

# Missouri Economy Indicators

## Creative Industry Trends

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*Creative industries* employed nearly 109,000 Missourians in 2022 - 3.4% of the state's workforce. While often associated with the arts, this group of diverse industries lacks a standard definition (see sidebar) but represents manufacturing and services that involve higher levels of creative professions such as artists, designers, software developers and writers.

### Creative Industry Employment Trends

From 2017 to 2022, Missouri's *creative industries* added 4,098 jobs in the state for a 3.9% increase in employment. This compares to a 0.6% increase for all Missouri jobs. *Creative industries* in the U.S. grew 7.1% over the same time, compared to 2.4% for all U.S. jobs.

Job growth in *creative industries* was led by design employers, which added nearly 5,500 jobs from 2017 to 2022 and experienced 11% growth; these jobs included computer systems design services. Education Support, including museums and zoos, had the largest percentage job increase (13%) but is a smaller category with 3,624 jobs in 2022. Printing & publishing, a larger category with 22,543 jobs in 2022, declined 7% in employment over five years. Film & broadcasting declined by 20%, equivalent to 1,248 jobs, during the same time.

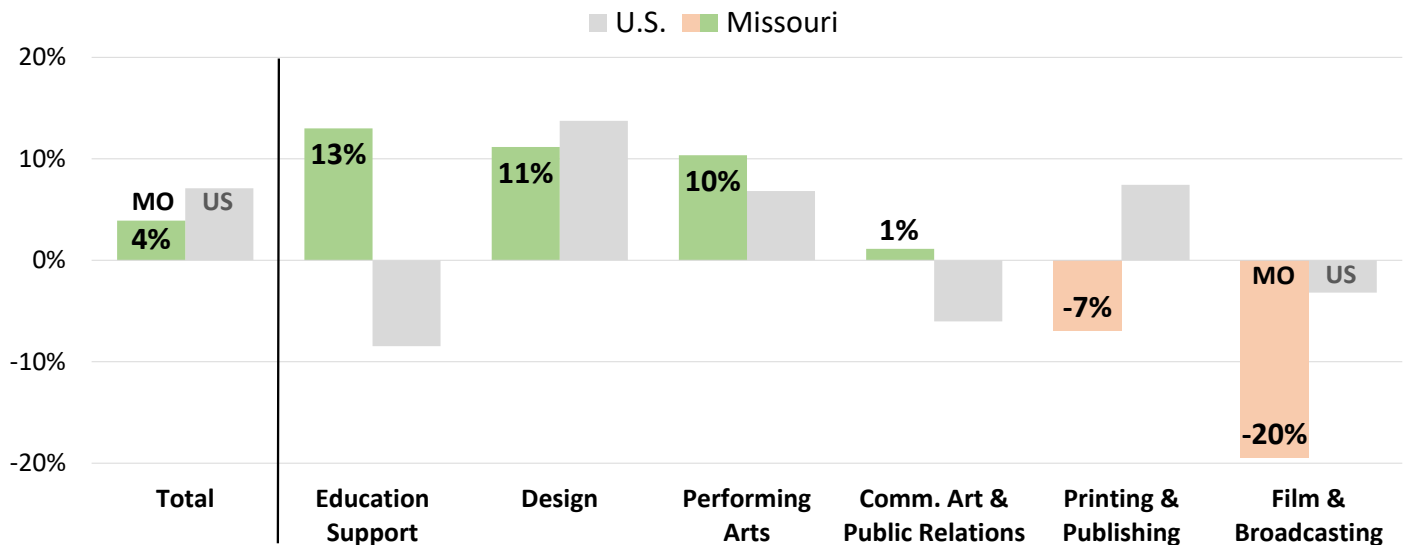
### What is a Creative Industry?

A *creative industry* involves the production and distribution of goods or services typically using innovative or artistic skills. Page 3 provides additional industry details.

Missouri creative industry employers are grouped into six categories (2022 jobs):

- Design (54,683)
- Printing & publishing (22,543)
- Commercial art & public rel. (12,606)
- Performing arts (10,339)
- Film & broadcasting (5,150)
- Education support (3,624)

