An aerial photograph of Kelowna, British Columbia, Canada, taken at dusk. The city is illuminated with warm yellow and orange lights, contrasting with the cool blue tones of the twilight sky and the surrounding mountains. The city is situated on a peninsula, with a large body of water (Lake Okanagan) to the east and south. The foreground shows a mix of green trees and some rocky terrain. The overall scene is a panoramic view of the city and its natural surroundings.

**KELOWNA CREATIVE SECTOR  
ECONOMIC IMPACT STUDY**

PREVIOUS STUDY FROM 2010  
(RESULTS AS OF 2009)

THE CREATIVE SECTOR IN  
KELOWNA, BRITISH COLUMBIA:  
an economic impact assessment



BERNARD MOMER

THE UNIVERSITY OF BRITISH COLUMBIA OKANAGAN

MARCH 2010

CURRENT STUDY  
(RESULTS AS OF 2018)



**CREATIVE SECTOR  
ECONOMIC IMPACT**



## DEFINING THE CREATIVE SECTOR

All self-employed individuals, profit, non-profit and public enterprises including incorporated and unincorporated businesses that produce, create, distribute and/or conserve cultural and artistic goods and services.

#1  
ARTS  
INSTRUCTION  
& EDUCATION





#2  
ART GALLERIES & DEALERS



#3  
COMMERCIAL ARTS

#4  
CULTURAL  
FACILITIES

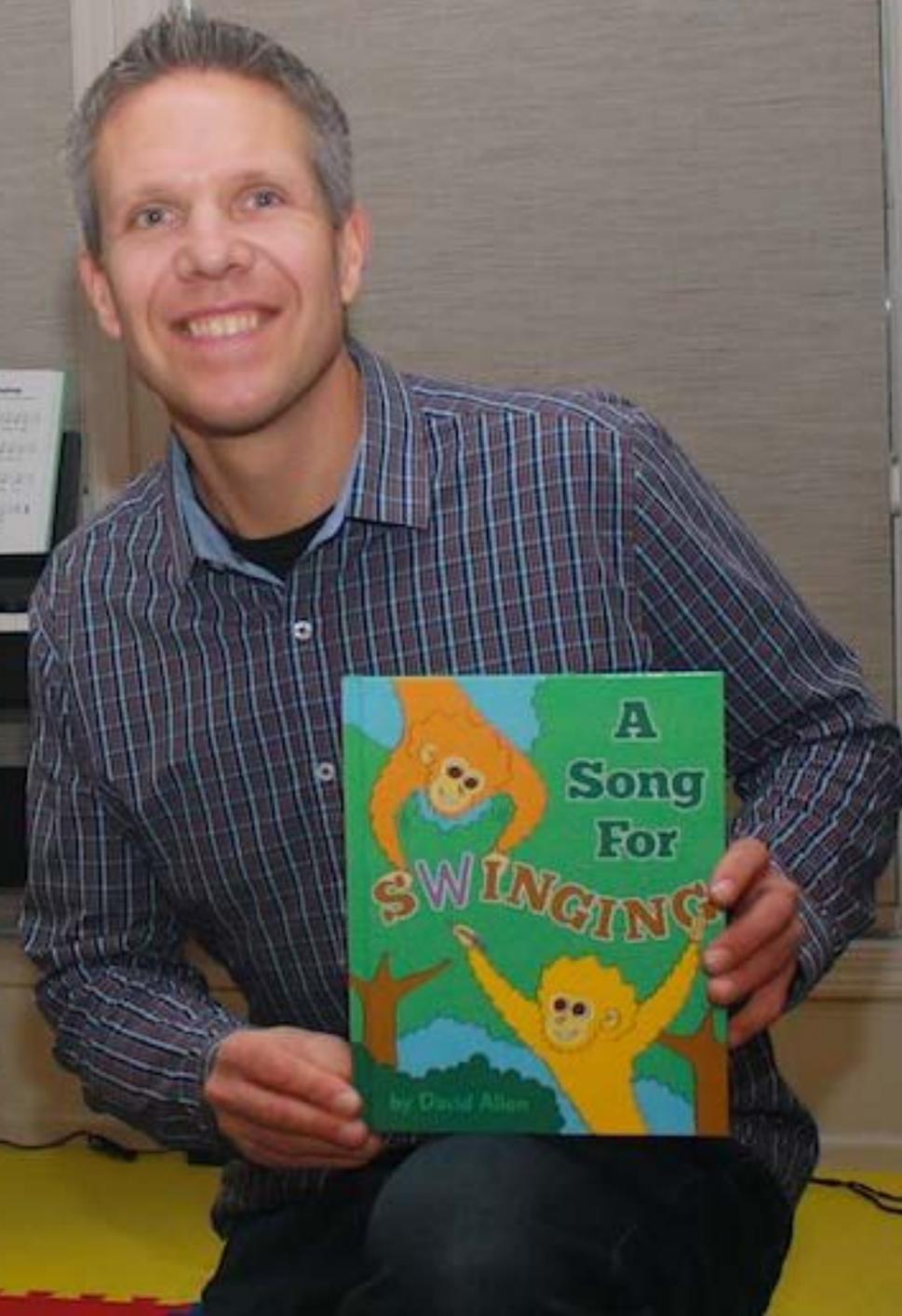
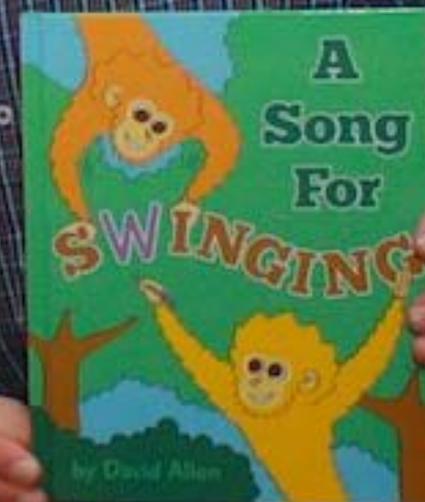
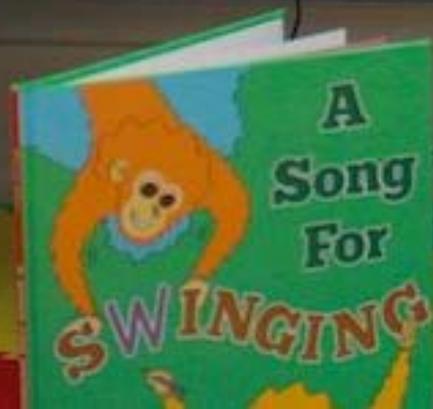






