

Scan the QR code to learn more about the Lane County Sector Strategy Team (LCSST) and our Next General Sector Strategies.

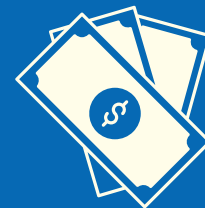


**3,477**  
TOTAL  
EMPLOYEES



**\$171**  
MILLION  
IN LANE COUNTY  
PAYROLL

**565**  
TOTAL  
ESTABLISHMENTS



**\$55,525**  
AVERAGE  
WAGE

## CREATIVES

The Oregon Employment Department has released data on common occupations in the Creative sector, highlighting the 2024 numbers, average wages, and the typical entry-level education for each role. Below is a summary:

Occupation	2024 Average Annual Wages	Typical Entry Level Education
Audio and Video Technicians	\$47,458	Postsecondary training (non-degree)
Bookkeeping, Accounting, and Auditing Clerks	\$50,346	Postsecondary training (non-degree)
Customer Service Representatives	\$44,129	High school diploma or equivalent
First-Line Supervisors of Production Workers	\$66,434	High school diploma or equivalent
Graphic Designers	\$54,320	Associate's degree
Helpers--Production Workers	\$41,829	Less than high school
Laborers and Freight, Stock, and Material Movers	\$39,954	Less than high school
Maintenance and Repair Workers	\$50,705	High school diploma or equivalent
Market Research Analysts and Marketing Specialists	\$67,996	Bachelor's degree
Music Directors and Composers	\$96,439	Bachelor's degree

### OUR MISSION:

To meet the workforce needs of employers and individuals through partnerships and innovation.



# CREATIVES



IATSE Local 675 organized a special "pack in" tour of Chicago, February 2024.

The creative sector is comprised of a variety of industries including those related to the production of apparel, art, publishing, and the performing arts. It also includes museums and historical sites. There were 716 establishments with 3,477 employed and over \$171 million in total payroll in 2023. Trends show a loss of 550 jobs between 2021 and 2023. Going forward, the creative sector should continue to rebound from the losses incurred in 2020 due to COVID-19 restrictions, especially in the performing arts. Galleries are seeing a similar steady recovery as performing art venues.

In February 2024, Lane Arts Council, a key member of our creative sector strategy team, brought forward a significant challenge faced by our local entertainment union, International Alliance of Theatrical Stage Employees (IATSE) Local 675. Our local community was experiencing a critical shortage of stage handlers, particularly within the rigging department. Rigging serves as the vital infrastructure that securely holds lighting, audio equipment, and speakers in place, ensuring the safety of every event. In response, Lane Workforce Partnership convened community partners including the Hult Center for the Performing Arts, City of Eugene, Arts & Business Alliance of Eugene (ABAE), and Lane County Government. Through this gathering, partners collectively committed \$30,000 worth of training materials to fortify the entertainment union's training ability.

The average wage in the creative sector at \$55,525 is slightly below the Lane County all industry average of \$56,320. The sector's diverse industries offer a broad range of occupations with varying wage levels.

The Lane County Sector Strategy Team (LCSST) utilizes the [Next Generation Sector Partnerships model](https://tinyurl.com/LaneWorkforce), a nationally recognized approach. For more information, visit: <https://tinyurl.com/LaneWorkforce>