

Plano Creative Economy Report

Developed as Part of Plano Cultural
Arts Plan: Live Creatively in Plano

Creative Economy

Plano has nearly 23,000 jobs in the creative sector, which represents approximately 8% of all employment in the city. The top creative sector occupations are: 1) software developers; 2) marketing managers; 3) graphic designers; 4) public relations specialists; 5) writers and authors. The top creative industries with the highest earnings reported are: 1) advertising agencies; 2) interior design services; 3) media content providers; 4) architectural services; and 5) graphic design services.

Plano's Creative Economy

Overview

The creative economy¹ is an evolving concept which builds on the interplay between human creativity and ideas and intellectual property, knowledge, and technology. It is the knowledge-based economic activities upon which the 'creative industries' are based.

The creative industries – which include advertising, architecture, arts, design, fashion, film, video, photography, music, publishing, research & development, software, computer games, electronic publishing, and TV/radio – are the foundation of the creative economy. They are also an important source of commercial and cultural value.

The creative economy is the sum of all the parts of the creative industries, including trade, labor and production. Today, the creative industries are among the most dynamic sectors in the global economy and are a vital force in individual and community development. They empower people to take ownership of their own development and stimulate the innovation that drives inclusive sustainable growth. When well-supported, the creative economy is a source of structural economic transformation, socio-economic progress, and job creation and innovation.²

The term, creative economy, may be misunderstood to mean commercial or profit-driven arts activity. In actuality, it is an inclusive term, encompassing the full range of fine arts, arts as social justice, and commercially successful creative businesses and the entertainment industry. Creative economy is defined by its creative dimension, not its artistic motive or profit motive.

Plano Profile

The Creative Vitality™ Index (CVI), a data source³ provided by Creative West (formerly WESTAF)⁴, provides a portrait of Plano's creative economy. Plano holds a CVI score of 1.4, which is above the national average (N=1). Plano's CVI has generally been steady from year-to-year, with the exception of

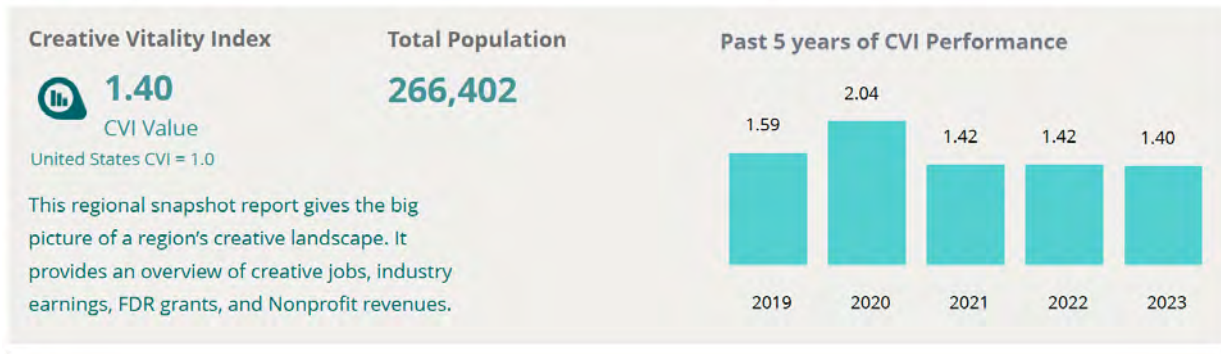
¹ <https://unctad.org/topic/trade-analysis/creative-economy-programme>

² United Nations Development Program, <http://www.hdr.undp.org/en/content/how-cultural-and-creative-industries-can-power-human-development-21st-century>

³ Data Sources: Economic Modeling Specialist International, National Center of Charitable Statistics (NCCS), National Assembly of State Arts Agencies (NASAA)

⁴ Creative Vitality™ Suite is an industry standard data solution for measuring the for-profit and nonprofit arts, culture, and creative sectors provided by Western States Arts Federation.

