

This publication provides **Creative Industry** links and resources to assist your startup or small business. Additionally, you can also receive free professional business advice and free or low-cost business training from your [local Small Business Development Center](#)!

Industry Overview, COVID-19 Impact and Recovery

The crafts and hobbies industry is part of the **creative economy**, which is made up of two segments: creative industries and creative occupations. Creative industries are business that produce goods and services for arts and culture. Creative occupations are workers employed in occupations of any industry type.

Creative industries employ 8.8 million workers and produce sales of \$1.7 trillion a year or 4% of the goods and service sales. Creative occupations segment is responsible for 4% of total employment and 15% of monthly average earnings.

The [Brookings Institution](#) reports the **creative industry** lost 2.7 million jobs and \$150 billion in sales of goods & services nationwide, which accounts for a third of all jobs in the creative industry and 9% of annual sales. For comparison before COVID-19, the creative industry created 8.8 million jobs and produced \$142 billion in sales. As for creative occupations, 2.3 million jobs and \$74 billion in earnings were lost due to COVID-19. Of all creative occupations, photographers had the most losses in employments and earnings due to social distancing and postponement of large events. Musicians and singers, writers and authors, actors, and fine artists round out the rest of the top five occupations most affected by COVID-19.

With supply chain disruptions and decrease in consumer spending, COVID-19 will undoubtedly leave a profound effect on the creativity sector for some time to come. Over the past 18 month, there has been several private and public sector resources to support the sector. The public sector support includes [SBA financial assistance](#) through PPP loans from the CARES Act allowing self-employed creative workers to receive federal assistance.

The pandemic, specifically local stay-at-home orders, caused many people to find new things to do with their time. For many, this led to a renewed interest in [crafting](#). Now, whether as an extra source of an income or as a career change, people turn their passion for [crafts](#) or [hobbies](#) into a business. The following links provide trade specific resources on many crafts and hobbies sectors to help you in your small business endeavors.

Creative Industry Resources and Associations by Type

Art

- [National Endowment for the Arts](#) - federal agency providing resources for art organizations including impact research and financial assistance.
- [The National Association of Independent Artists](#) - nonprofit organization for artists, organizers and art show directors
- [National Assembly of State Arts Agencies](#) - directory of State Arts Agencies

Photography

- [Professional Photographers of America](#) - nonprofit photography association for professional photographers
- [New York Institute of Photography](#) - website includes business and professional tips for photographers

Writing

- [The Association for Business Communication](#) - association for business communication
- [WritersNet](#) - directory of literary agents, published authors, editors, and publishers
- [Poets & Writers](#) - largest nonprofit organization for creative writers
- [Writers and Editors](#) - list of major writer organizations

Pottery, Ceramic, and Glass

- [Artshow](#) - techniques, tutorials, and resources for ceramic & pottery
- [Clay Times Magazine](#) - list of resources for pottery crafters
- [American Glass Guild](#) - nonprofit organization for decorative glass artists
- [Glass Art Society](#) - international organization for the glass community
- [The Stained Glass Association of America](#) - resources for stained glass crafters

Woodwork

- [Woodworkers Guild of America](#) - instruction, ideas, and information for woodworkers
- [WoodNet](#) - list of resources for woodworking

Metalwork and Jewelry

- [The Guild of Metalsmiths](#) - nonprofit dedicated to the art of metalworking

- [Society of North American Goldsmiths](#) - organization for the advancement of jewelry and metalsmithing
- [American Jewelry Design Council](#) - nonprofit promoting original jewelry design
- [Women's Jewelry Association](#) - professional women in the jewelry industry

Textiles

- [Craft Yarn Council](#) - promotional and educational programs, classes, and The Certified Instructors Program
- [Crochet Guild of America](#) - organization for the crochet arts
- [Embroiderers' Guild of America](#) - organization dedicated to the art of needlework and associated arts
- [The Knitting Guild Association](#) - Nonprofit providing education and resources for the craft of knitting

Sewing

- [American Sewing Guild](#) - organization of sewing enthusiasts
- [Sewing & Craft Alliance](#) - education and resources for the sewing and craft enthusiast
- [Smocking Arts Guild of America](#) - ideas and instruction for smocking, heirloom sewing, and related needle arts
- [American Quilter's Society](#) - information on quilt making, design, and quilt collecting
- [The Applique Society](#) - organization dedicated to the art of applique in quilting

Floral Design

- [American Institute of Floral Designers](#) - leading non-profit organization for floral design
- [Society of American Florists](#) - trade association for the floral community with resources on marketing and industry trends
- [Floral Design Institute](#) - organization providing floral design education

Sculpting

- [National Sculpture Society](#) - organization promoting excellence in sculpture
- [Sculptors Guild](#) - promoting, encouraging and supporting sculptors, and sculpture

