



DELAWARE  
ARTS  
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# CREATE Plan Economic Data

Learn more about the CREATE Plan and read the report at:  
[DELAWAREARTSALLIANCE.ORG/CREATIVEECONOMY](https://DELAWAREARTSALLIANCE.ORG/CREATIVEECONOMY)

Image © Freeman Arts Pavilion

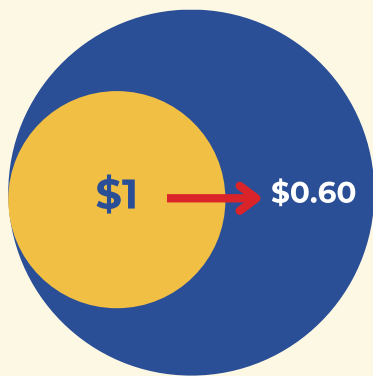


Delaware’s creative economy, which includes industries like visual and performing arts, design, media, and tourism, generates billions of dollars and provides jobs for thousands across the state. However, the creative economy faces challenges that slow its growth. The CREATE Plan provides a comprehensive look at what’s working and what needs improvement to help our creative economy thrive.

## The Creative Economy’s Impact

The CREATE Plan’s economic analysis shines a light on the strength of Delaware’s creative economy. The research found that creative and tourism sectors are major contributors to Delaware’s economy. Here are some key findings:

Despite a decline of 6.6% of the GVA in 2020, Delaware’s creative economy rebounded with **9.5% growth in 2021 (\$1.314 billion)**, exceeding pre-pandemic levels.



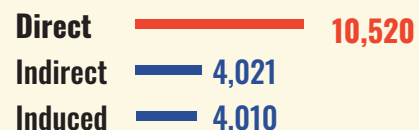
**Total Multiplier Effect = \$1.60**

For every **\$1 of output** from the creative economy, there is an additional **output of \$0.60** in the rest of Delaware’s economy.

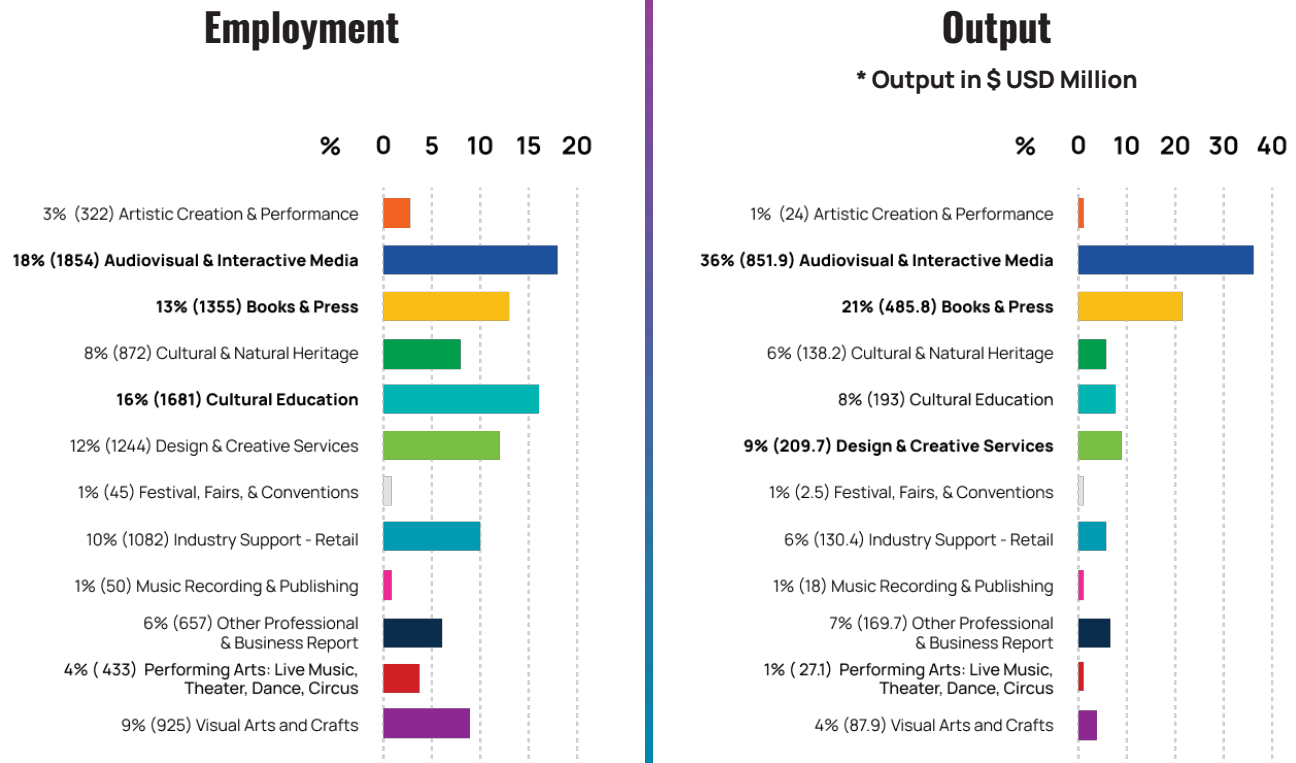
**\$3.7 billion** is the **total output** generated by Delaware’s creative economy in 2021. This figure reflects the total revenue of all creative economy businesses and organizations within the state.

**\$2.2 billion** is the **Gross Value Added (GVA)** by Delaware’s creative economy in 2021. This is the net value contributed by the creative economy after subtracting expenses like rent for studios or venues, wages, utilities, marketing costs, materials, and services purchased from other sectors.

In 2021, Delaware’s creative economy supported **18,551 local jobs, 4.1% of the state’s employment.**



# Employment and Output by the Creative Economy



## Looking Ahead: Areas of Opportunity

While Delaware's creative economy has a strong foundation, feedback from 600 Delawareans revealed areas where creatives need more support. To develop a thriving and sustainable creative economy, we must address the following challenges:

- In general, **Delaware exports consumers but does not import them.**
- There are large income disparities within the creative sectors, with **salaries ranging from \$29K to \$93K.**
- **Black individuals compose 12.3% of the creative economy workforce**, which is significantly lower than their proportion of the general population (21.5%).
- The creative economy sector is **made up of 35% women**, compared to 49.4% female representation in the workforce of the rest of the economy. In addition, **men earn on average 39.9% more than women.**
- A substantial **83% of creatives and 78% of organizations are unhappy with their earnings from creative work.**
- The creative economy is **heavily composed of small businesses (70.7%)**, which makes it particularly susceptible to economic fluctuations and market changes.

## Turning Vision Into Action With The CREATE Plan

The CREATE Plan is more than just an analysis – it's a powerful call to action. This roadmap equips all stakeholders, from community members to government officials, with actionable recommendations for unlocking the full potential of Delaware's creative economy.

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