded on the Otis Report by including arts education as a point of focus to their study, whereas El Segundo's report emphasized the use of economic data from California Employment Development Department's Quarterly Census of Employment and Wages (QCEW) program, a data source that was common among the three reports. Communication with individuals from Beacon Economics and Culver City further revealed that the creation of a creative economy report with QCEW data, in line with the methodology developed by Beacon Economics and the Otis College of Art and Design, was possible and financially strategic if done independently. Given the feasibility and practical success of this methodology, the study on Santa Clarita's creative economy replicated the methodology of these reports.

Methods

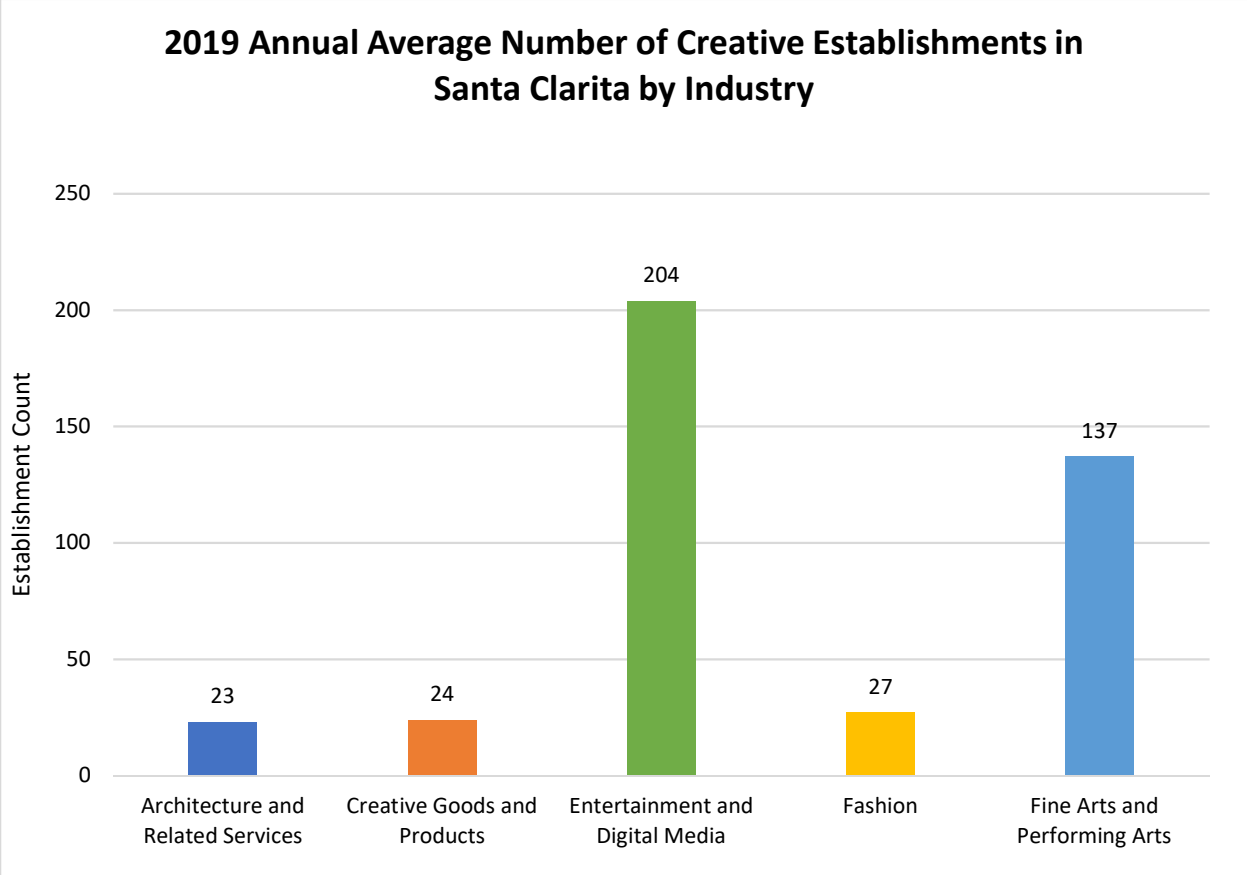
Data for this report was sourced from the Quarterly Census of Employment and Wages (QCEW) Program, which is administered by the California Employment Development Department (EDD). Available data from this source included counts of employment, wages, and number of establishments for various industry sectors that are defined using the North American Industry Classification System (NAICS). 64 NAICS codes representing various creative establishments were selected to span five creative sectors: Architecture and Related Services, Creative Goods and Products, Entertainment and Digital Media, Fashion, and Fine Arts and Performing Arts.

The complete list of NAICS codes by creative sector can be found in the appendix. Acquired data spanned an 11-year period from 2010 to 2020, but due to data suppression of multiple industries throughout the selected dataset, 2019 was the year of focus for many of the economic analyses, as it exhibited the least amount of data suppression of the most recent year dataset. Data suppression does not occur for establishment count, so establishment data is true, while quantifications of employment and wages were a slight underreport.

