Creative Washington

Developing our state's creative industries

Shannon Roach Halberstadt

CREATIVE ECONOMY INDUSTRY SECTOR LEAD , OFFICE OF ECONOMIC DEVELOPMENT AND COMPETITIVENESS

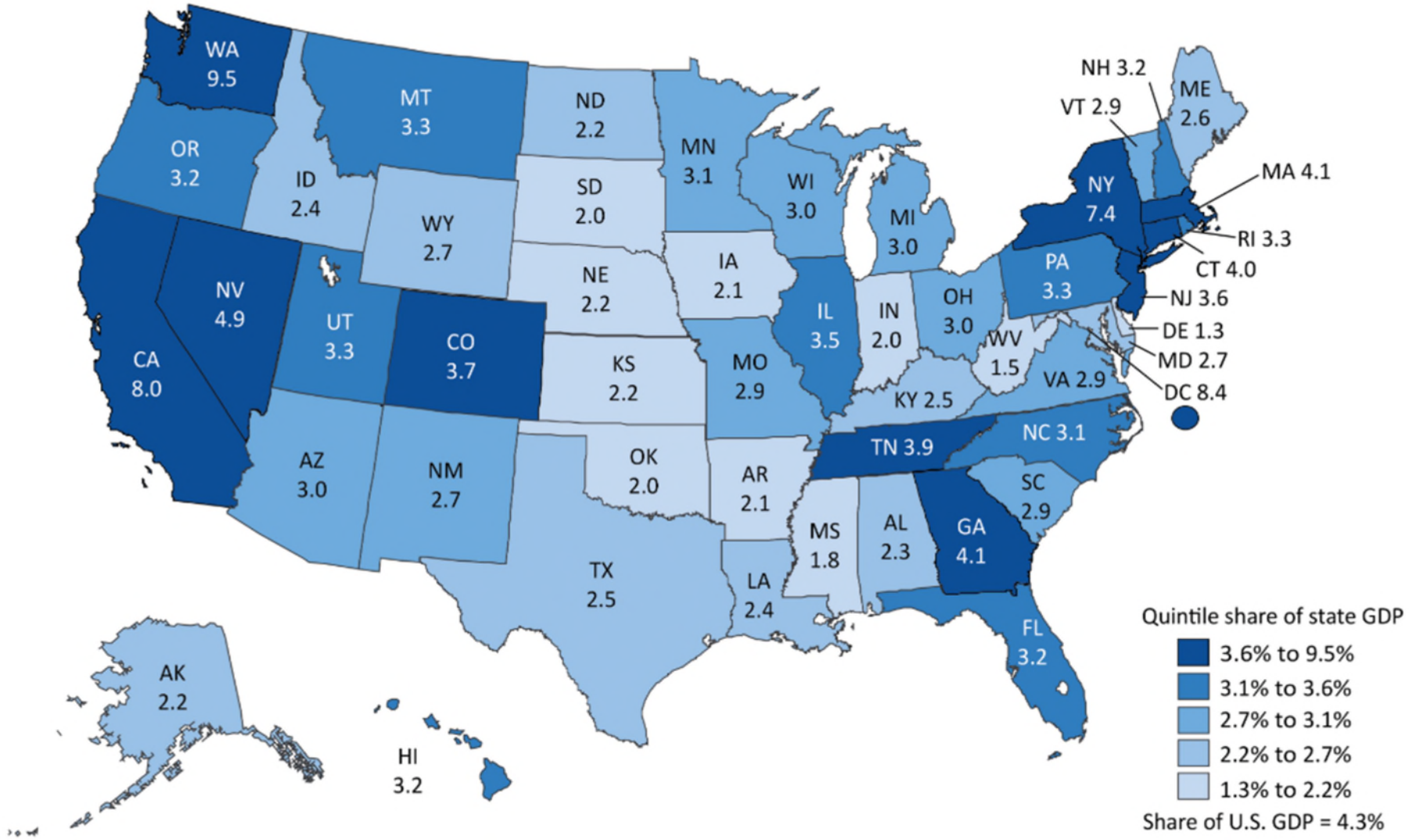
MARCH 13, 2025

Washington State Department of Commerce

Creative Industries

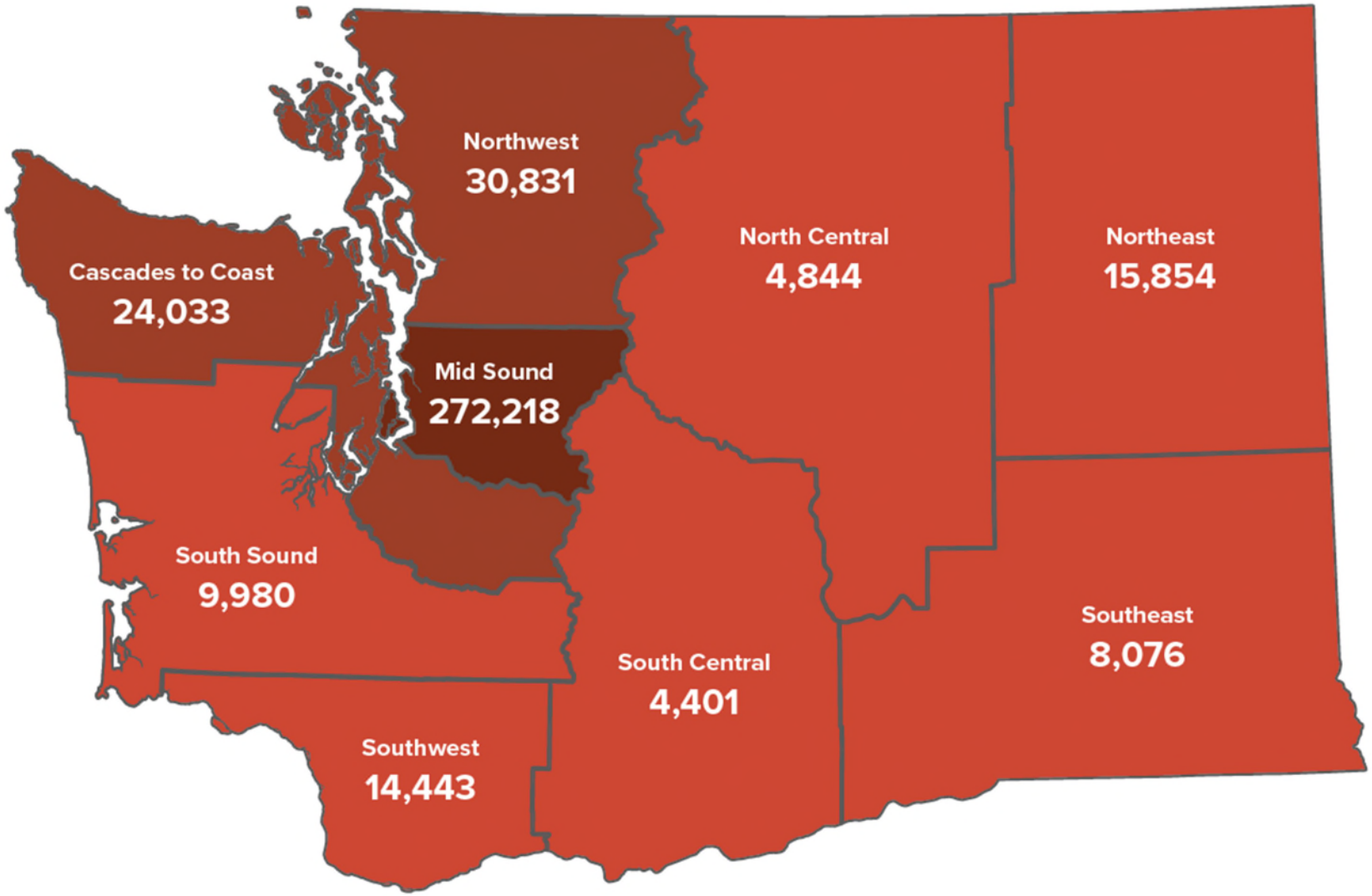


Washington's Creative Industries lead in Economic Value



