

THE IMPACT OF

SANTA BARBARA COUNTY'S

CREATIVE ECONOMY



Driving local jobs, innovation, and economic opportunity.

This report has been supported through a multi-year partnership with the UCSB Economic Forecast Project.



THE CREATIVE ECONOMY: GENERATING JOBS AND INCOME

\$1+ Trillion

U.S. Arts & Culture Sector

\$230+ Billion

California Economic Output

850,000+ Jobs

Across California

This report helps position Santa Barbara County to compete, lead, and secure future opportunities in a growth industry that diversifies local economies, catalyzes other industries, and is uniquely resilient to outsourcing.



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UCSB ECONOMIC FORECAST PROJECT FINDINGS: OUR CREATIVE ECONOMY HAS MAJOR IMPACT



\$3.77 Billion

Economic Output
in Santa Barbara County

\$1.3 Billion

Labor Income
generated in Santa Barbara County

\$469 Million

Total Tax Revenue
local, state and federal



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UNDERSTANDING THE CREATIVE ECONOMY

Which Industries are Included?

- Entertainment
- Architecture and Interior Design
- Visual and Performing Arts Producers
- Communication Arts
- Publishing & Printing
- Digital Media
- Design Services
- Games and Toys
- Fashion
- Decorative Arts & Furniture
- Art Dealers- Retail
- Fine & Performing Arts Schools

Why This Report?

- Historically segmented reporting
- Creative jobs classified in other industries
- Undercounting of self-identified creative work
- State & national efforts to capture fuller data
- Inaugural State Creative Economy Strategic Plan

Data derived using the IMPLAN economic model and NAICS industry classifications.



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THE CREATIVE WORKFORCE: GENERATING JOBS AND INCOME COUNTYWIDE

11,232

total jobs across
Santa Barbara County

5%

of Santa Barbara
County's workforce is
directly employed
in the creative sector

10-15%

higher wages than the
countywide average
across many creative
professions, reflecting
strong job quality

40%

self-employed, including
freelancers, contractors,
and independent
businesses



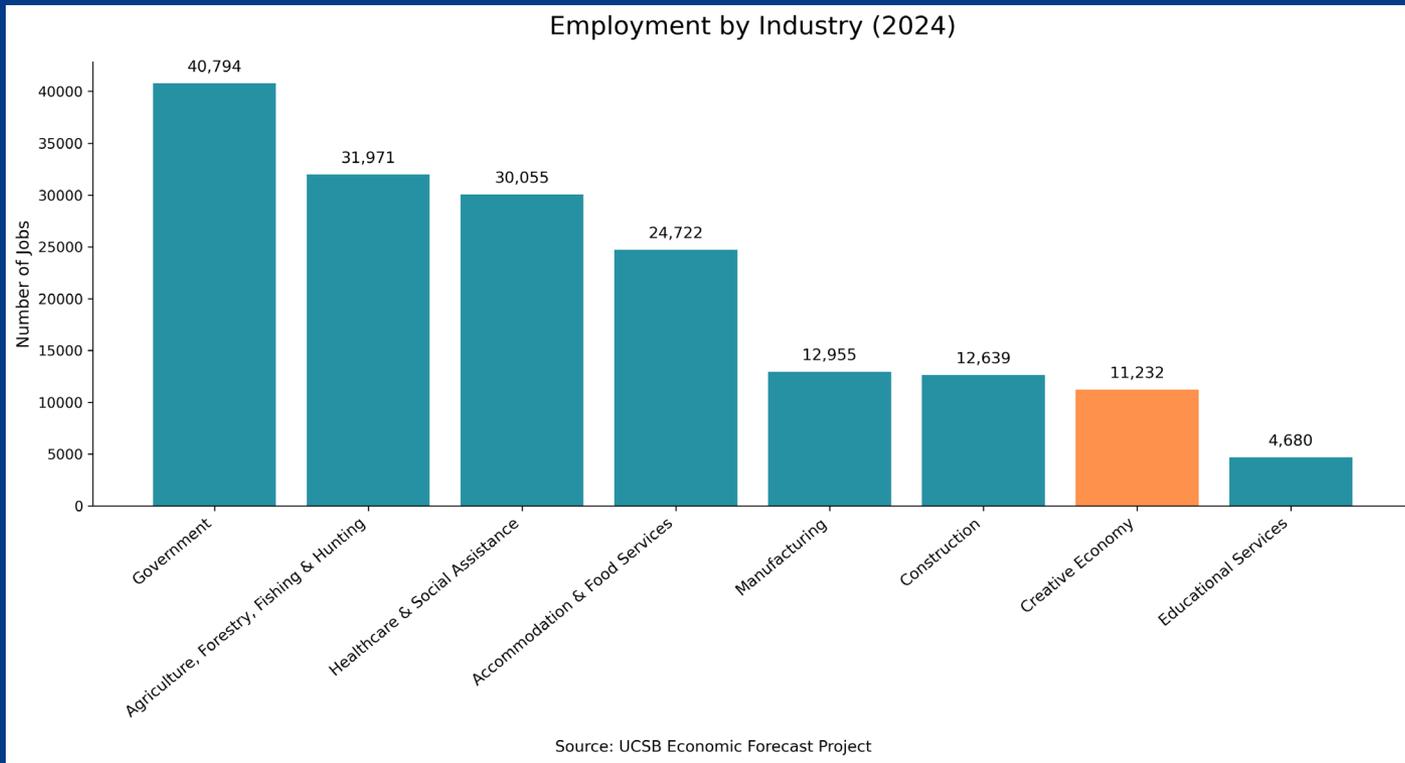
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UCSB ECONOMIC FORECAST PROJECT: CREATIVE EMPLOYMENT MEASURES UP