Results

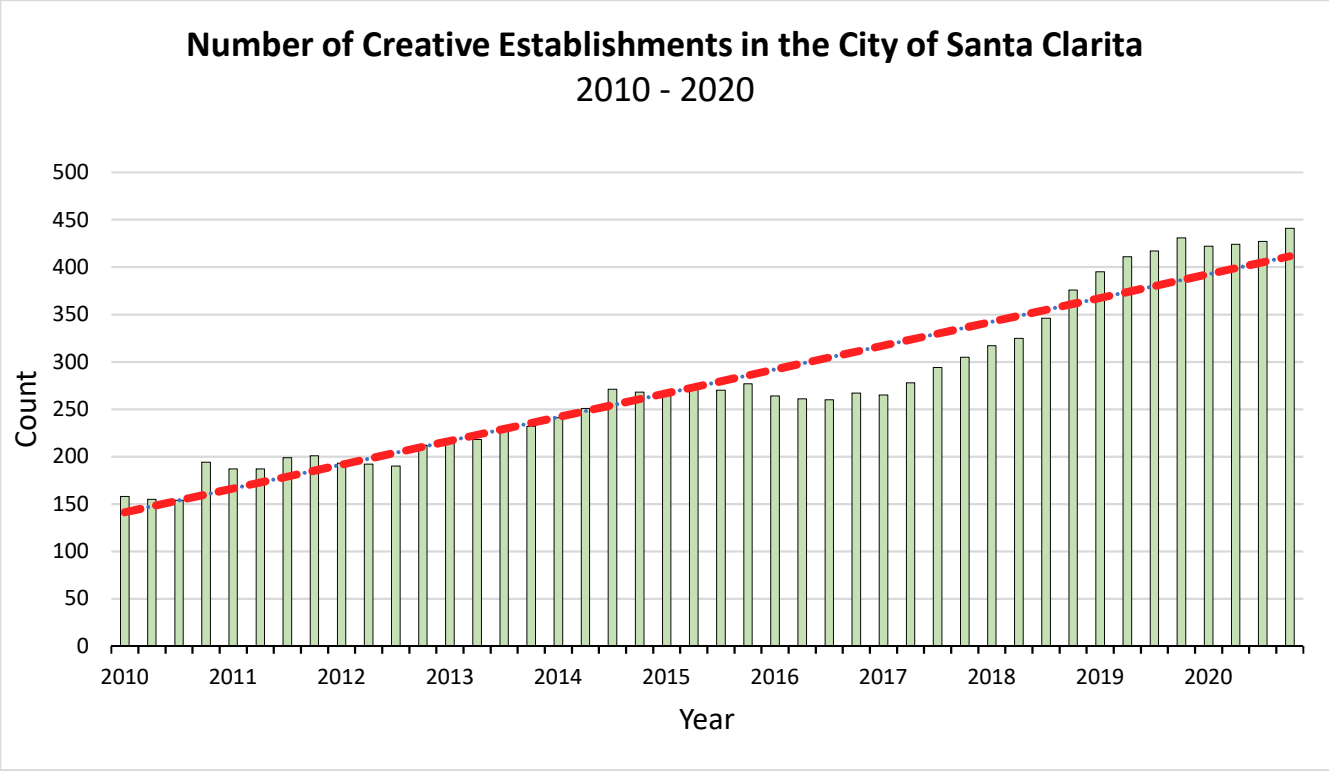
Establishments

In 2019, there were a total of 415 creative establishments in the City of Santa Clarita. Just under half of the establishments were in the Entertainment and Digital Media sector, with 204 establishments. Following were 137 establishment in Fine Arts and Performing Arts. Architecture and Related Services, Creative Goods and Products, and Fashion all attained similar numbers of establishments, with 23, 24, and 27 establishments, respectively.



