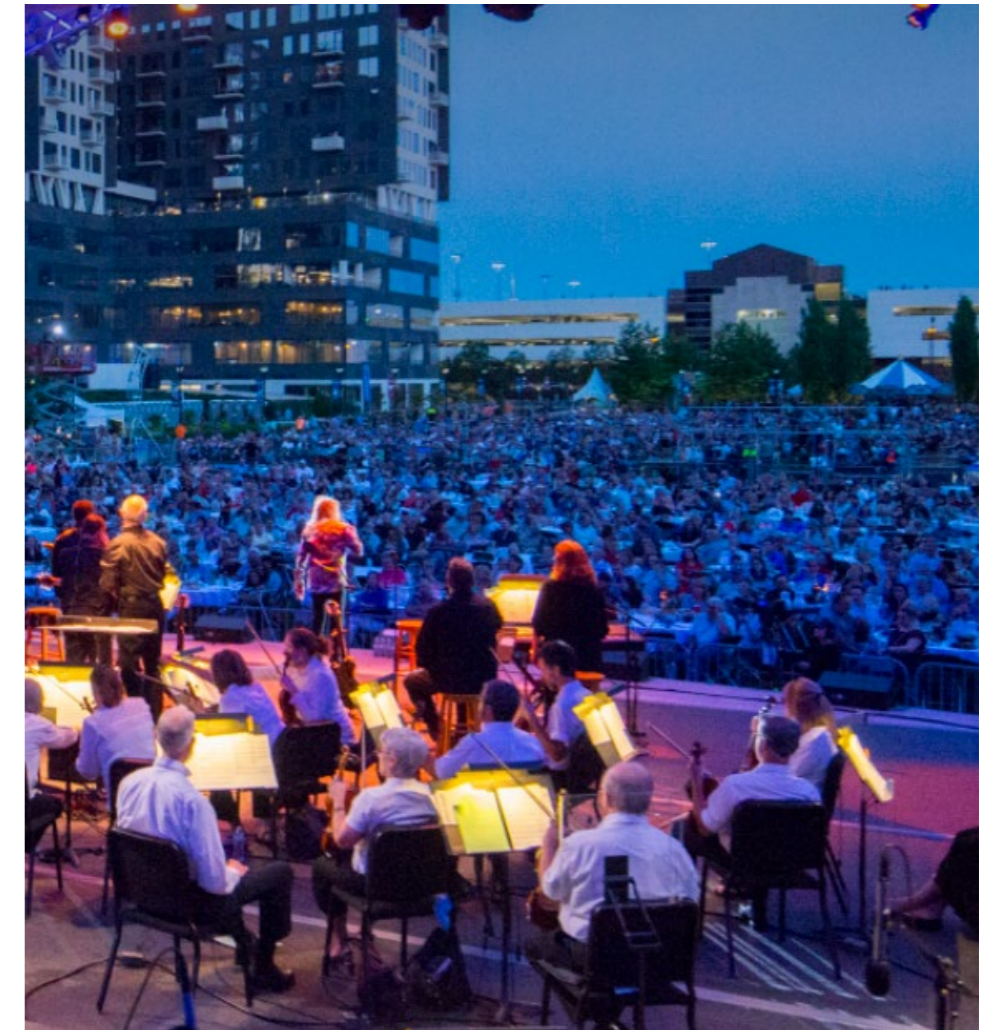


The Economic Contribution of Creative Industries in Ohio

Russell W. Mills, Ph.D., Senior Director, CRD
Creative Ohio Advocacy Summit
April 12, 2022



About CRD

- The Center for Regional Development at BGSU is a community asset with expertise in regional economic, workforce, and community development.
- CRD is a capacity builder and trusted partner:
 - Cutting-edge economic and demographic data analysis and visualization
 - Economic and community development project and grant development
 - Neutral and well-respected convener of planning processes
 - Social service and education program evaluation
 - Applied research including original survey research
 - Thought-leadership through annual State of the Region Conference
- CRD partners with local governments, economic development organizations, social service agencies, private companies, and non-profit organizations across 31-counties in Northwest Ohio.

Center for Regional Development
EDA University Center
Primary Service Area



Today's Agenda

- Key Themes from the Analysis
- High-level overview of the methodology for the Ohio Creative Industries Economic Contribution Analysis
- 2019 Economic Contribution of Creative Industries in Ohio
- The Impact of the COVID-19 Pandemic on Creative Industries in Ohio
- Next Steps and Deliverables

Key Messages From the Analysis

Key Talking Points

- Creative industries are a critical economic driver in the State of Ohio. Prior to the COVID-19 pandemic, creative industries supported over **329,000 jobs, \$18 billion in payroll, and \$55 billion in economic output** in the State of Ohio.
- The COVID-19 pandemic had a severe negative impact on creative industries in Ohio. Between 2019 and 2020, **creative industry employment declined by over 41,000 (-12.63%)** while total **creative industry economic output declined by over \$8.6 billion (-15.74%)**.
- The COVID-19 pandemic disproportionately affected creative industries in Ohio. Specifically, decreases (as a percentage) in employment and economic output were **4 times as large** compared to the overall Ohio economy.
- The decline in creative industry payroll was **over 7 times as large** compared to the overall Ohio economy, suggesting programs such as the Payroll Protection Program (PPP) did not provide adequate support to employees in creative industries.

Methodology

Economic Impact vs. Economic Contribution

- Economic impact analysis
 - An economic impact is a change in the economic conditions of the regional economy (new business, event, etc.)
 - Used to determine the marginal change in the economy as a result of the new event/business/impact.
- Economic contribution analysis
 - An economic contribution analysis examines how the current state of an industry(s) supports other businesses in the local economy within a geographic region (state, region, counties, etc.)

WHITE PAPER

Contribution Analysis for Associations and Economic Developers

IMPLAN and Contribution Analysis

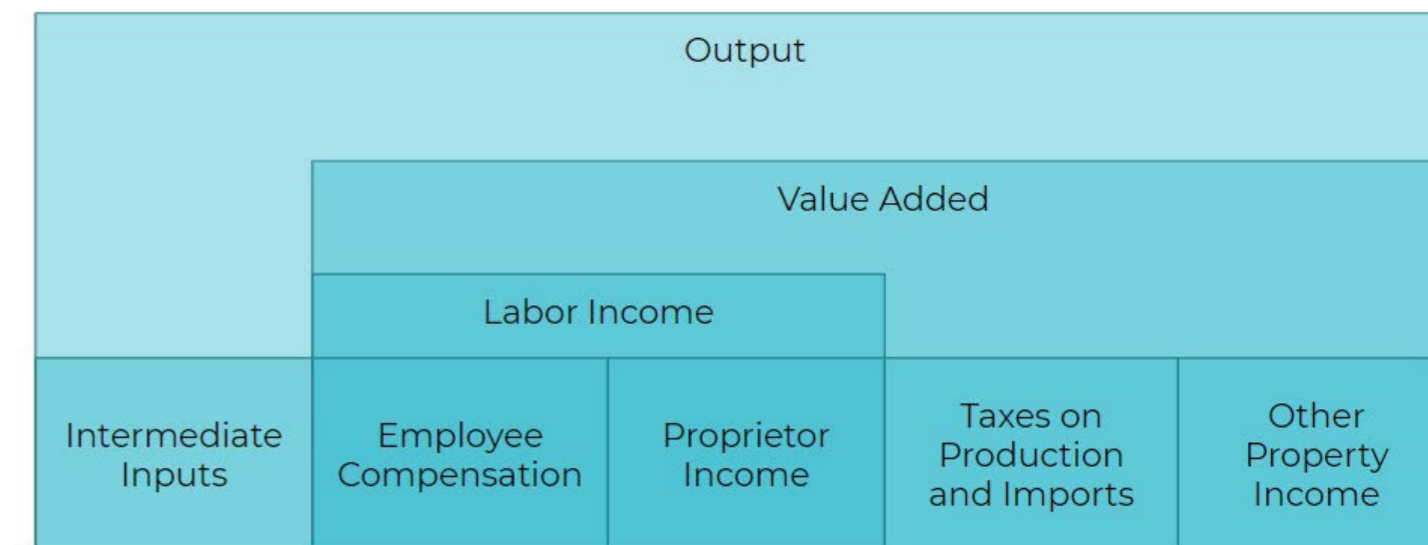
- CRD used the new multi-industry contribution analysis through IMPLAN to estimate the contribution of creative industries in Ohio.
- This method provides the most accurate estimates of an industry's contribution by eliminating double counting between industries of interest (i.e., performing arts companies purchasing photographic services).
- The 2018 Ohio Arts study used a slightly different methodology that examined each industry separately.



IMPLAN
MAKE AN IMPACT.

Data Included in the Analysis

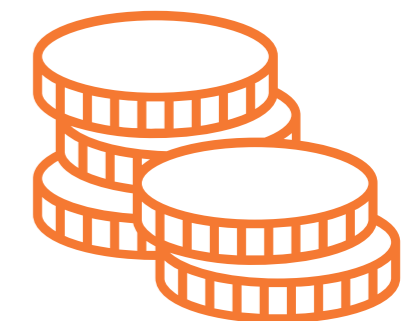
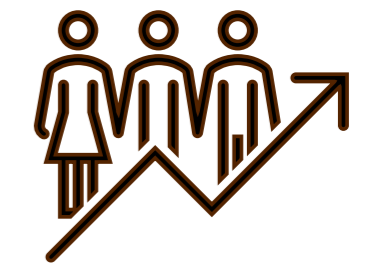
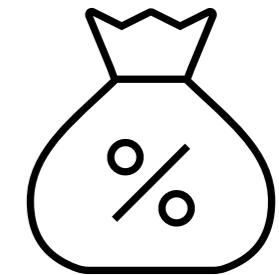
- **Employment:** An industry-specific mix of full-time, part-time, and seasonal employment.
- **Labor Income (Payroll):** The total payroll cost of the employee including wages and salaries, all benefits (e.g., health, retirement), and payroll taxes. Also includes proprietor income.
- **Value Added (GDP):** An industry's contribution to Gross Domestic Product. Represents economic output minus intermediate inputs.
- **Economic Output:** The total annual production value of each industry or commodity. Output is equal to revenue plus/minus changes in inventory.



Source: IMPLAN

Tax Data Included in the Analysis

- IMPLAN estimates taxes within a geographic area based on an industry average.
- Importantly, taxes on production and imports (TOPI) is one of the four components of Value Added and should not be added to any of the totals from the analysis. TOPI includes (but is not limited to):
 - Sales tax
 - Property tax
 - Excise tax
- IMPLAN estimates tax data at the city/municipal, county, special districts (Ports, Airports, tax districts, etc.), State, and Federal levels.



Direct, Indirect, and Induced Effects

- **Direct effects:** Initial investment and “first round” of spending.
- **Indirect effects:** Business-to-business purchases in the supply chain (Example: arts studio purchases paper supplies for restrooms).
- **Induced effects:** Household spending of labor income, after removal of taxes, savings, and commuter income (Example: Artist takes family out to dinner using wages).



DIRECT IMPACT



INDIRECT IMPACT



INDUCED IMPACT

Creative Industries Included in Analysis

121-Other textile product mills	423-Newspaper publishing	458-Specialized design services
123-Other apparel knitting mills	424-Periodical publishing	459-Custom computer programming services*
124-Cut and sew apparel contractors	425-Book publishers	465-Advertising, public relations, and related services
152-Printing	427-Greeting card publishing	466-Photographic services
153-Support activities for printing	428-Software publishing	482-Other educational services*
200-Other pressed and blown glass and glassware manufacturing	429-Motion picture and video industries	496-Performing arts companies
240-Ornamental and architectural metal work manufacturing	430-Sound recording industries	499-Independent artists, writers, and performers
371-Custom architectural woodwork and millwork	431-Radio and television	500-Promoters of performing arts and sports and agents for public figures
381-Jewelry and silverware manufacturing	432-Cable and other subscription programming	501-Museums, historical sites, zoos, and parks
385-Sign manufacturing*	438-Internet publishing and broadcasting and web search portals*	516-Personal and household goods repair and maintenance
387-Musical instrument manufacturing	452-Video tape and disc rental	
412-Misc. Store Retailers*	457-Architectural, engineering, and related services*	

* Industry was scaled to include only creative occupations

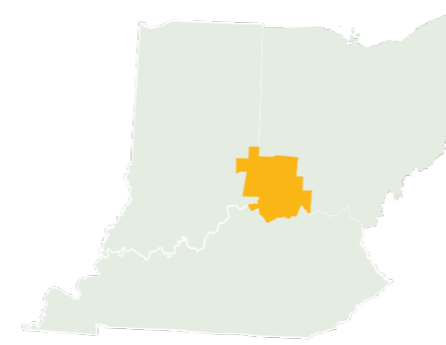
Regions Included in Analysis



Akron



Canton



Cincinnati



Cleveland



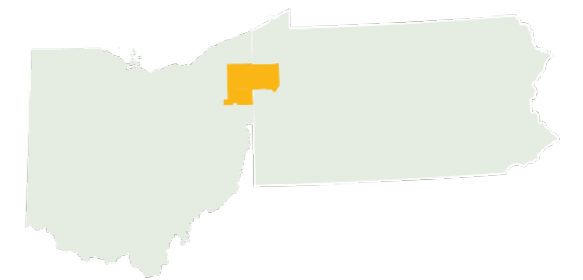
Columbus



Dayton



Toledo

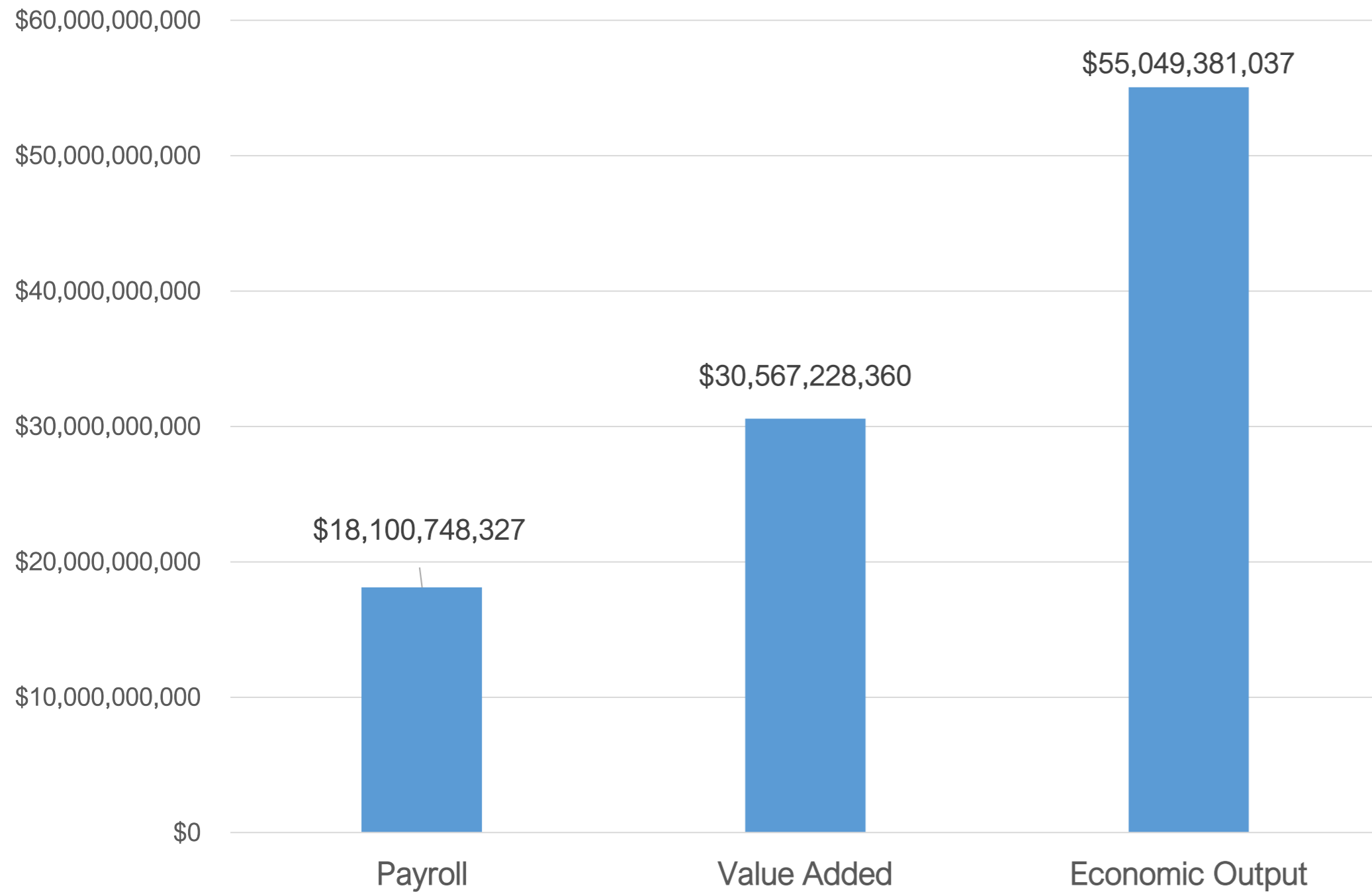


Youngstown

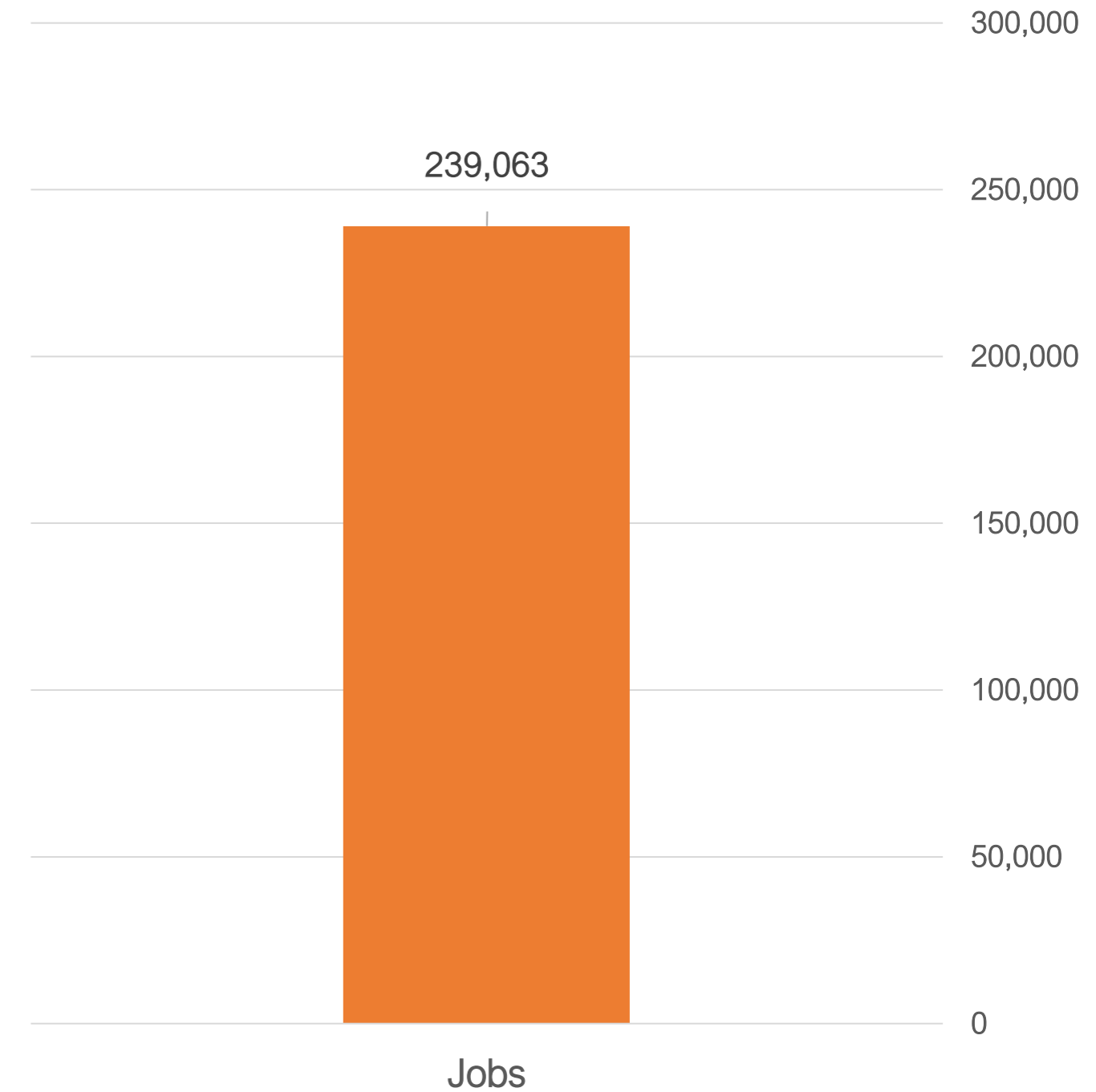
2019 Economic Contribution of Creative Industries in Ohio

2019 Ohio Economic Contribution

2019 Ohio Creative Industries Economic Contribution

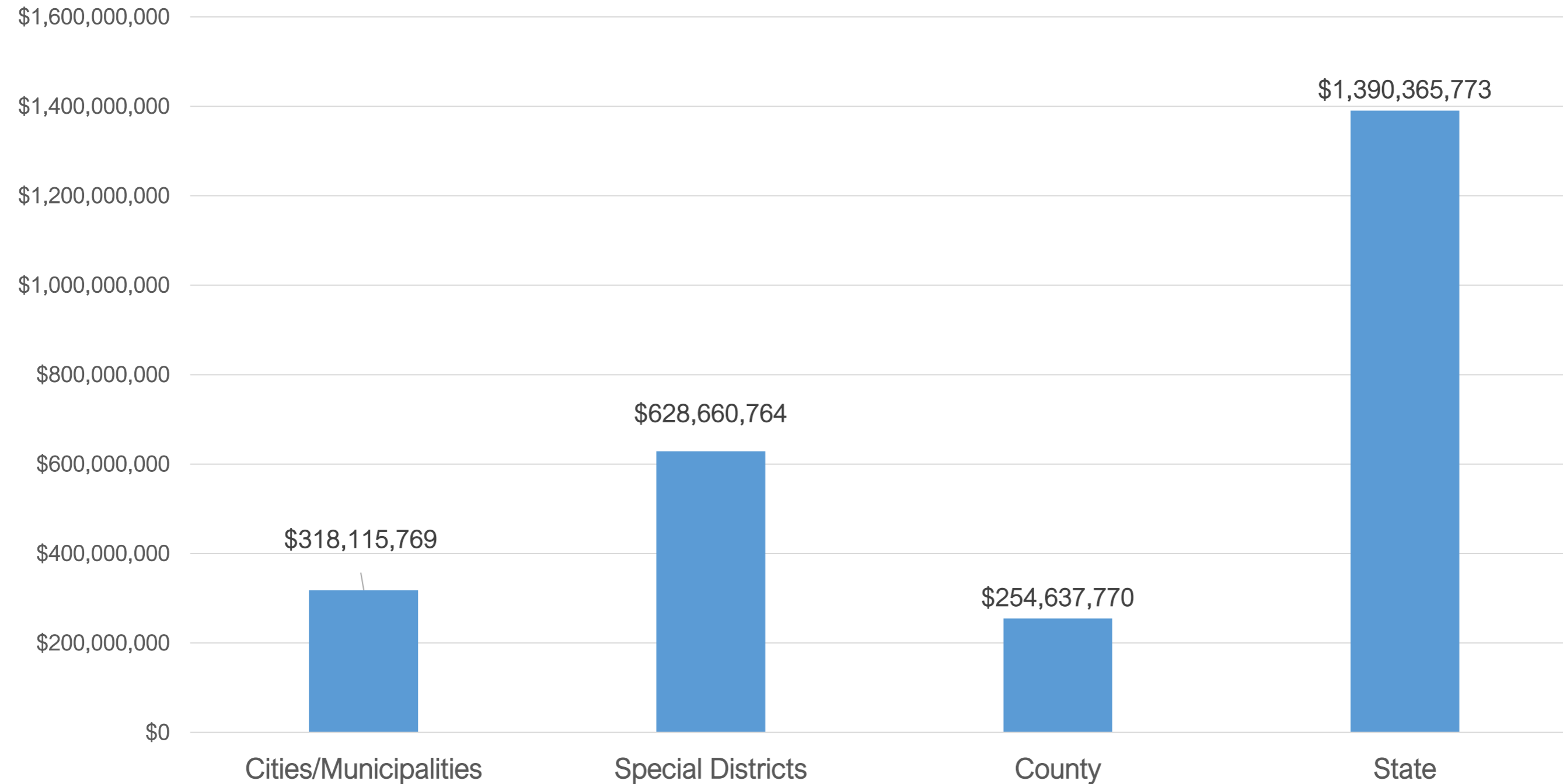


2019 Ohio Creative Industries Employment



2019 Ohio Fiscal Contribution

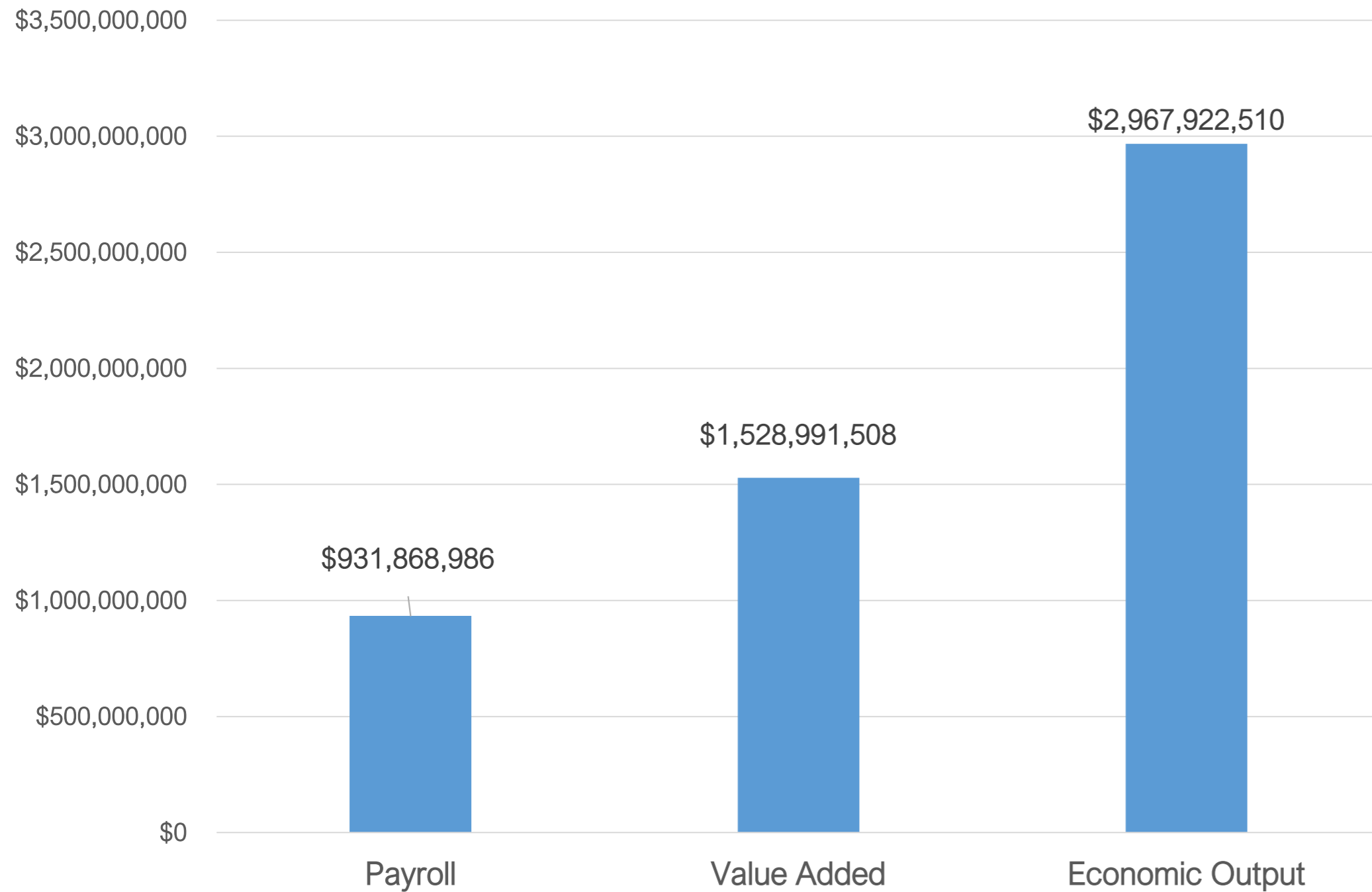
2019 Ohio Creative Industries Fiscal Contribution