#5  
EVENTS AND FESTIVALS

#6  
LITERARY  
ARTS





#7  
PERFORMING ARTS

A professional camera is mounted on a long, silver crane arm that extends from the right side of the frame towards the center. The camera is pointed towards a harbor scene. In the background, there are several boats docked at a pier, a body of water, and a range of mountains under a blue sky with light clouds. The foreground shows a white railing with a chain-link fence. The text "#8 SERVICE & MATERIAL PROVIDERS" is overlaid on a dark circular graphic on the left side of the image.

#8  
SERVICE &  
MATERIAL  
PROVIDERS

#9  
SOCIETIES &  
ORGANIZATIONS





#10  
VISUAL ARTS



#11  
FILM & NEW MEDIA

# TEN DIFFERENT DATA SOURCES

**Appropriate**

Fits detailed creative sector definitions

**Timely**

As recent as possible

**Specific**

Kelowna rather than RDCO or BC



Statistics  
Canada







**ECONOMIC IMPACT  
ANALYSIS**

 **Direct**  
(Core Activity)

 **Indirect**  
(Suppliers)

 **Induced**  
(Personal spending)



ECONOMIC IMPACT  
ANALYSIS



**Direct**  
(Core Activity)  
**KELOWNA ONLY!**

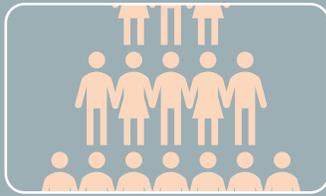


**Indirect**  
(Suppliers)



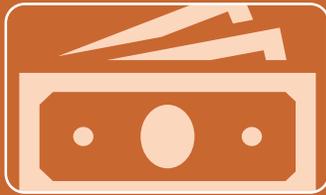
**Induced**  
(Personal spending)

# DIRECT ECONOMIC IMPACTS



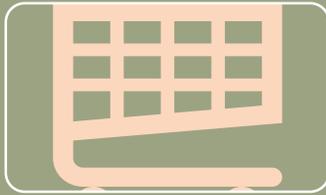
Employment (FTE)