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SANTA BARBARA COUNTY ARTS & CULTURE NONPROFITS: PROVEN RETURN ON INVESTMENT

\$198.6 Million

Total Economic Activity

5,587 FTE

Jobs Supported

\$131.4 Million

Household Income Generated

\$19.1 Million

State & Local Tax Revenue

\$126.3 Million

Organizational Spending

\$72.3 Million

Audience Spending



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CASE STUDY: SANTA BARBARA BOWL FOUNDATION

\$12.3 Million

Total Annual Revenue

136,170

Tickets Sold

\$737,000

Reinvested in Outreach

260 paid personnel &

73 volunteers power each event at SB Bowl

© Ashley O'Hara



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CULTURAL ARTS TOURISM: THE RIPPLE EFFECT



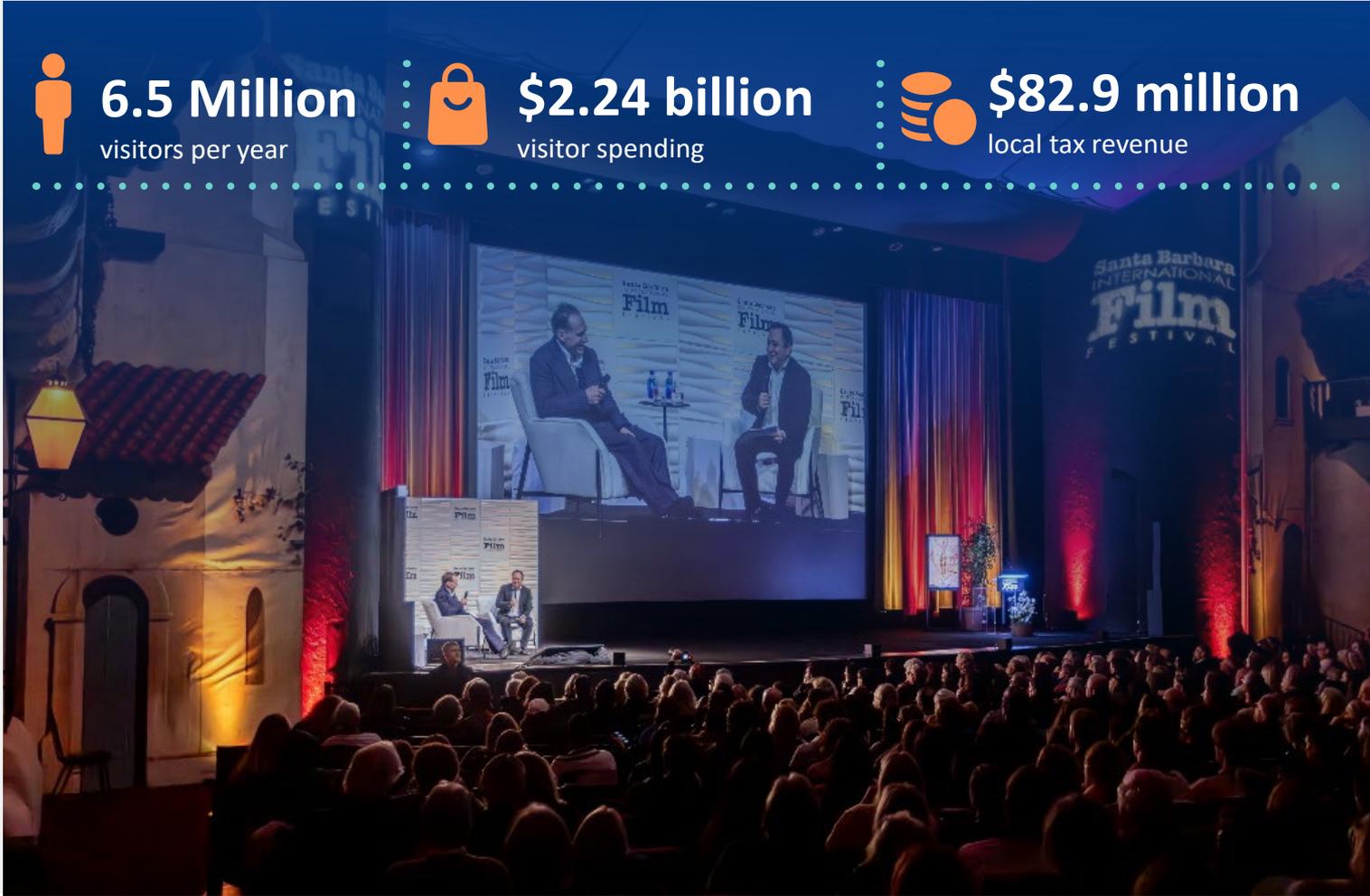
6.5 Million
visitors per year



\$2.24 billion
visitor spending



\$82.9 million
local tax revenue



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ARTS & CULTURE BUILD COMMUNITY & LONG-TERM ECONOMIC HEALTH

Communities with strong creative economies benefit from:



Better mental health and well-being, especially for seniors



Higher graduation rates for youth and academic outcomes



Safer neighborhoods and improved community safety



Lower recidivism + improved re-entry outcomes



Greater levels of civic engagement, including volunteering and voting