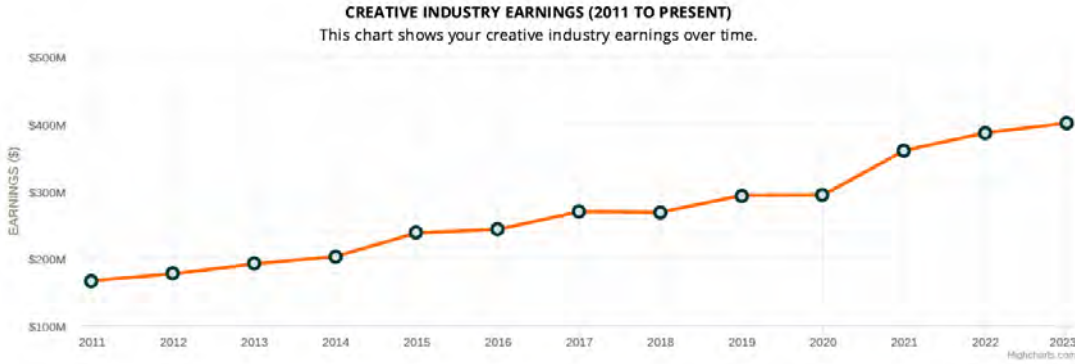
2020, when it rose to 2.04, suggesting the creative industries in Plano fared comparatively well in the early phases of the Covid-19 pandemic.



The growth of creative jobs has been consistent since 2011, ranging from 2% to 12% growth a year. There was a slight decline in growth from 2022 to 2023, but overall, year over year growth is consistent. There were a total of 22,984 creative jobs in 2023.



Creative industry earnings increased steadily year-over-year as well since 2011 with significant annual growth between 2020 and 2023. The top creative industries reported, as noted above, are: 1) advertising agencies; 2) interior design services; 3) media content providers; 4) architectural services; and 5) graphic design services. Total earnings in 2023 were \$401.2 million.



Plano and Collin County

The creative economy in Plano is significant in relation to Collin County as a whole. The population of Plano is approximately 24% of Collin County (285,500 of 1,202,615). However, Plano is home to nearly 49% of creative workers; 45% of creative industry revenues and 28% of arts and cultural nonprofit revenues. Though nearby cities in Collin County – Frisco and Allen in particular – are recognized for their arts and culture offerings and programs, Plano represents a significantly higher level of creative economy activity.

Creative Economy Plano as a component of Collin County			
	Plano	Collin County	Plano % of County
Creative Vitality Index	1.4	.85	24%
Number of Creative Jobs	22,984	47,296	49%
Creative Industries Revenues (2023)	\$401.1M	\$892.2M	45%
Cultural Nonprofit Revenues (2023)	\$8.1M	\$28.8M	28%

Creative Industries

The following tables illustrate industry sales, number of jobs, earnings per job and total earnings for the twelve highest earning creative industries in Plano and Collin County. 51% of earnings for the twelve industries are generated and 44% of total jobs located in Plano.

Collin County					
NAICS Code	Industry	Sales 2023	Jobs 2023	Earnings per job 2023	Total Earnings
541810	Advertising agencies	\$285,709,912	1,273	\$90,935	\$115,843,641
541310	Architectural services	\$110,700,511	709	\$81,232	\$57,658,002
711510	Independent artists, writers, and performers	\$81,843,152	4,375	\$11,744	\$51,389,708
541410	Interior design services	\$72,687,874	1,067	\$42,767	\$45,636,174
513199	All other publishers	\$154,108,880	438	\$101,358	\$44,463,401
541430	Graphic design services	\$66,870,959	948	\$44,107	\$41,818,868
516210	Media Streaming Distribution Services, Social Networks, and Other Media Networks	\$200,514,276	429	\$95,267	\$40,936,104
423940	Jewelry, watch, precious stone, and precious metal merchant wholesalers	\$119,252,310	405	\$96,960	\$39,277,417
459510	Used Merchandise Retailers	\$102,751,908	1,742	\$20,945	\$36,499,039
611610	Fine arts schools (private)	\$51,591,859	1,454	\$21,158	\$30,774,053
512110	Motion picture and video production	\$87,993,501	471	\$57,242	\$26,983,325
541820	Public relations agencies	\$56,774,282	358	\$71,475	\$25,647,510
			13,669		\$556,927,242