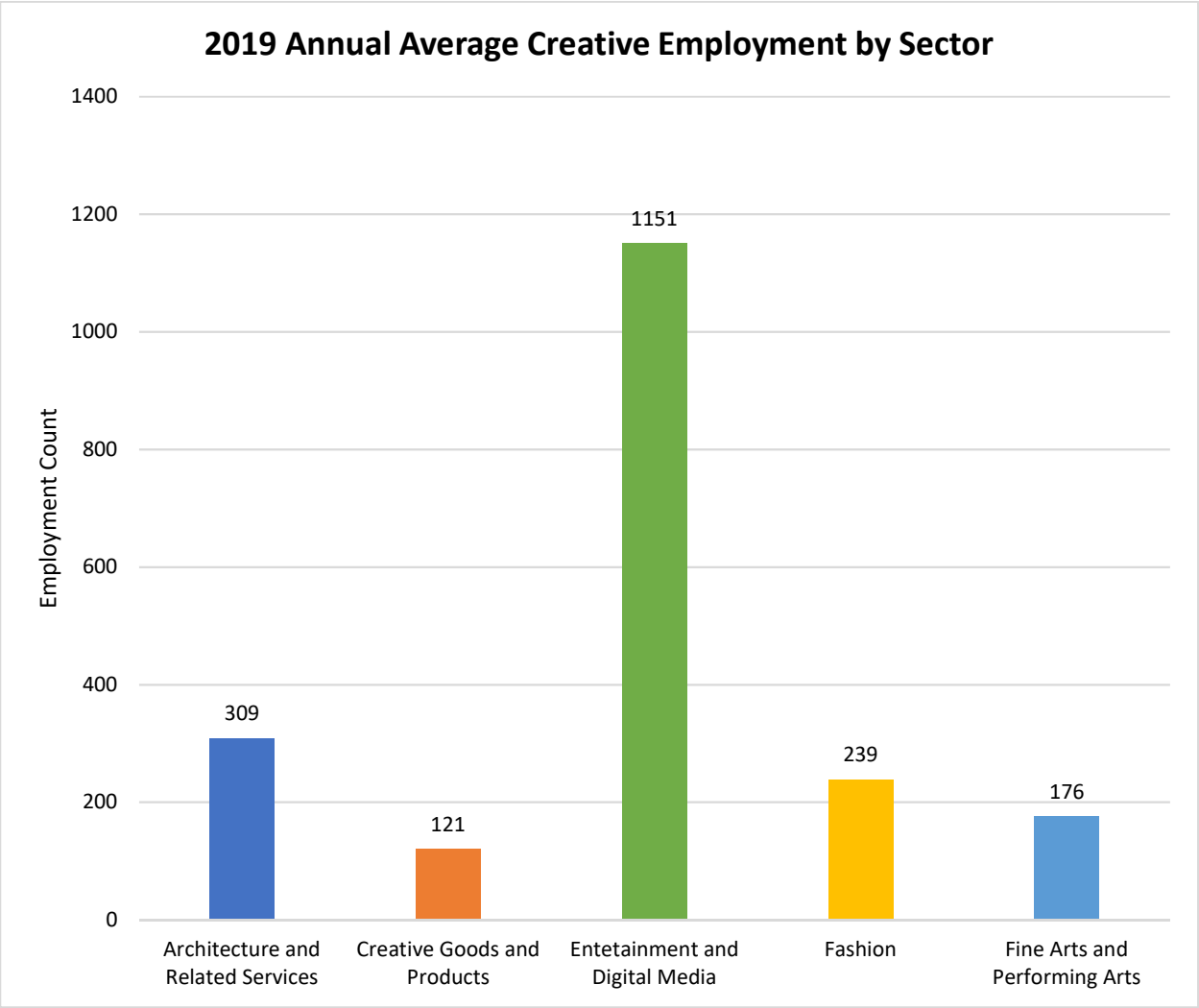
Because data suppression does not exist for establishment count, the 11-year period of creative establishments in Santa Clarita could be accurately quantified. The quarterly establishment data from the first quarter of January 2010 to the fourth quarter of December 2020 showed that the

number of creative establishments in Santa Clarita has increased overall. The best-fit line showed that on average, six new establishments were added in Santa Clarita each quarter throughout the 11-year period. However, apparent drops in creative establishments occurred in 2012 and 2016. 2012 had a maximum decrease of eight establishments between the fourth quarter of 2011 and the first quarter of 2012, whereas 2016 had a maximum decrease of 13 establishments between the fourth quarter of 2015 and the first quarter of 2016. Local minimums in establishments occurred in the third quarter of 2012, with 190 establishments, and the third quarter of 2016, with 260 establishments. The maximum number of creative establishments, with 441 creative establishments, occurred in the fourth quarter of 2020, which was the year the Coronavirus pandemic struck, and the number of creative establishments increased each quarter during this year.