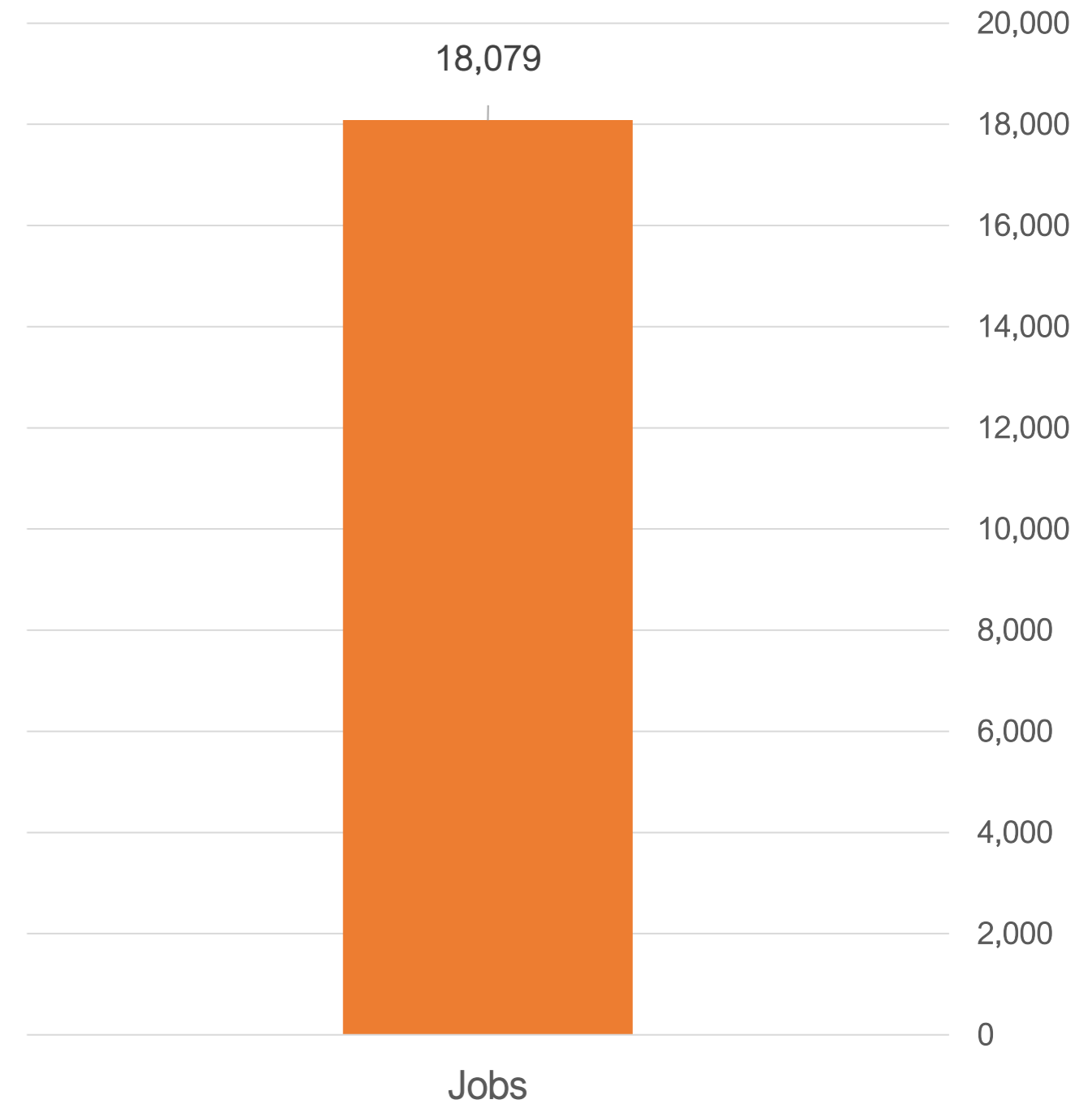
2019 Economic Contribution of Creative Industries in Regions Across Ohio

2019 Akron Economic Contribution

2019 Akron Creative Industries Economic Contribution

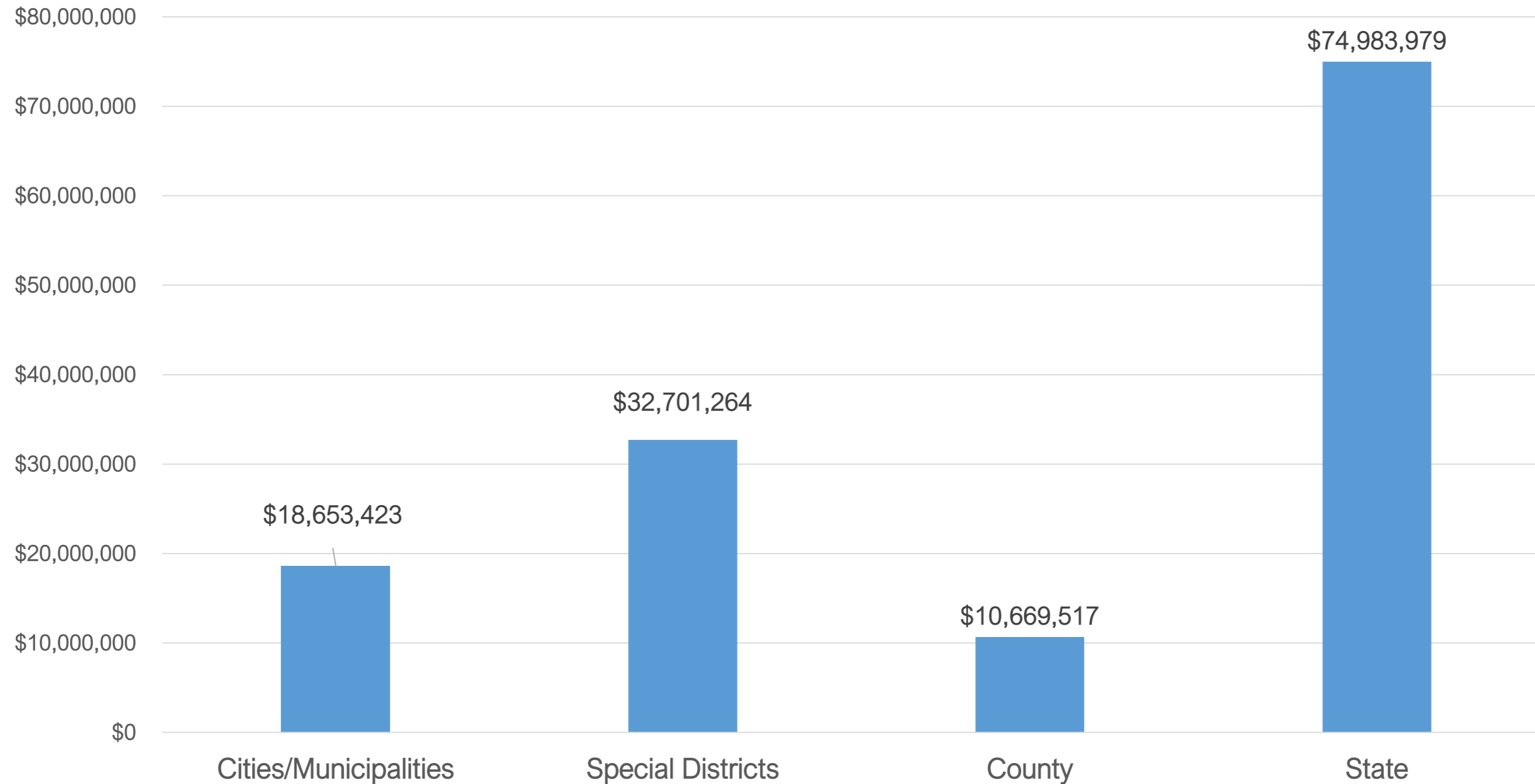


2019 Akron Creative Industries Employment



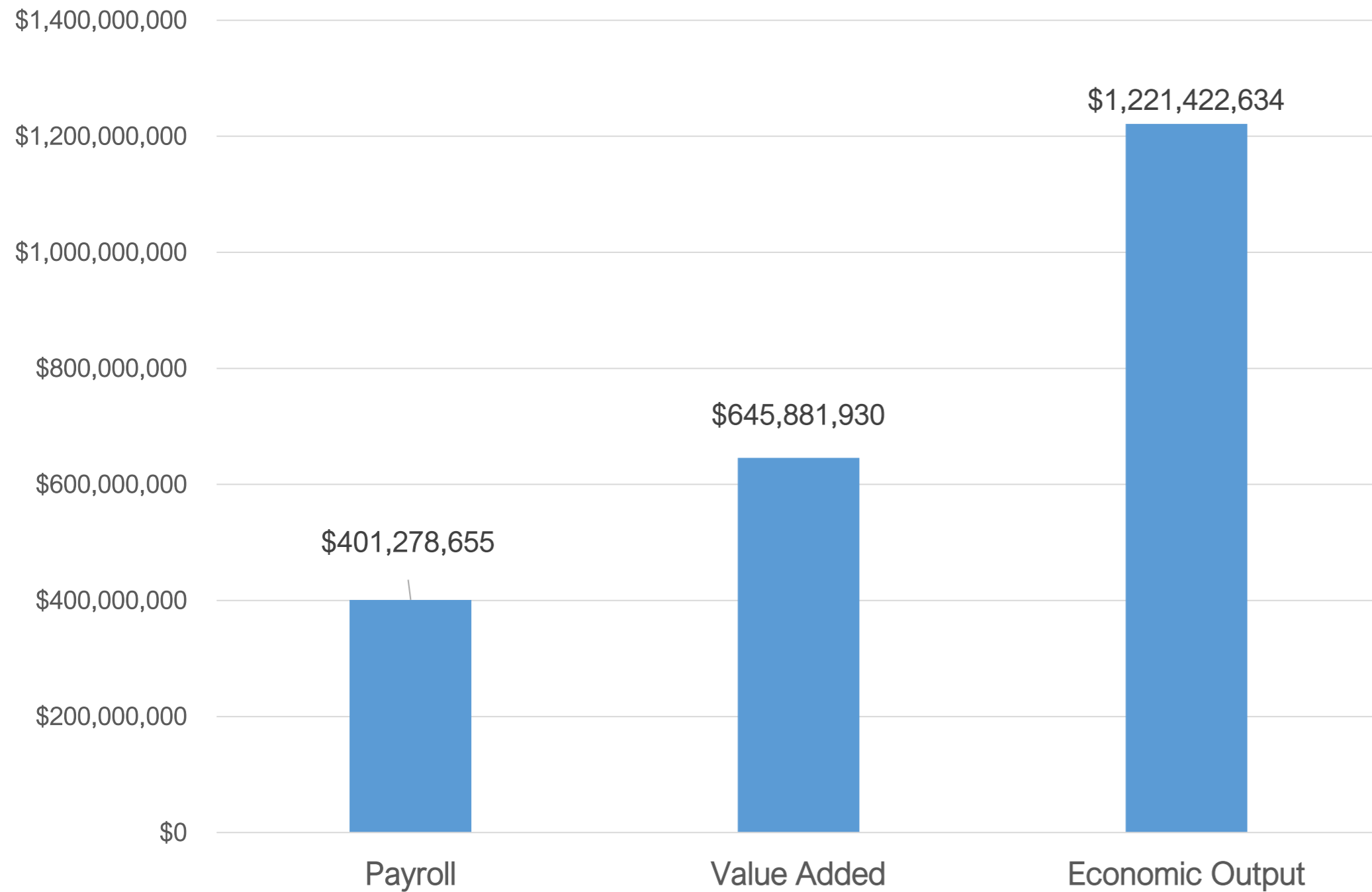
2019 Akron Fiscal Contribution

2019 Akron Creative Industries Fiscal Contribution

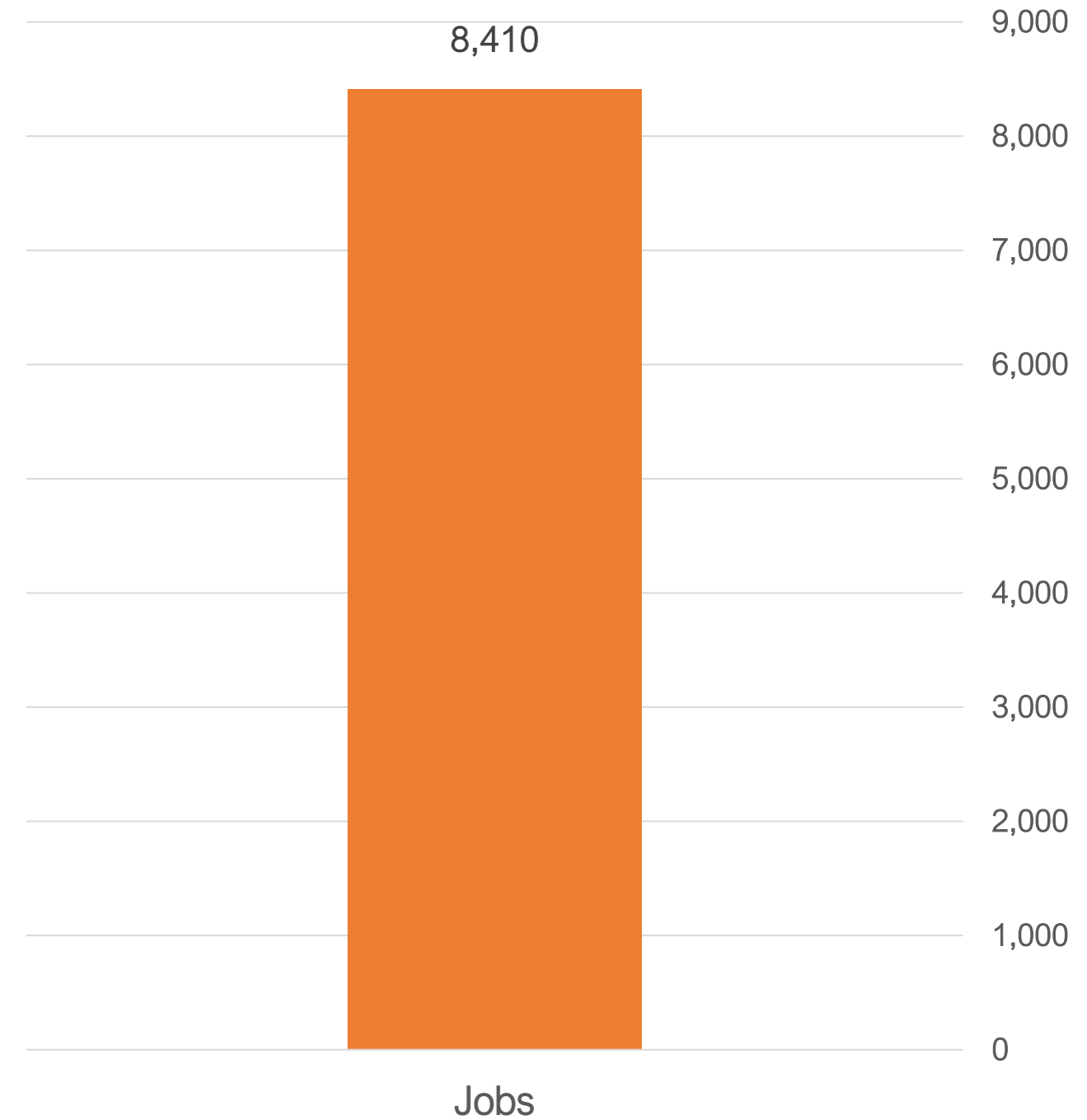


2019 Canton Economic Contribution

2019 Canton Creative Industries Economic Contribution

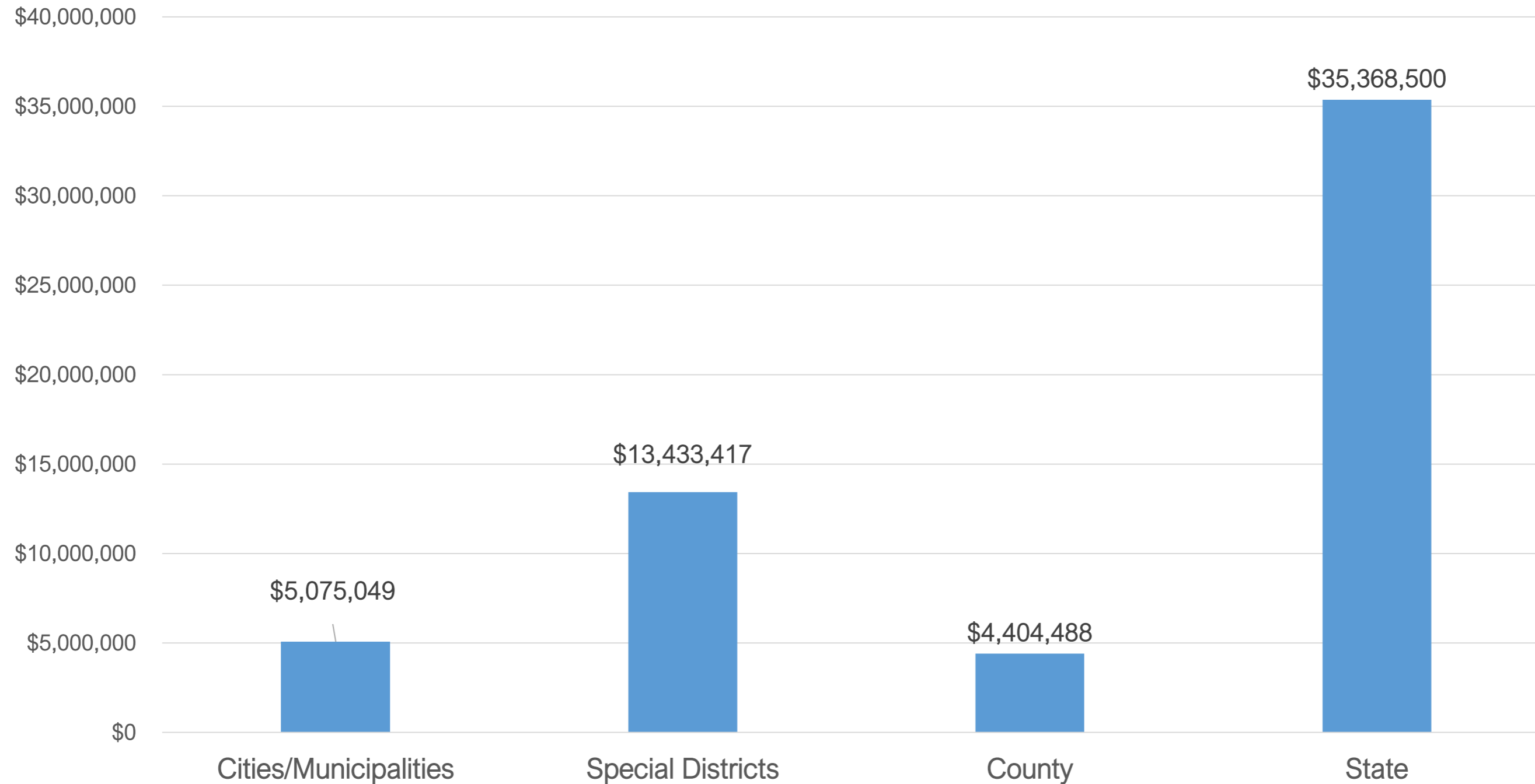


2019 Canton Creative Industries Employment



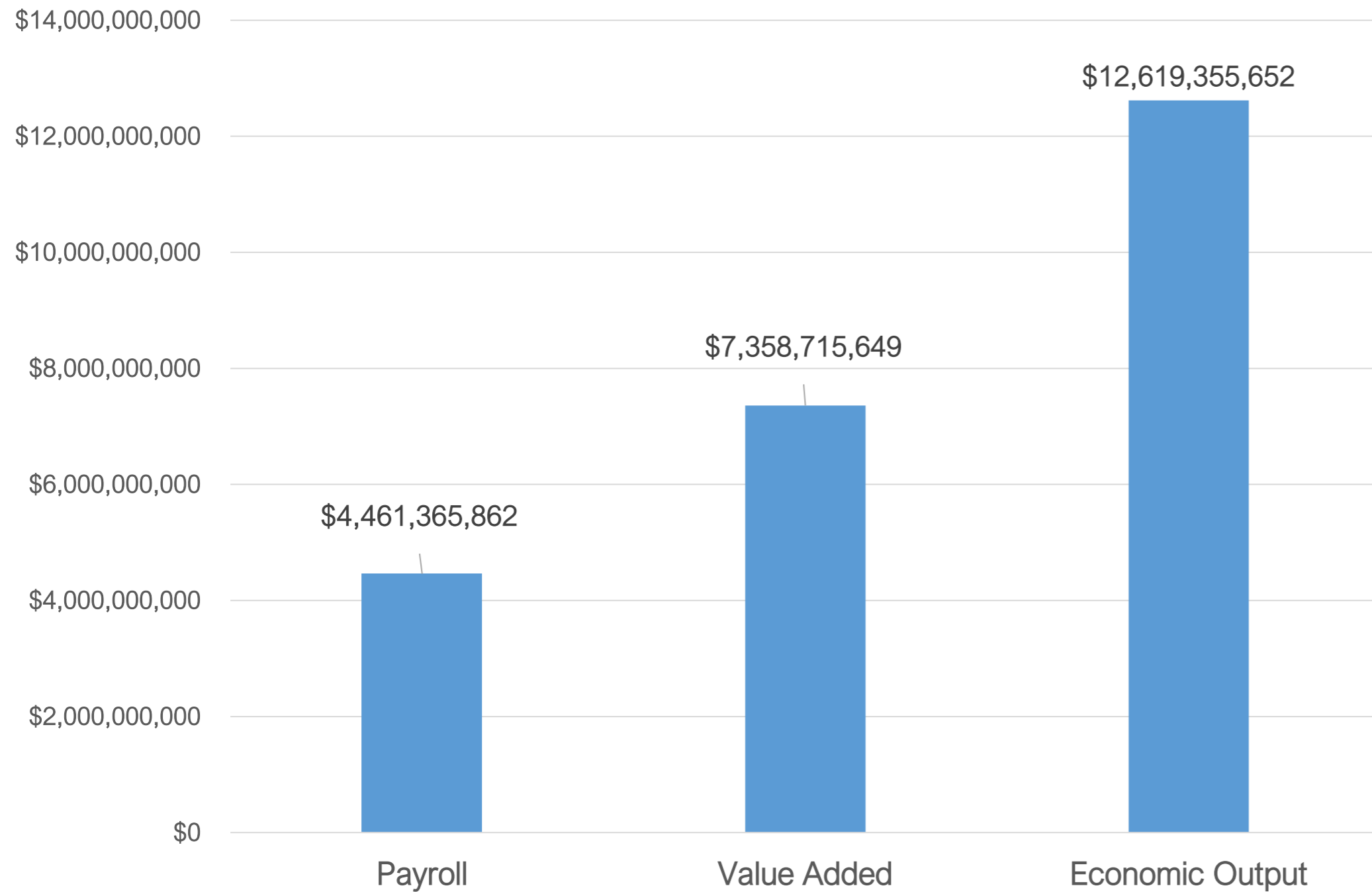
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2019 Canton Creative Industries Fiscal Contribution

