

# BOULDER COUNTY BUSINESS REPORT

## BCBR Article

### **186,251 creative jobs in Colorado**

By Business Report Staff

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DENVER - The Colorado Council on the Arts, a state agency, found that 186,251 jobs in the state are associated with creative enterprises and creative occupations.

The findings were in its "Colorado: State-of-the-Art, Key Findings from The State of Colorado's Creative Economy" study.

Colorado's creative enterprises employed more than 122,000 individuals in about 8,000 establishments. This accounts for 3.9 percent of the state's estimated 3.2 million jobs, making it Colorado's fifth largest employment sector, according to the study.

Employee earnings in creative jobs, including employee benefits, were about \$5 billion. Another 64,000 individuals worked in creative occupations in noncreative enterprises.

"This research clearly demonstrates that the creative sector is a large and important sector of Colorado's economy," said Colorado Lieutenant Governor Barbara O'Brien, in a statement. "Our next step is to more fully understand the challenges in each industry sub-group and identify areas of opportunity."

According to the report Colorado is ranked fifth among all states for concentration of artists. Only New York, California, Massachusetts and Vermont have a higher concentration of creative talent. Colorado also ranks second in concentration of architects, seventh in concentration of writers, designers, entertainers and performers, and eight in concentration of photographers.

The study categorized creative industries into six sub-groups: design, film and media, heritage, literary and publishing, performing arts, and visual arts and crafts. Colorado's strengths are design, literary and publishing, and film and media, which represent 73 percent of all creative industry jobs.