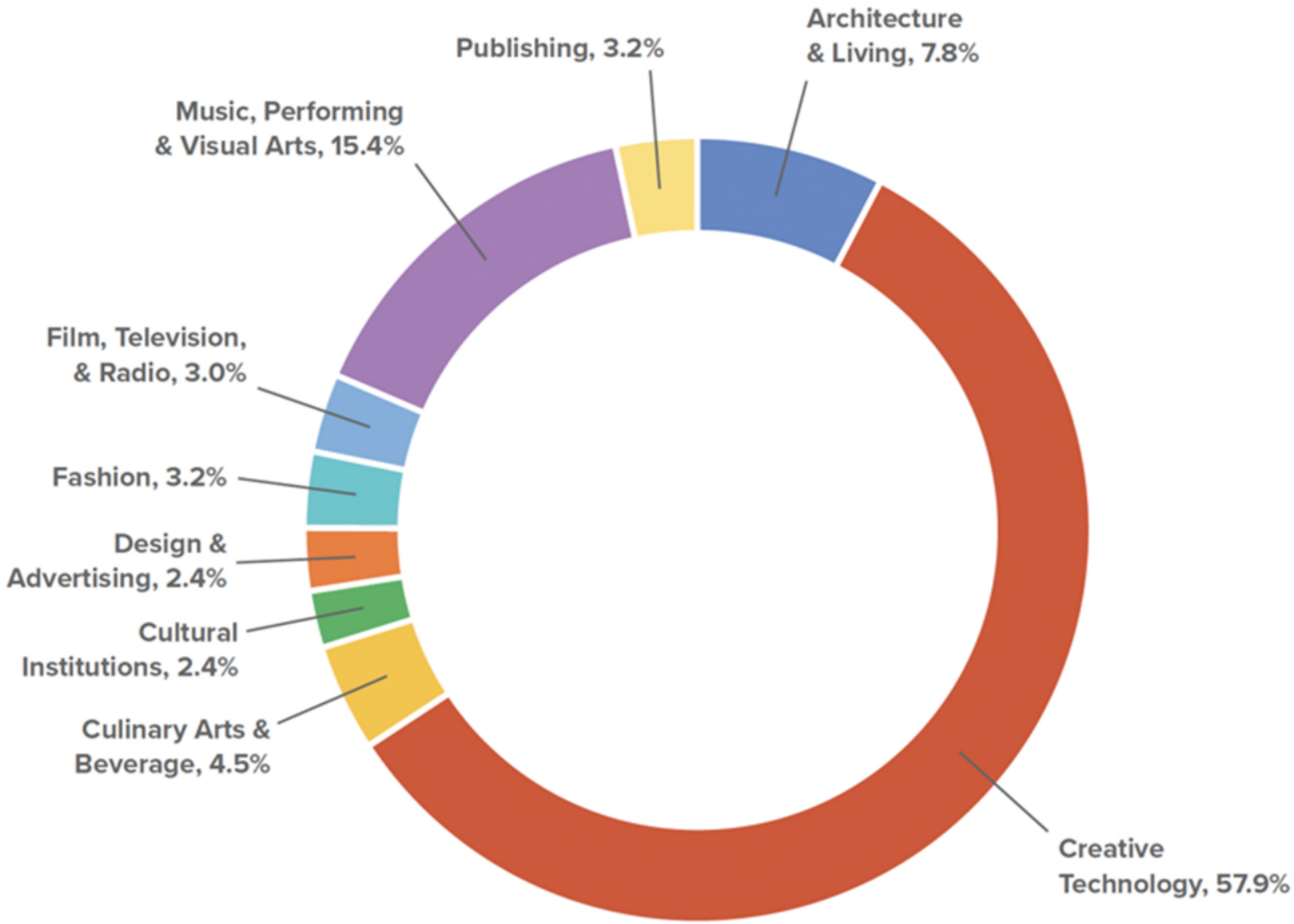
Source: Arts and Cultural Production Satellite Account, U.S. and States, 2022 | U.S. Bureau of Economic Analysis (BEA), Published March 25, 2024