### 5-Year Percentage Change in *Creative Industry* Jobs, 2017-22



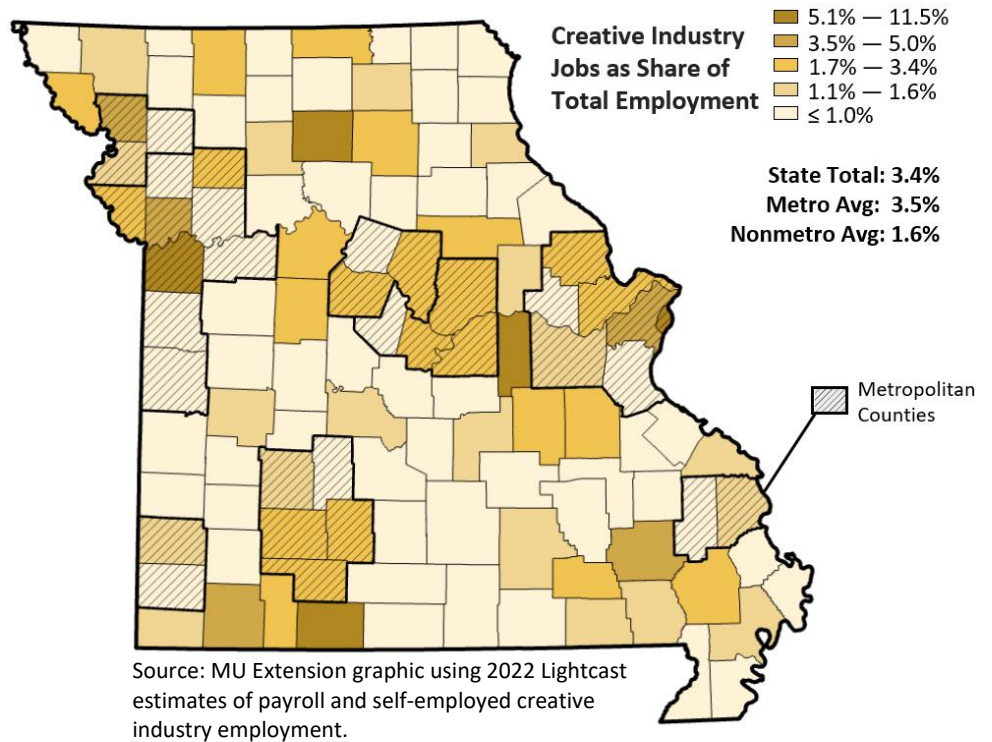
Source: MU Extension graphic using 2022 Lightcast estimates of payroll and self-employed creative industry employment.

## Cities Drive Missouri's Creative Economy

Most of Missouri's *creative industry* jobs are concentrated in metropolitan areas. The two largest metropolitan areas – Kansas City and St. Louis – account for almost six of every ten creative jobs in the state. These metro counties include Jackson (22.3%); St. Louis City (11.4%); and St. Louis (23.9%). Three of every four creative jobs in the state are in the ten most populous counties.

However, several rural nonmetropolitan counties stand out when considering *creative industry* jobs as a percentage of overall county employment. Gasconade (11.6%) and Taney (6.7%) rank one and two, respectively. Further, six of the top ten counties with the highest concentrations of *creative industry* employment are nonmetropolitan – Linn (5.7%), Barry (4.9%), Andrew (4.0%) and Wayne (3.6%) round out the top ten. Despite their high concentrations of *creative industry* employment, these six nonmetro counties account for only 3.5% of the state's total creative employment.

### Share of Creative Industry Jobs by County, 2022



In Gasconade and Linn counties, the creative economy is driven largely by book printing; 80% and 60% of creative employment is tied to this industry in each county, respectively. Taney County's economy, containing Branson's vibrant performing arts scene and Table Rock Lake, is largely supported by tourists visiting for recreation and entertainment. Three out of four *creative industry* jobs in Barry County are found in computer systems design services. In Wayne County, software publishers and bookstores lead the creative economy.

Where nonmetro counties tend to specialize in one or two aspects of the creative economy, metro counties tend to be more diverse. St. Louis and Kansas City contain numerous museums, theaters, institutions of higher learning, historical sites, parks, zoos, etc. These resources contribute to economies where roughly 1 in 20 jobs are in *creative industries*.

## Arts-based Community and Economic Development

The arts are just one aspect of the creative economy but can play an important role in how a community sees itself and makes development decisions. MU Extension's [Passport to the Arts](#) program provides a platform for communities to engage in deep conversations, strengthen community partnerships and implement targeted action centered on arts-based development. The curriculum helps define what the "arts" are and how they factor into community life. The program is designed to connect local stakeholders through art — helping them identify assets and needs, develop a plan around top priorities and transform their community through arts-based strategies.

## Additional Notes

*Creative industry* jobs are found in a variety of manufacturing and service firms. While definitions vary, this brief primarily uses the industries and categories developed in a 2016 Missouri Economic Research and Information Center [study](#) and supplemented with information from the U.S. Bureau of Economic Analysis (BEA) [Arts and Culture Production](#) accounts. Since 2016, evolving industry definitions and a review of BEA research led to minor industry adjustments with the notable addition of computer systems design services.

