Alliance for the Creative Economy

Capital Region Creative Economy Fact Sheet

Alliance for the Creative Economy (ACE) is a not-for-profit organization funded by businesses, not-for-profit and philanthropic investors committed to supporting and growing the Creative Economy of the 8-county Capital Region of New York.
The Creative Economy includes economic activity involved in the origination, production and distribution of goods and services in which artistic and cultural content gives the product or service value in the marketplace.

The Creative Economy employs 47,282 people and generates $1.4 billion in earnings in the Capital Region.

The Creative Economy includes workers producing creative content in the Creative Industries (a musician in an orchestra), creative workers in Other Industries (a graphic designer at an insurance company), and other workers in Creative Industries (an accountant at a media company).

Note: Does not include 3,669 Artisanal Restaurant jobs, which were counted by other methods.
Seven segments make up the Creative Industries.

- Culinary Agriculture/ Food Production (29%)
- Media (23%)
- Design (17%)
- Artisanal Restaurants (12%)
- Performing Arts (7%)
- Museums & Preservation (7%)
- Visual Arts (5%)

Over half of those in the Capital Region Creative Industries are Self-Employed Freelancers. The Capital Region has a higher percentage of Freelancers in the Creative Industries than NYC or Boston.

Total Creative Freelancers in the Capital Region – 16,327

Type of Worker in Creative Industries (Note: Does not include Artisanal Restaurants)
- Freelancers 51%
- Wage and Salaried Employees 49%

Type of Worker in All Private Sector Jobs
- Freelancers 24%
- Wage and Salaried Employees 76%
Creative Industries are the fourth largest employment sector in the Capital Region.

Creative Industries are the businesses, not-for-profit organizations, and self-employed individuals involved in the origination, production, and distribution of goods and services in which artistic and cultural content gives the product or service value in the marketplace.
Creative Industry jobs are found throughout the eight counties of New York's Capital Region. Columbia County is in top 1% of all U.S. counties for concentration of Creative Jobs.
We welcome you to join our Investor Group; please contact Project Director Maureen Sager at Maureen@upstateACE.org.