

## ECONOMIC IMPACT STUDY:

# Calgary's Creative Industries

Calgary's creative industries are a vital contributor to the economy of the Calgary CMA and the overall province. Using conservative estimates and methodologies, preliminary findings of the study reveal several major results.

## In 2016:

**24,000**

Calgarians employed in creative industries, earning \$1.6 billion in labour income



**\$90,500**

Labour productivity (GDP per worker)



**\$2.1B**

Calgary's GDP impact from creative industries

The impact of Calgary's creative industries goes beyond its direct contribution, as it also supports the activity of other industries through supply chain linkages (indirect impact) and through the re-spending of wages by workers in both the creative and supply chain industries (induced impact).

Adding the direct, indirect and induced effects together, in 2016 the sector supported \$3.8 billion in GDP and 43,900 full-year jobs in Canada as a whole. Of this total impact, \$2.6 billion in GDP and 28,100 full-year jobs were in Calgary alone.

## 2016 GDP Value

**\$2.6B** Calgary

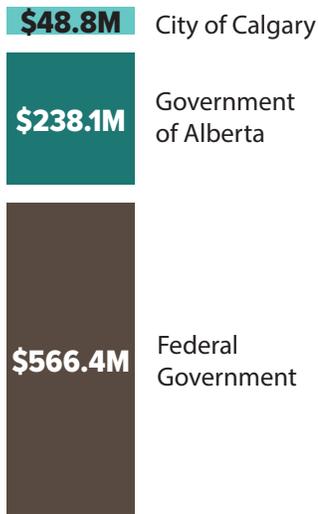
**\$3.8B** Canada

## 2016 Full-Year Jobs

**\$28,100** Calgary

**\$43,900** Canada

## 2016 Government Revenues



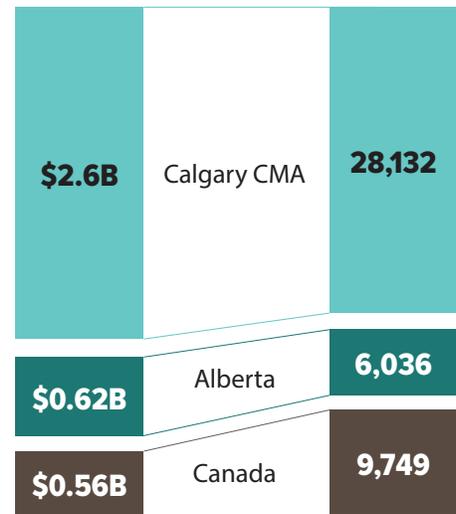
In 2016, Calgary's creative industries, through its direct, indirect and induced effects, contributed to government revenues totalling **\$853.3M**, of which 0.57% went to the City of Calgary, 27.9% went to Government of Alberta and 66.4% went to the Federal Government.

*Source: The Conference Board of Canada*

Creative industries also help to attract tourists. In 2016, tourists visiting Calgary spent just under \$71 million on creative industries goods and services.

## GDP Employment

2016, in billions \$ 2016, Full-Year Jobs



### \$71M

Tourists visiting Calgary spent just under \$71 million in 2016 on creative industries goods and services.

### \$50M

Domestic travellers spent \$50 million in 2016. This is equal to 3.1% of their total spending.

### \$21M

International travellers spent \$21 million in 2016. This is equal to 3.9% of their total spending.

## \$204.5M in volunteer value

Volunteers provide crucial support to Calgary's creative industries by donating thousands of hours of their time each year to help with all aspects of the sector. In 2017, 49,500 people volunteered at arts and cultural organizations for a total of 7.3 million hours. This is equivalent to 3,670 full-time jobs. If volunteers had been paid the average wage in the core non-profit sector (\$28/hour), their economic contribution would have equalled \$204.5M.

## Social Effects

Creative industries also provide non-economic benefits, including having positive social effects on quality of life, health and wellness, urban revitalization, appreciation for diversity, education & skills development opportunities, civic engagement.

These non-economic benefits, in turn, also generate additional economic benefits by attracting talent and business investment.