### Missouri Creative Industries by Category: 2017-22 Job Trends

Category	NAICS	Description	2017 Jobs	2022 Jobs	Change
Commercial Art & Public Relations	541810	Advertising Agencies	4,985	5,206	221
Commercial Art & Public Relations	541820	Public Relations Agencies	1,099	1,131	31
Commercial Art & Public Relations	541830	Media Buying Agencies	43	48	5
Commercial Art & Public Relations	541840	Media Representatives	259	355	96
Commercial Art & Public Relations	541850	Outdoor Advertising	441	411	-30
Commercial Art & Public Relations	541860	Direct Mail Advertising	644	743	98
Commercial Art & Public Relations	541921	Photography Studios, Portrait	1,085	1,051	-34
Commercial Art & Public Relations	541922	Commercial Photography	198	178	-20
Commercial Art & Public Relations	711310	Perf. Arts/Sports Promoters with Facilities	2,705	2,732	26
Commercial Art & Public Relations	711320	Perf. Arts/Sports Promoters without Facilities	710	573	-138
Commercial Art & Public Relations	711410	Artists, Athletes, & Entertainers Agents	295	179	-115
Design	332323	Ornamental and Architectural Metal Work Mfg.	549	647	98
Design	337212	Custom Arch. Woodwork and Millwork Mfg.	435	733	298
Design	339910	Jewelry and Silverware Manufacturing	113	114	1
Design	339930	Doll, Toy, and Game Manufacturing	193	197	4
Design	339992	Musical Instrument Manufacturing	47	86	39
Design	541310	Architectural Services	4,510	4,149	-361
Design	541320	Landscape Architectural Services	428	613	184
Design	541340	Drafting Services	156	149	-8
Design	541410	Interior Design Services	1,050	1,108	57
Design	541420	Industrial Design Services	77	71	-5
Design	541430	Graphic Design Services	2,683	2,662	-21
Design	541490	Other Specialized Design Services	114	154	40
Design	541511	Custom Computer Programming Services	13,140	13,789	649
Design	541512	Computer Systems Design Services	25,690	30,212	4,522
Education Support	519120	Libraries and Archives	137	152	15
Education Support	712110	Museums	1,599	1,525	-74
Education Support	712120	Historical Sites	Insuf. Data	Insuf. Data	Insuf. Data
Education Support	712130	Zoos and Botanical Gardens	1,198	1,497	299
Education Support	712190	Nature Parks and Similar Institutions	274	447	173
Film & Broadcasting	512110	Motion Picture and Video Production	1,049	1,090	41
Film & Broadcasting	512120	Motion Picture and Video Distribution	246	212	-34
Film & Broadcasting	512131	Motion Picture Theaters (except Drive-Ins)	2,503	1,654	-848
Film & Broadcasting	512132	Drive-In Motion Picture Theaters	35	27	-8
Film & Broadcasting	512191	Teleproduction and Other Postproduction Serv.	29	41	12
Film & Broadcasting	512199	Other Motion Picture and Video Industries	Insuf. Data	Insuf. Data	Insuf. Data
Film & Broadcasting	512240	Sound Recording Studios	272	417	146
Film & Broadcasting	512250	Record Production and Distribution	Insuf. Data	Insuf. Data	Insuf. Data
Film & Broadcasting	512290	Other Sound Recording Industries	Insuf. Data	Insuf. Data	Insuf. Data
Film & Broadcasting	515210	Cable and Other Subscription Programming	2,253	1,690	-563
Performing Arts	451140	Musical Instrument and Supplies Stores	828	971	142
Performing Arts	453920	Art Dealers	183	152	-30
Performing Arts	611610	Fine Arts Schools	2,404	2,893	489
Performing Arts	711110	Theater Companies and Dinner Theaters	2,224	1,980	-244
Performing Arts	711120	Dance Companies	223	279	56
Performing Arts	711130	Musical Groups and Artists	1,236	936	-301
Performing Arts	711190	Other Performing Arts Companies	91	155	64
Performing Arts	711510	Independent Artists, Writers, and Performers	2,180	2,974	794
Printing & Publishing	323111	Commercial Printing (excl. Screen and Books)	7,821	6,377	-1,444
Printing & Publishing	323113	Commercial Screen Printing	2,382	2,267	-115
Printing & Publishing	323117	Books Printing	932	912	-20
Printing & Publishing	424920	Book, Periodical, and Newspaper Wholesalers	1,001	700	-301
Printing & Publishing	451211	Book Stores	1,506	1,062	-444
Printing & Publishing	511110	Newspaper Publishers	3,756	2,349	-1,407
Printing & Publishing	511120	Periodical Publishers	1,723	927	-795
Printing & Publishing	511130	Book Publishers	327	335	9
Printing & Publishing	511140	Directory and Mailing List Publishers	578	238	-341
Printing & Publishing	511191	Greeting Card Publishers	160	95	-65
Printing & Publishing	511199	All Other Publishers	287	264	-23
Printing & Publishing	511210	Software Publishers	2,620	5,279	2,659
Printing & Publishing	512230	Music Publishers	21	21	0
Printing & Publishing	519110	News Syndicates	247	206	-41
Printing & Publishing	519130	Internet Publishing and Broadcasting	860	1,510	650
<b>Total</b>			<b>104,847</b>	<b>108,945</b>	<b>4,098</b>

Source: 2022 Lightcast estimates of payroll and self-employed creative industry employment.

All Missouri Economy Indicators briefs in this series are available at <http://muext.us/MissouriEconomyIndicators>

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