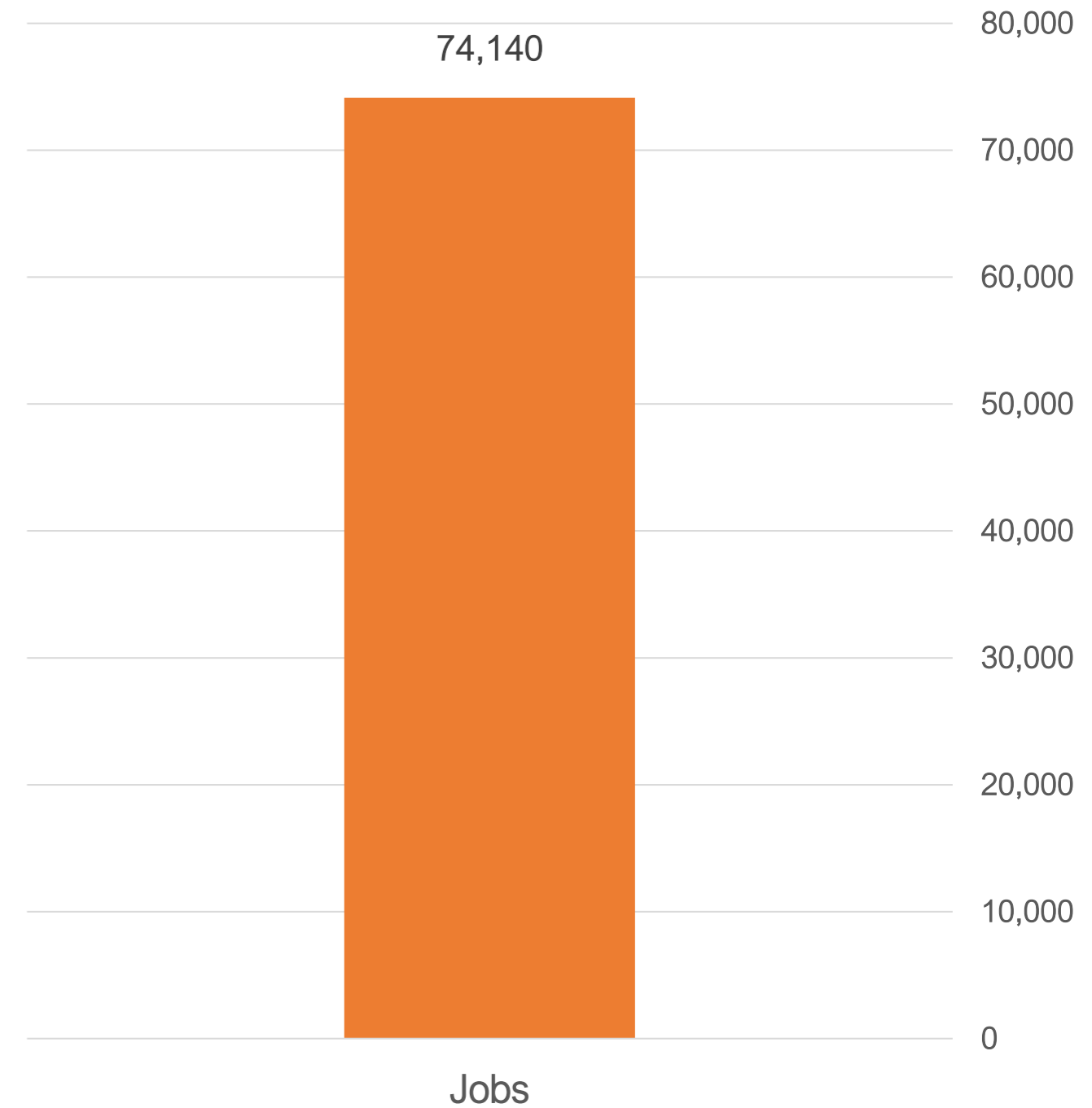


2019 Cincinnati Economic Contribution

2019 Cincinnati Creative Industries Economic Contribution

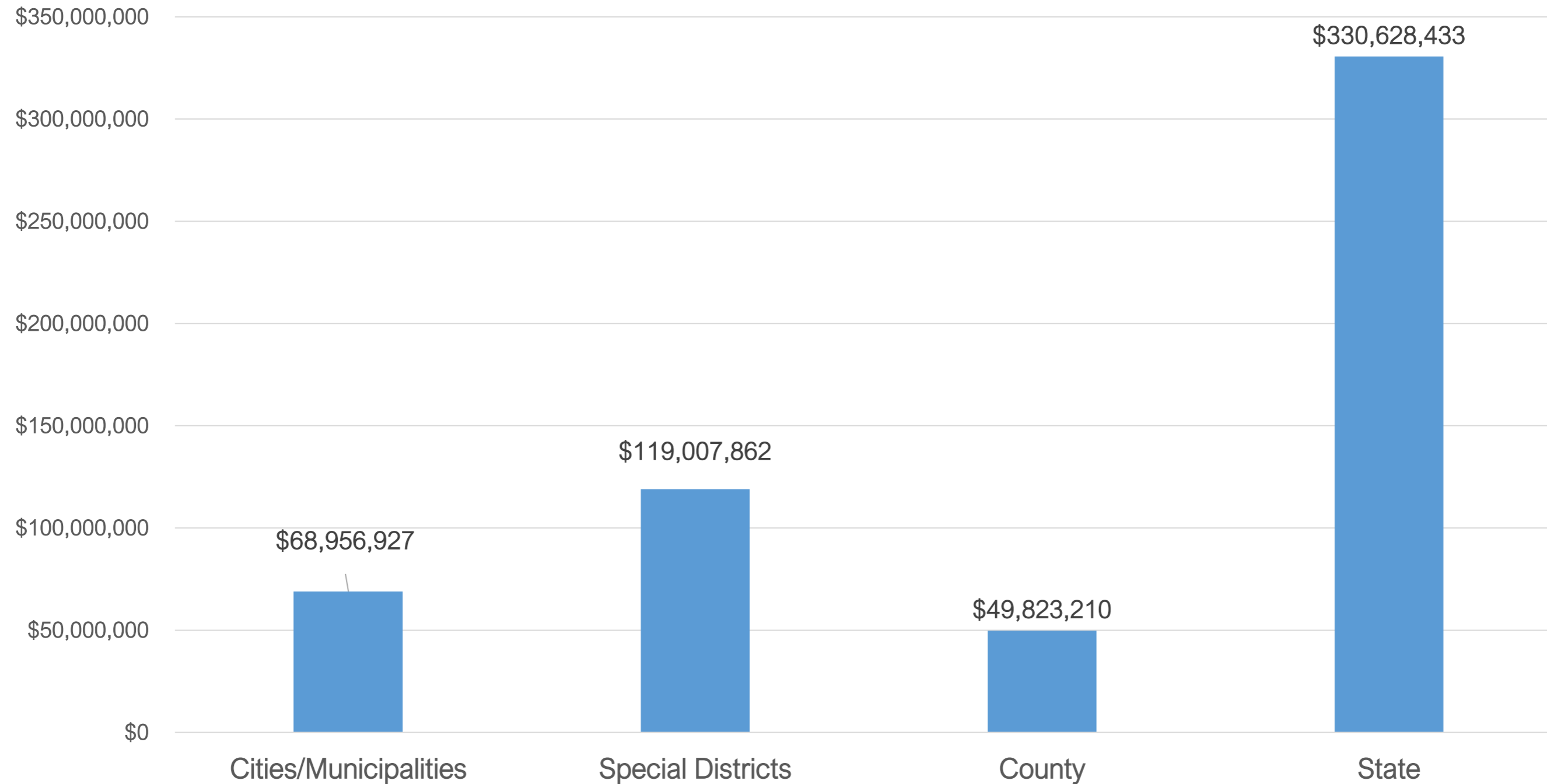


2019 Cincinnati Creative Industries Employment



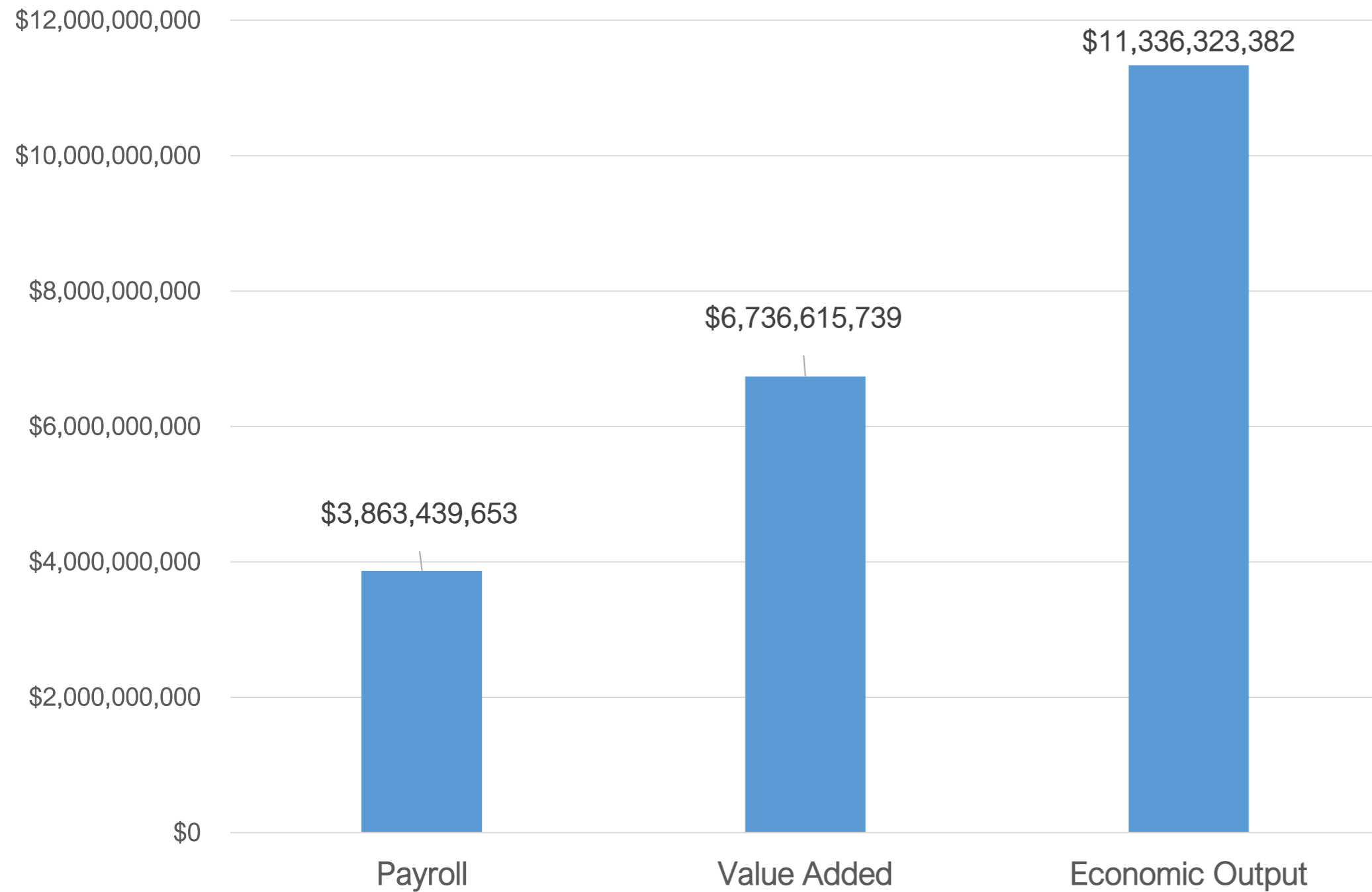
2019 Cincinnati Fiscal Contribution

2019 Cincinnati Creative Industries Fiscal Contribution

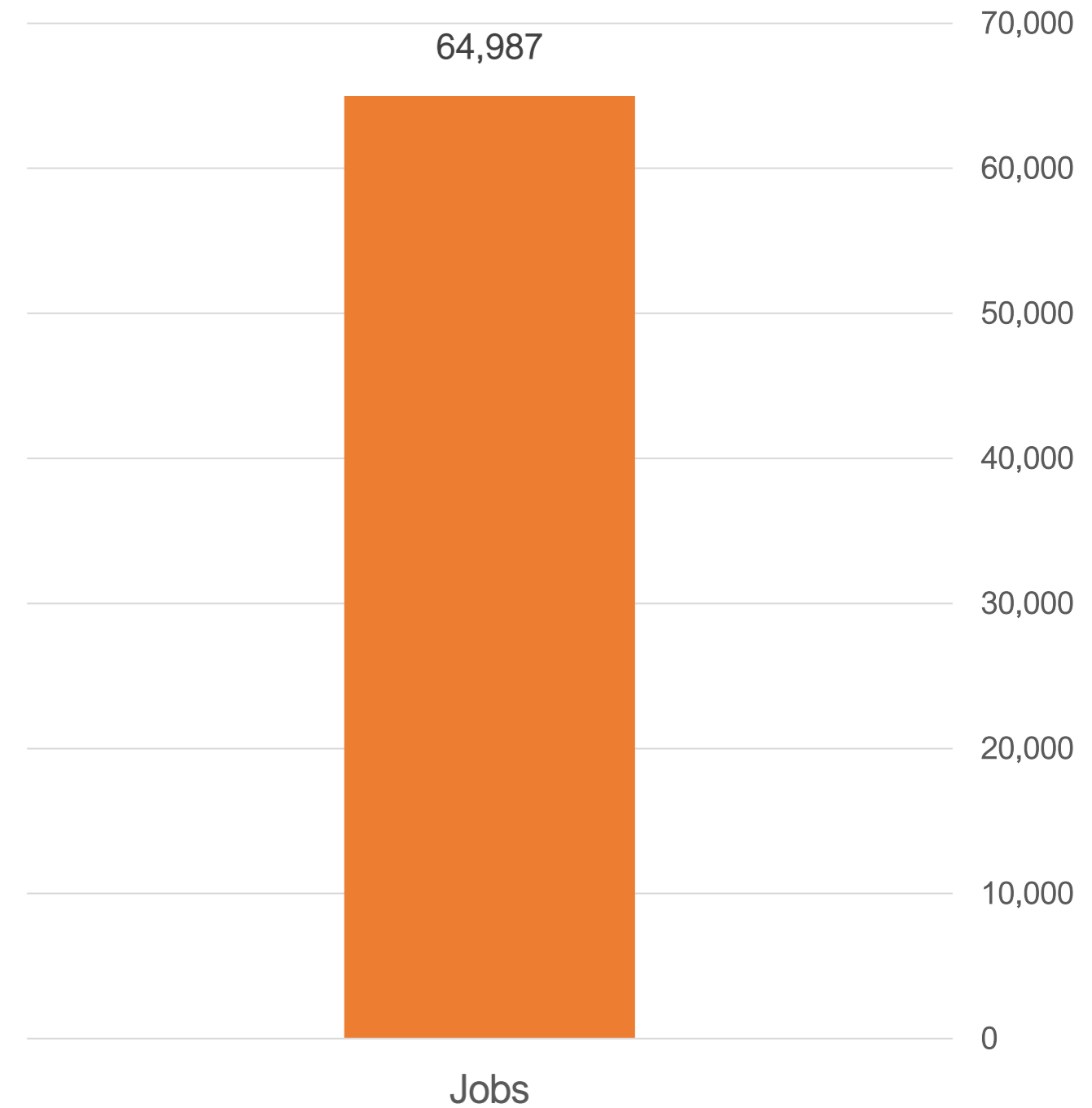


2019 Cleveland Economic Contribution

2019 Cleveland Creative Industries Economic Contribution

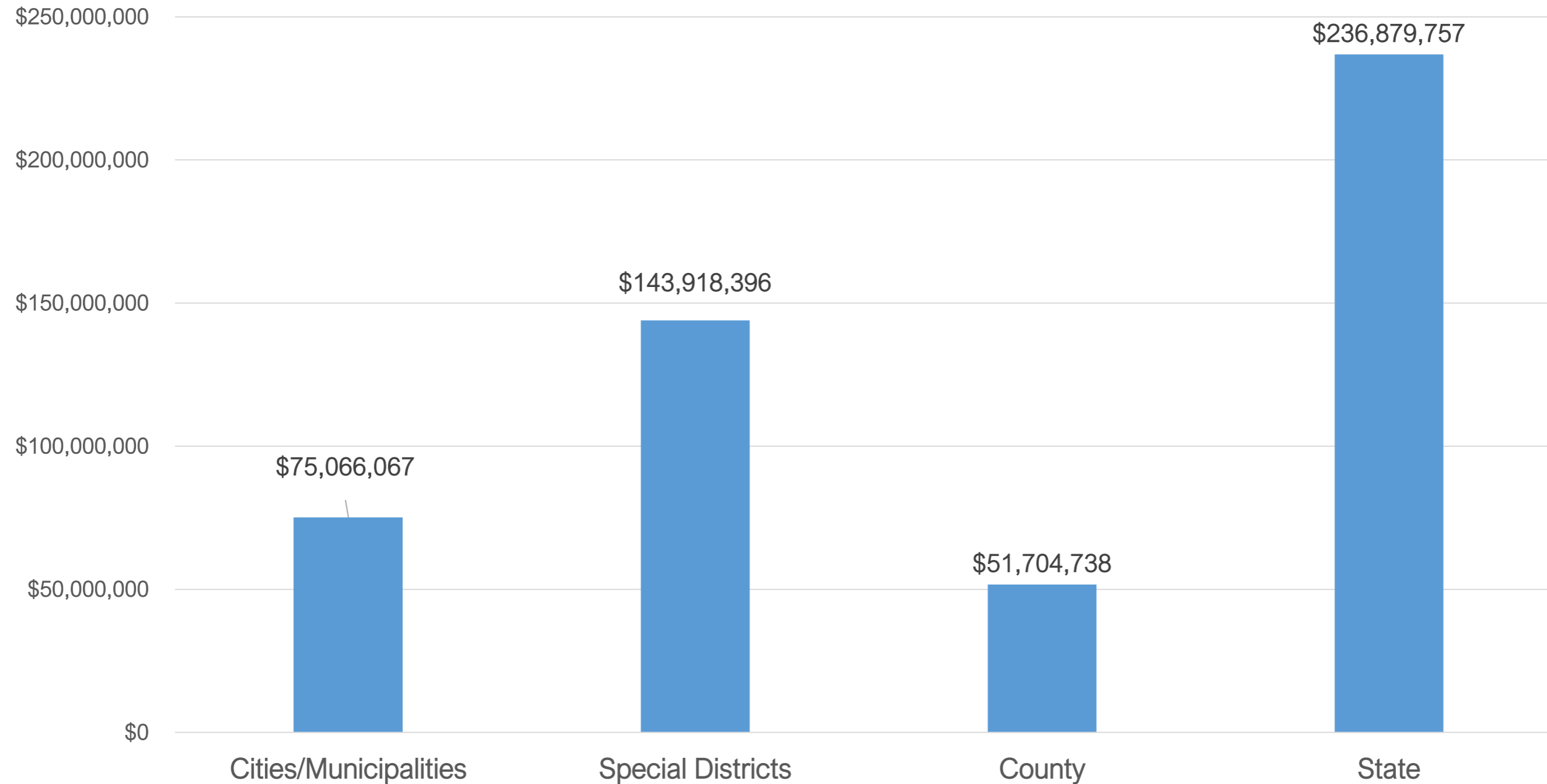


2019 Cleveland Creative Industries Employment



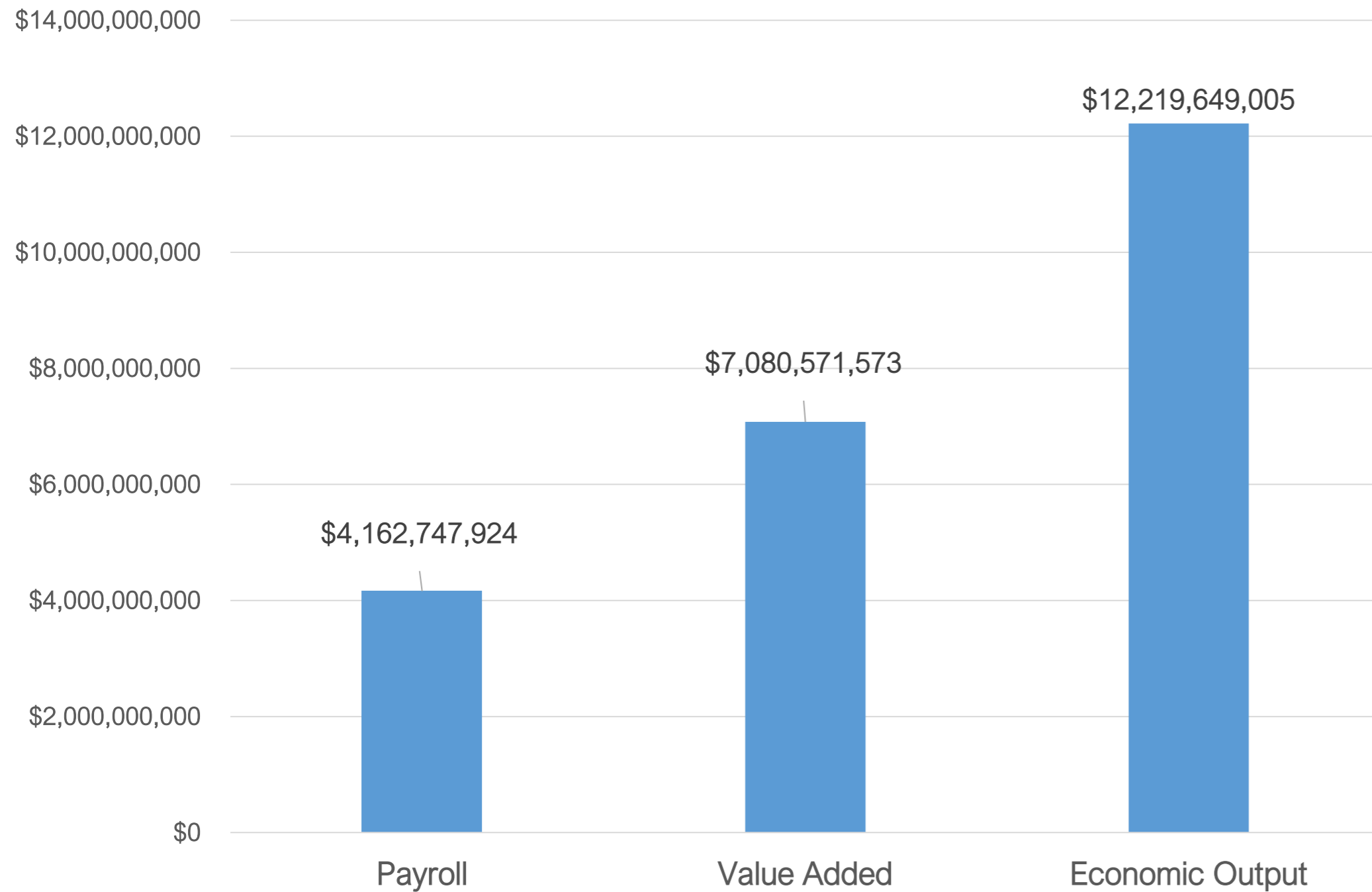
2019 Cleveland Fiscal Contribution

2019 Cleveland Creative Industries Fiscal Contribution

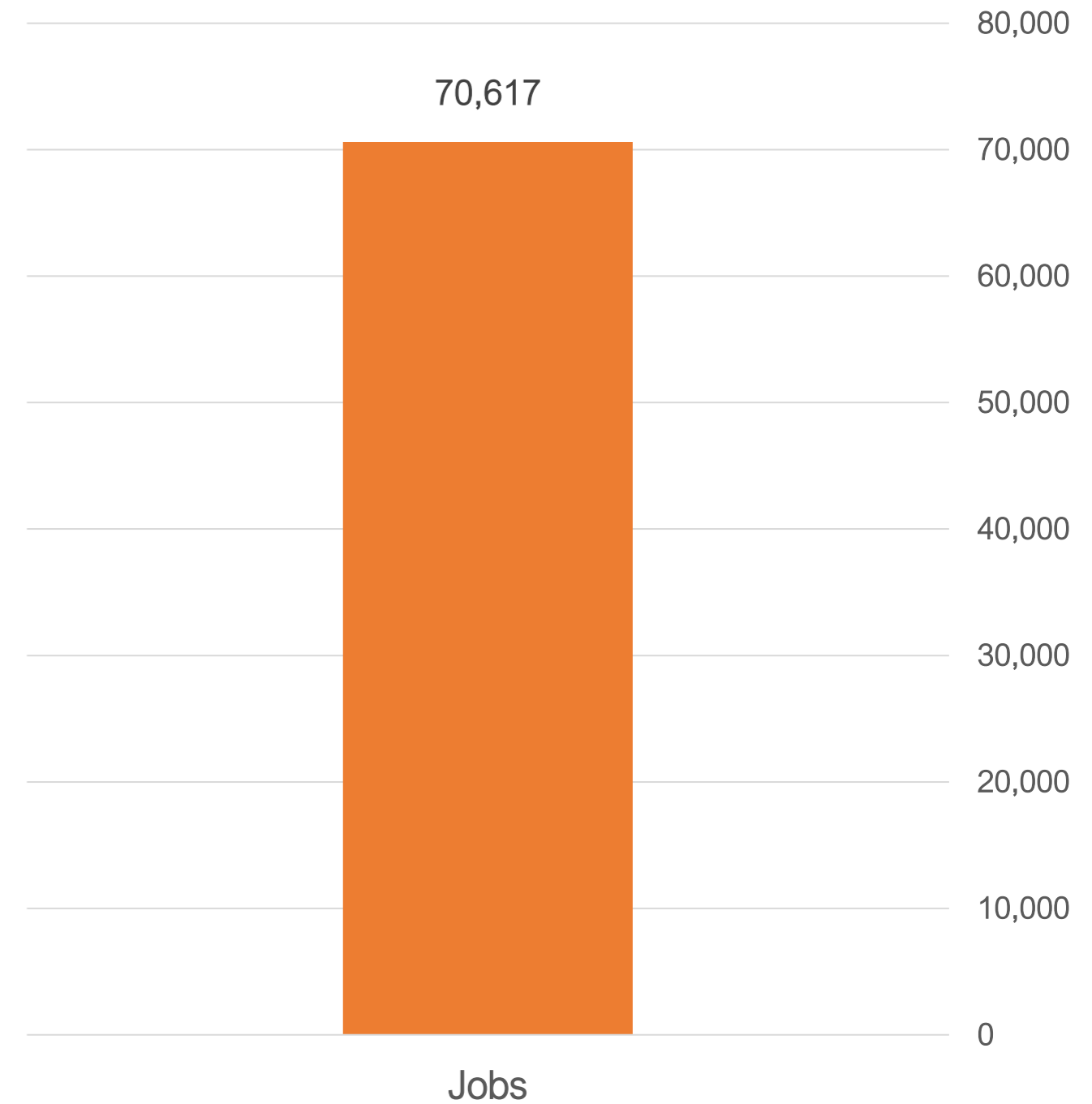


2019 Columbus Economic Contribution

2019 Columbus Creative Industries Economic Contribution

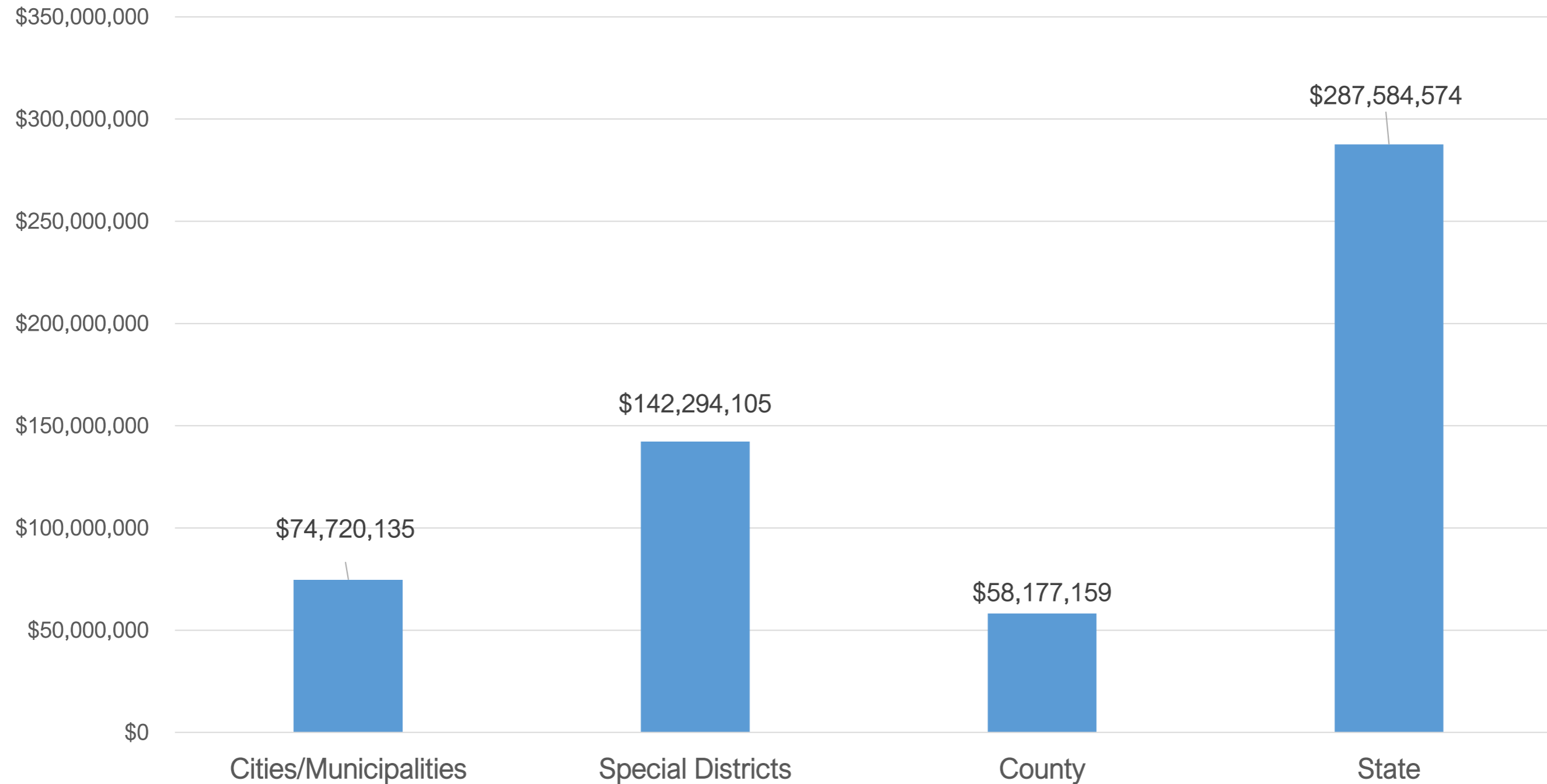


2019 Columbus Creative Industries Employment