Plano					
NAICS Code	Industry	Sales 2023	Jobs 2023	Earnings per job 2023	Total Earnings
541810	Advertising agencies	\$239,136,798	971	\$98,016	\$95,203,518
541410	Interior design services	\$60,004,333	902	\$41,730	\$37,673,173
516210	Media Streaming Distribution Services, Social Networks, and Other Media Networks	\$101,260,027	219	\$94,278	\$20,673,494
541310	Architectural services	\$39,272,865	282	\$72,494	\$20,473,203
541430	Graphic design services	\$27,938,239	414	\$42,163	\$17,480,927
423940	Jewelry, watch, precious stone, and precious metal merchant wholesalers	\$48,894,946	158	\$100,153	\$15,911,920
513110	Newspaper publishers	\$36,234,968	327	\$48,072	\$15,748,291
459510	Used Merchandise Retailers	\$39,654,891	671	\$20,988	\$14,090,074
512110	Motion picture and video production	\$43,607,094	251	\$52,982	\$13,339,027
512131	Motion picture theaters (except drive-ins)	\$42,187,393	528	\$24,995	\$13,210,066
711510	Independent artists, writers, and performers	\$18,566,401	883	\$13,041	\$11,516,311
722320	Caterers	\$20,167,371	429	\$24,907	\$10,700,228
			6,035		\$286,020,229

Creative Occupations

The following tables illustrate the twelve highest creative occupations, the number of jobs, median and average earnings for those jobs in 2023 in Plano and Collin County. 51% of earnings for the twelve industries are generated and 44% of total jobs located in Plano.

Plano Creative Workers					Collin County Creative Workers				
SOC Code	Occupation	2023 Jobs	Median hourly earnings	Average hourly earnings	SOC Code	Occupation	2023 Jobs	Median hourly earnings	Average hourly earnings
15-1252	Software Developers	9,765	\$60.53	\$60.41	15-1252	Software Developers	16,065	\$61.45	\$61.28
11-2021	Marketing managers	1,856	\$56.52	\$63.59	11-2021	Marketing managers	3,422	\$55.95	\$63.25
27-1024	Graphic designers	929	\$22.73	\$28.06	27-3043	Writers and authors	1,822	\$17.08	\$30.02
27-3031	Public relations specialists	752	\$29.92	\$33.99	27-1024	Graphic designers	1,668	\$23.10	\$28.18
27-3043	Writers and authors	623	\$17.68	\$30.11	27-3031	Public relations specialists	1,627	\$30.14	\$34.19
15-1255	Web and Digital Interface Designers	607	\$30.07	\$35.36	27-3091	Interpreters and translators	1,525	\$28.21	\$41.23
15-1254	Web Developers	514	\$29.37	\$36.63	27-2042	Musicians and singers	1,366	\$22.63	\$38.11
27-3091	Interpreters and translators	503	\$27.13	\$39.82	27-1013	Fine artists, including painters, sculptors, and illustrators	1,256	\$7.60	\$14.52
27-1029	Designers, all other	455	\$21.78	\$35.60	15-1255	Web and Digital Interface Designers	999	\$31.22	\$36.37
27-1011	Art directors	427	\$20.47	\$30.11	27-1011	Art directors	967	\$19.14	\$29.67
27-3041	Editors	424	\$24.72	\$33.18	27-3041	Editors	935	\$26.98	\$36.63
27-1025	Interior designers	376	\$28.41	\$40.54	35-1011	Chefs and head cooks	894	\$20.91	\$23.31

Snapshot of the Arts in Plano Zip Codes 2023

Creative Vitality Index

1.40
CVI Value

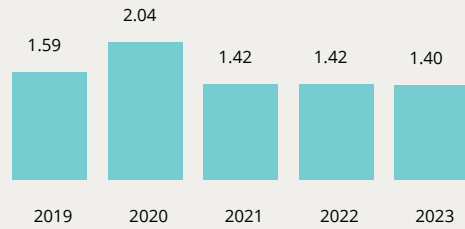
United States CVI = 1.0

This regional snapshot report gives the big picture of a region's creative landscape. It provides an overview of creative jobs, industry earnings, FDR grants, and Nonprofit revenues.