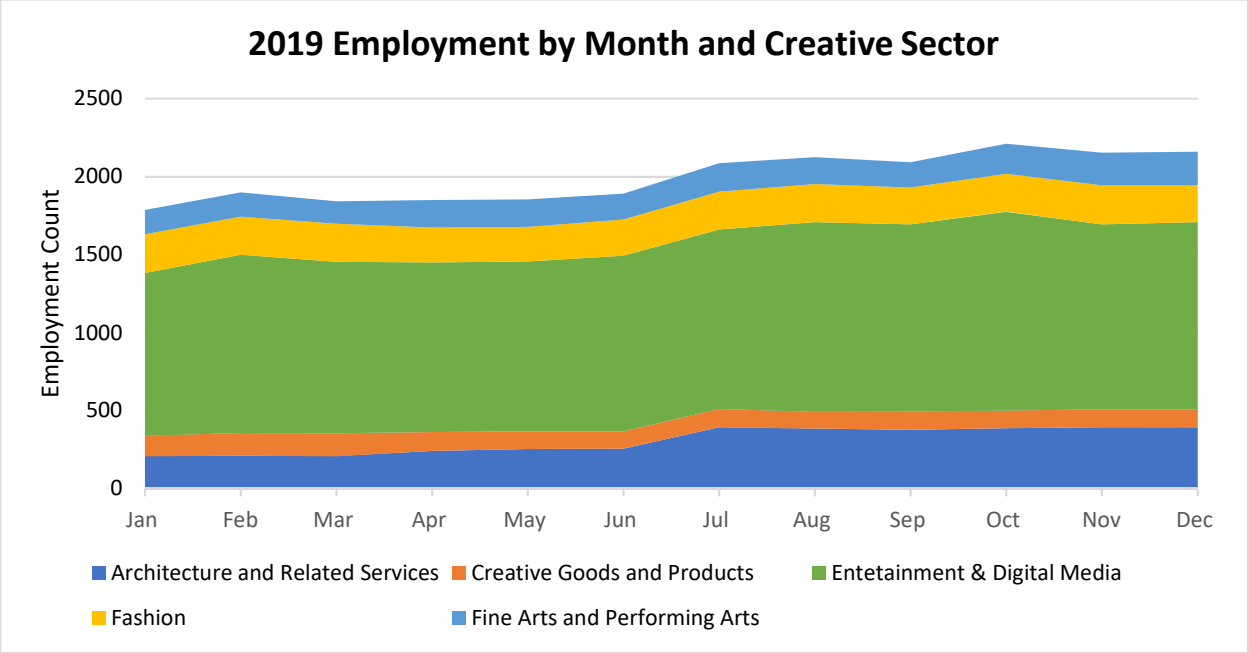


Employment

In 2019, there were over 1,990 people employed in creative industries in Santa Clarita. Employees in the Entertainment and Digital Media sector made up the majority of creative employees, with 1,151 employees. The lowest number of employees were in the Creative Goods and Products creative sector, with approximately 121 employees. Interestingly, Fine Arts and Performing Arts had less employees than Architecture and Related Services and Fashion, which may be a result of the lack of contract and gig work in QCEW data.

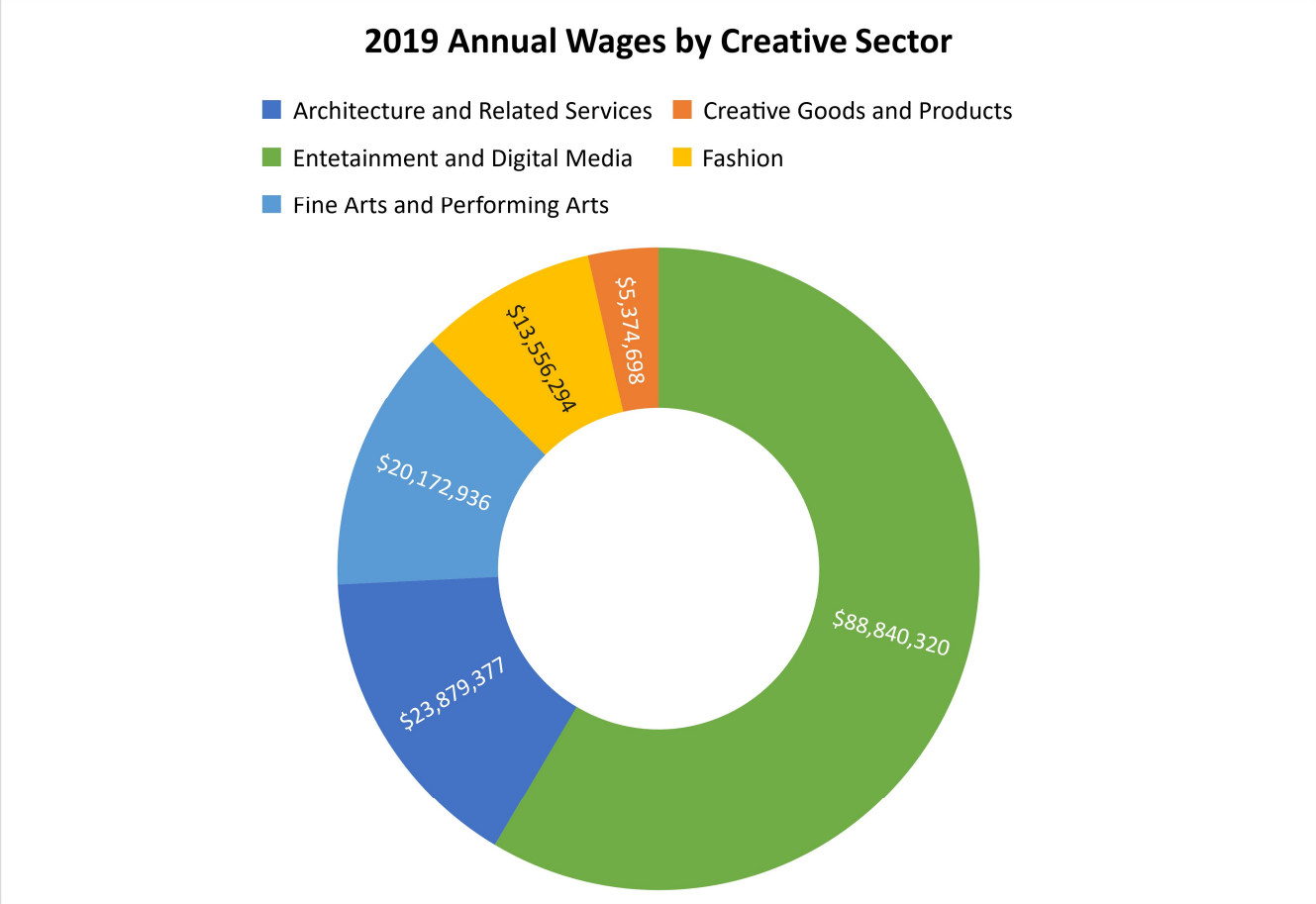


Monthly employment during 2019 showed that creative employment was lowest throughout the first half of the year, but generally picked up from July onwards. Creative Goods and Products and Architecture and Related Services stayed relatively stagnant after the initial employment increase in July, whereas the other three sectors observed a peak in employment during October.



Wages

In 2019, upwards of 151.8 million dollars in income were earned from creative careers. Entertainment and Digital Media had the highest generated income, at just under four times the amount of the sector with the second highest income, Architecture and Related Services. Fine Arts and Performing Arts had the third highest amount of wages, followed by Fashion and finally Creative Goods and Products.