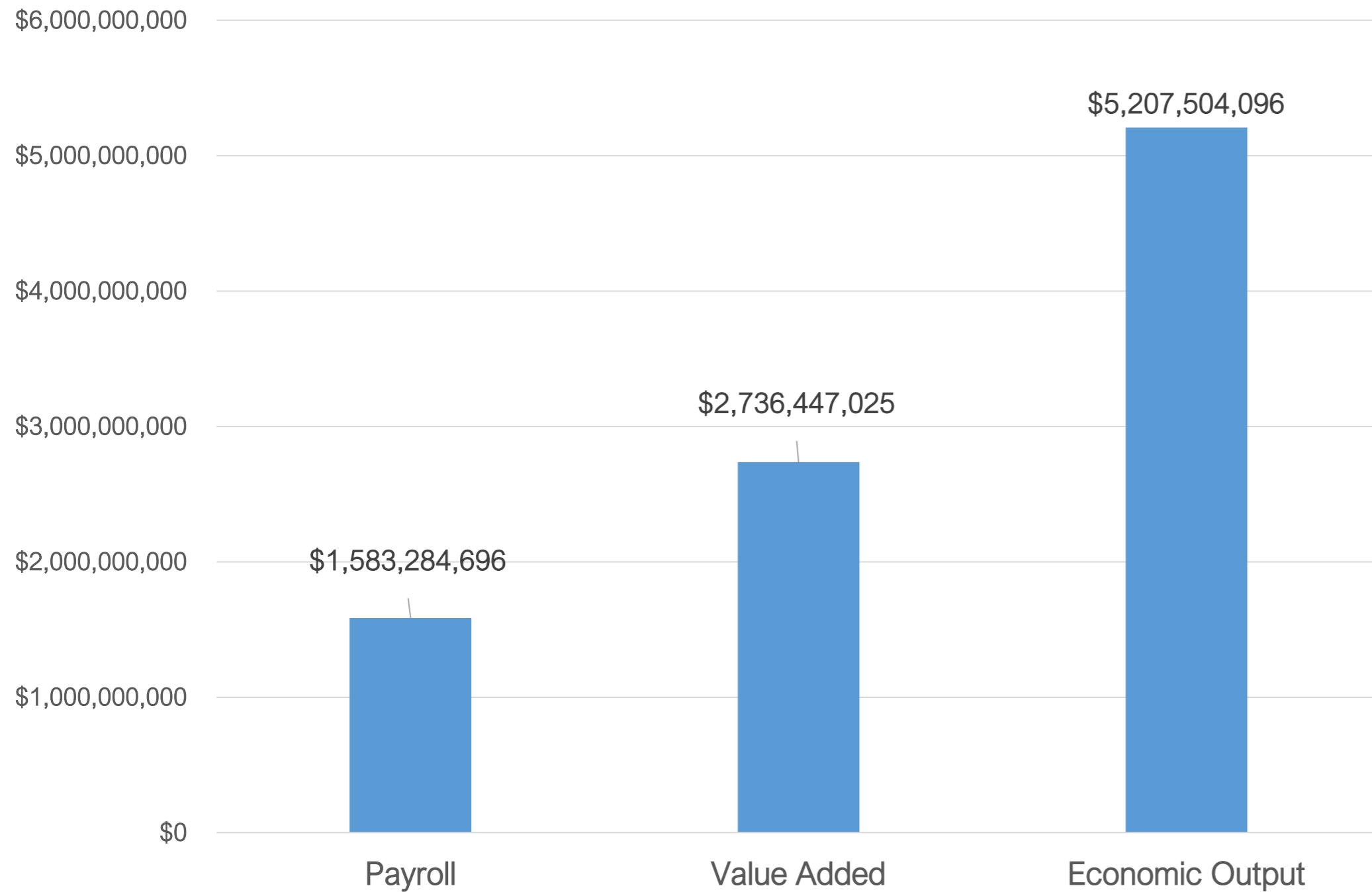
2019 Columbus Fiscal Contribution

2019 Columbus Creative Industries Fiscal Contribution

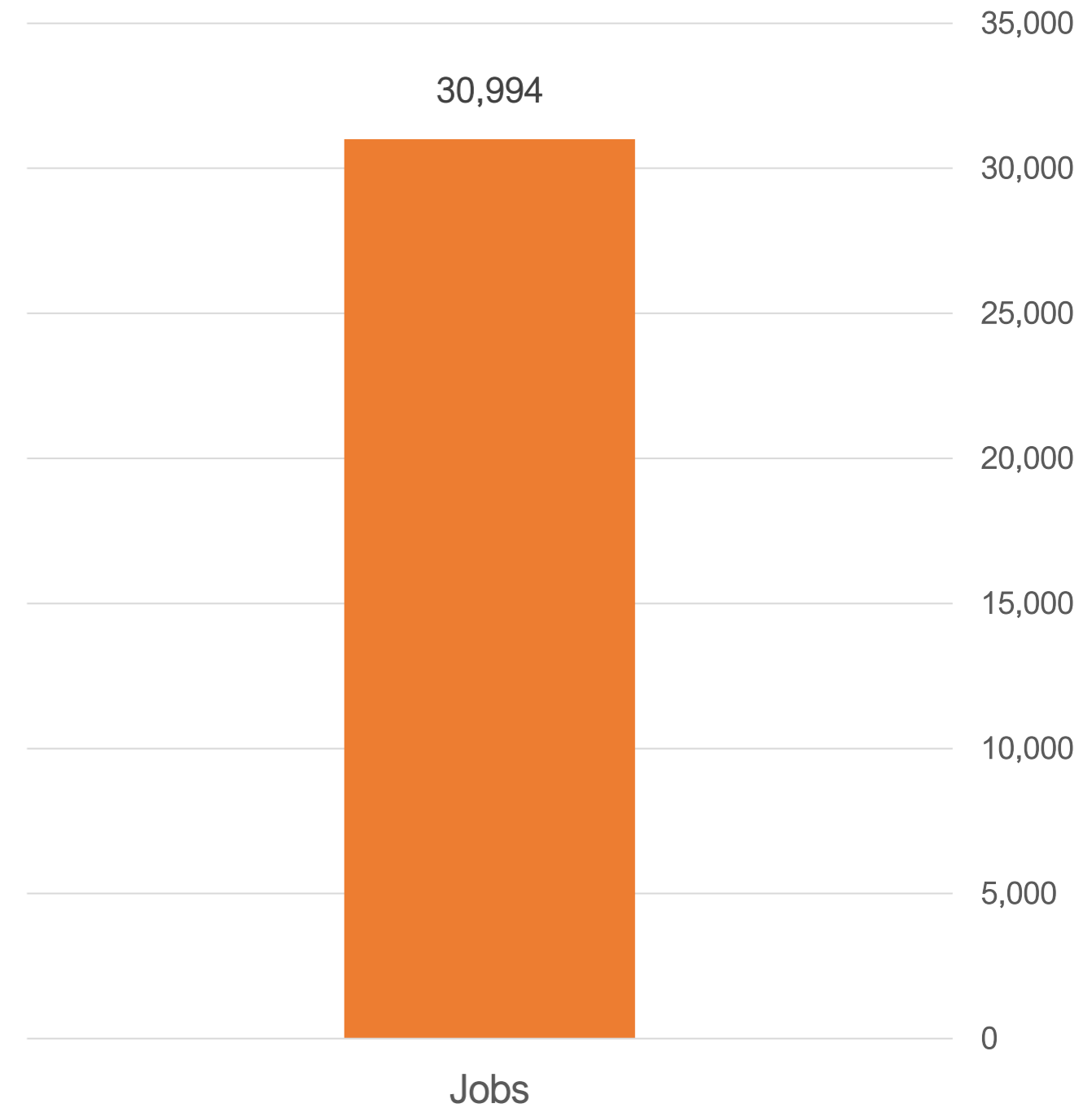


2019 Dayton Economic Contribution

2019 Dayton Creative Industries Economic Contribution

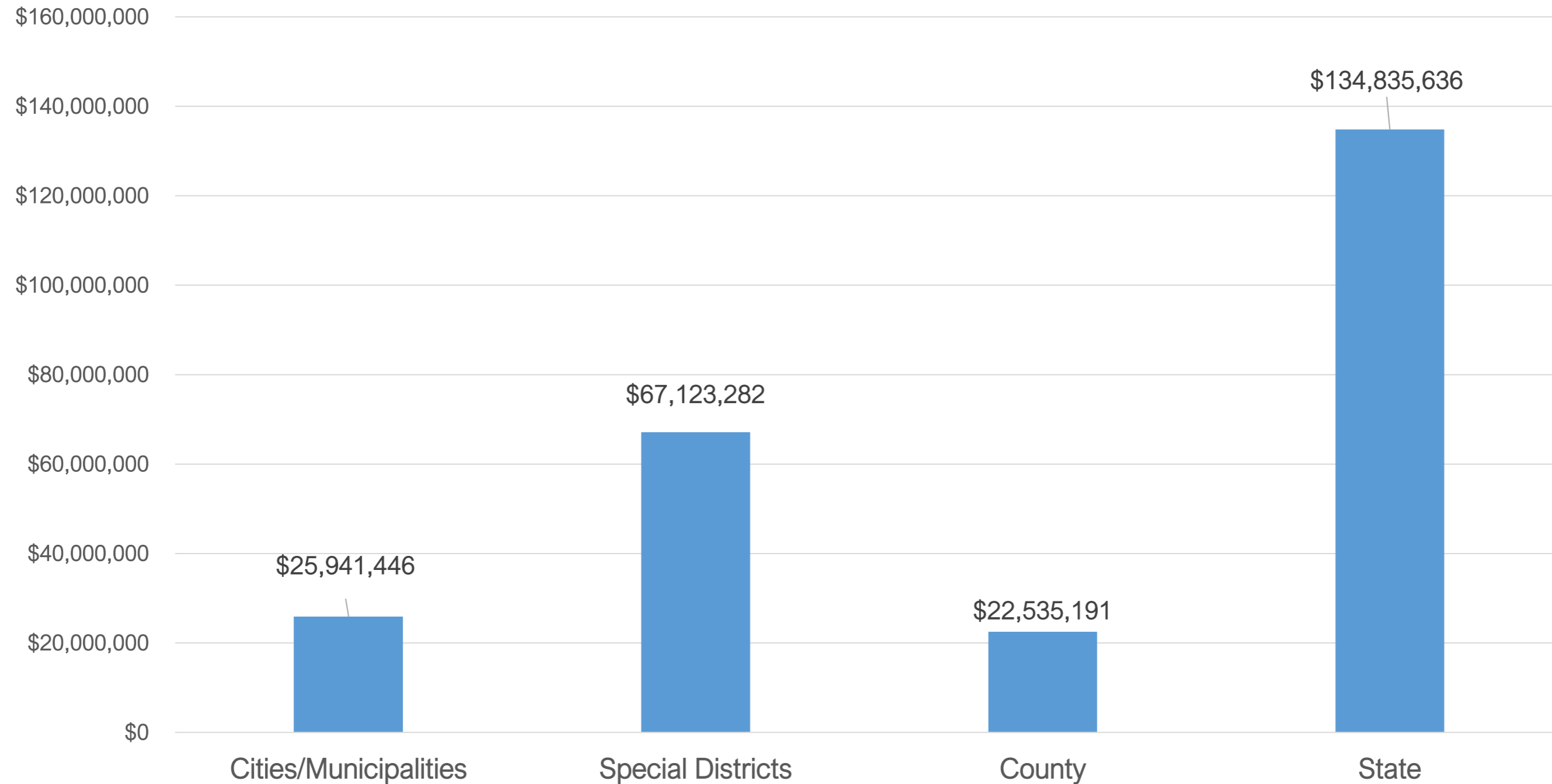


2019 Dayton Creative Industries Employment



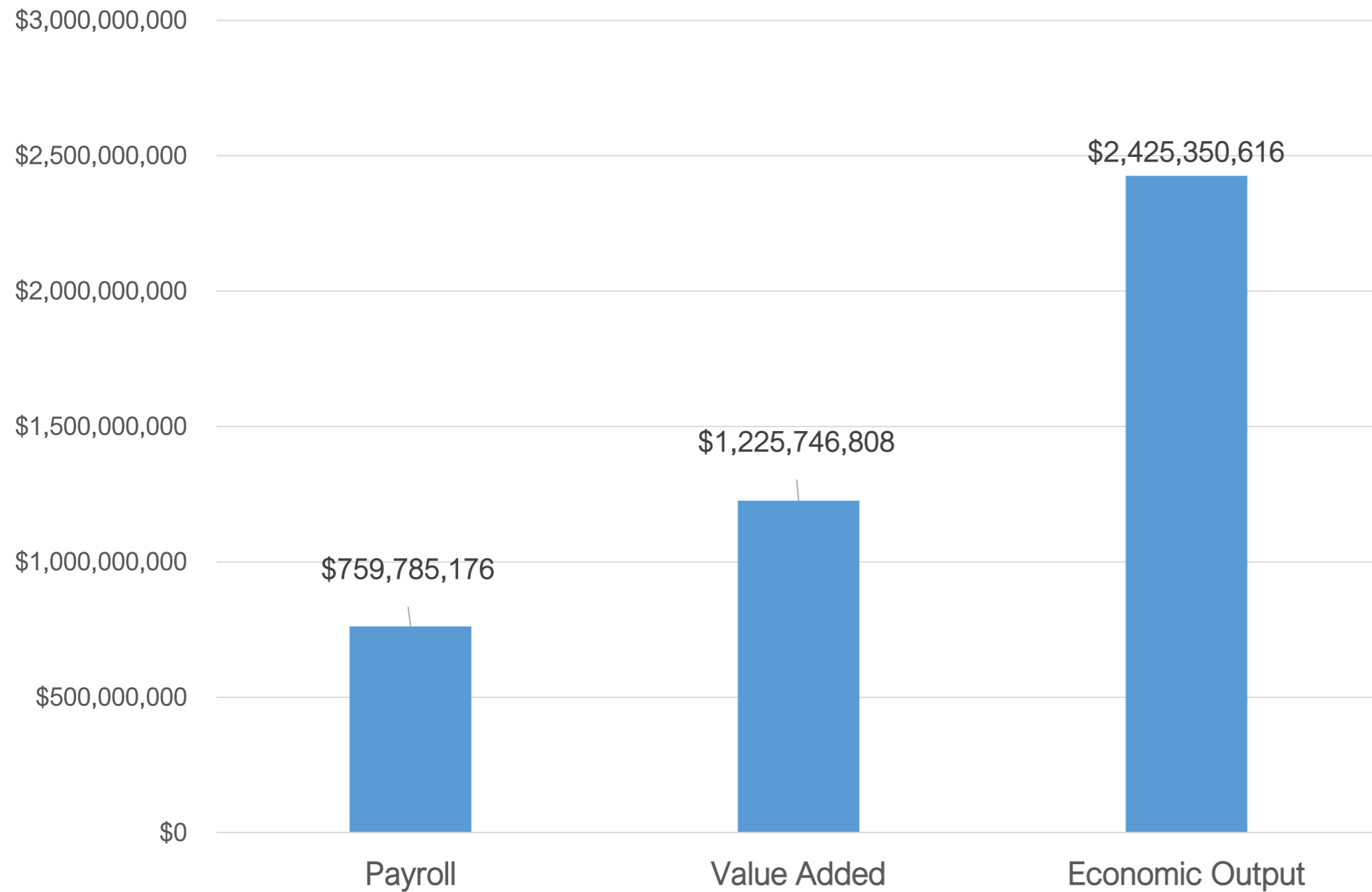
2019 Dayton Fiscal Contribution

2019 Dayton Creative Industries Fiscal Contribution

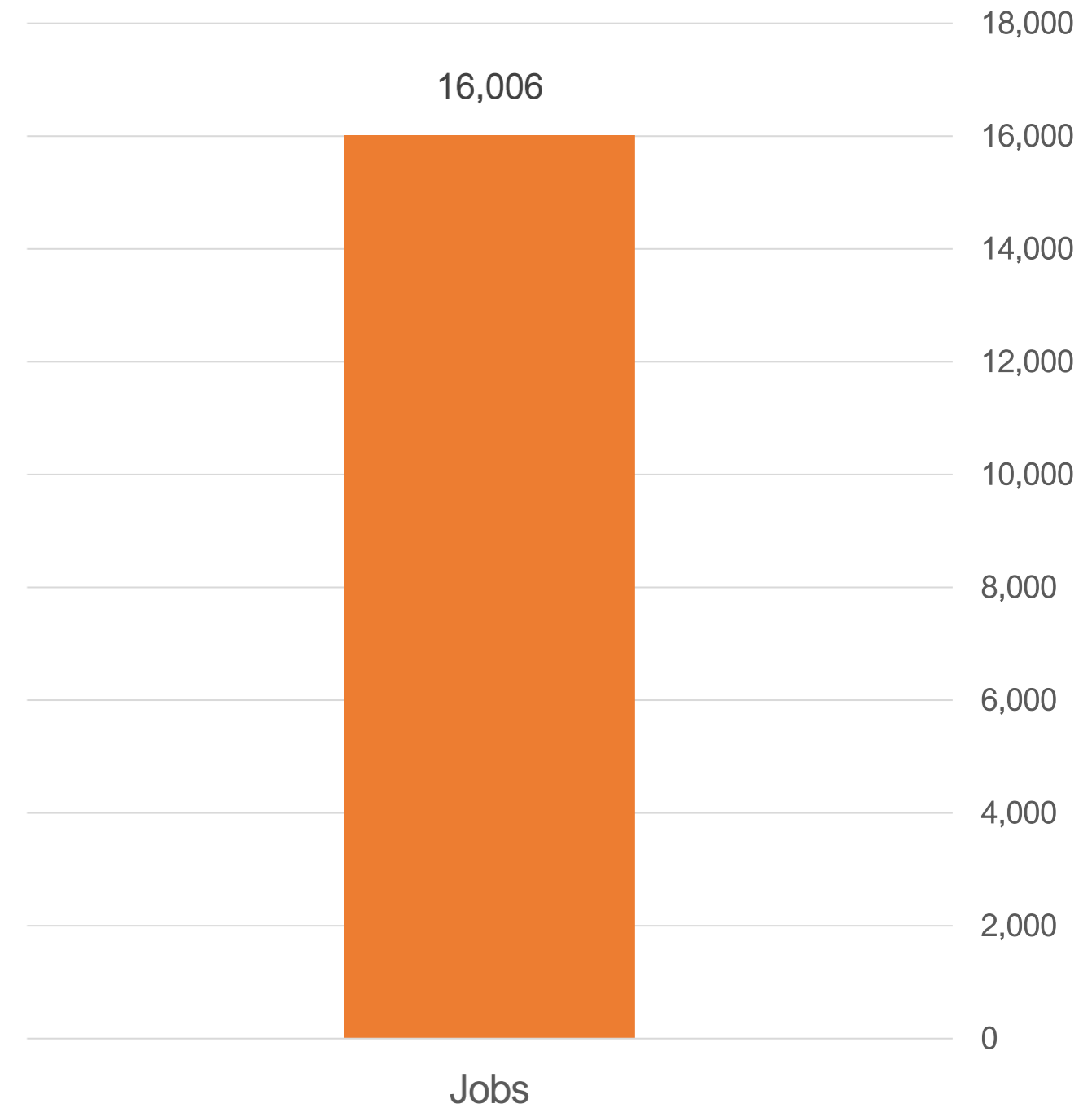


2019 Toledo Economic Contribution

2019 Toledo Creative Industries Economic Contribution

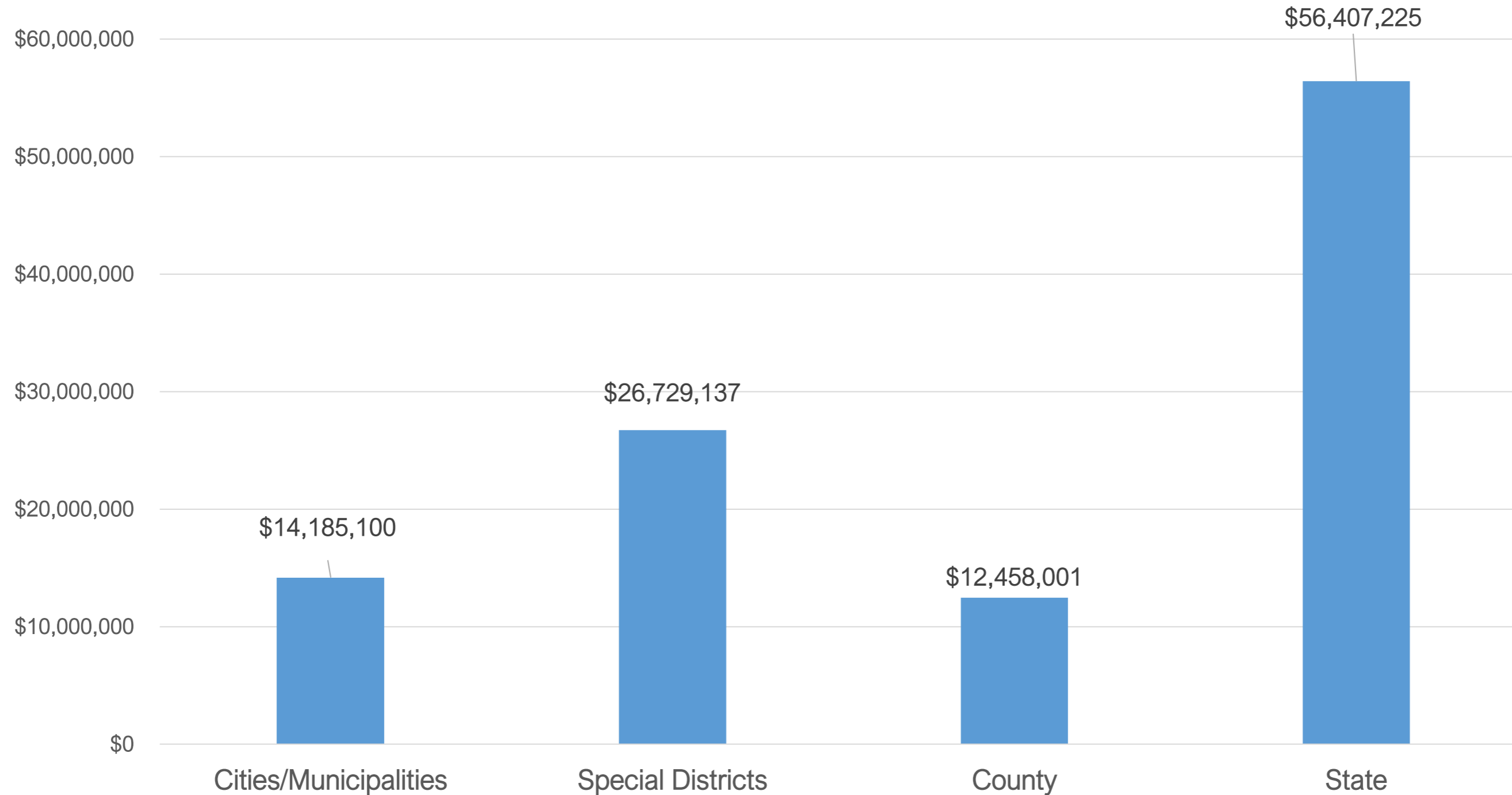


2019 Toledo Creative Industries Employment



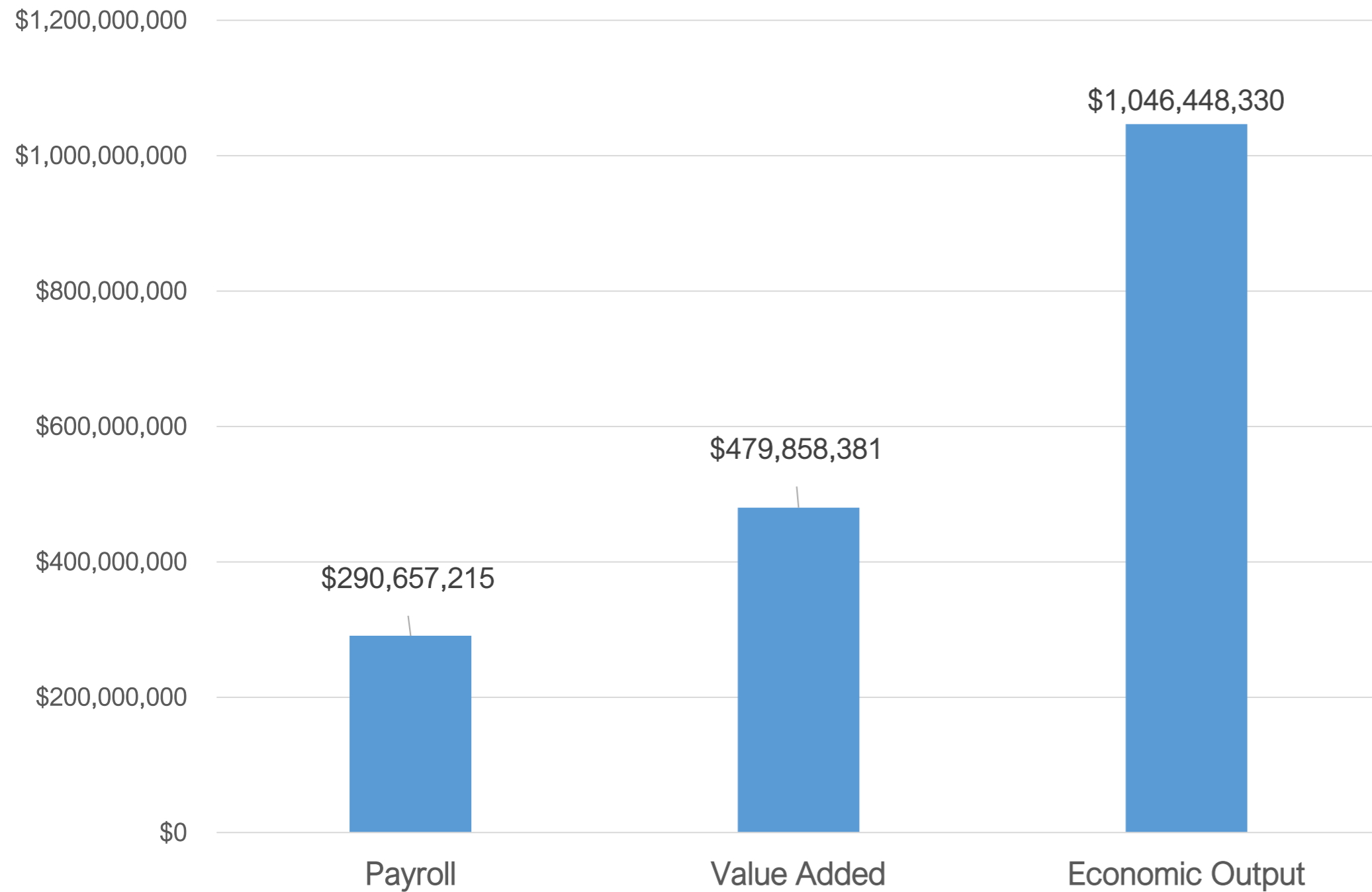
2019 Toledo Fiscal Contribution

2019 Toledo Creative Industries Fiscal Contribution

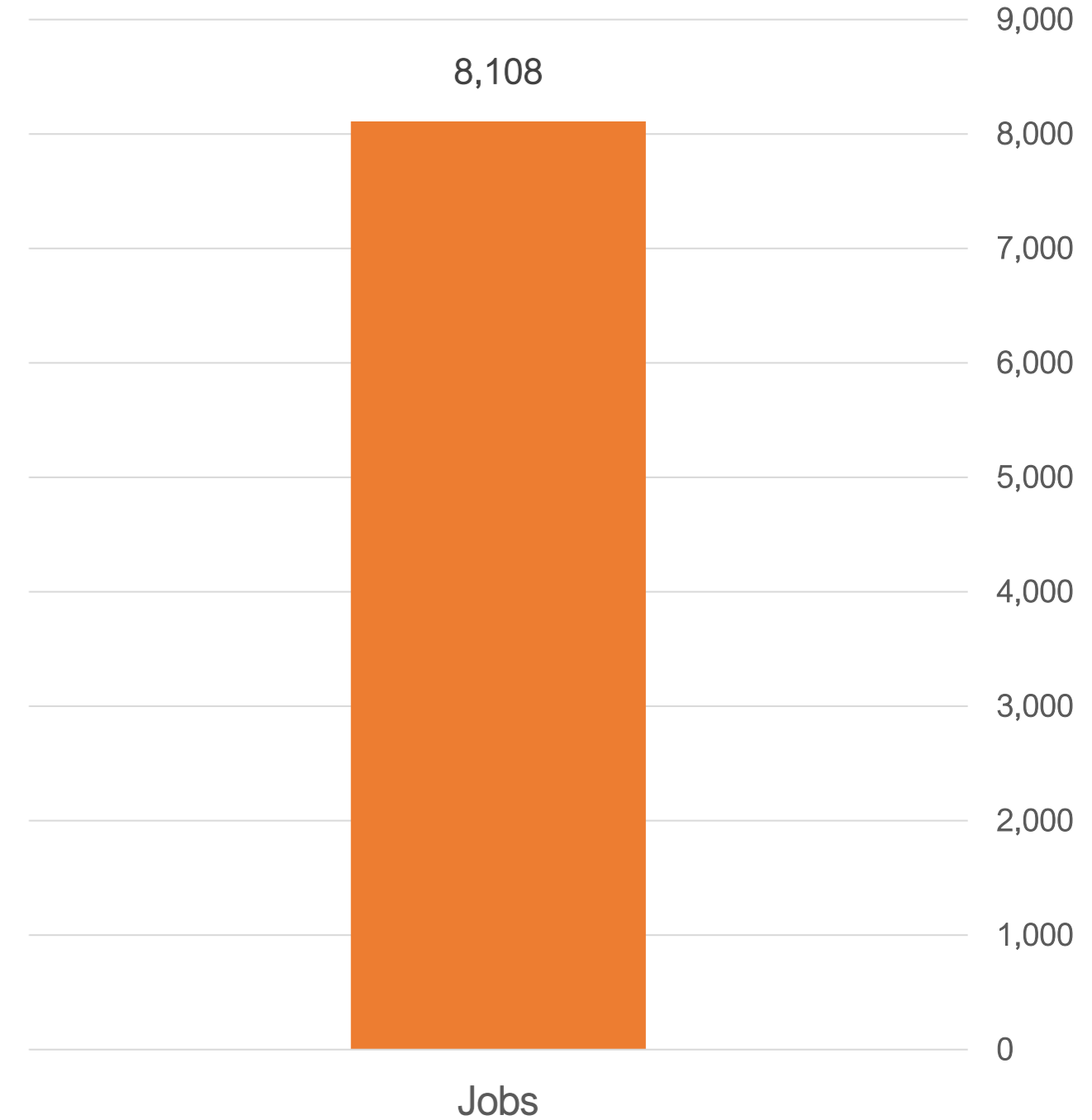


2019 Youngstown Economic Contribution

