ARTS & THE ECONOMY

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

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)