3,168



Economic Output

\$339 million



Labour Income

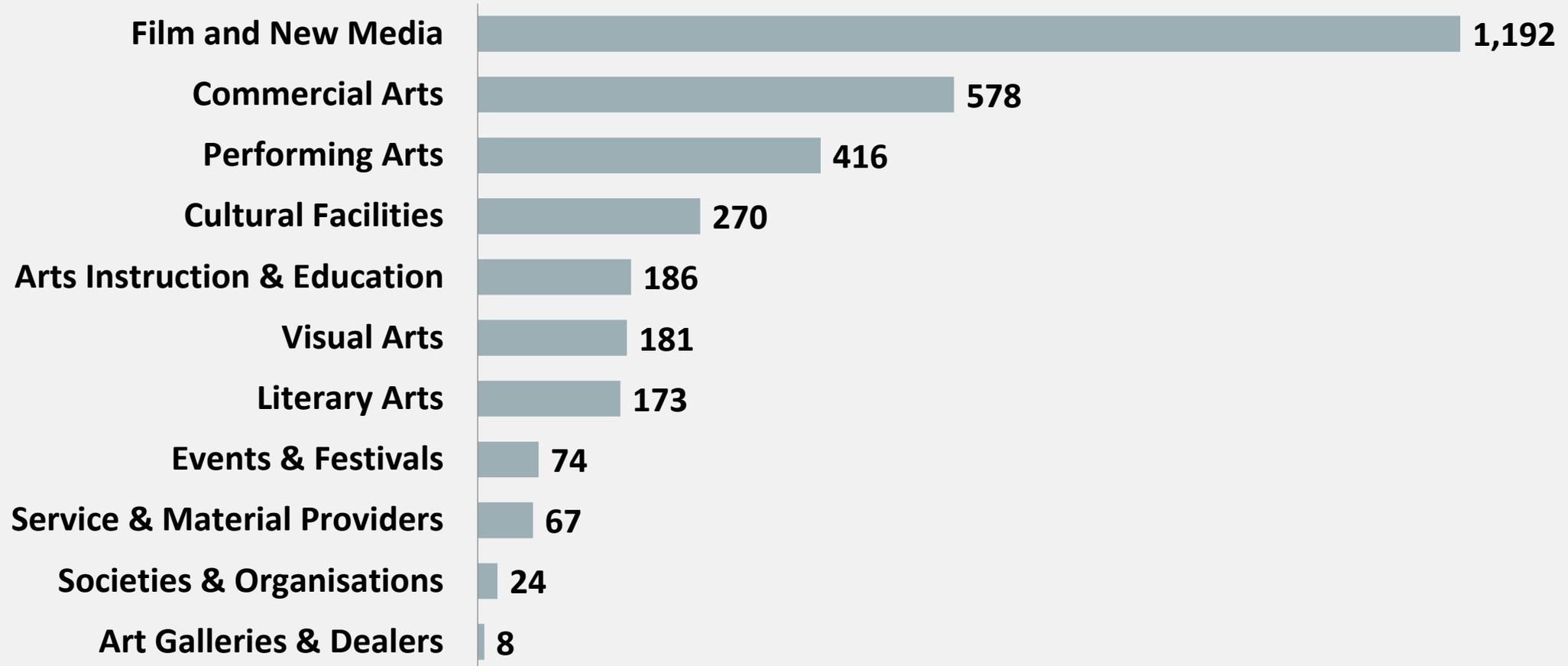
\$187 million



Number of Establishments

626

# KELOWNA CREATIVE SECTOR DIRECT EMPLOYMENT (FULL-TIME EQUIVALENT, 2018)





GROWTH SINCE 2009

# EMPLOYMENT MORE THAN TRIPLED

**Jobs: + 216%**

1,199

3,792

2009

2018

**FTE: + 264%**

870

3,168