Creative Industry Jobs in Each Region



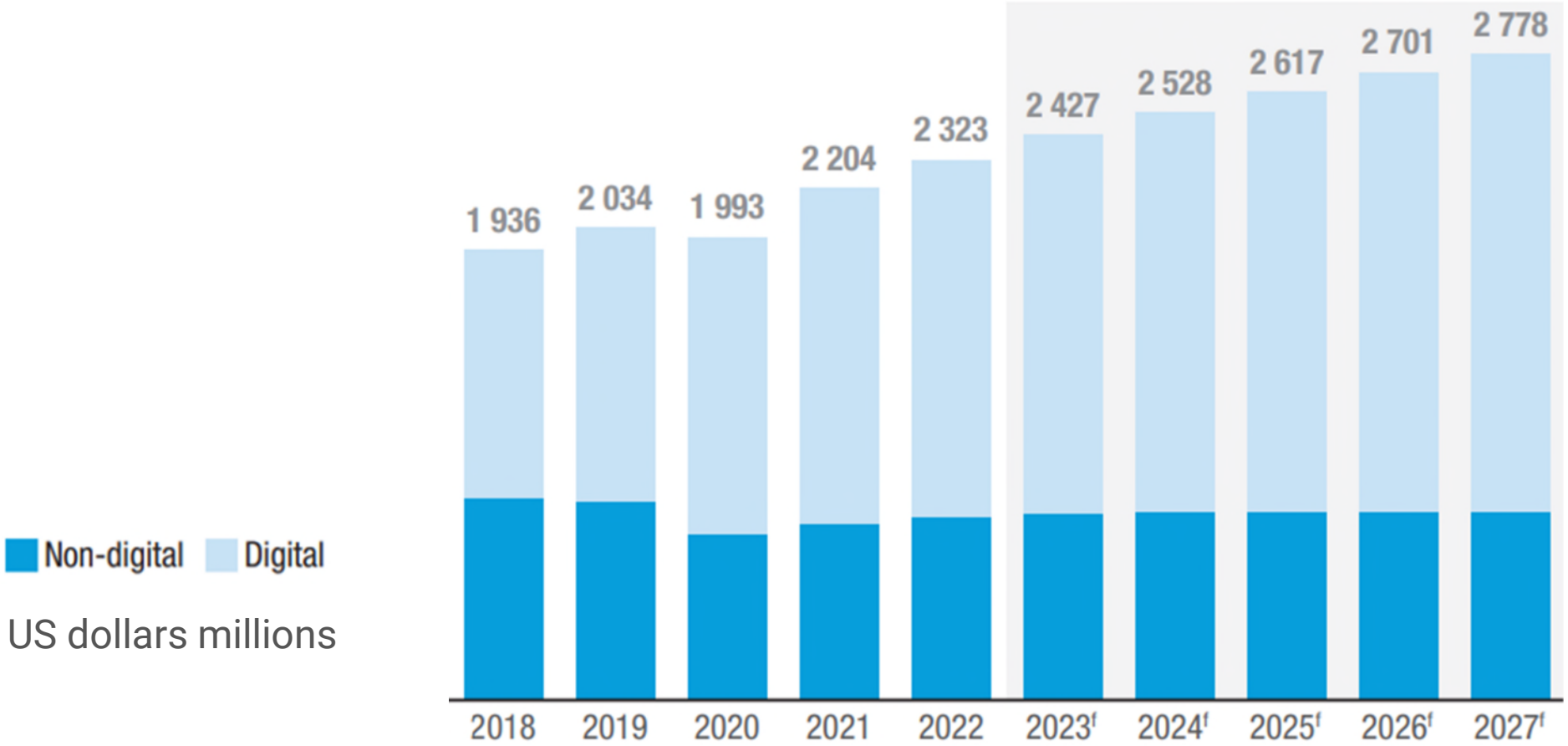
Source: Washington Creative Economy Strategic Plan, Published December 2023