2019 Youngstown Creative Industries Economic Contribution

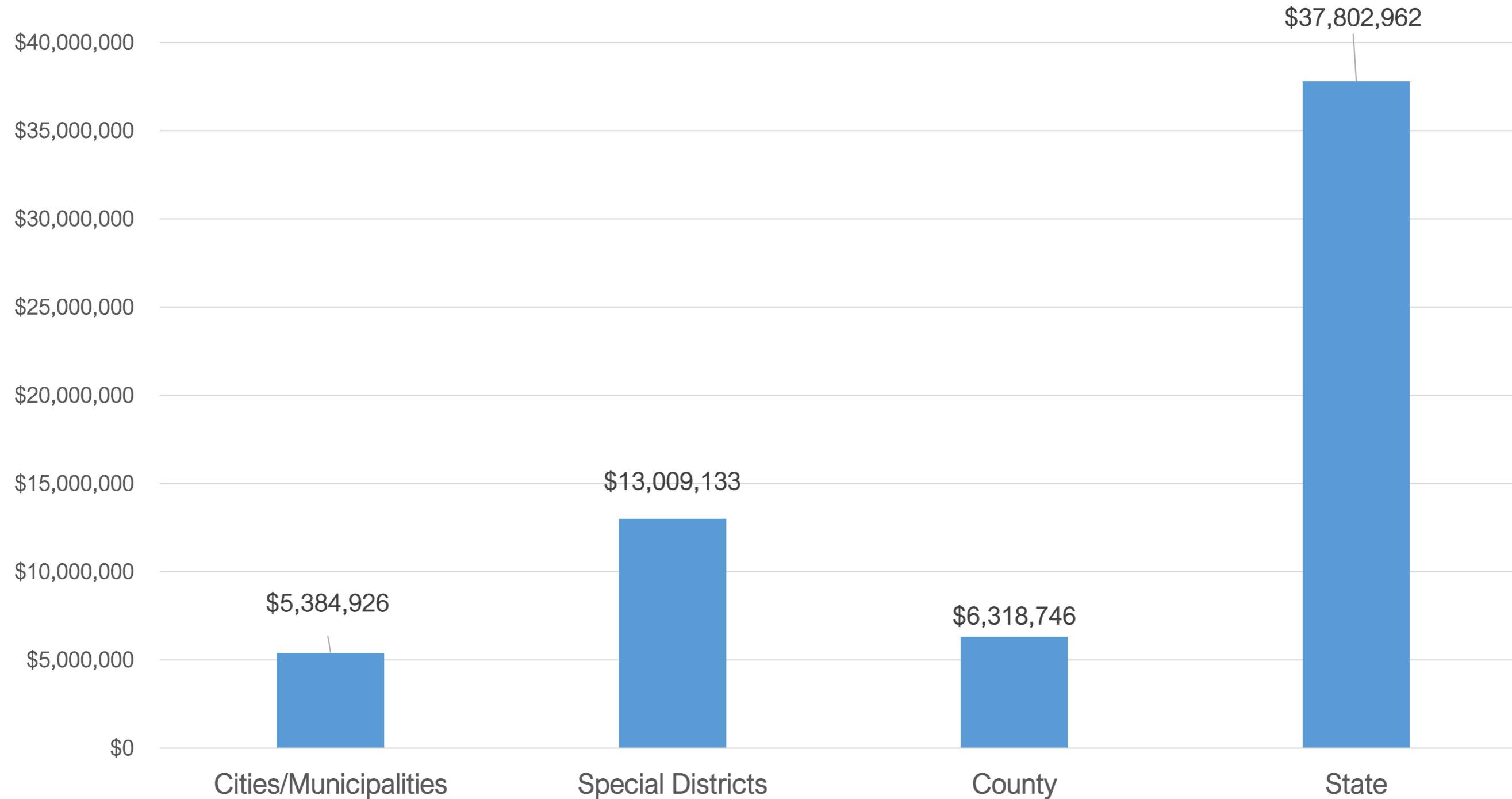


2019 Youngstown Creative Industries Employment



2019 Youngstown Fiscal Contribution

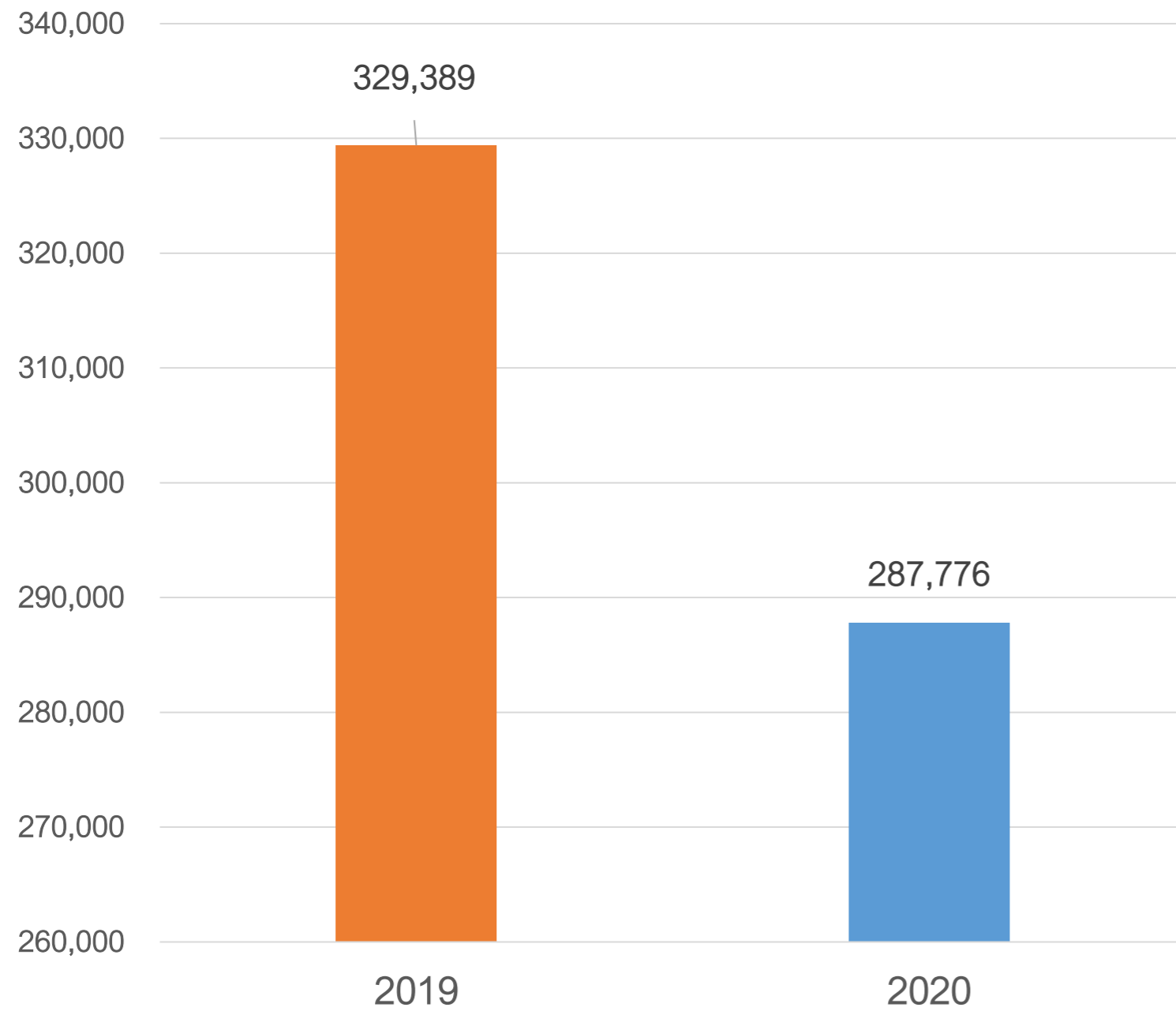
2019 Youngstown Creative Industries Fiscal Contribution



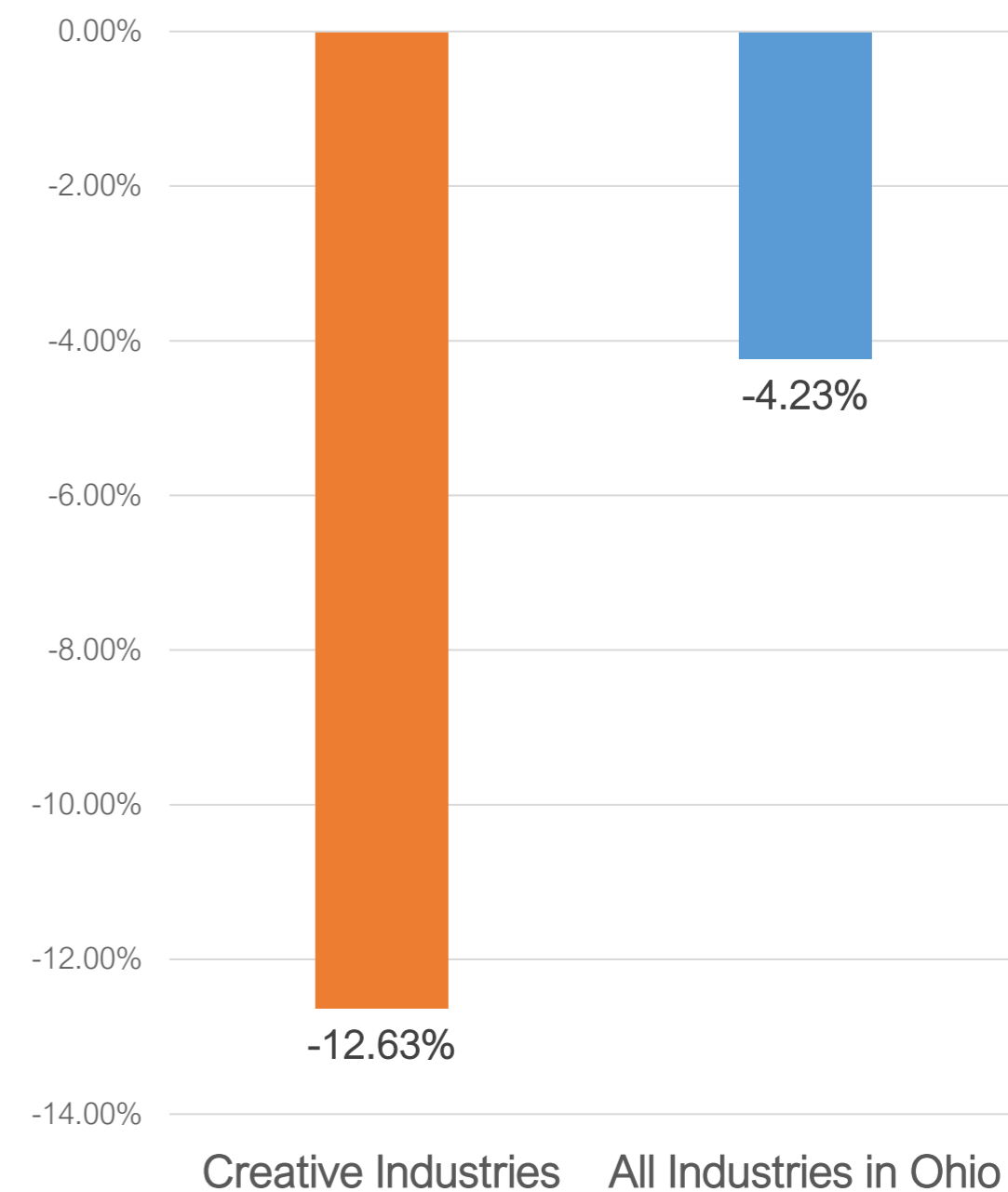
The Impact of the COVID-19 Pandemic on Creative Industries in Ohio

Creative Industries Change in Employment

Ohio Creative Industries Employment By Year

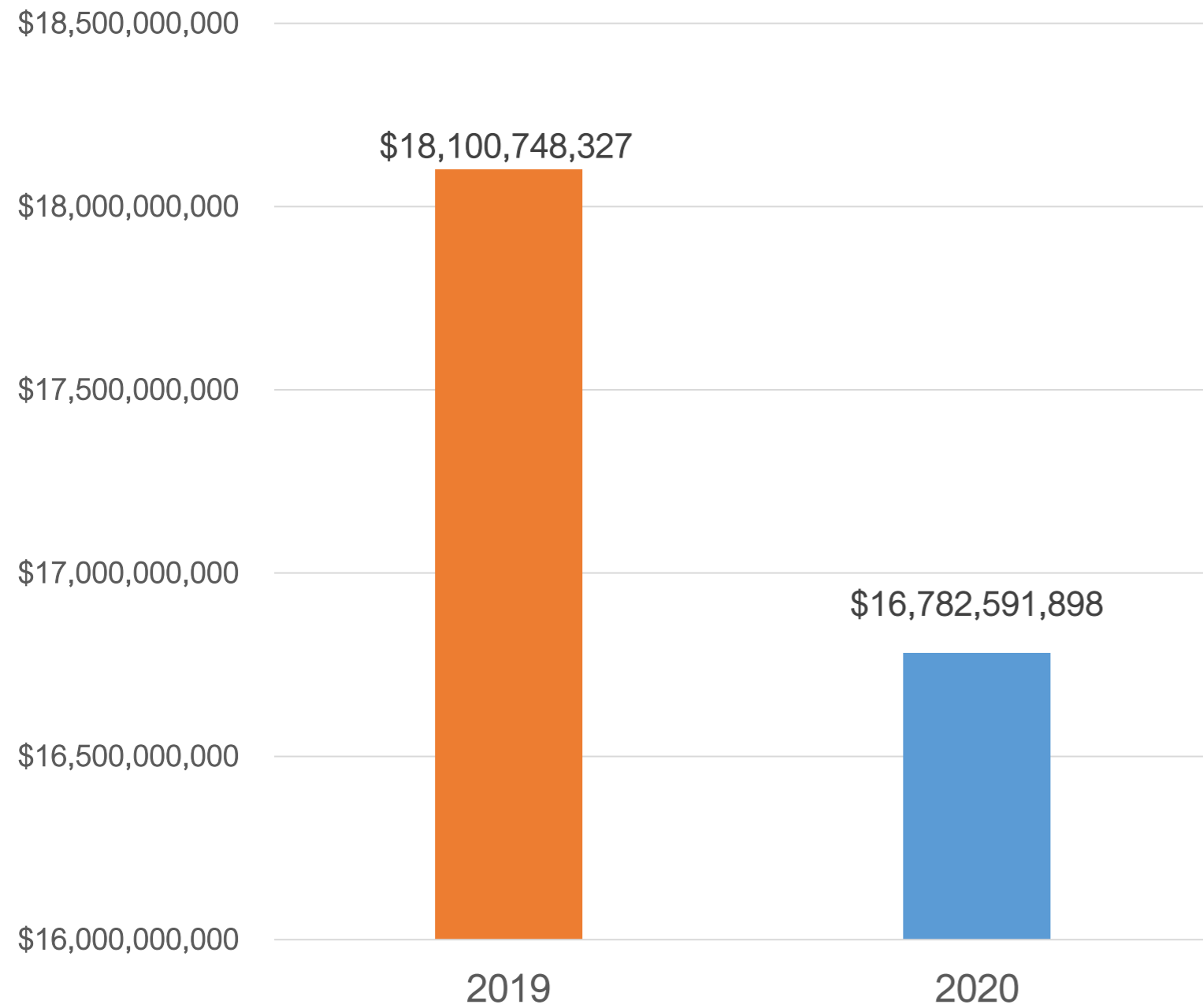


% Change in Employment (2019-2020)

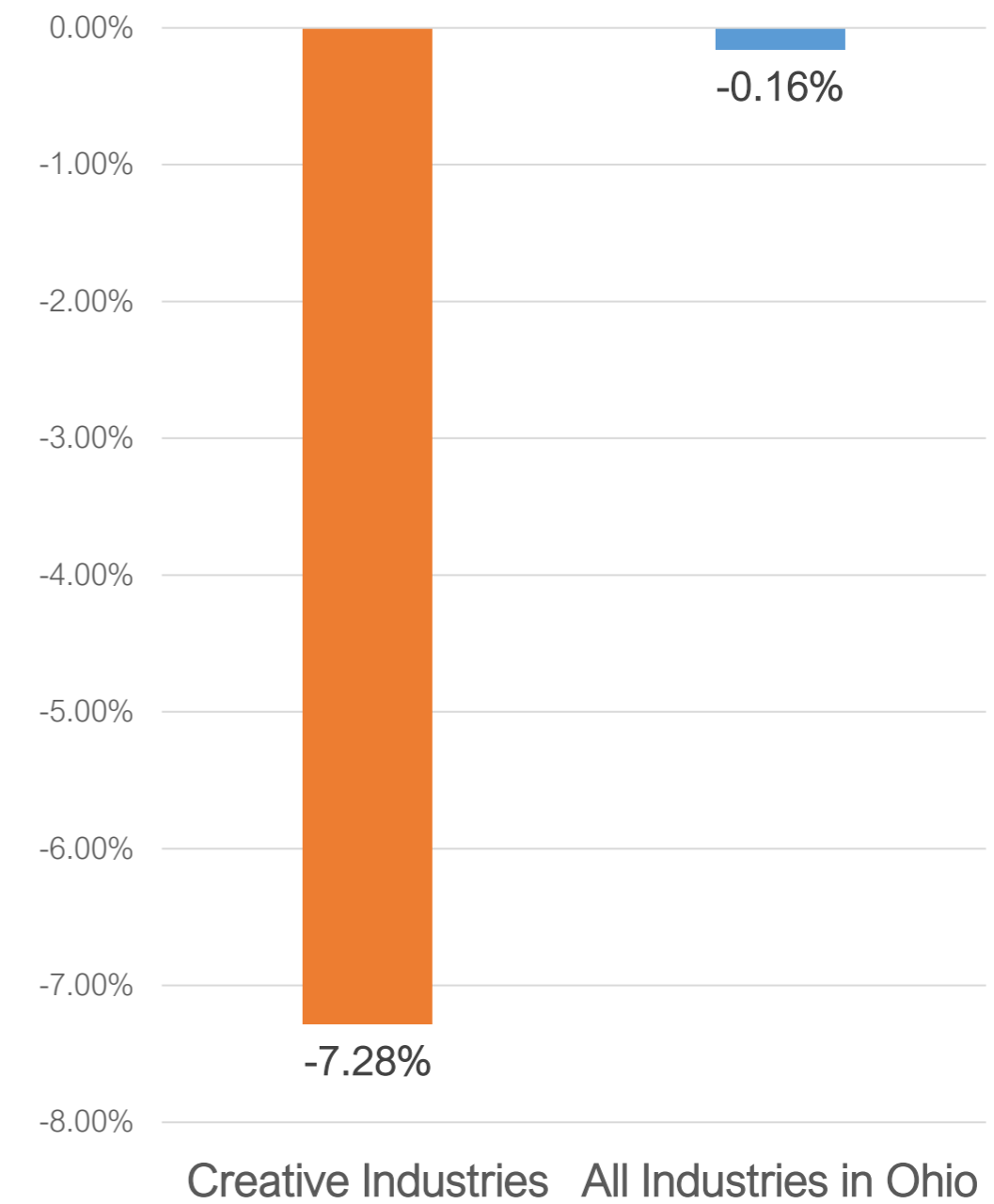


Creative Industries Change in Payroll

Ohio Creative Industries Payroll By Year

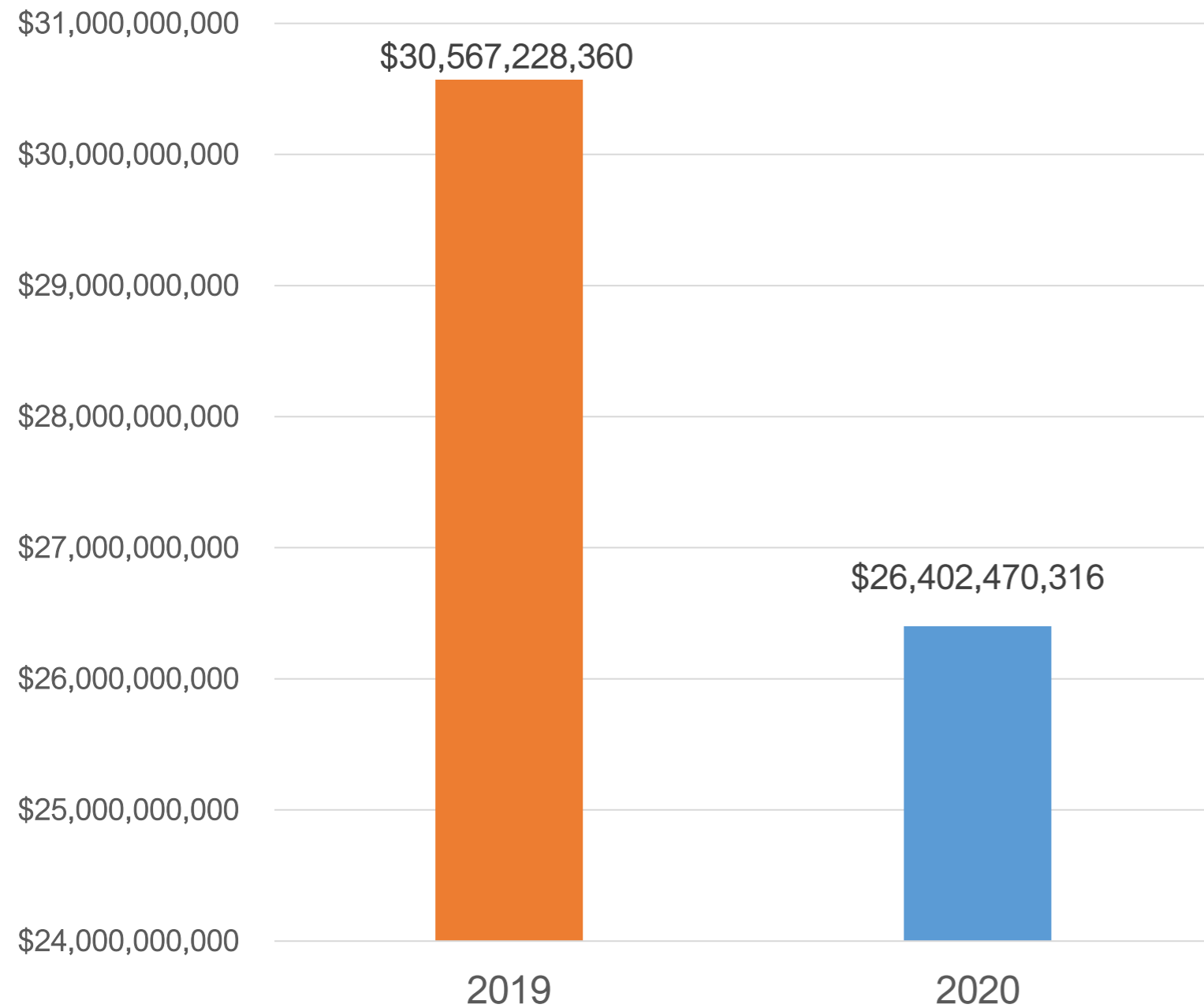


% Change in Payroll (2019-2020)

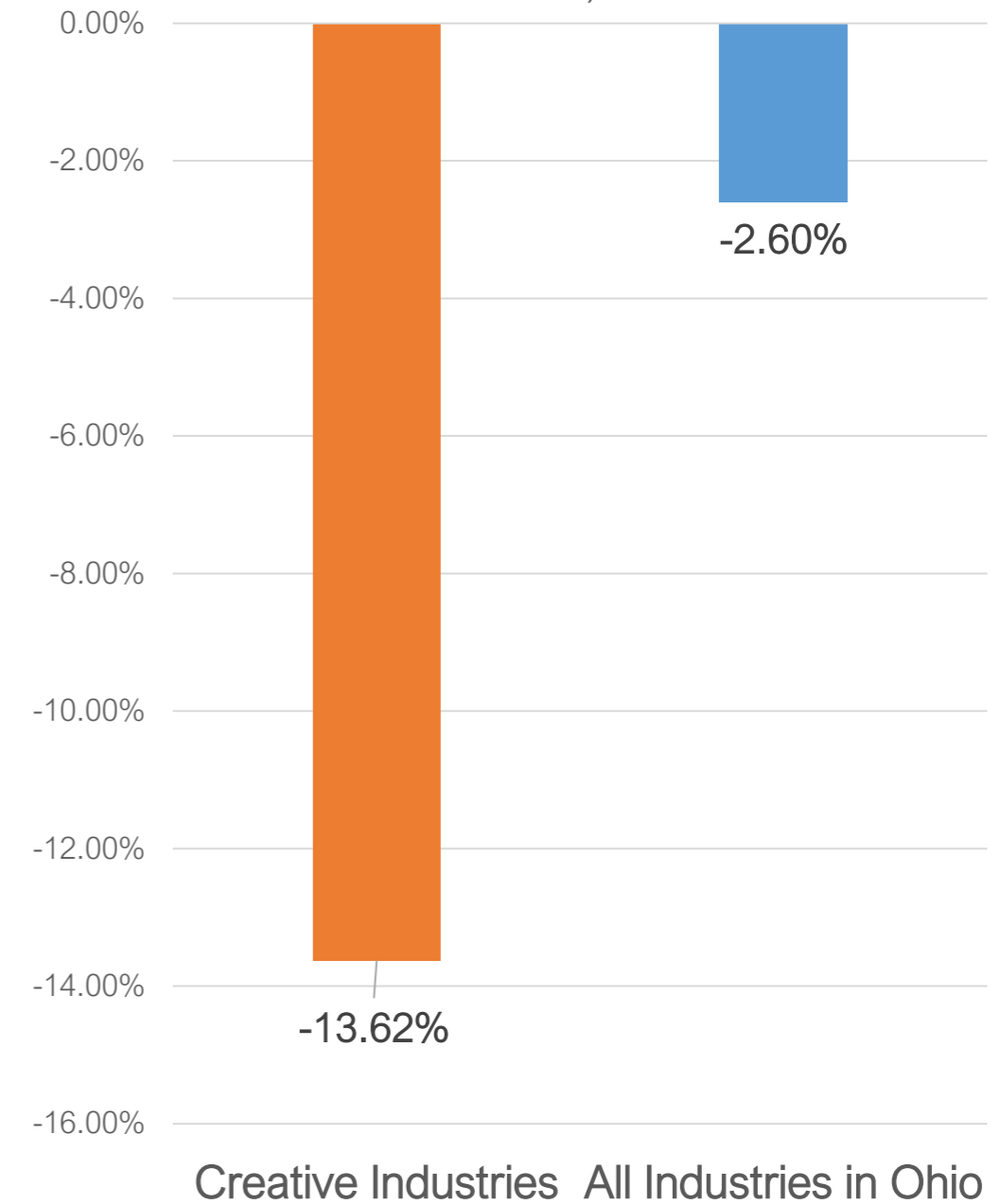


Creative Industries Change in Value Added

Ohio Creative Industries Value Added By Year

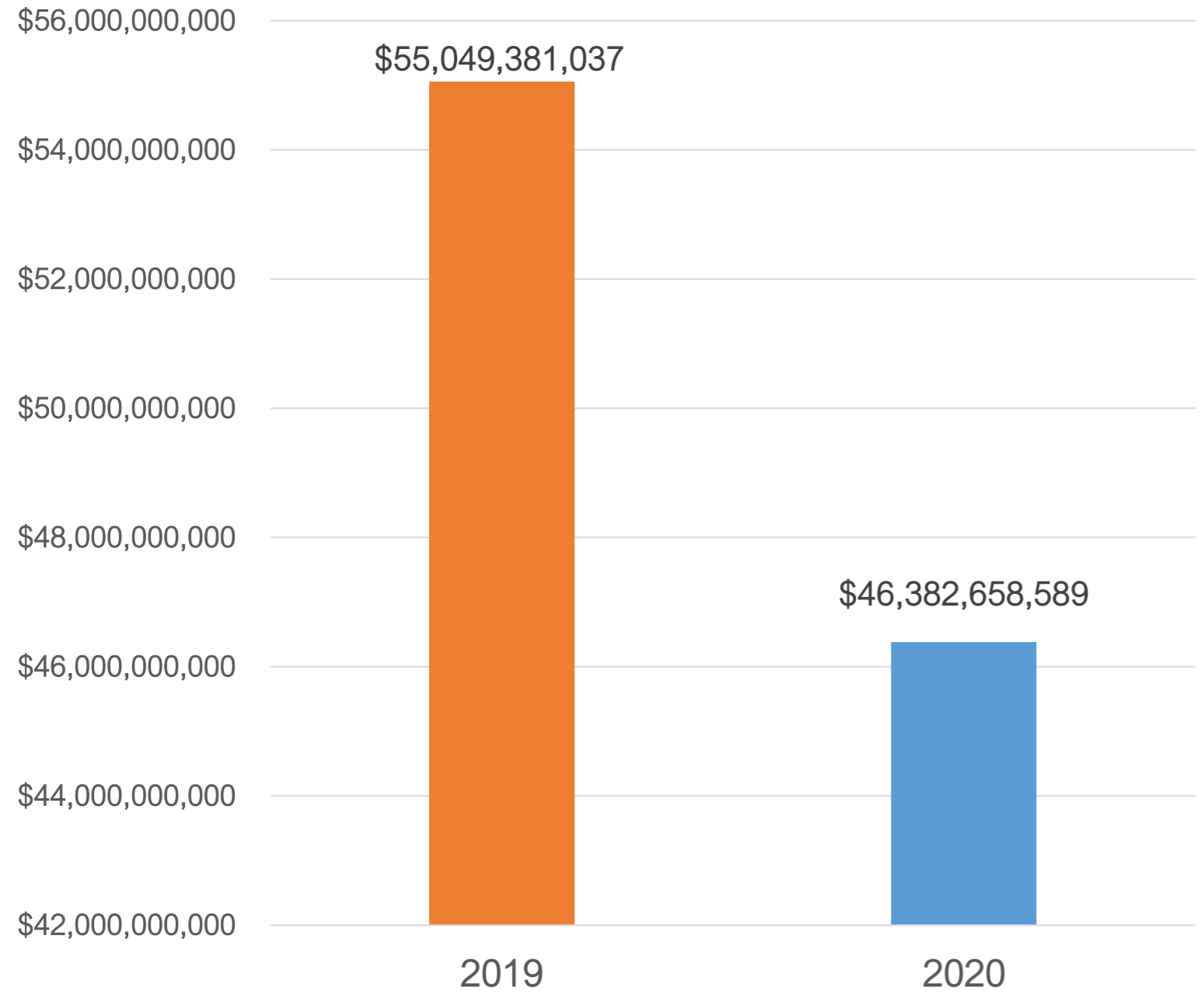


% Change in Value Added (2019-2020)

