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San Diego Creative Industry Survey to Take the Pulse of the City's Creative Sector and Shape How Capital Flows

A survey conducted by Upstart Co-Lab on behalf of the Prebys Foundation will assist in assessing the opportunities and investment needs of creative businesses across the region.

San Diego, Calif. – July 15, 2026 – Upstart Co-Lab on behalf of the Prebys Foundation will explore how impact investing and other financial tools can support San Diego County's creative sector through a survey targeting the county's for-profit creative businesses. Creative industries are drivers of innovation, jobs, and community vitality. The survey aims to identify and better understand where capital is most needed. "The survey is an opportunity to bring visibility and investment to San Diego's creative industries," said **Emily Young, Vice President of Programs at Prebys Foundation.** "By sharing their experience, creative businesses can help funders and investors identify opportunities and investment needs across the region."

The most recent analysis of San Diego's creative economy shows that our creative industries are highly diverse, from digital media to the music industry and architecture and design services. More than 80% of creative industries are small businesses. To grow this part of our economy, intentional investment is critical.

"Through the creative economy, investors can create on-ramps to economic opportunity in communities; grow quality 21st-century jobs for middle-skilled workers; connect ethical, sustainable supply chains with educated consumers; and bring diverse, culturally authentic stories to the big and small screen. We're excited to see specifically how impact investment can grow the creative economy in San Diego county," said **Laura Callanan, founding partner at Upstart Co-Lab**.

"San Diego's creative industries have tremendous potential to drive innovation, economic opportunity, and community vitality," said **Jonathon Glus, Prebys Foundation Senior Fellow for Art + Design in Residence at the Downtown San Diego Partnership.** "Understanding the needs and aspirations of the people who make up this ecosystem is a critical step toward unlocking that potential."

This is why broad participation in this survey matters. For-profit businesses in creative industries from across the county are encouraged to take part.

San Diego's creative industries include:

- Apparel & Fashion Goods
- Publishing & Printing

- Craft, Material & Object Manufacturing
- Creative Product Retailers & Wholesalers
- Publishing & Digital Content
- Film, Video & Sound
- Broadcast & Digital Media
- Creative Services, Advertising, Engineering & Design
- Visual & Performing Arts and Events
- Beauty Services and Products
- Food & Beverage Manufacturing, Retail and Service

The survey will be available starting **July 15** and runs through **September 30, 2026.** For additional information on the San Diego Creative Industry survey, please visit prebysfdn.org/creativesurvey

About Prebys Foundation
Prebys Foundation is the largest independent private foundation in San Diego County, working to create an inclusive, equitable, and dynamic future for all San Diegans. The Foundation invests in arts and culture, medical research, health and well-being, and youth success, advancing shared opportunity and lasting impact across the region. Learn more at www.prebysfdn.org.

About Upstart Co-Lab
Since 2016, Upstart Co-Lab has connected capital with creative people who make a profit and a difference. Upstart has mobilized more than $45 million of grants and impact investing capital in alignment with its mission; demonstrated how the creative industries can offer investors a market rate return, an innovative edge, and deep people-focused impact; and made the case for U.S. cultural institutions and museums to utilize their endowments for mission-related and values-aligned investing. In 2024, Upstart launched the Inclusive Creative Economy Strategy, the first impact investing vehicle for the U.S. creative industries.

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