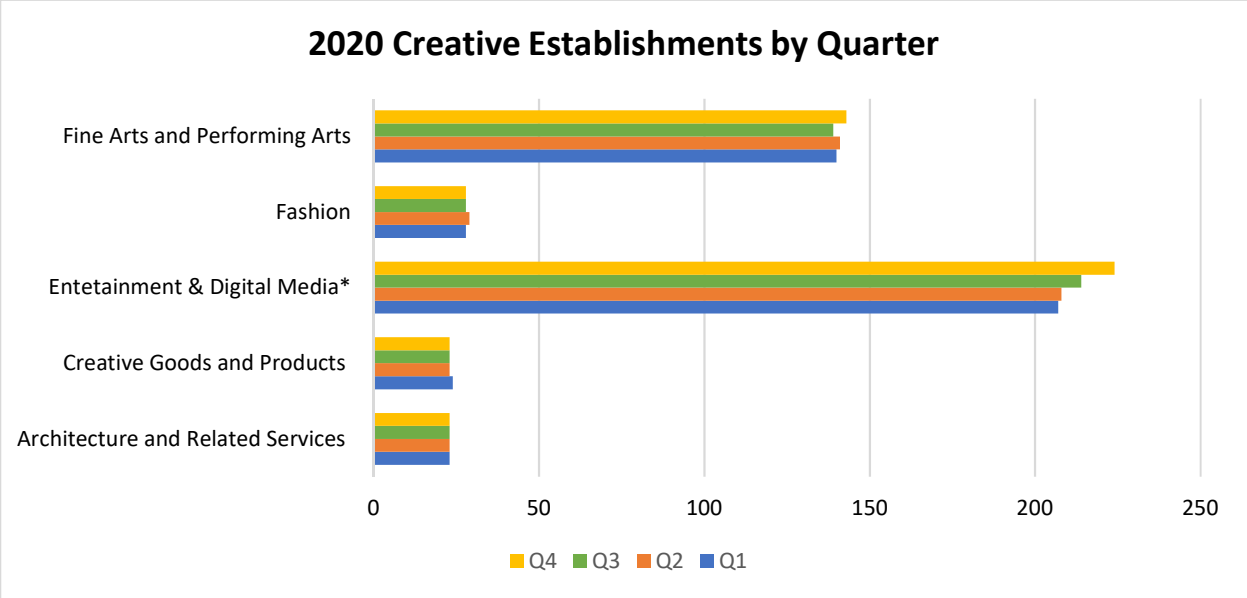


Impact of the Coronavirus Pandemic

In 2020, the state of California went under lockdown in response to the outbreak of the SARS-CoV-2 virus. QCEW for 2020 was used to analyze the early effects of the pandemic on the creative economy, particularly during the second quarter of 2020, when the lockdown became mandatory in California, and most businesses were closed.

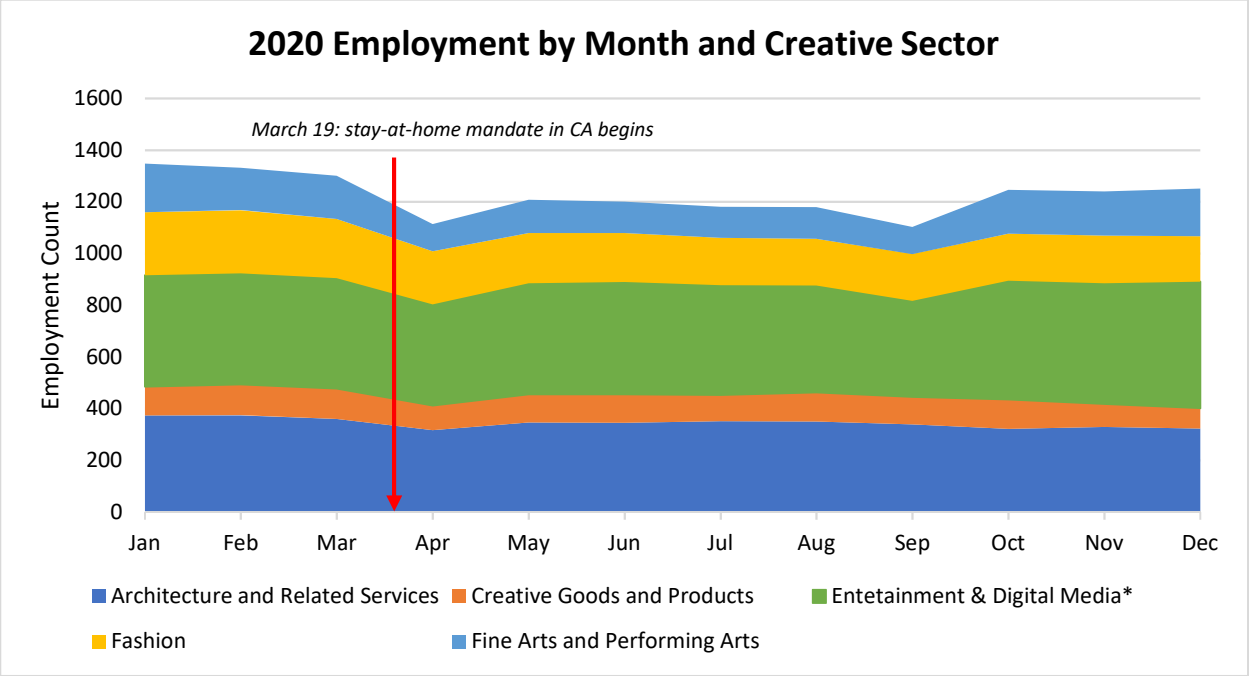
Establishments

Establishments in Santa Clarita stayed relatively stable during the pandemic year. Entertainment and Digital Media actually had an increase in establishments each quarter, and Fine Arts and Performing Arts had the highest number of establishments during the fourth quarter of 2020.