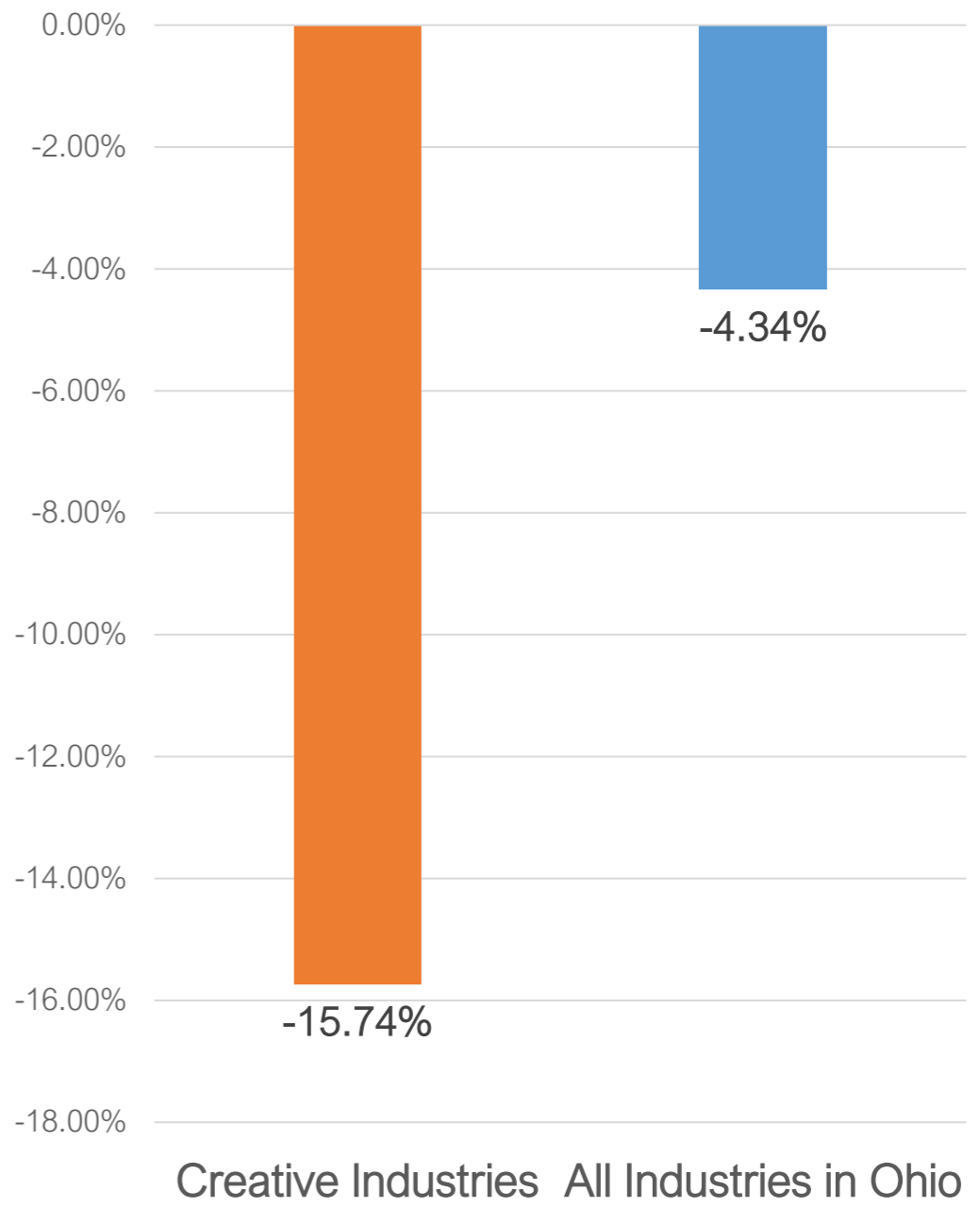


Creative Industries Change in Economic Output

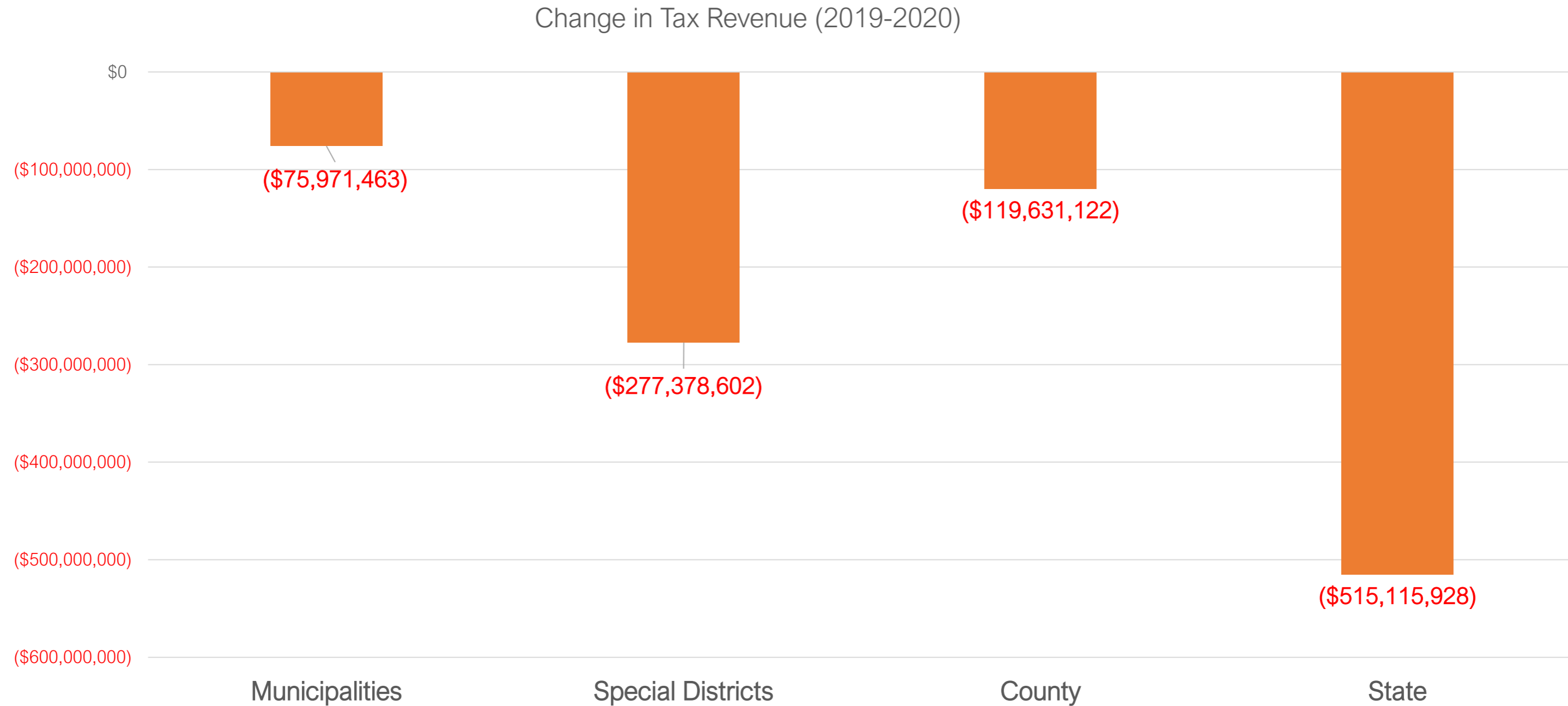
Ohio Creative Industries Economic Output By Year



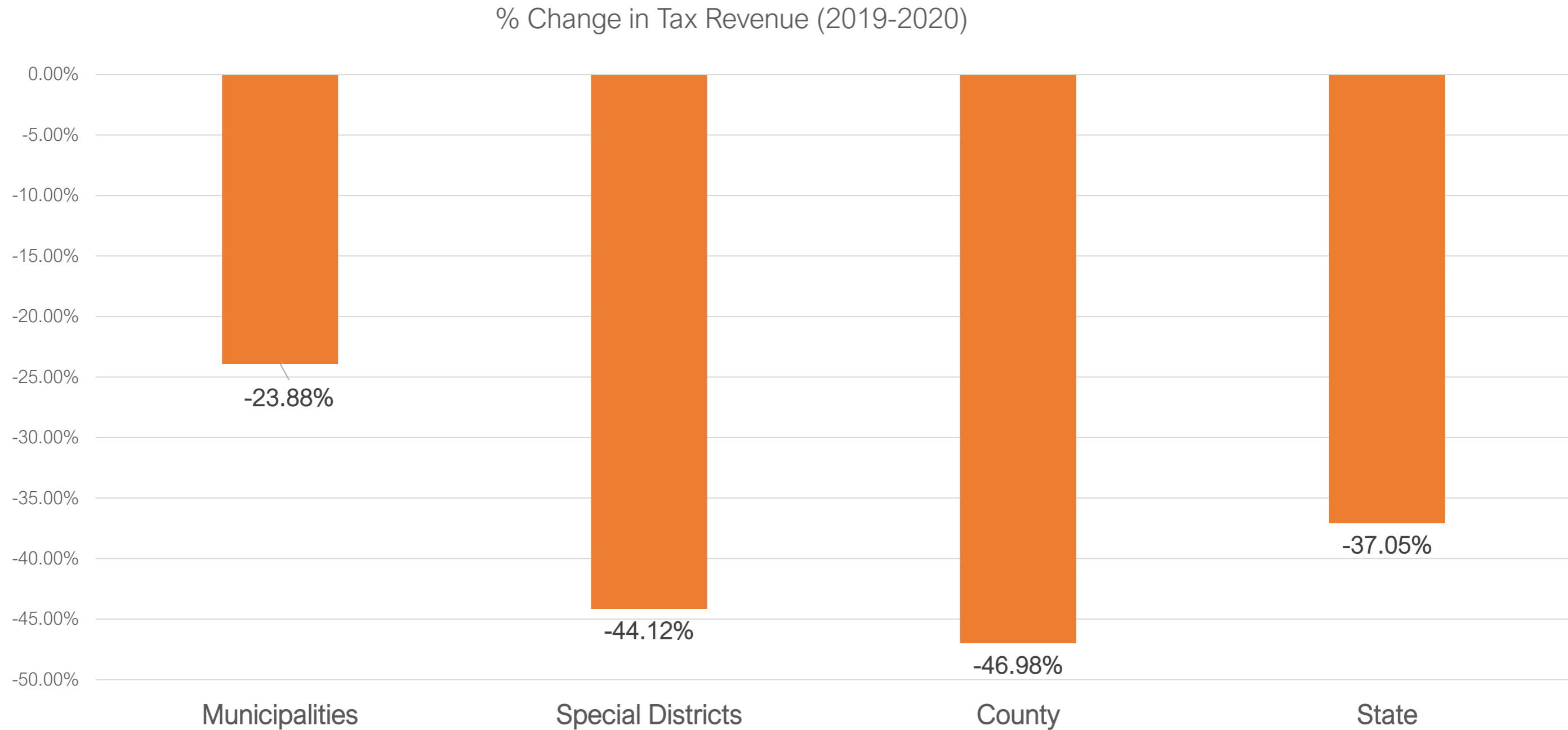
% Change in Output (2019-2020)



Change in Fiscal Contribution



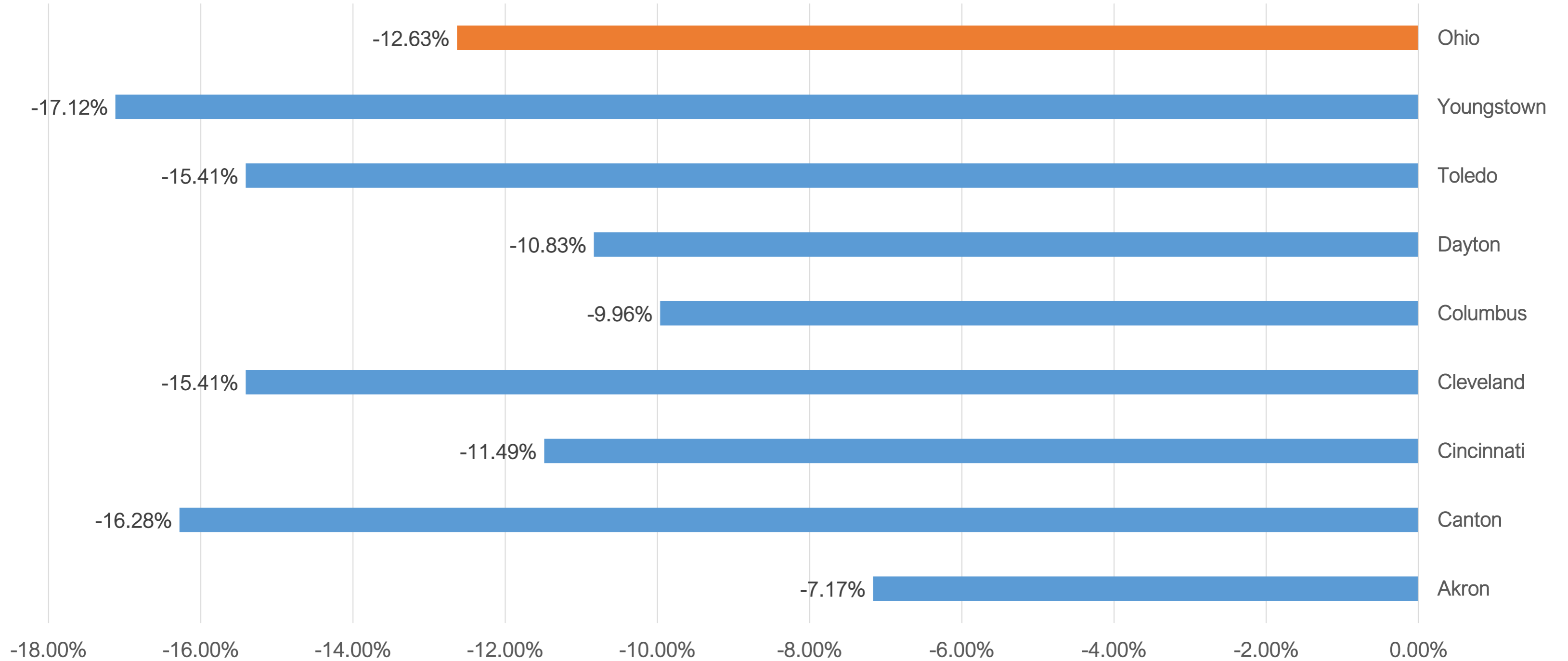
Change in Ohio Fiscal Contribution



The Impact of the COVID-19 Pandemic on Creative Industries in Regions Across Ohio

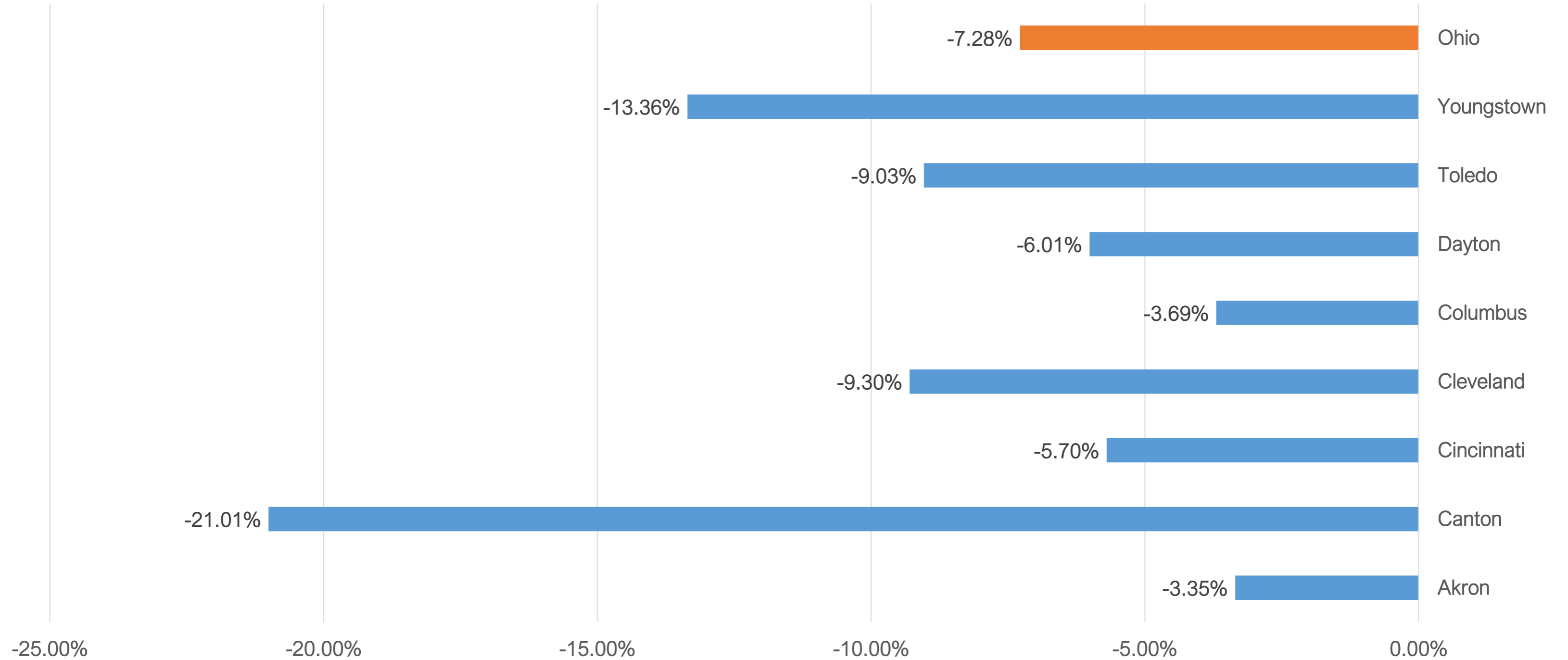
Change in Creative Employment (2019-2020)

% Change in Creative Employment (2019-2020)



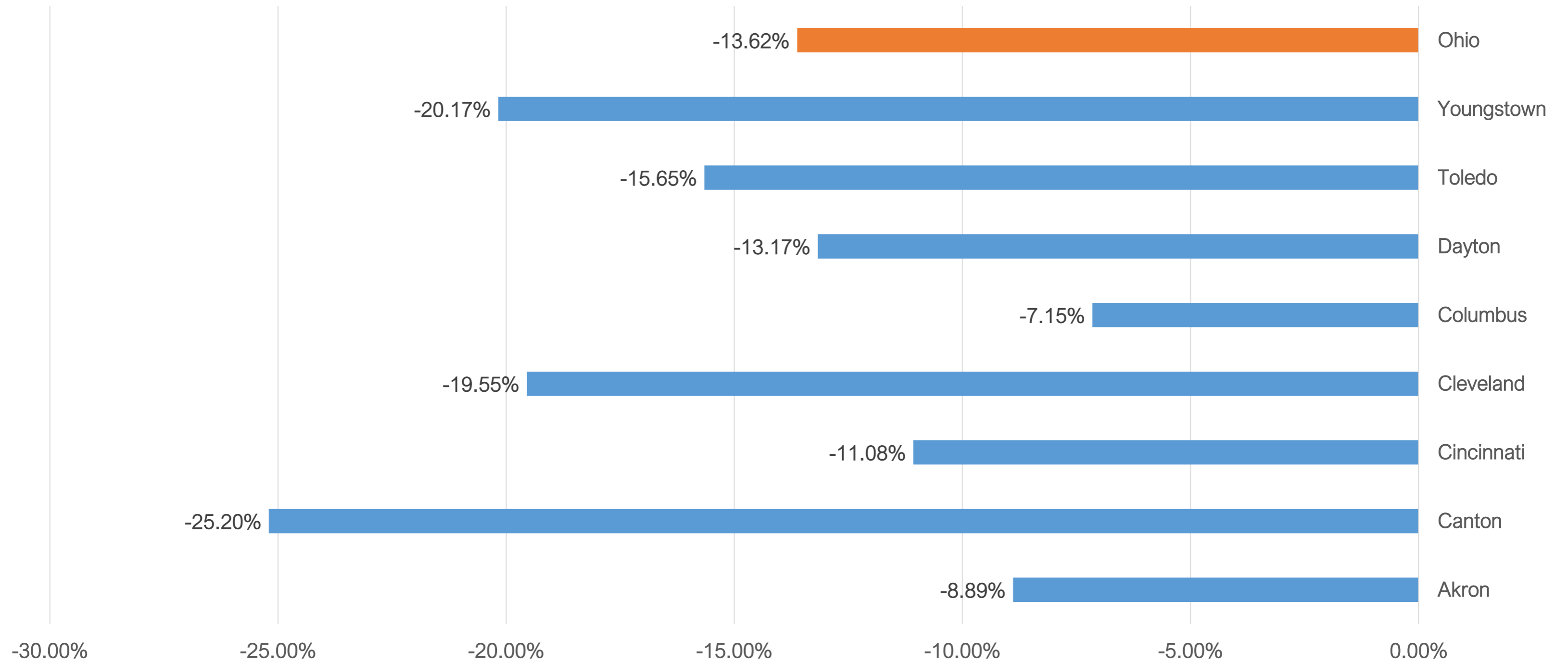
Change in Creative Payroll (2019-2020)

% Change in Creative Payroll (2019-2020)



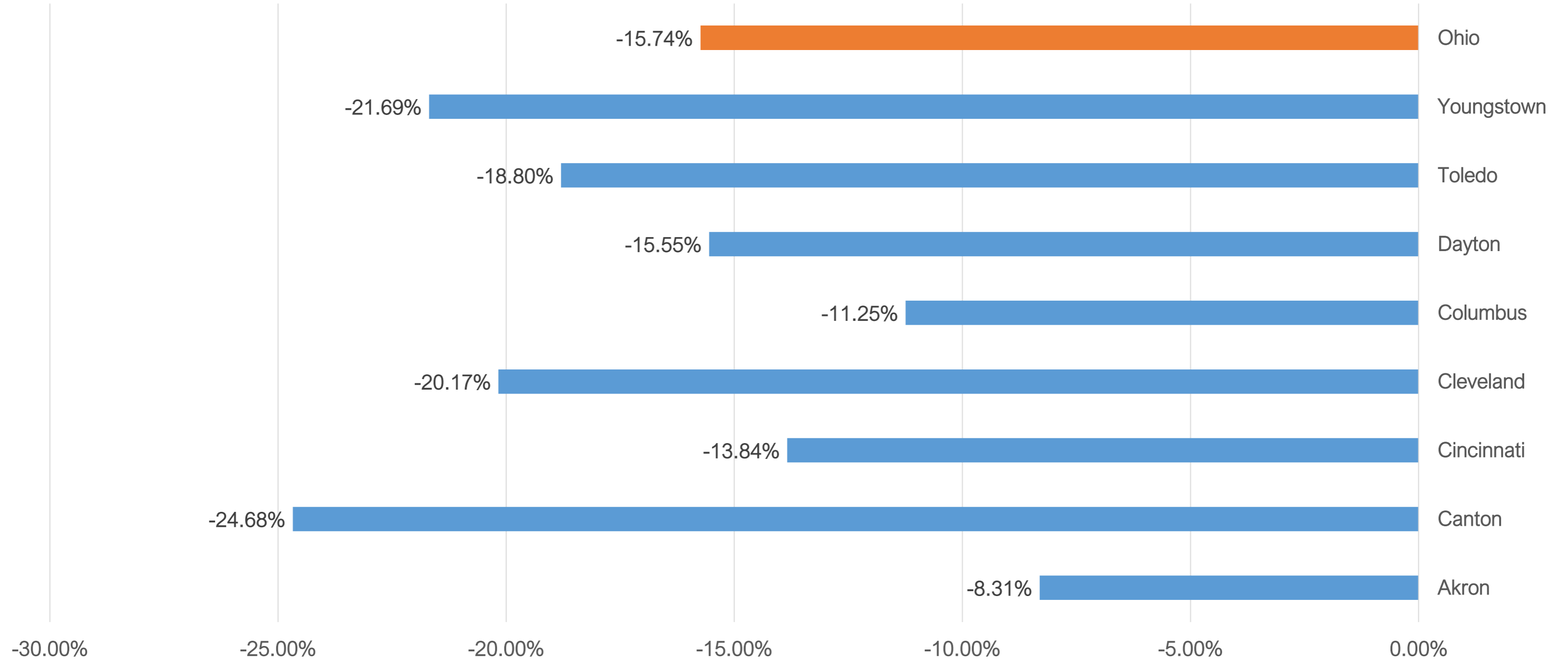
Change in Creative Value Added (2019-2020)

% Change in Creative Value Added (2019-2020)



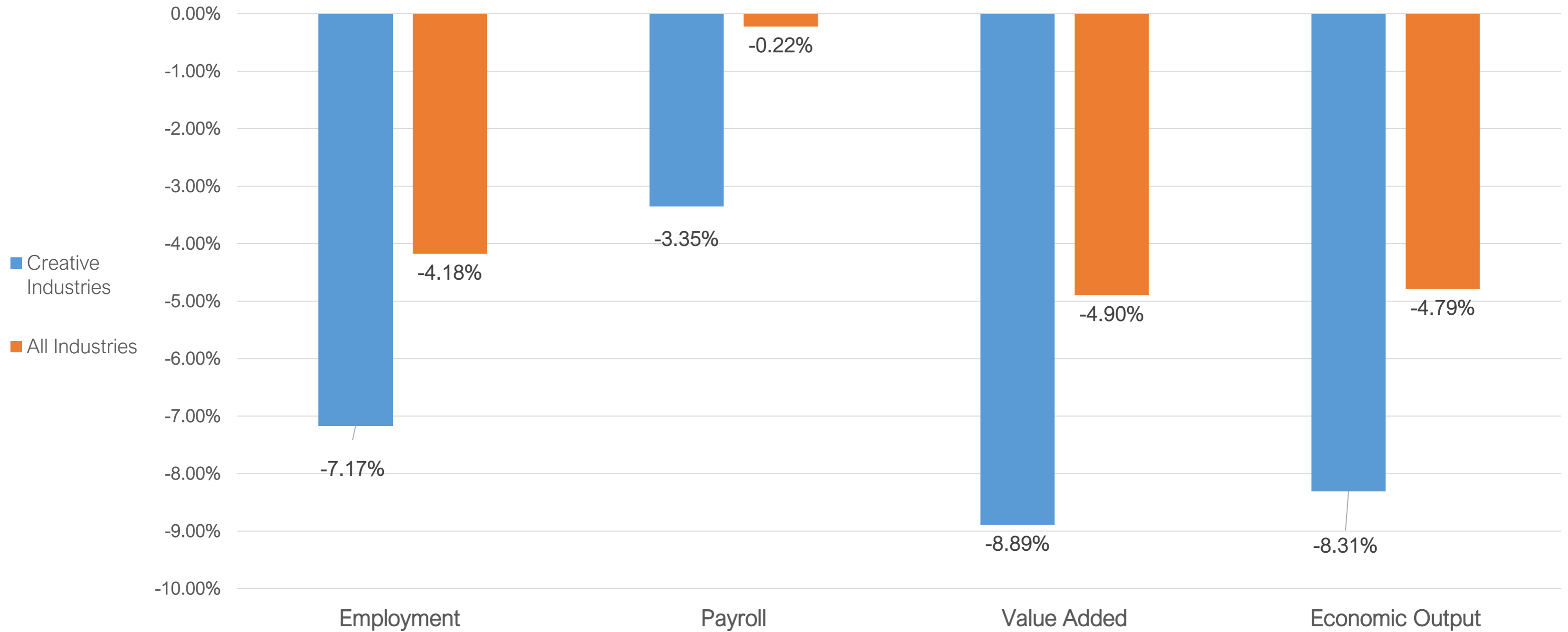
Change in Creative Economic Output (2019-2020)

