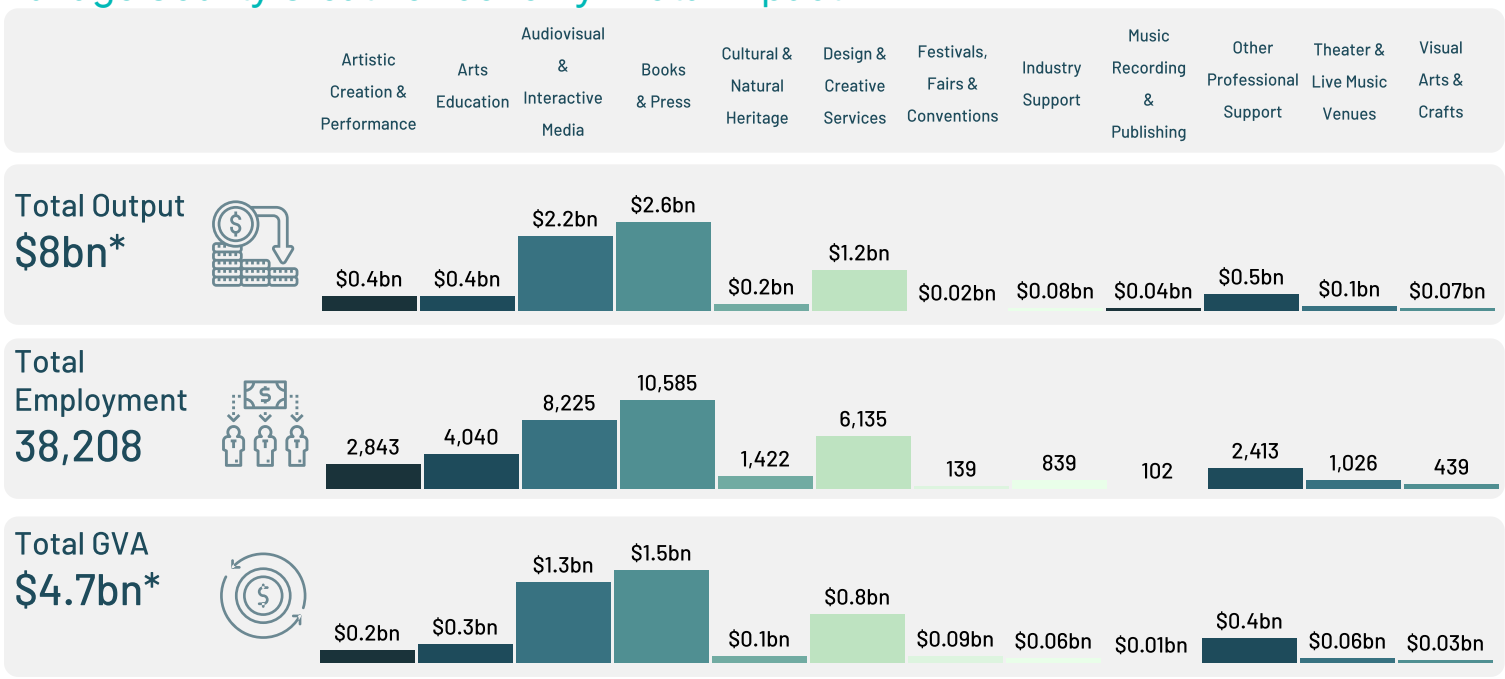
Economic Impact Analysis: DuPage County Creative Economy

Commissioned by Arts DuPage and DuPage Foundation, this economic impact assessment provides a targeted, data-driven analysis of the creative economy within DuPage County, Illinois. Delivered alongside similar assessments that Arts Alliance Illinois commissioned for the City of Chicago and the State of Illinois, this study focuses on quantifying the specific value of the county's creative sector to support funding and policy within its communities.

DuPage County Creative Economy - Total Impact

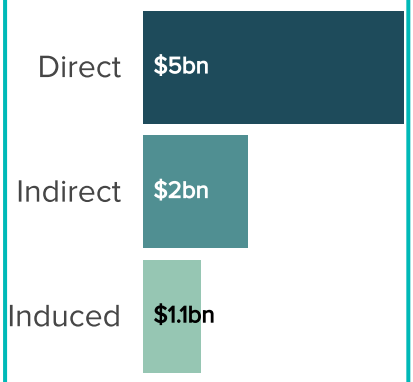


Multiplier Effect

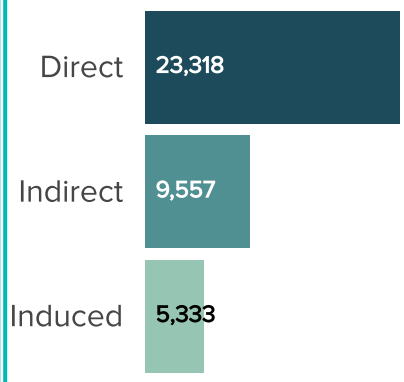
1 → 1.61

For every $1 of output of the creative economy, there is an additional output of $0.61 in the rest of the economy.

