



COLORADO

KEY INDUSTRY
**CREATIVE
INDUSTRIES**



INDUSTRY FACTS

2013 TOTAL EXPORTS
\$300
MILLION

- TOP 3 EXPORT MARKETS**
- 1. Canada
 - 2. Mexico
 - 3. Japan

NUMBER OF COMPANIES

9K

AVERAGE ANNUAL EMPLOYMENT

164.5K

Colorado is a global leader in the creative industries, which include six creative sub-groups: design, film and media, heritage, literary and publishing, performing arts, and visual arts and crafts:

- **Design** applies artistic content to commercial products, services and the environment, and includes companies that purchase fabrics, design, cut, sew and assemble garments and other sewn products ranging from footwear to handbags and luggage. Companies that provide design-related services (such as architectural, home interiors, graphic, and advertising-related agencies) are also included.
- **Film and media** companies provide technical and distributive elements of Colorado's entertainment industry, including companies that provide technical production support systems such as sound, lighting, digital art, animation, sets and studios, broadcasting and distribution channels via motion picture, video and music production companies.
- **Heritage** includes Colorado's historical sites, museums and botanical gardens.
- **Literary and publishing** companies print newspapers, books, labels, stationary and other materials, and perform support activities such as data imaging and bookbinding. Companies that wholesale and publish newspapers, magazines, books, directories and mailing lists, and software are also included.
- **Performing arts** includes actors, musicians, promoters, producers and directors and the venues at which they perform. Musical instrument and supply stores are also included.
- **Visual arts and crafts** companies manufacture metal, wood, jewelry, silverware, dolls and stuffed toys, games, musical instruments, wholesale toy and hobby goods, jewelry and precious metals. Photography studios, galleries, photofinishing laboratories, fine arts schools, art dealers, and sewing and needlework stores are also included.

Creative Industries Assets

Colorado is a magnet for creative enterprises and creative workers with support from its existing ecosystem of entrepreneurs, arts and cultural nonprofits, media and entertainment companies, and universities and academic leaders. Colorado ranks sixth in the nation in the percentage of its workforce in creative class occupations, totaling 35.9 percent. These jobs are well-distributed across the state; in fact, Colorado has 18 of the nation's top 25 percent non-metropolitan counties in the concentration of creative occupations. The state is home to 11 Creative Districts, a program created in 2011 to attract artists and creative entrepreneurs to the state and further develop magnets of concentration to attract an innovative workforce. Colorado is also home to some of the largest and preeminent cultural venues in the nation. The Denver Performing Arts Complex is the nation's largest arts complex under one roof. In addition, the state has a vibrant and growing music community. For more than 40 years, the Telluride Bluegrass Festival has been the premier bluegrass festival in the nation. Colorado also has some of the best music venues in the nation, including Red Rocks Amphitheater in Morrison, which was named as Rolling Stone magazine's best amphitheater in the U.S. in 2013.

TOP OCCUPATIONS

BY EMPLOYMENT

1. Musicians and Singers

2. Writers and Authors

3. Graphic Designers

4. Photographers

5. Customer Service Representatives

ANNUAL
PAYROLL
\$9.1
BILLION

DID YOU
KNOW?

Denver is known as the "Creative Capital of the West.. (Create Denver, 2014)

Colorado is home to more than 30 film festivals. (Film in Colorado, 2014)

CO had the 3rd-highest concentration of architects, 2nd-highest of interior designers in the U.S. in 2013. (U.S. Bureau of Labor Statistics, 2014)

Colorado boasts nearly 250 theatre companies. (Colorado Theatre Guild, 2014)

Note: An establishment is defined as a single physical location that produces some form of economic activity. One company can have multiple establishments.

Sources: QCEW Employees, Non-QCEW Employees, Self-Employed, & Extended Proprietors – EMSI 2014.2 Class of Worker; WISERTrade.

Major Employers

- Comcast Corporation
- The Denver Post
- DISH Network
- Starz
- Denver Art Museum
- Fentress Architects
- High Noon Entertainment
- Rocky Mountain PBS

Workforce

Colorado's creative industries includes a large pool of talented, skilled workers. Compared with the age distribution across all industries, the creative industries has a larger share of employees that are between the ages of 35 and 64 years old.

More than 40 percent of creative industries-related occupations in Colorado require a high school diploma or equivalent, while 40.2 percent require a bachelor's degree or higher. More than 50 percent of the creative industries-related occupations require some sort of on-the-job training.

Education and Training

The higher education system in Colorado provides an excellent support system for the creative industries in the state and offers a broad range of technical, scientific and specialized degrees. There are 28 public institutions of higher education in Colorado, consisting of 13 four-year and 15 two-year public institutions offering creative industries-related programs. In addition, there are nearly 40 private and religious accredited institutions and more than 40 private occupational and technical schools offering 320 creative industries-related programs throughout the state.

Key Locational Factors

1. A large concentration of creative workers and entrepreneurial talent

- Colorado had the 5th-highest concentration of artists and 7th-highest concentration of writers and authors, designers and entertainers and performers. (National Endowment for the Arts, Artists in the Workforce 1990-2005, 2008)
- Colorado ranked third for proprietors as a percentage of total employment. (U.S. Bureau of Economic Analysis, 2013)

2. Proximity to creative industries education programs and research centers

- Colorado Film School (CFS)—located on the Lowry Campus of the Community College of Aurora—ranked among the top 25 film schools in the nation in 2013 and was identified by International Cinematographers Guild magazine as one of the superlative film programs in the nation. CFS provides 48 certificate programs and 75 Associate of Applied Science degrees. (The Colorado Film School, 2014)
- The College of Music at the University of Colorado Boulder ranked among the Top 25 Schools and Colleges of Music. The College offers students seven degree programs and access to new paradigms for education, leadership and advocacy in the emerging field of arts entrepreneurship through the Entrepreneurship Center for Music courses, weekly seminars and special events. (U.S. College Rankings, 2014; The University of Colorado Boulder, 2014)

3. High density of collaborative workspaces and coworking communities

- Colorado has the nation's highest concentration of collaborative workspaces and entrepreneurial networking "Meetup" groups. (Colorado Innovation Network, 2013)
- Denver's River North Art District is a magnet for creative talent including large concentrations of architects, art galleries, designers, furniture makers, illustrators, painters, media artists, photographers, sculptors and an array of studio spaces. The area is home to newly constructed creative-office and residential communities such as INDUSTRY and TAXI. (River North Art District, 2014)

Learn more about Colorado's creative industry at
www.advancolorado.com/creative,
www.coloradocreativeindustries.org and
www.coloradofilm.org.



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