

# ARTS NOW

KEY FACTS FOR THE SUMMIT COUNTY COMMUNITY

## ARTS & THE ECONOMY



### THE IMPACT OF ART & BUSINESS

*The Ohio creative arts industry is a dynamic economic engine and can be a key to our post-pandemic recovery.*

As data and best practices across the nation have proven, partnerships with the creative industry benefit small businesses, large corporations, and the community at-large.

#### ATTRACT AND RETAIN TALENT

**66% of leaders**

believe the arts are important for making communities that are attractive places to work

*(Americans for the Arts, Arts Data Profile)*

#### ENLIVEN THE WORKPLACE

**76% of companies**

that invest in creativity have happier employees

*(Adobe State of Create 2016)*

#### DRIVE INNOVATION

**63% of employers**

who considered creative ability a primary concern in the hiring process preferred the creative applicant to the technically-skilled

*(The Conference Board's Ready to Innovate Report)*

### BY THE NUMBERS

**\$41 billion**

in statewide economic activity for the creative arts industry

**\$1.4 billion**

generated by the creative economy in the Akron MSA (metropolitan statistical area)

**17,608**

creative industry jobs in the Akron MSA in 2018

**\$768 million**

in wages and proprietor income in the Akron MSA in 2018

*All data from Ohio Citizens for the Arts*