Total Population

266,402

Past 5 years of CVI Performance



GAIN

▲ **7%**
since 2022

2023 Creative Jobs



22,984

Total Creative Jobs

There are 2 K more creative jobs in the region since 2022

Occupations with greatest number of jobs



Software Developers

Marketing managers

Graphic Designers

Public Relations Spelst

Writers & Authors

GAIN

▲ **4%**
since 2022

2023 Creative Industries



\$401.2M

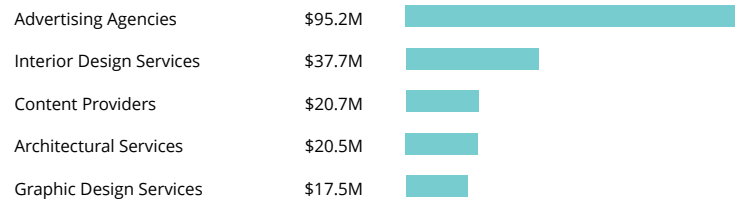
Total Industry Earnings

There is a gain of \$14.4 M in creative industry earnings in the region since 2022

Industries with greatest earnings

Industry type

Industry Earnings



LOSS

▼ **4%**
since 2022

2023 Cultural Nonprofit

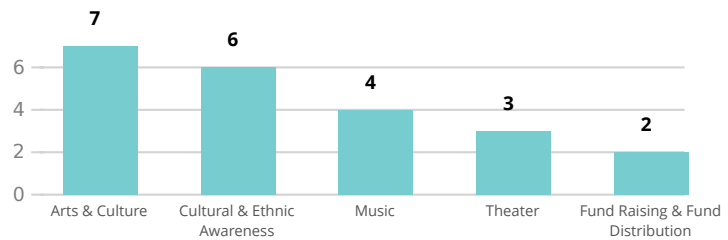


\$8.1M

Nonprofit Revenues

There are \$323 K less in revenues in the region since 2022

Nonprofit types with greatest number of organizations



DATA SOURCES: Economic Modeling Specialists International, National Assembly of State Arts Agencies, National Center for Charitable Statistics
CREATIVE VITALITY SUITE: The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region. For more information on data sources visit: learn.cvsuite.org

Snapshot of the Arts in Collin County Tx 2023

Creative Vitality Index

0.86
CVI Value

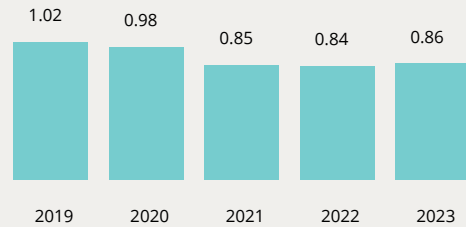
United States CVI = 1.0

This regional snapshot report gives the big picture of a region's creative landscape. It provides an overview of creative jobs, industry earnings, FDR grants, and Nonprofit revenues.

Total Population

1,202,615

Past 5 years of CVI Performance



GAIN

▲ 7%
since 2022

2023 Creative Jobs



47,296

Total Creative Jobs

There are 3 K more creative jobs in the region since 2022

Occupations with greatest number of jobs



GAIN

▲ 5%
since 2022

2023 Creative Industries

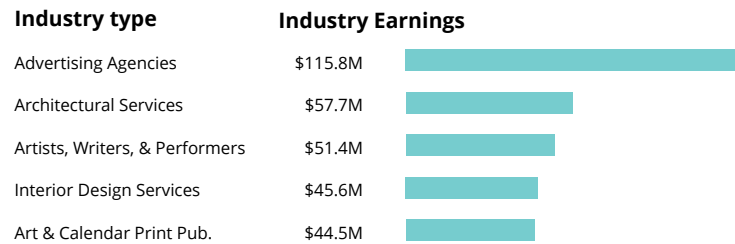


\$892.2M

Total Industry Earnings

There is a gain of \$48.6 M in creative industry earnings in the region since 2022

Industries with greatest earnings



GAIN

▲ 41%
since 2022

2023 Cultural Nonprofit

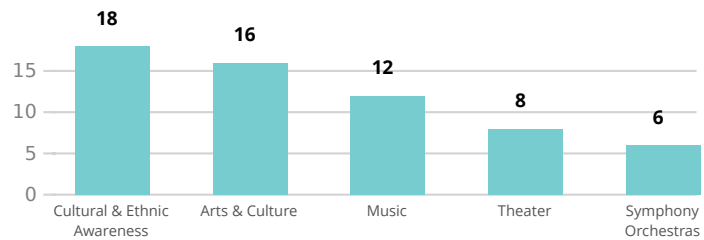


\$28.8M

Nonprofit Revenues

There are \$11.9 M more in revenues in the region since 2022

Nonprofit types with greatest number of organizations



DATA SOURCES: Economic Modeling Specialists International, National Assembly of State Arts Agencies, National Center for Charitable Statistics
 CREATIVE VITALITY SUITE: The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region. For more information on data sources visit: learn.cvsuite.org