Scrapbooking

- [National Association of Digital Scrapbookers](#) - training and resources for digital

scrapbooking

- Scrapbook.com - ideas and resources for scrapbooking

Genealogy

- [National Genealogical Society](#) - non-profit organization connecting and leading the family history community
- [Association of Professional Genealogists](#) - promoting genealogy worldwide
- [Board for Certification of Genealogists](#) - independent non-profit certifying body promoting ethics and standards for genealogists

Creative Industry Associations

- [American Craft Council](#) - national and Regional Craft Organizations - List of craft organizations by state
- [Craft Industry Alliance](#) - industry news and trends for the craft industry
- [Society of Arts & Crafts](#) - society to support and celebrate craft makers and their creativity
- [Association for Creative Industries](#) - premier trade association for the global creative arts industries
- [The Society for Calligraphy & Handwriting](#) - resources for individuals interested in calligraphy and handwriting
- [National Candle Association](#) - association representing candle manufacturers and suppliers
- [Handcrafted Soap & Cosmetic Guild](#) - international non-profit for the handcrafted soap and cosmetic industry
- [The Leathercraft Guild](#) - organization for leathercrafters and other interested in leatherwork
- [American Screen Printing Association](#) - online community for screen printers
- [Council of Fashion Designers of America](#) - non-profit organization for fashion designers
- [Recording Industry Association of America](#) - list of trade associations and research for the music industry

Creative Industry Publications

- [Handmade Business Magazine](#) - publication for both professional craftspeople and crafts retailer (Formally the Craft Report)
- [Handmade Seller Magazine](#) - business publication for artisan entrepreneurs

- [American Craft Magazine](#) - publication from American Craft Council celebrating American craft and craftmakers
- [Artists Network](#) - online community of artists in the U.S. and around the globe
- [ArtNews](#) - art magazine reporting on multiple topics affecting the art world
- [The Writer](#) - publication covering the craft of writing, and the publishing industry
- [Business Communications Quarterly](#) - refereed journal devoted to the teaching of communication in the workplace
- [Popular Photography](#) - how-to guides, product reviews, and photography inspiration
- [Outdoor Photographer Magazine](#) - photography journal focusing on landscapes, wildlife, and adventure travel
- [Shutterbug](#) - online publication for photographers of all skill levels, product reviews, and photography resources
- [Digital Photo Magazine](#) - publication with tips and guides for digital photography
- [Quilting Daily](#) - publication dedicated to quilters of all skill levels and interests
- [Wood Magazine](#) - woodworking articles, product reviews and woodworking plans
- [Popular Woodworking](#) - projects, inspiration, and guides for the woodworker and maker
- [Fine Woodworking Magazine](#) - how-to articles and videos for woodworking and furniture making
- [Woodworker's Journal](#) - publication for woodworkers of all skill levels with project ideas and woodworking techniques
- [Family Tree Magazine](#) - guides and tips for building a family tree
- [ALA Genealogy Resources](#) - list of resources, publications, and websites from the American Library Association

Selling Platforms

- [Etsy](#) - online marketplace for artists and makers of handmade products
- [Amazon Handmade](#) - platform for handmade artisan goods from Amazon
- [Artfire](#) - marketplace for selling handmade goods, vintage goods, and craft supplies
- [Storenvy](#) - marketplace specializing in small independent brands
- [Aftcra](#) - marketplace exclusively for Americans selling handcrafted goods
- [Big Cartel](#) - platform catering to artists, crafters, and entrepreneurs
- [IndieMade](#) - platform for artists to create a website with a store, blog, and galleries

Trending Topics

- [Craft Industry Trends for 2021](#) - from Craft Industry Alliance
- [Craft \(Handmade\) Industry Stats and Trends](#) - infographic from Wunderlabel

- [Marketplace Insights: Early 2021 Trends](#) - from Etsy
- [The Popularity of Handmade Items](#) - from Mood Sewciety
- [Craft Trends for 2021](#) - from Made Urban
- [What We Learned From a Year of Crafting](#) - from The New York Times
- [How the pandemic pushed crafters toward Michaels](#) - From Retail Dive
- [Genealogy has been a hot pandemic activity. Here's how you can get started](#) - from The Seattle Times
- [Pandemic sparks more people to hunt for their birthparents, long lost relatives](#) - from The Washington Post

Additional Small Business Resources

Already in business or thinking about starting your own small business? Check out our various small business resources:

- View industry-specific research here: [Market Research Links](#)
- View more small business help topics here: [Small Business Information Center](#)
- View business reports here: [Small Business Snapshots](#)
- View business plans samples here: [Sample Business Plans](#)

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