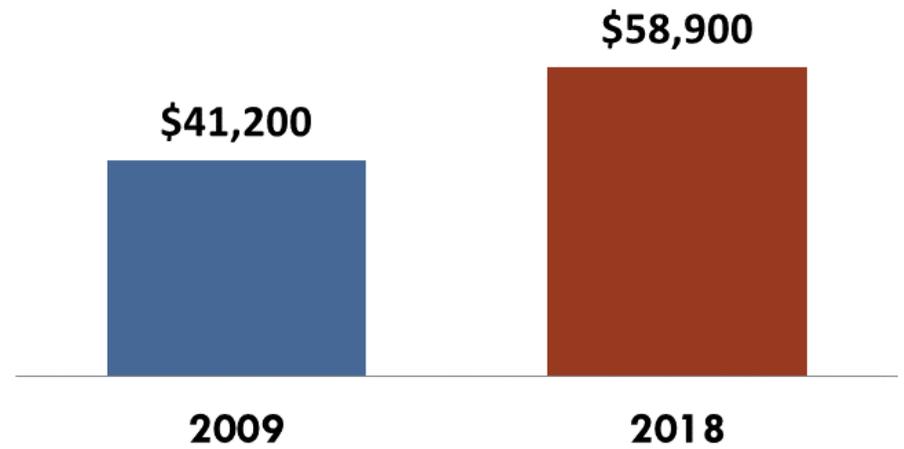
2009

2018

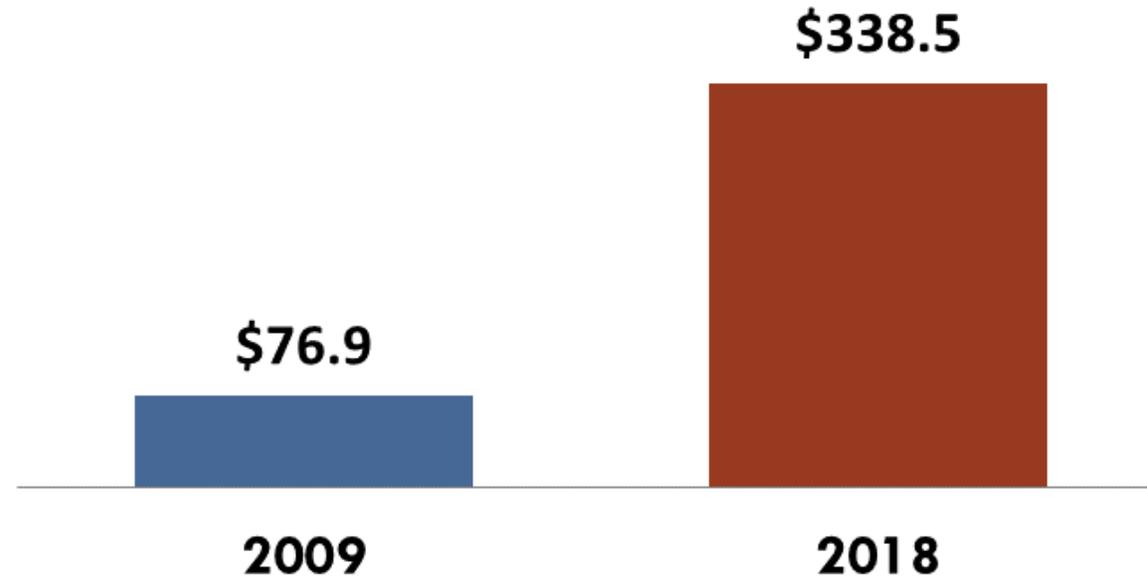


# AVERAGE INCOMES INCREASED

**Average Income per  
FTE: + 43%**



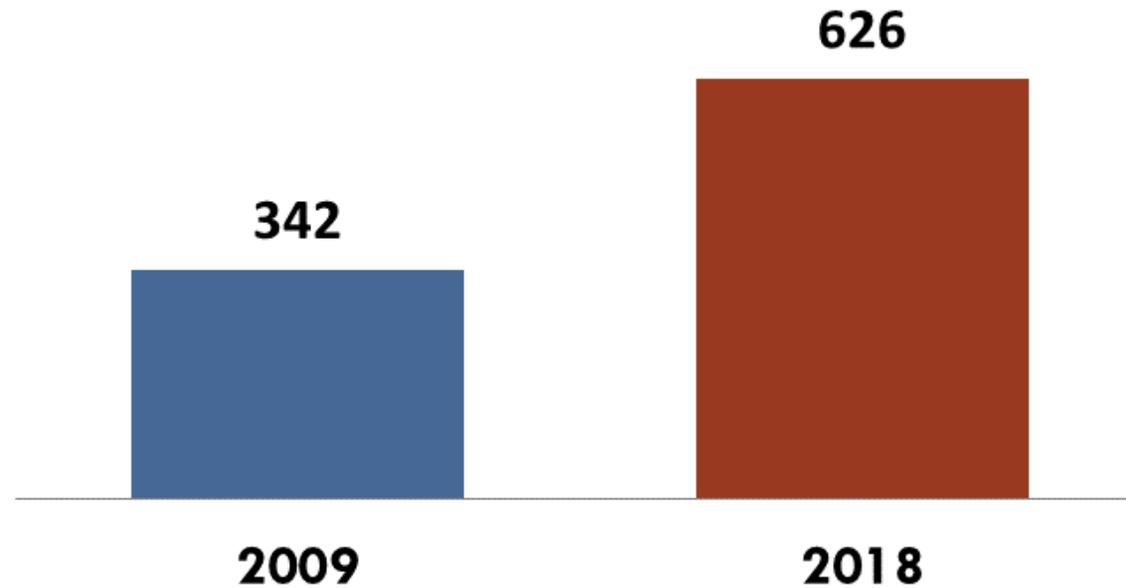
# Economic Output (millions): + 340%



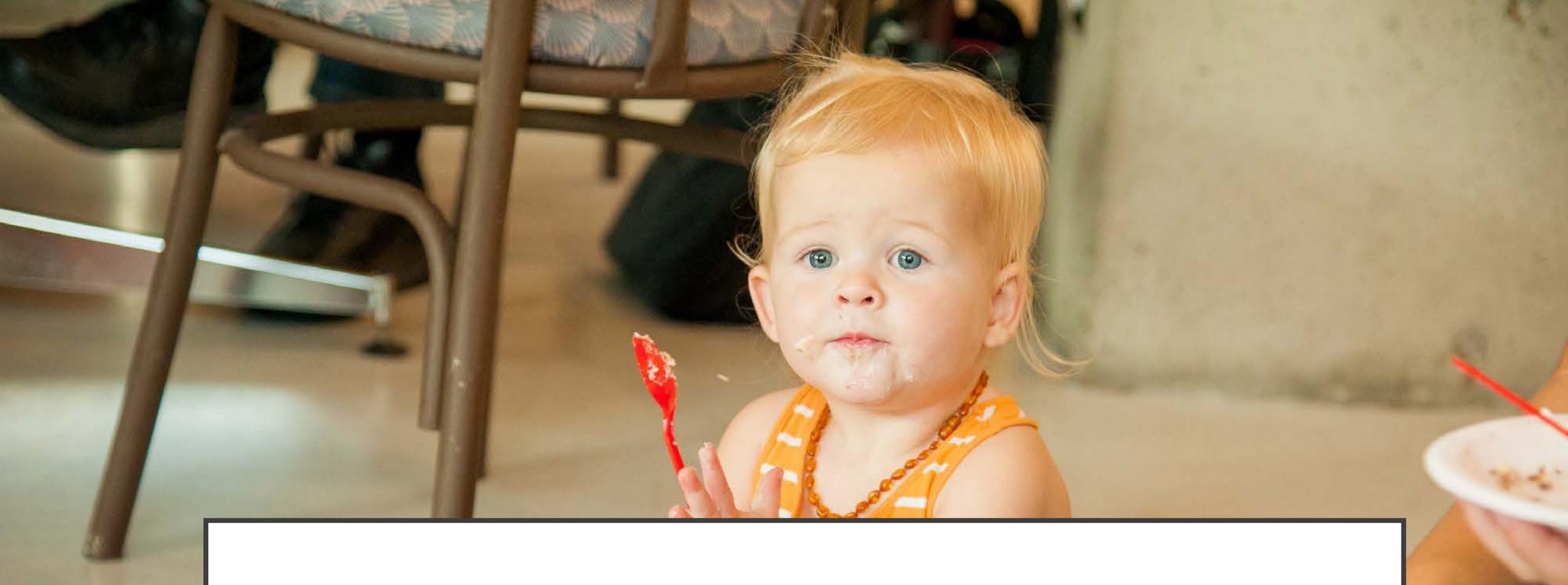
ECONOMIC OUTPUT MORE THAN  
4 TIMES HIGHER



# Establishments: + 83%



ESTABLISHMENTS NEARLY DOUBLED



WHAT IF WE EXCLUDE FILM AND NEW MEDIA?

# STRONG GROWTH EVEN WITHOUT FILM & NEW MEDIA



FTE Employment up  
127%



Economic Output up  
149%



Average Labour Income  
per FTE up 20%



Count of  
establishments up 50%

# VOLUNTEERISM

11,000 creative  
sector volunteers

380,000 volunteer  
hours!