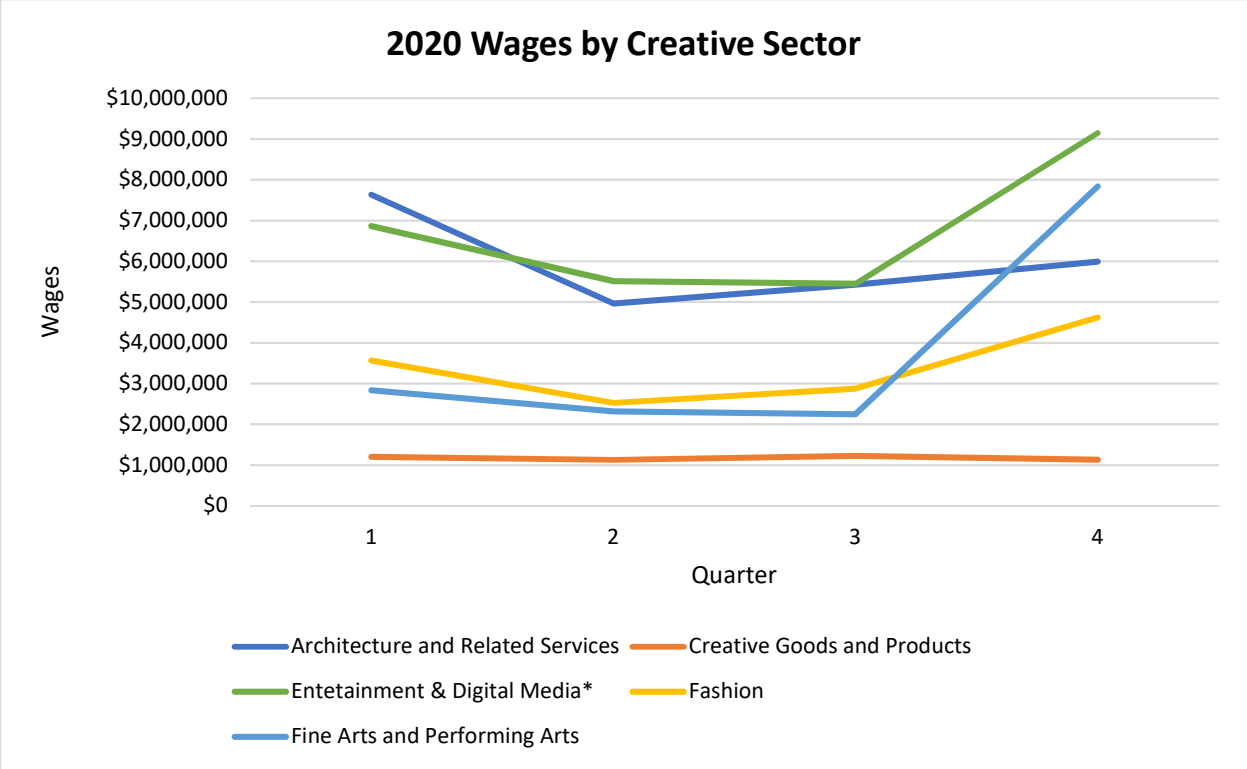
Employment

Employment across all five sectors was the highest during the first three months of the year. Between March and April, when the stay-at-home mandate in California began, there was an employment reduction, but there was a slight recovery in employment in May. The five industries had relatively stable employment until another low in September for Fine Arts and Performing Arts, Fashion, and Entertainment and Digital Media. These three industries picked up in employment into the final quarter of the year, whereas Creative Goods and Products decreased in employment, and Architecture and Related Services remained stable.



Wages

Wages generated among all five sectors decreased between the first and second quarter of 2020, which aligned with the beginning of the stay-at-home mandate. Wages continued to decrease for Entertainment and Digital Media and Fine Arts and Performing Arts into the third quarter, but picked up during fourth quarter along with Architecture and Related Services and Fashion. Fine Arts and Performing Arts had an increase in wages by over $5 million between quarter three and quarter four, while Creative Goods and Products slightly decreased in wages.



Discussion

Using the creative economy methodology of the Otis Report, Culver City Creative Economy Report, and the El Segundo Creative Economy Report yielded results that generally supported the intuitive understanding of Santa Clarita's creative economy. Entertainment and Digital Media attained the highest values in establishment, employment, and wages in 2019, which aligns with Santa Clarita's intuitively strong presence of film and entertainment. Even though the number of employees in the Fine Arts and Performing Arts sector was not relatively high, it did attain the second highest number of establishments and thus a more diverse set of arts in Santa Clarita, which affirms the apparent presence of fine and performing arts in the City. Interestingly, Architecture and Related Services attained the second highest values of the five sectors in wages and employment, suggesting that architecture has a strong presence relative to the other creative sectors in Santa Clarita and may need more resources and attention to match its economic contributions. The two sectors with the least amount of earnings, Creative Goods and Products and Fashion, will require more attention to collectively enhance the creative economy as a whole.