Creative Jobs by Industry Statewide



Source: Washington Creative Economy Strategic Plan, Published December, 2023

Digital Media leads Global Entertainment Economy



Source: UNCTAD, based on PwC's Global Entertainment & Media Outlook, Published July 11, 2024

Video Game Industry Impact US + WA

WASHINGTON HAS THE SECOND STRONGEST VIDEO GAME MARKET IN THE NATION AFTER CALIFORNIA

NATIONAL IMPACT

$101.3b
Economic Impact

$3.2b
Tax Revenue (Federal)

104,000
Direct Jobs Created by the Industry

158,800
Indirect Jobs Created by the Industry

262,800
Total Jobs Created by the Industry

18,000
Remote Jobs Created by the Industry

$168,600
Average Salary

WASHINGTON IMPACT

View all industry locations in state as table

$13.9b
Economic Impact

$305.2m
Tax Revenue (State)

10,870
Direct Jobs Supported by the Industry

17,554
Indirect Jobs Supported by the Industry

28,424
Total Jobs Supported by the Industry

323 COMPANIES IN WASHINGTON

Source: Entertainment Software Association 2024 Economic Impact Report [2024 Economic Impact Report - the ESA]





A Vision for Washington's Creative Economy

https://choosewashingtonstate.com/wp-content/uploads/2024/02/WACESP-FinalReport-122623-reduced.pdf





WA Creative Economy Plan's Strategic Priorities

Equity and Access

Focused support to underinvested communities

Learning and Skills

Pathways to creative skills and careers

Infrastructure and Investment

Increased resources at the state and local levels

Sector and Workforce Development

Hub development and creative apprenticeships

CONNECTING INDUSTRY:

MUSIC

- Innovation Cluster Accelerator Program
- 2025 Washington Music Census
- Cascadia Music Corridor
- National Music Policy Forum



Photo provided courtesy of ArtsWA, Burien Creative District, 2023–Burien, WA

CONNECTING INDUSTRY:

VIDEO GAMES

- Game Developer's Conference and Gamescom 2024
- Support games industry stakeholder initiatives, including
  - Seattle Indies' successful bid in the 2024 Innovation Cluster Accelerator Program 2.5
  - Innovation/incubation hub
  - Games industry association
  - B2B Indie Games Conference





Photo courtesy of Thai Guys, The Cast and Crew of 'An Old Friend", 2024

CONNECTING INDUSTRY: FILM

- Motion Picture Competitiveness program
  - Filming in rural jurisdictions and stories of historically underrepresented communities
  - Workforce development
  - Support for small budget productions
- Film infrastructure development
- Film talent pipeline development



Photo courtesy of Rising Reels, Visit to Harbor Isiland Studio, 2024

Developing the Creative Economy Pipeline

- State and national creative apprenticeships
- Work with agency partners to formally recognize high-growth creative industries and jobs
- Connect with existing programs such as Career Connect WA, Skills Centers, Career and Technical Education
- Participate in Arts4All Washington





Photos courtesy of BRIC Foundation, Washington Creative Economy& Education Day, 2024



Photo courtesy of ArtsWA, Emerald City Ballet, 2023–Bellevue, WA

Results

- Increased development of creative industry clusters
- Increased transparency in the creative economy career pipeline and apprenticeship opportunities
- Increased connection between creative industries and economic development programs
- Increased economic prosperity for Socially and Economically Disadvantaged Individuals (SEDI) and communities, an integral part of the state's creative economy

Washington State Department of Commerce

www.commerce.wa.gov

THANK YOU

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