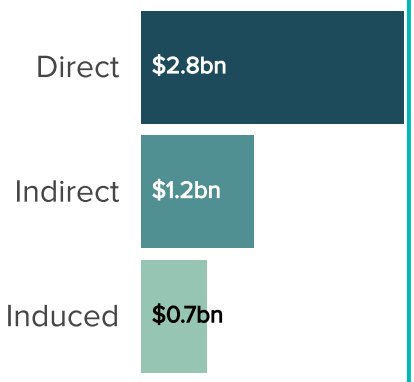
Composition of Total Output*



Composition of Total Employment



Composition of Total GVA

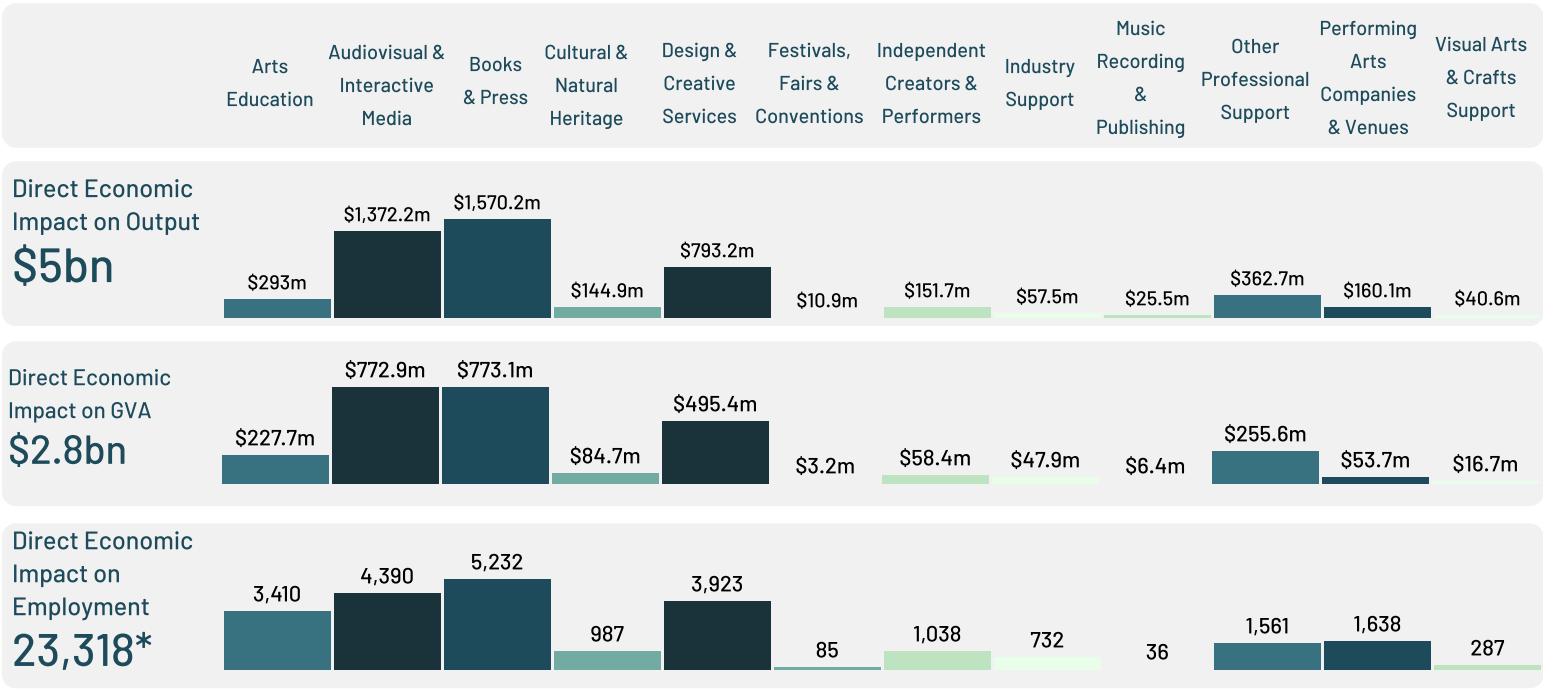


Source: County Business Patterns 2023, IMPLAN, Sound Diplomacy Research

The creative economy in DuPage County generates a total of $902.2 million in total tax revenue. While federal taxes comprise the largest share at $590.4 million, the ecosystem contributes approximately $311.8 million across state, county, and local jurisdictions, supporting essential public services. Of that, $129.1 million is contributed directly to DuPage County.

The creative economy in DuPage County generates a direct output of $5 billion and a GVA of $2.8 billion, directly employing 23,318 individuals (4.8% of overall employment in the county). Among the analyzed industries, the highest direct output and employment is generated by the Books & Press industry with a direct output of $1.6 billion (31.5% of direct output in the ecosystem) and direct employment of 5,232 (22.4% of direct employment in the ecosystem). The second largest output and employment is generated by the Audiovisual & Interactive Media industry with a direct output of $1.4 billion (27.5% of direct output) and direct employment of 4,390 (18.8% of direct employment).

DuPage County Creative Economy - Direct Impact by Industry



Source: County Business Patterns 2023, IMPLAN, Sound Diplomacy Research

The creative economy, directly supporting 4.8% of the county's workforce, represents a major sector for the county's employment. This scale of employment surpasses sectors like administrative & waste management services (3.7%), wholesale trade (3.5%), and public administration (2.4%), but is smaller than sectors such as health care (12.6%), manufacturing (12.2%), and professional, scientific and technical services (11.6%).

DuPage's core arts and cultural institutions, spanning museums, zoos and botanical gardens, festivals, theaters, live music venues, galleries, and arts education, generate $527.4 million in direct economic output and $341.8 million in GVA, and directly support over 5,200 jobs. These institutions alone account for 10.6% of the county's total direct creative economy output and represent 22.5% of its direct employment.

Non-profit organizations in the cultural and creative industries account for 9.4% of the total output of the creative economy in DuPage County, with an impact of:

$757.4m	$473.3m	4,195
total output	total GVA	total employment