



## CREATIVE ECONOMY in Philadelphia

### Vibrant Arts and Culture Sector Attracts Creative Entrepreneurs

#### SMART LOCATION

- 5th fastest growing creative sector in the country
- 70% stronger creative sector than the national baseline
- DesignPhiladelphia - largest annual design festival in the country

#### SMART PEOPLE

- 11,700 degrees related to creative economy occupations awarded annually in the Philadelphia region
- City Office of Arts, Culture and the Creative Economy
- The University of the Arts Corzo Center for the Creative Economy
- Moore College of Art and Design, the first and only woman's visual art college in the United States
- Philadelphia University, School of Design and Engineering
- Temple University, Tyler School of Art
- University of Pennsylvania, School of Design

#### SMART COMPANY

- Independents Hall, *Co-working Space for Creative Entrepreneurs*
- I-SITE, *Design and Marketing Firm*
- Neiman Group, *Advertising Agency*
- The Olin Studio, *Landscape Architecture and Planning Firm*
- Red Tettemer, *Branding, Design and Multi-Media Marketing Firm*
- Shooters Post & Transfer, *Post-Production Facility*
- Urban Outfitters, Inc., *Specialty Retail*
- WXPWorld Cafe Live, *Non-Profit Radio Station and For-Profit Concert Venue*



Credit: Photo by R. Kennedy for GPTMC

Philadelphia is the smart choice for companies to develop creative products, plans and ideas. Home to a vast network of creative sector talent, nearly 18,000 workers in fields such as public relations, architecture, fine arts and graphic design are employed here. In 2008, according to a study commissioned by the City's Office of Arts, Culture and the Creative Economy, our creative sector rating was 70% stronger than national benchmarks.

In addition to one of the most vibrant art, theatre, music and museum scenes in the country, private creative firms thrive in Philadelphia. Nationally known and individual innovators alike, feed off of Philadelphia's creative spirit. For example, founded in Philadelphia in 1970 as a single storefront, Urban Outfitters Inc., a trend-setting international retailer, now employs 1,200 at their Philadelphia corporate headquarters.

Leading the way in innovation, Independents Hall is a community of entrepreneurs who develop individual business ideas using a communal workspace conducive to inspiration. Philadelphia is also home to World Cafe Live and WXPWorld Cafe Live and WXPWorld Cafe Live, the most successful for-profit/nonprofit live music venue and radio studio in the country and a model for relationships between public broadcasters and private enterprise. Philadelphia is a smart city to find business success at doing what you love.

*"The confluence of conditions here - economic, social and a vibrant music community - made an ideal environment for creating our innovative and sustainable model for the entertainment industry."*

Hal Real and Roger LaMay,  
World Cafe Live and WXPWorld Cafe Live