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POLICY SUPPORT FOR OUR CREATIVE ECONOMY DRIVES:

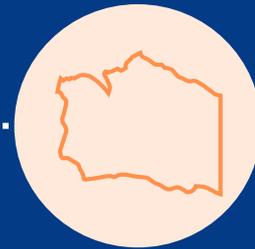
State Initiatives Supporting Creative Workforce Development:
Individual Artist Fellowships | California Creative Corps | UPLIFT CA Jobs First



Jobs and Revenue
Growth



Equitable Economic
Development



A Vibrant,
Attractive Region



A Future-Ready
Workforce

Integrating the creative sector into economic planning drives growth and resilience.



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Recommended Actions:

That the Board of Supervisors:

- a) Receive and file the UCSB Economic Forecast Project's 2025 Economic Impact of the Creative Economy in Santa Barbara and Ventura Counties Report and Santa Barbara County Creative Economy Snapshot.
- b) Determine that the recommended actions are not a project subject to the California Environmental Quality Act under CEQA Guidelines section 15378(b)(5), because they consist of administrative activities that will not result in a direct or indirect physical change to the environment.



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THANK YOU! QUESTIONS?

PHOTO CREDITS & LOCAL PHOTOGRAPHERS: Ashly Othic, Roxanne Porter, Jack Forinash, R. Widick, SB International Film Festival, Fritz Olenberger, SB Bowl, Solstice



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