% Change in Creative Economic Output (2019-2020)

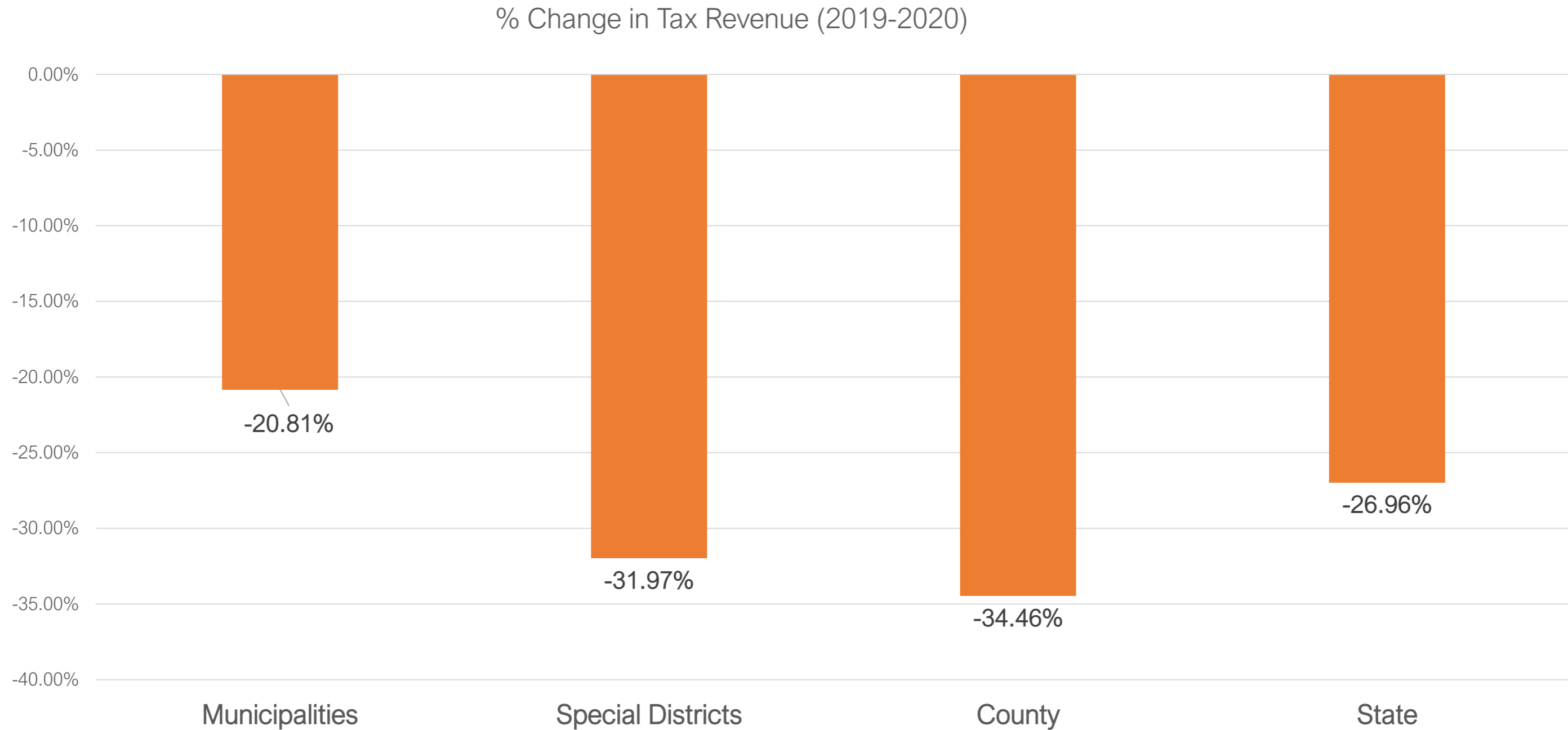


Change in Akron Creative Industries vs. Overall Economy

% Change of Economic Indicators in Akron Creative vs. All Industries (2019-2020)

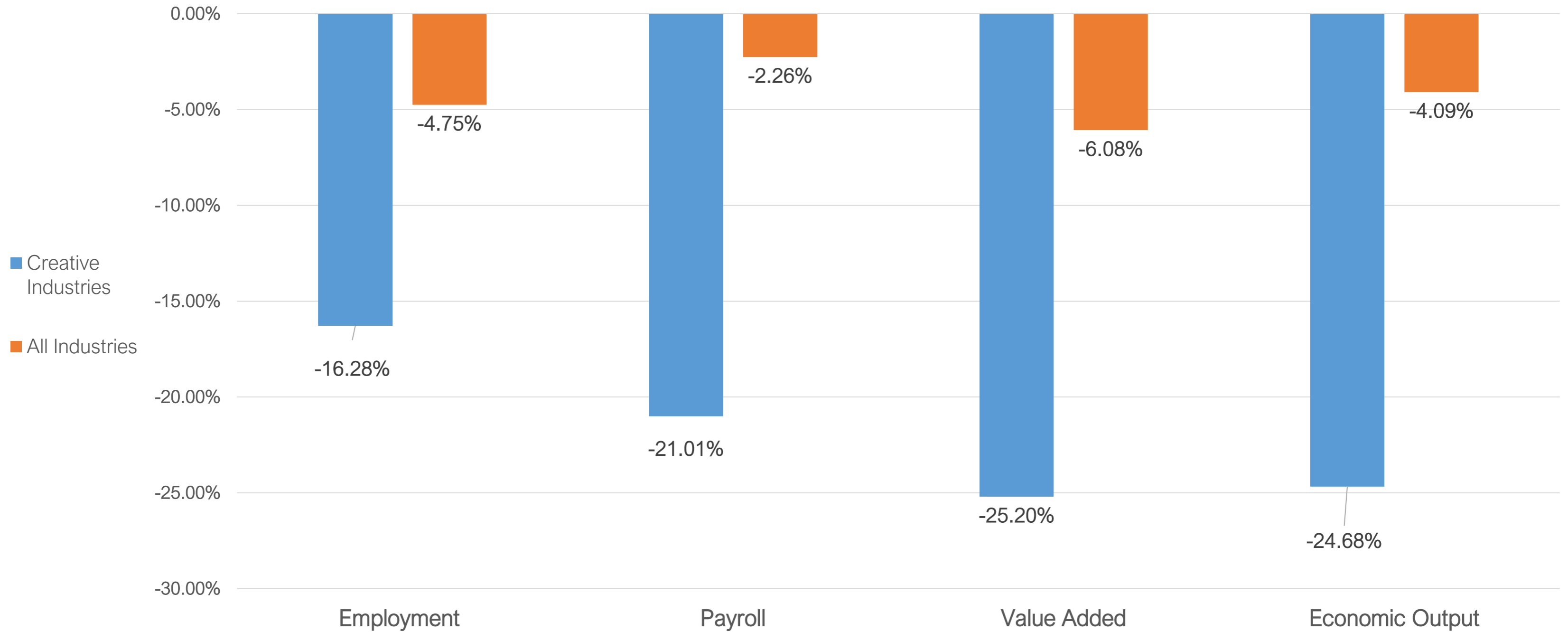


Change in Akron Fiscal Contribution

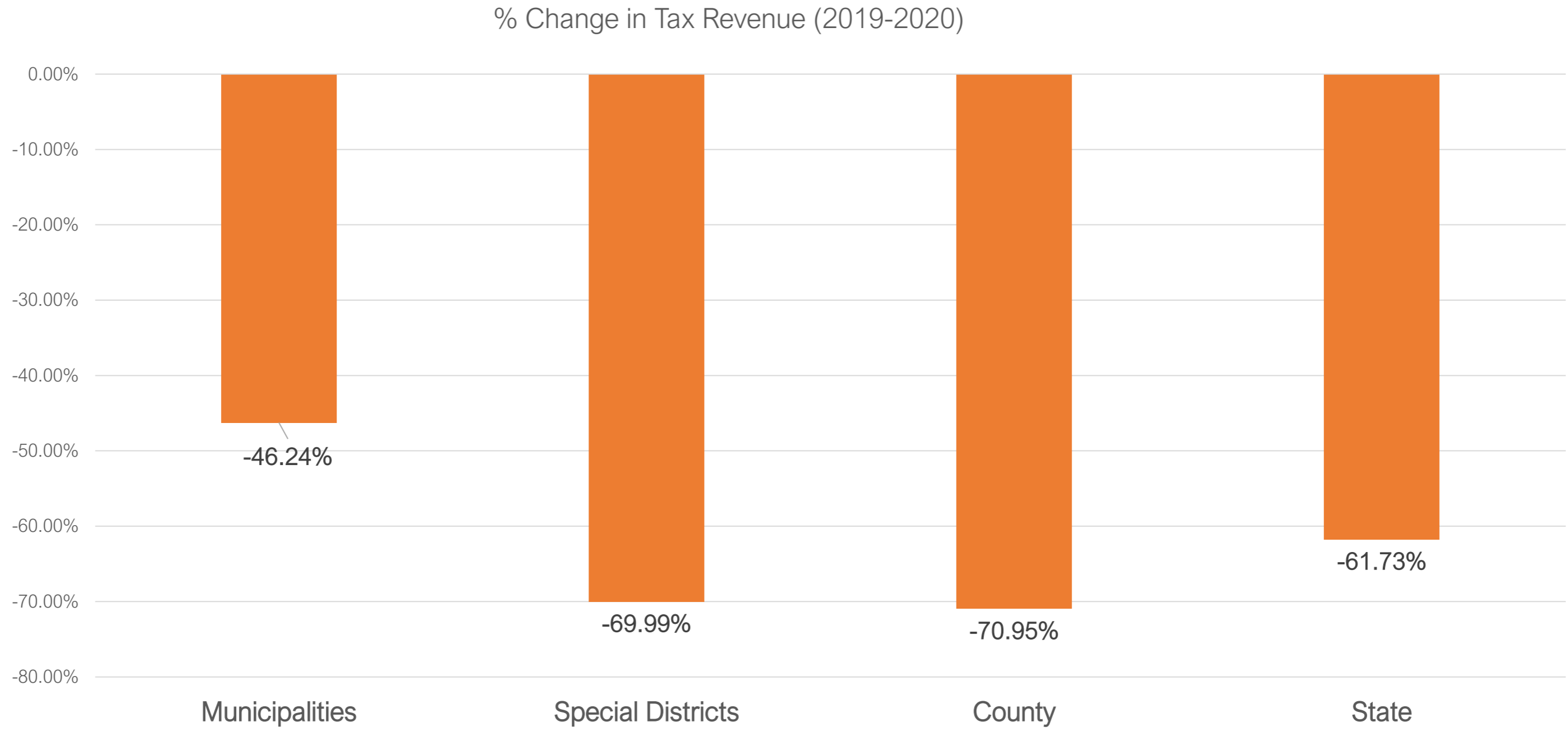


Change in Canton Creative Industries vs. Overall Economy

% Change of Economic Indicators in Canton Creative vs. All Industries (2019-2020)

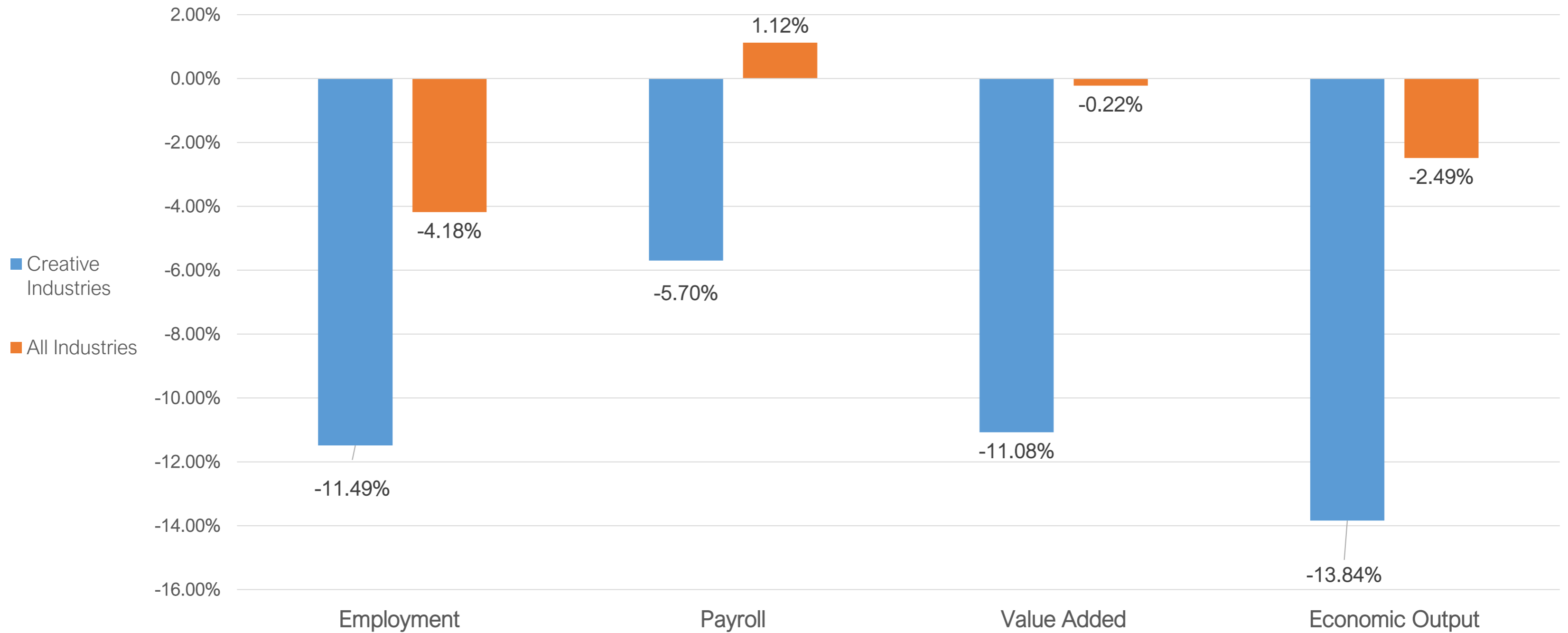


Change in Canton Fiscal Contribution

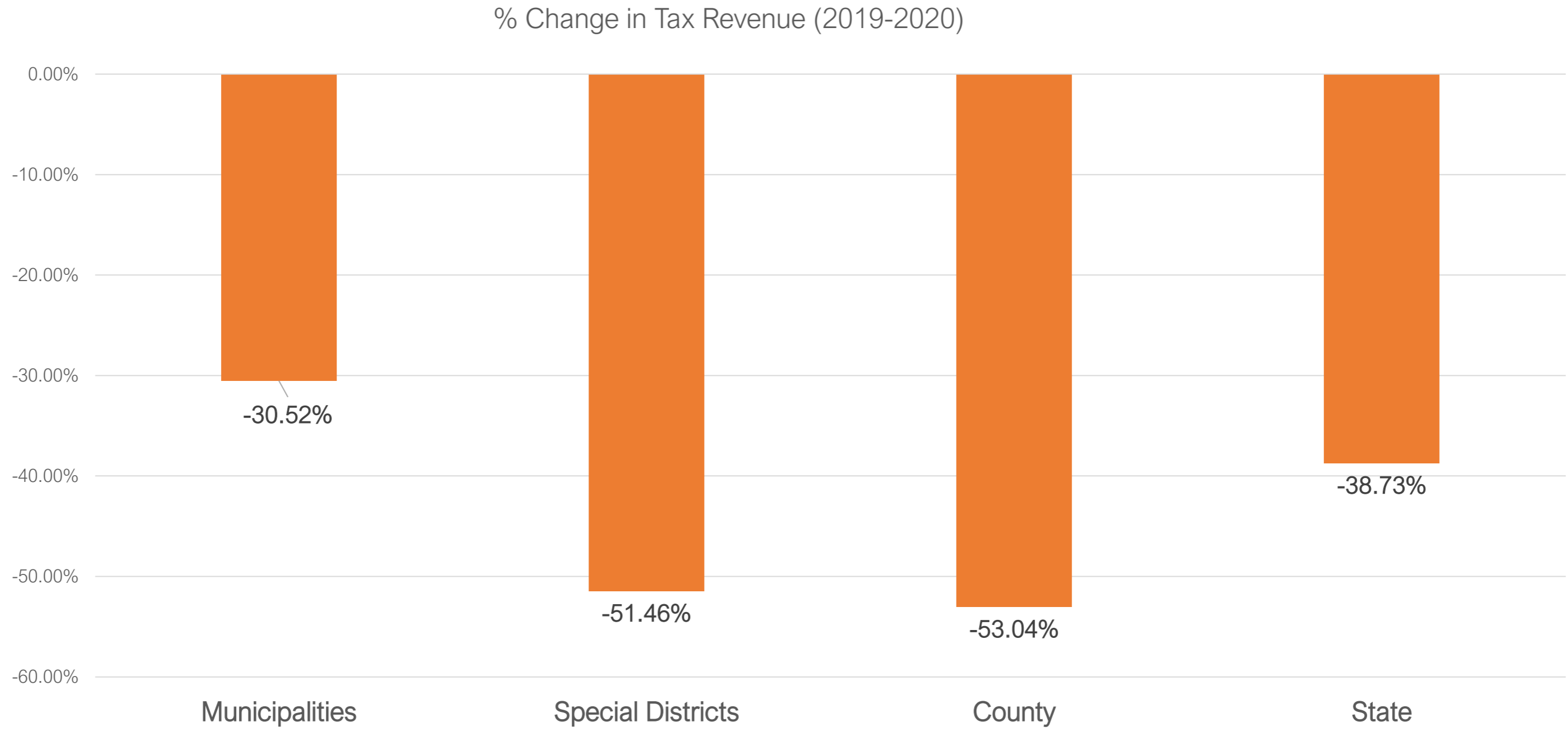


Change in Cincinnati Creative Industries vs. Overall Economy

% Change of Economic Indicators in Cincinnati Creative vs. All Industries (2019-2020)

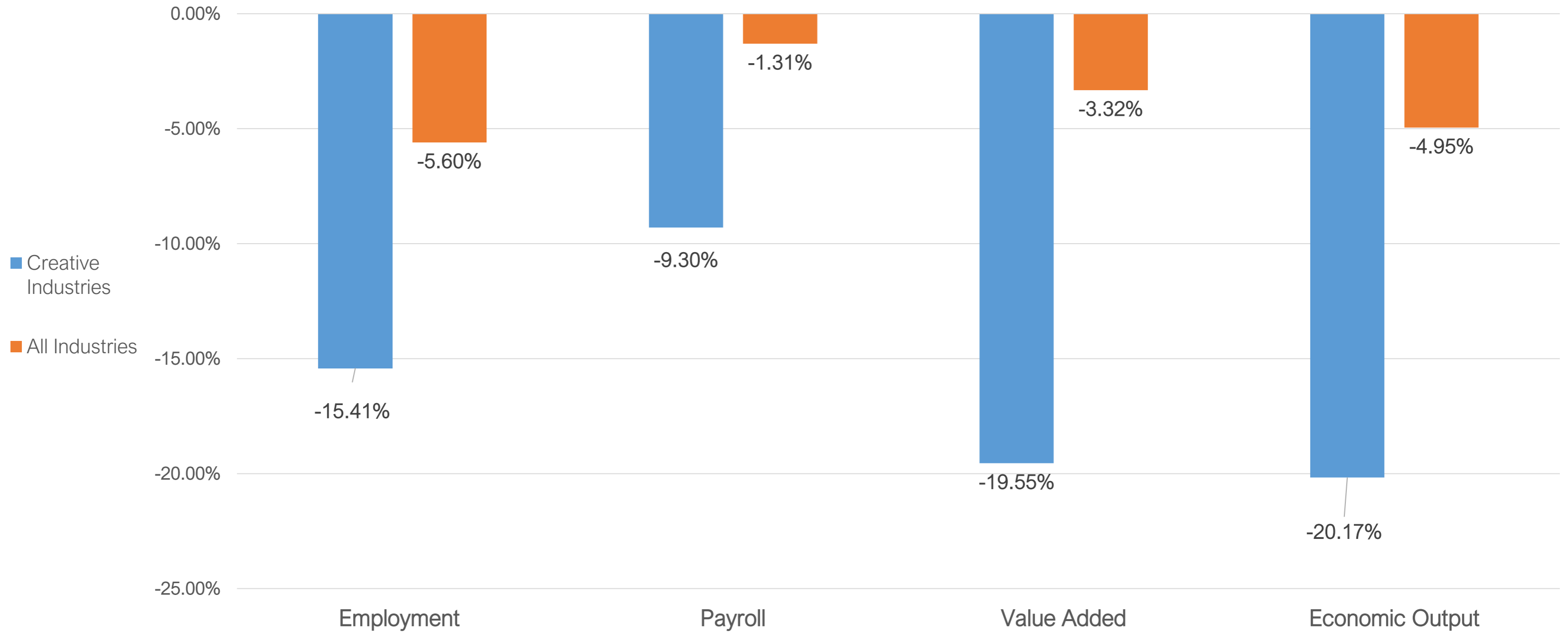


Change in Cincinnati Fiscal Contribution

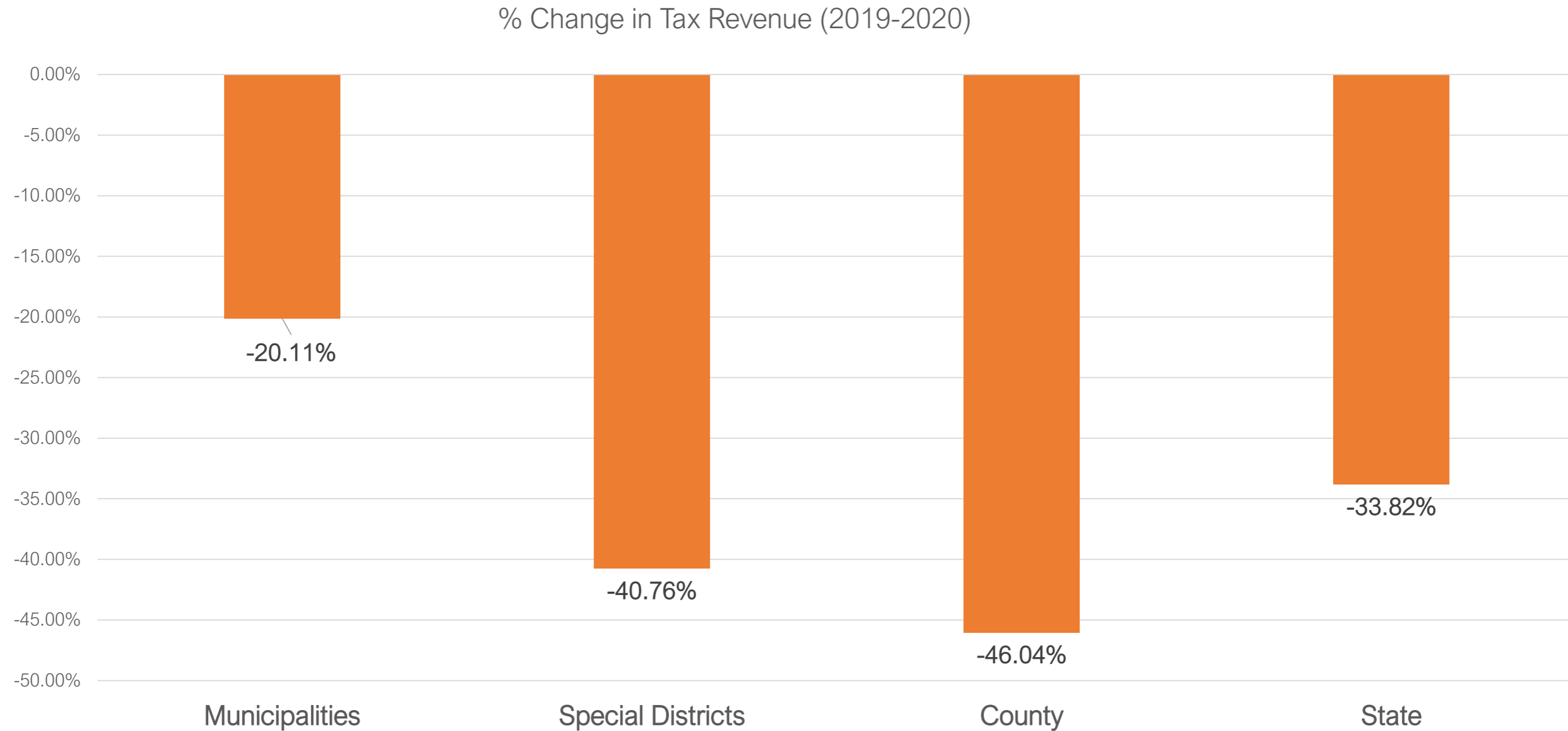


Change in Cleveland Creative Industries vs. Overall Economy

% Change of Economic Indicators in Cincinnati Creative vs. All Industries (2019-2020)