Despite the varying levels in strength among the five different sectors of the creative economy, Santa Clarita's creative economy as a whole has been growing, even during the pandemic. Numerous factors may have contributed to its growth in establishments over the 11-year period, such as the achievement of recommendations in the Arts Master Plan and the general increase in creative talent in Santa Clarita, likely due to increased accessibility to arts education through technological advances. The identification of these various factors may be a meaningful talking point among creatives and business stakeholders in Santa Clarita to engage in more targeted economic development.

Similar trends of growth and recovery observed during the beginning of the Coronavirus pandemic showed that Santa Clarita's creative economy is resilient in nature. The pandemic brought a new demand for virtual and isolated forms of entertainment while eliminating in-person competitors of other economic sectors for recreation. It is likely that this greatly benefited

certain establishments in fine arts and digital media that did not depend on in-person interactions or could safely transition to the virtual setting to generate interactive activity, such as virtual music lessons or streaming services, but many other creative establishments still depended on in-person components to generate economic activity and were likely negatively affected, such as film production. The acceptance of online as the "new normal" may have also contributed to growth in fashion, particularly E-commerce, as online shopping had been a virtual form of economic activity long before the forced transition to a largely online lifestyle, but limiting apparel shopping to online may have encouraged individuals to purchase more, especially with discounts that were available for healthcare and other essential workers early on during the pandemic. Additionally, with the sendoff of government stimulus checks, financial capital was certainly available to stimulate these various components of the creative economy.

Limitations

Defining the creative economy reports is a subjective process. Even though the methodology established by the Otis Report acts as a reliable starting point in defining and studying the creative economy, its criteria may not be completely representative of what stakeholders, creatives, and community members of Santa Clarita may feel constitute the creative economy. For instance, fields such as gastronomy, auto detailing, and floristry all stem from creativity but are not included in the Otis Report methodology, whereas other industries such as women's handbag manufacturing and toy manufacturing did constitute the creative economy. While following similar methodology as existing reports allows for more effective comparison among sufficiently analyzed creative economy data of other cities and California regions, Santa Clarita community stakeholders may want to consider redefining the components of the creative economy based on their own understanding of creative occupations and enterprises. This will allow for the production of a more relevant creative economy study that can better guide Santa Clarita's own creative strengths and weaknesses while also shaping the scope of the creative economy to what is deemed most relevant.

Aside from the subjective definition of the creative economy, it is also important to note that many individuals who attain creative occupations are not captured in QCEW data, particularly contract, gig, and freelance creatives, as the QCEW only captures data for official establishments and their employees. Therefore, positive trends may have been observed throughout the 11-year study period and the start of the pandemic, but it is possible that a more complete dataset with contract, gig, and freelance workers may tell a different story. This stipulation is especially important during the analysis on the pandemic, as even though there were growth and recovery trends observed throughout all three economic variables, creatives with this background may not have had the same resilience, as establishments tend to have more financial resources for economic turmoil, whereas individual artists may not.

Another limitation with QCEW data is suppression for confidentiality. Data from 2019 did attain some level of data suppression, but only for the toys subsector, and based on data from the other years of the 11-year period, would not have amounted to drastic changes in the economic variables had they not been suppressed. Nevertheless, the data displayed in this report is an underreport of the creative economy, although slightly.

Conclusion

Even as an introductory outlook, this report has bridged long-lasting questions on the quantitative scope of Santa Clarita's creative economy. Quantification of Santa Clarita's creative economy following the methodology produced by the Otis College of Art and Design, as well as other successful entities with creative economy reports, revealed many topics for productive discussion among creative and business stakeholders in Santa Clarita. Such topics include contributing factors to creative economic growth, reasonings to the resilience of Santa Clarita's creative economy during the pandemic, avenues for improving weaker and underrepresented sectors of the creative economy, and industries the community believes accurately constitute the creative economy, among many others. However, a more comprehensive creative economy report with contract, gig, and freelance data, is necessary to guide more directed initiatives to improve Santa Clarita's creative economy. Nevertheless, Santa Clarita's creative economy has

seen much growth and will continue to grow with more directed government and business efforts towards the needs of creatives, improvement and employment of local creative talent, and greater publicity of the already striving creative scene in Santa Clarita.

Further Steps

This report will help guide programming led by various community entities to make further progress towards creative economy recommendations in the City's Arts Master Plan and general improvements towards the creative economy, particularly through the Arts and Business Leadership Council. The council, which is set to meet on Friday, October 22, 2021, will discuss the results of this study to gain perspective on the creative economy trends from the five creative sectors, education entities, and other business entities. The Council, led by California Institute of the Arts President, Dr. Ravi Rajan, the Santa Clarita Economic Development Corporation and the City of Santa Clarita, will share their needs and successes as creative entities in Santa Clarita and collectively define the creative economy through their experiences. Entities selected to join the council will represent the five creative sectors as defined by the methodology of this report and the three other creative economy reports performed on the Southern California/California level, as well as entities for business support. The first meeting will have three primary objectives:

1) **Discuss the study of Santa Clarita's creative economy, as well as further needs:** this report attains substantial points for discussion among creative entities in Santa Clarita, but it has more potential to expand, from the redefinition of the creative economy, more in-depth analyses of the existing Santa Clarita creative economy dataset, and collection of qualitative data or other data that is determined to be beneficial by the council. Some of this work may be possible with the assistance of an economic consultant, or as brought up by President Rajan, CalArts statistics students under the guidance of CalArts professor Michael Bryant.
2) **Outline the creative cradle-to-career pipeline in Santa Clarita**: numerous entities in Santa Clarita contribute to the upbringing, cultivation, and professional emergence of creativity and the arts, especially in the education sector. To engage in more coordinated

growth of creative careers in Santa Clarita and retain local talent, representatives of these entities collectively should define their existing efforts in supporting the cradle-to-career pipeline, such as types of classes offered and volunteer/internship opportunities. From here, a mutual understanding of current cradle-to-career initiatives will allow stakeholders to identify avenues for improvement, as well as existing strengths.

3) **Outline existing business support initiatives for creatives:** as many creative occupations are dependent on a business format or consulting, it is vital to similarly outline existing initiatives throughout the community that support businesses in Santa Clarita. These tend to be general business support programs and initiatives that are not necessarily tailored towards creative businesses, so identification of these services can follow up with a more targeted approach towards creative businesses.

In following these three objectives, the City of Santa Clarita can engage in collaborative and interdisciplinary development of the creative economy that will include both quantitative understandings in addition to the community's perspective.

Appendix

Figure A.1: Complete list of North American Industry Classification System (NAICS) Codes for this study

Architecture and Related Services

Architecture and Interior Design

Architectural Services 54131

Landscape Design 54132

Drafting Services 541340

Interior Design 54141

Ornamental and Architectural Metal Work Mfg. 332323

Art Dealers 54143

Creative Goods and Products

Furniture and the Decorative Arts

Textiles Product Mills 314

Furniture Mfg. 337

Furniture Wholesaling 4232

Lighting Fixture Mfg. 33512

China Plumbing Fixtures, China, Earthenware 327111

Other China, Fine Earthenware and Pottery Mfg. 327112

Pressed and Blown Glass and Glassware Mfg. 327212

Other Misc. Nonmetallic Mineral Product Mfg. 327999

Product/Industrial Design 54142

Toys

Toy Manufacturing 33993

Toy Wholesaling 42392

From Visual & Performing Arts

Musical Instrument Mfg. 339992

Entertainment & Digital Media

Entertainment

Motion Picture/Video Production 51211

Motion Picture Distribution 51212

Post Production Services 51219

Sound Recording 5122

Radio Stations 515112

Television Broadcasting 51512

Cable and Other Subscription Programming 5152

Digital Media

Software Publishing 5112

Communication Arts

Graphic Design 54143

Advertising Agencies 54181

Photography Studios, Portrait 541921

Commercial Photography 541922

Publishing and Printing

Printing and Related Support Activities 3232

Book, Periodical, Newspaper Wholesalers 42492

Newspaper Publishers 51111

Periodical Publishers 51112

Book Publishers 51113

Greeting Card Publishers 511191

All Other Publishers 511199

Libraries and Archives 51912

Internet Publishing and Broadcasting 51913

From Visual and Performing Artists

Entertainers and Other Public Figures 71141

Independent Artists, Writers and Performers 71151

Fashion

Fashion

Textiles Mills Mfg. 313

Apparel Mfg. 315

Apparel Wholesaling 4243

Footwear Mfg. 3162

Footwear Wholesaling 42434

Women's Handbag Mfg. 316992

Cosmetics Mfg. 32562

Jewelry Wholesaling 42394

Other Specialized Design Services 54149

Fine & Performing Arts

Visual and Performing Arts

Theater Companies 71111

Dance Companies 71112

Musical Groups 71113

Other Performing Arts Companies 71119

Agents and Managers of Artists, Athletes,

Museums 71211

Table A.2 – Raw data for 2019 annual average number of establishments for each creative industry.

Year = 2019	**Annual Average Establishments**
Architecture and Related Services	23
Creative Goods and Products	24
Entertainment and Digital Media	204
Fashion	27
Fine Arts and Performing Arts	137
	415

Table A.3 – Raw data for 2010-2020 quarterly number of creative establishments.

Year	Number of Establishments
2010	158
2010	155
2010	154
2010	194
2011	187
2011	187
2011	199
2011	201
2012	193
2012	192
2012	190
2012	212

2013	217
2013	218
2013	229
2013	232
2014	241
2014	251
2014	271
2014	268
2015	265
2015	272
2015	270
2015	277
2016	264
2016	261
2016	260
2016	267
2017	265
2017	278
2017	294
2017	305
2018	317
2018	325
2018	346
2018	376
2019	395
2019	411
2019	417
2019	431
2020	422
2020	424

2020	427
2020	441

Table A.3 – 2019 Annual average employment by creative sector.

	Annual Average Employment
Architecture and Related Services	309
Creative Goods and Products	121
Entetainment and Digital Media	1151
Fashion	239
Fine Arts and Performing Arts	176

Table A.4 – 2019 Annual wages by creative sector.

	Total Annual Wages
Architecture and Related Services	23,879,377
Creative Goods and Products	5,374,698
Entertainment and Digital Media	88,840,320
Fashion	13,556,294
Fine Arts and Performing Arts	20,172,936
	151,823,625