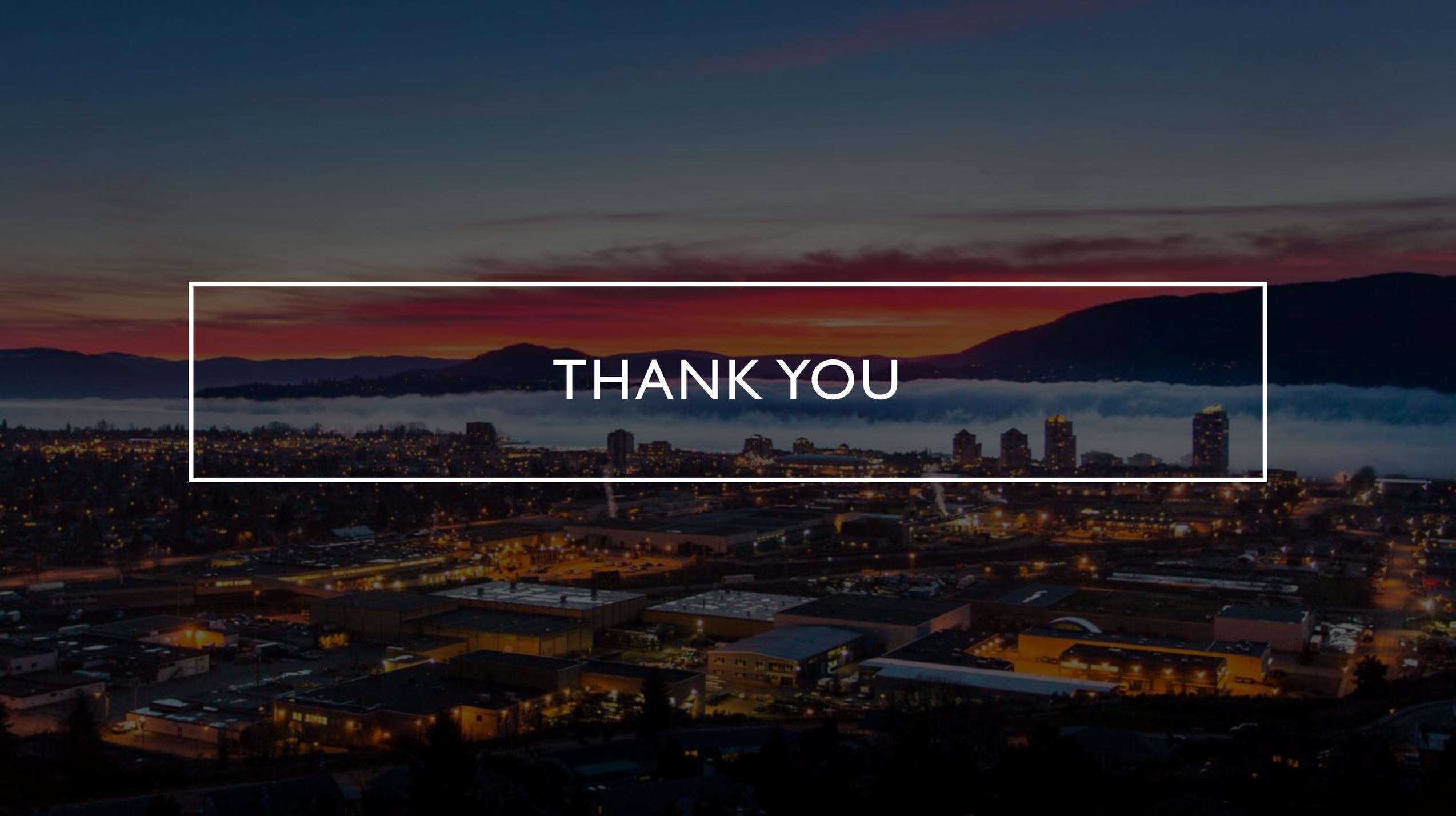
**60% OF ARTISTS ARE SELF-EMPLOYED**

Compared to 16% for all workers

## TOURISM IMPACTS

Estimated 11% of tourism economic impacts are reliant on creative sector activities

\$40 million in tourist spending and 650 FTE of tourism jobs!

An aerial night view of a city, likely Vancouver, with a white rectangular frame in the center. The text 'THANK YOU' is written in white, bold, sans-serif capital letters within the frame. The city lights are visible in the foreground and middle ground, with a layer of fog or low clouds in the distance. The sky is dark with a hint of sunset or sunrise colors.

THANK YOU