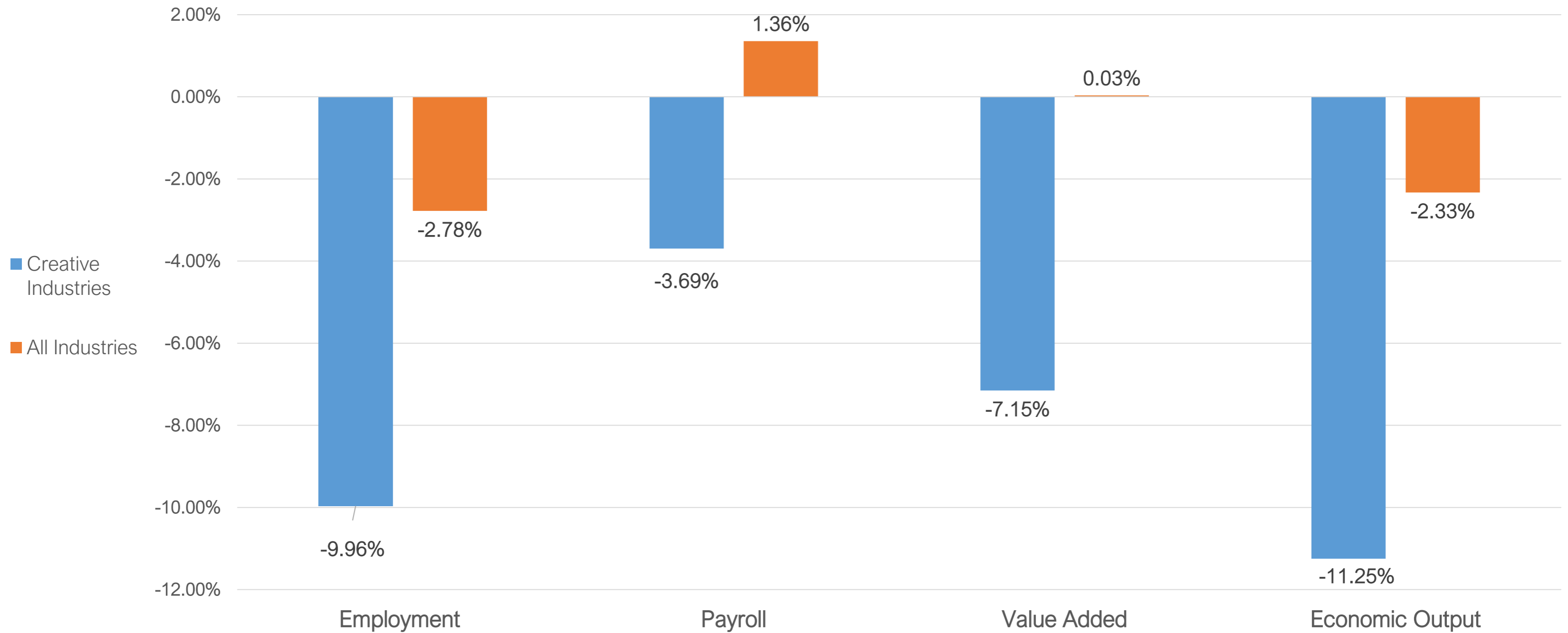


Change in Cleveland Fiscal Contribution

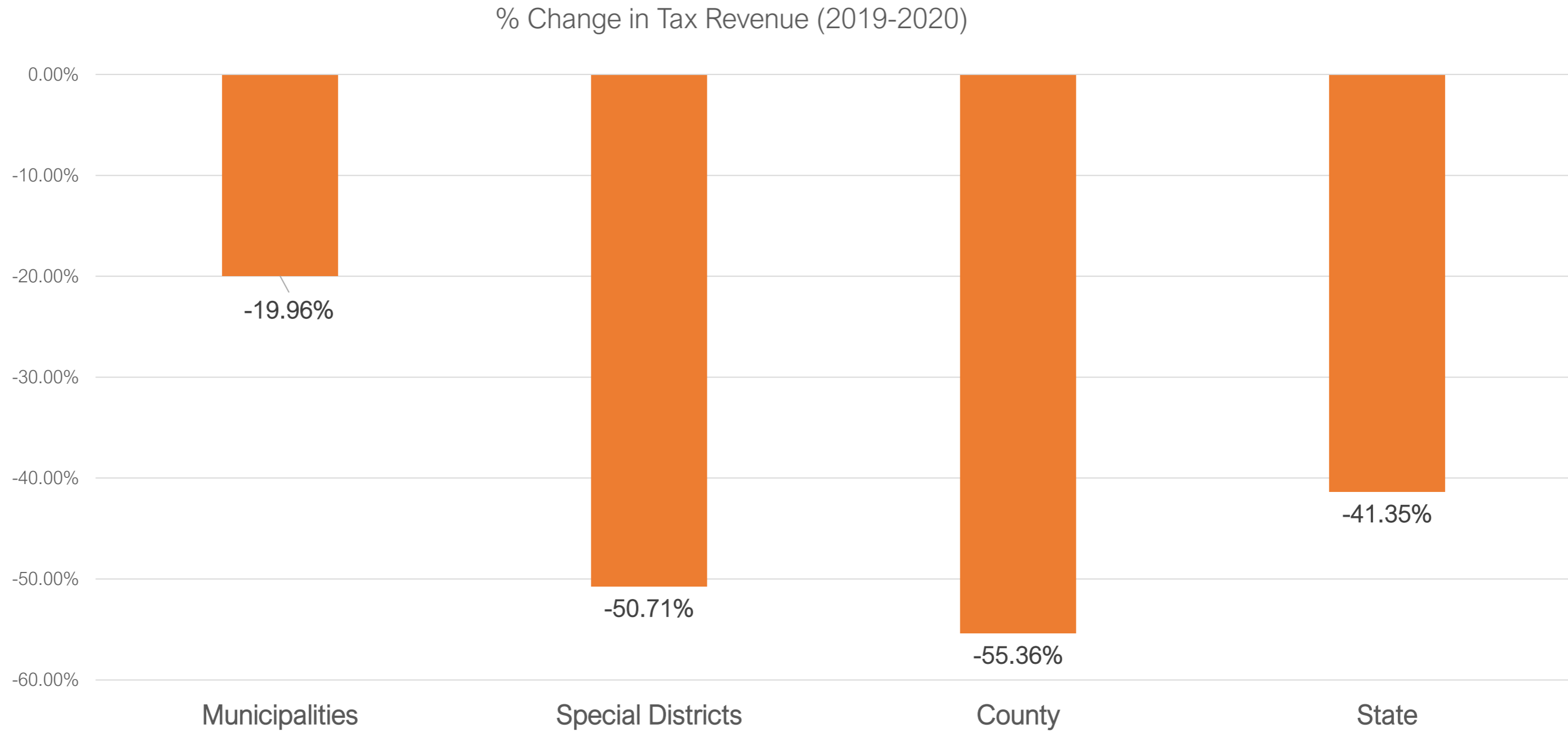


Change in Columbus Creative Industries vs. Overall Economy

% Change of Economic Indicators in Columbus Creative vs. All Industries (2019-2020)

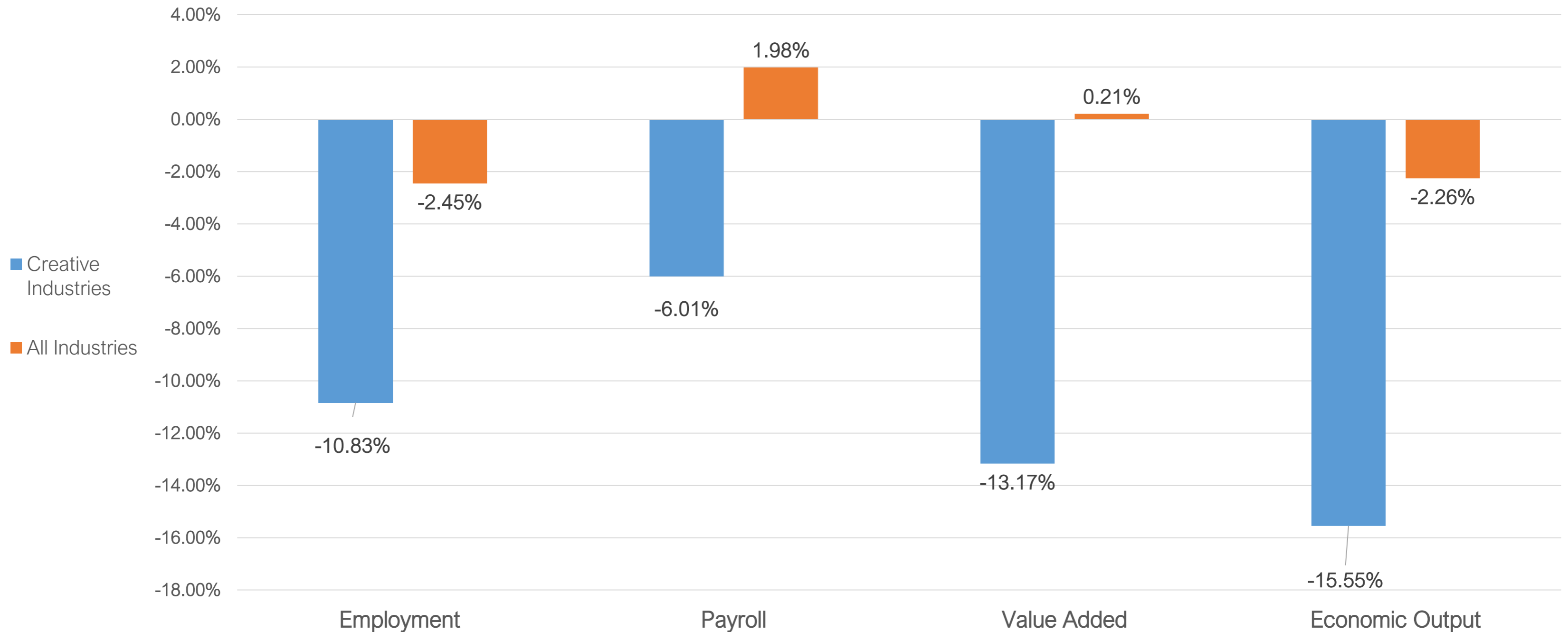


Change in Columbus Fiscal Contribution

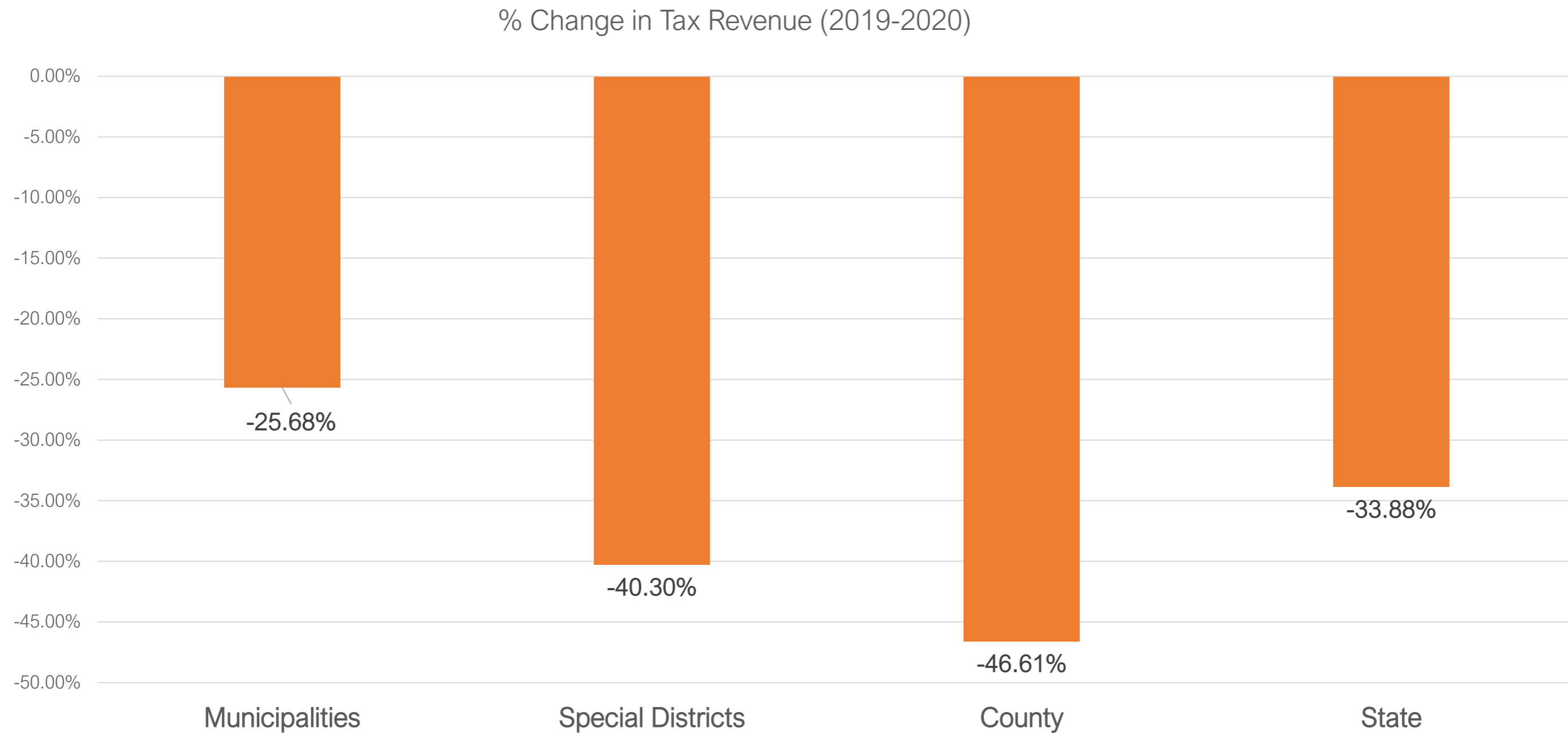


Change in Dayton Creative Industries vs. Overall Economy

% Change of Economic Indicators in Dayton Creative vs. All Industries (2019-2020)

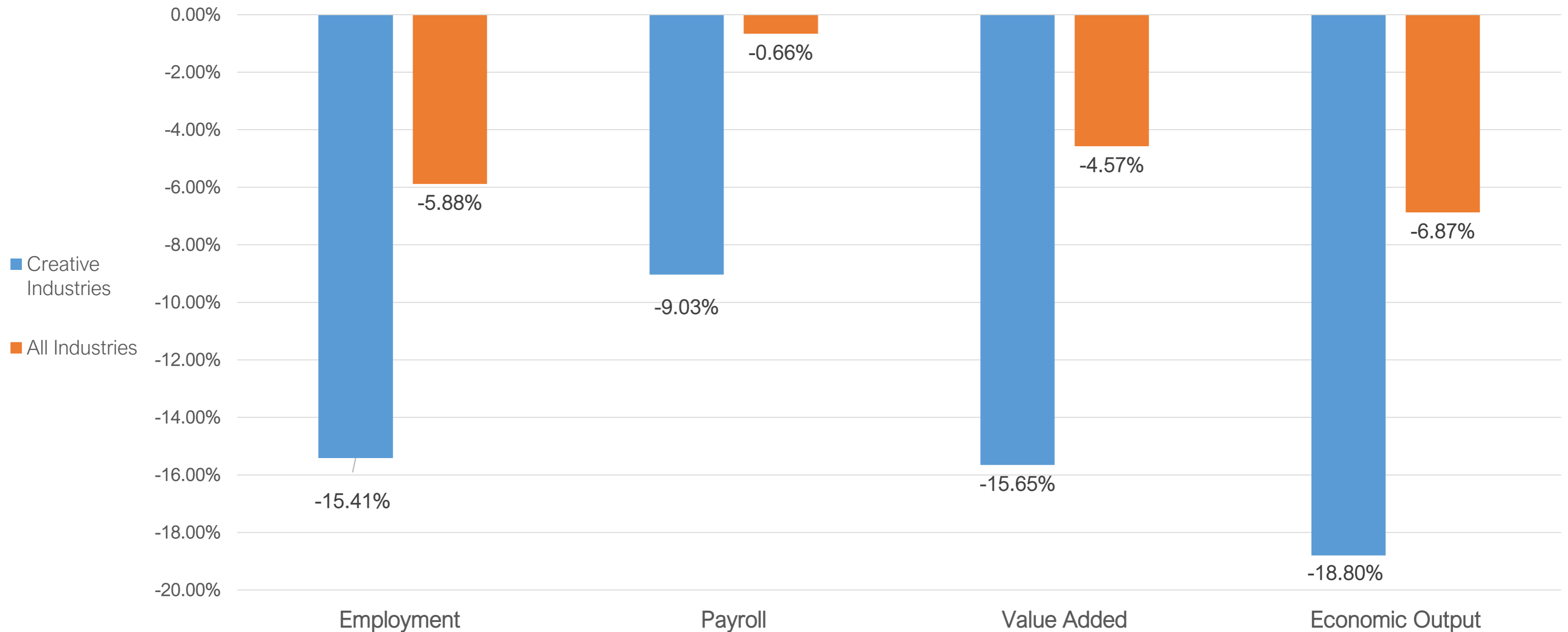


Change in Dayton Fiscal Contribution

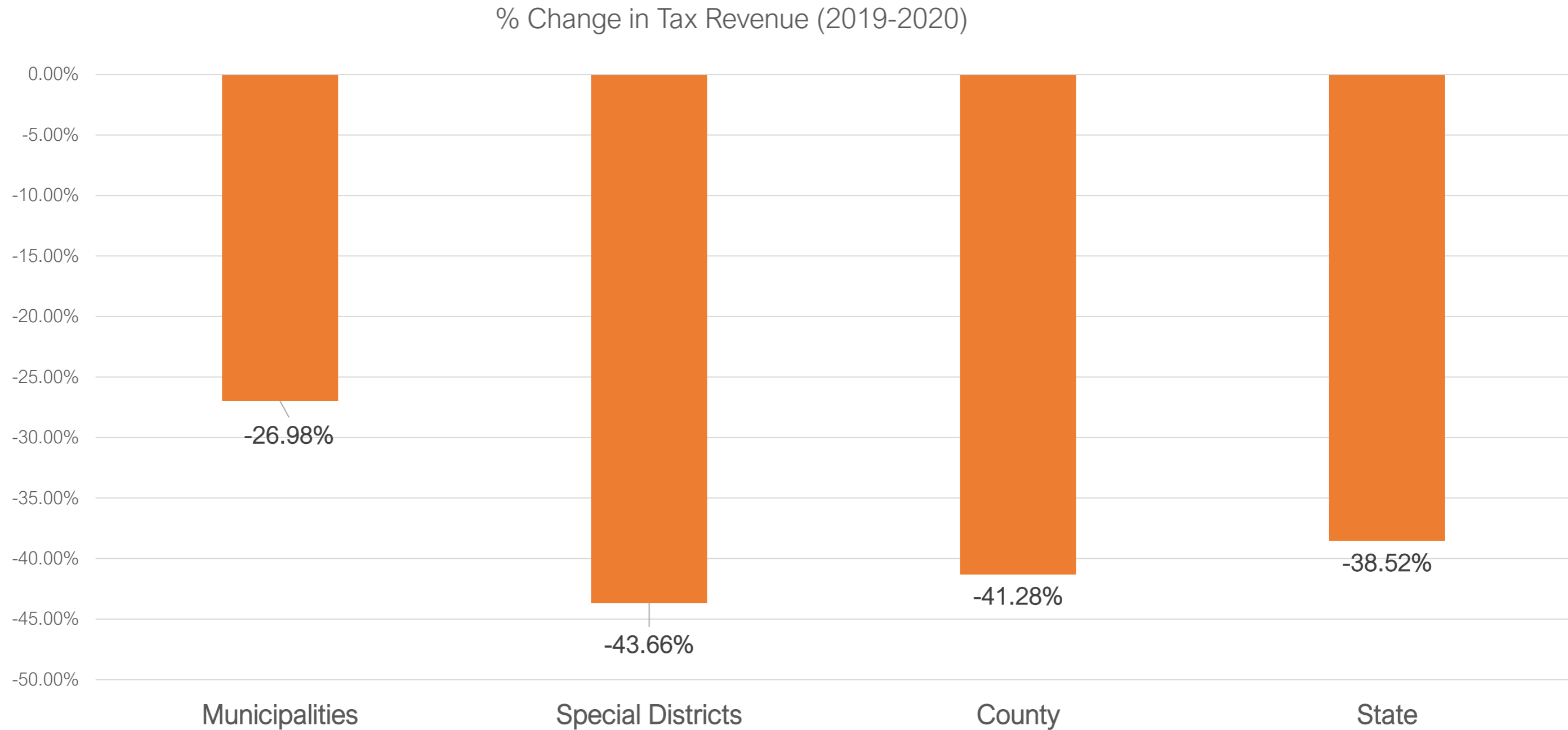


Change in Toledo Creative Industries vs. Overall Economy

% Change of Economic Indicators in Toledo Creative vs. All Industries (2019-2020)

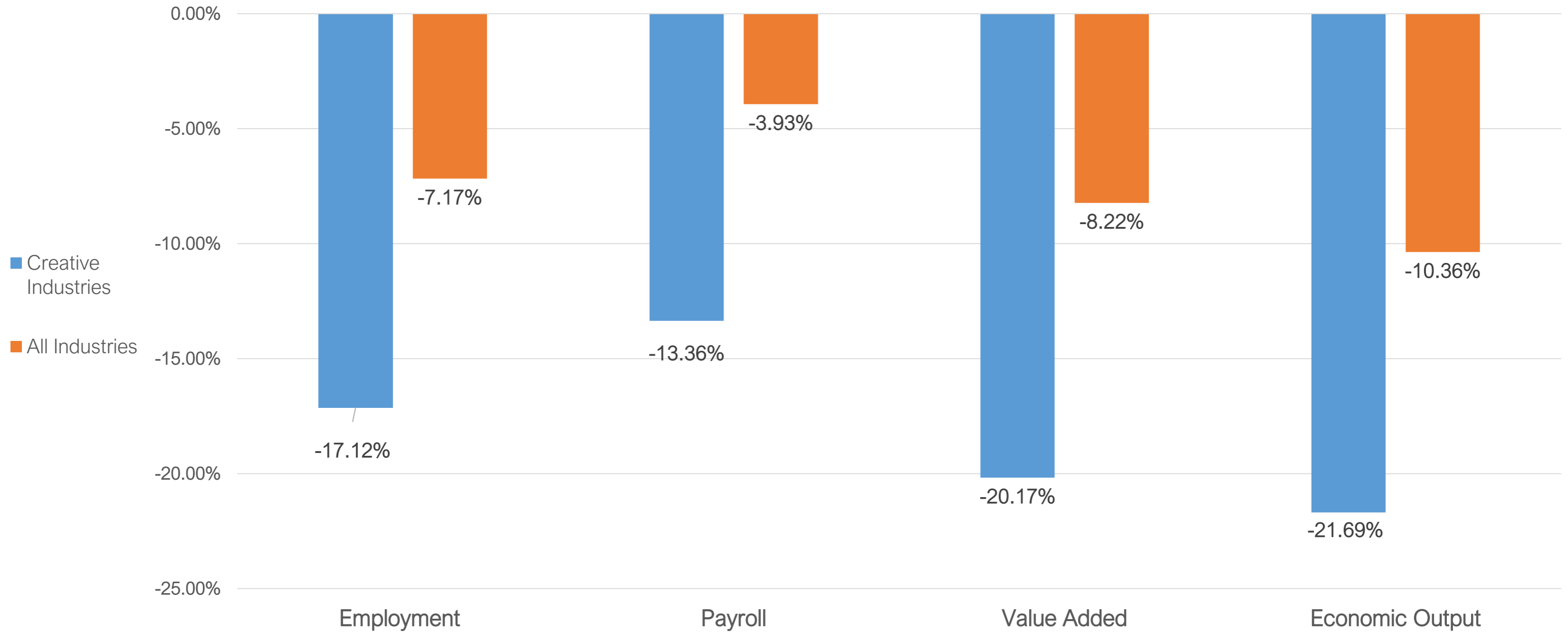


Change in Toledo Fiscal Contribution

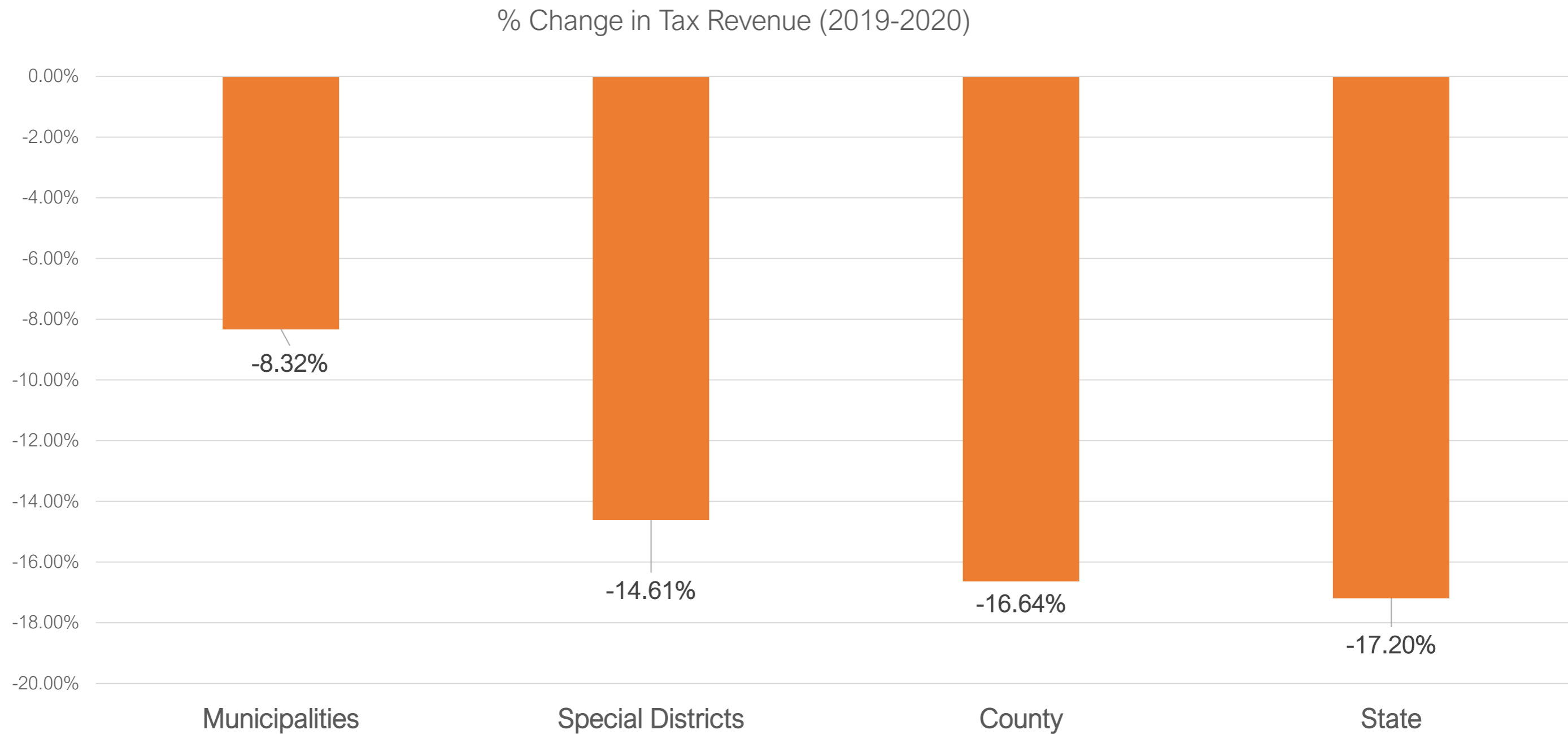


Change in Youngstown Creative Industries vs. Overall Economy

% Change of Economic Indicators in Youngstown Creative vs. All Industries (2019-2020)



Change in Youngstown Fiscal Contribution



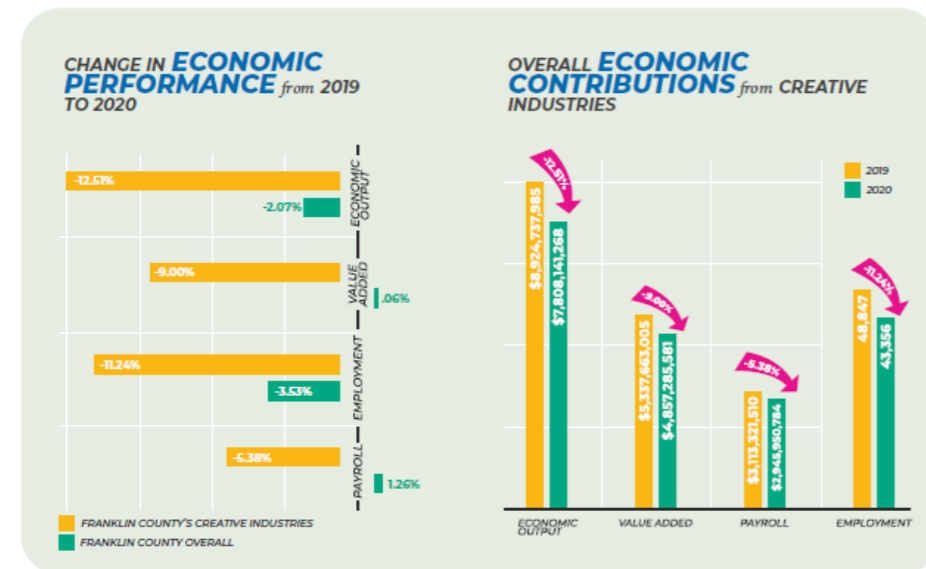
Key Messages and Next Steps

Key Talking Points

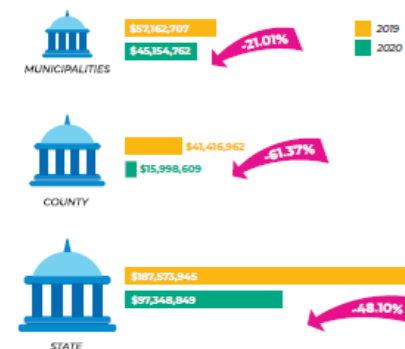
- Creative industries are a critical economic driver in the State of Ohio. Prior to the COVID-19 pandemic, creative industries supported over **329,000 jobs, \$18 billion in payroll, and \$55 billion in economic output** in the State of Ohio.
- The COVID-19 pandemic had a severe negative impact on creative industries in Ohio. Between 2019 and 2020, **creative industry employment declined by over 41,000 (-12.63%)** while total **creative industry economic output declined by over \$8.6 billion (-15.74%)**.
- The COVID-19 pandemic disproportionately affected creative industries in Ohio. Specifically, decreases (as a percentage) in employment and economic output were **4 times as large** compared to the overall Ohio economy.
- The decline in creative industry payroll was **over 7 times as large** compared to the overall Ohio economy, suggesting programs such as the Payroll Protection Program (PPP) did not provide adequate support to employees in creative industries.

Upcoming Releases

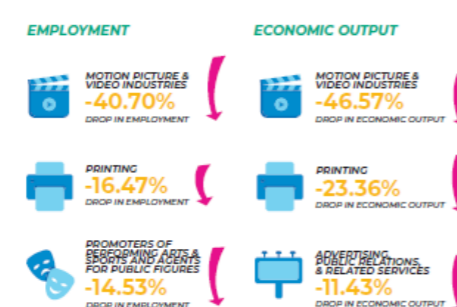
ECONOMIC CONTRIBUTION of FRANKLIN COUNTY'S ARTS & CREATIVE INDUSTRIES



TAX REVENUE CONTRIBUTION CHANGE from 2019 TO 2020



KEY INDUSTRY CHANGES from 2019 TO 2020



One-page infographics for each region and selected counties

Final report in the form of ESRI Story Map with breakout for each region

Thank you!

Questions?