



CENTER OF EXCELLENCE
FOR LABOR MARKET RESEARCH

Unmet Workforce Demand for Arts Administration Jobs in LA County

Labor Market Supply and Demand for Arts Administration
Baccalaureate of Arts (B.A.) degree at
Pasadena City College

Prepared by: Los Angeles Center of Excellence for Labor Market Research
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Key Findings

Demand:

- Employment for *agents and business managers of artists, performers and athletes* has grown at a faster rate over the last 20 years (45%) than employment across all occupations (11%) in LA County.
- Over the next ten years, 557 *agents and business managers of artists, performers and athletes*' jobs are projected to be available annually in Los Angeles County.
- The majority of *agents and business managers of artists, performers, and athletes*, 72%, in California are employed in Los Angeles County.
- Average hourly wages for *agents and business managers of artists, performers and athletes* are \$0.09 higher than the average across all occupations at the 10th percentile, \$0.42 higher at the 25th percentile, \$11.45 higher at the median, \$35.00 higher at the 75th percentile, and \$67.10 more per hour at the 90th percentile, demonstrating increased earning potential for workers at the 50th percentile and beyond.

Supply:

- Between 2020 and 2022, educational providers in the region conferred an average of 130 bachelor's degrees from programs related to arts administration.

Gap Analysis:

- With 130 average annual bachelor's degrees issued in the county and 557 projected annual job openings for *agents and business managers of artists, performers, and athletes*, an occupation that typically requires a bachelor's degree for entry, the potential supply gap at this level of education is 427 unfilled jobs in LA County.



Introduction

The Arts Administration Baccalaureate of Arts program at Pasadena City College will serve the needs of aspiring *agents and business managers or artists, performers, or athletes*, as there are currently no public colleges or universities in Southern California offering a bachelor's degree in arts administration. Most arts administration programs in California and across the country are at the graduate level. However, there are no public college bachelor's programs in California to feed those graduate programs.

While employment opportunities for this bachelor's degree vary, the key arts administration occupation that requires a bachelor's degree is:

- ***Agents and Business Managers of Artists, Performers, and Athletes (13-1011)*** Plan, direct, or coordinate medical and health services in hospitals, clinics, managed care organizations, public health agencies, or similar organizations.¹

The purpose of this study is to determine whether there is demand in the statewide and regional labor market for *agents and business managers of artists, performers, and athletes* that is not being met by the supply from relevant training programs. More specifically, this report addresses the labor market components of Assembly Bill 927, which requires evidence of unmet workforce needs related to Pasadena City College's proposed arts administration baccalaureate degree program.²

¹ [Agents and Business Managers of Artists, Performers, and Athletes \(bls.gov\)](https://www.bls.gov)

² [AB-927 Public postsecondary education: community colleges: statewide baccalaureate degree program](#)



Key Arts Administration Occupation

The key arts administration occupation analyzed in this report was selected from the 2018 Standard Occupational Classification (SOC) system. *Agents and business managers of artists, performers, and athletes* is classified under the business and financial operations occupations major group (13-0000).

Exhibit 1: Key arts administration occupation

SOC Code	Description	Typical Entry-Level Education	Work Experience Required
13-1011	Agents and Business Managers of Artists, Performers, and Athletes	Bachelor's degree	Less than 5 years

Source: [2018 Standard Occupational Classification \(SOC\) system](#)

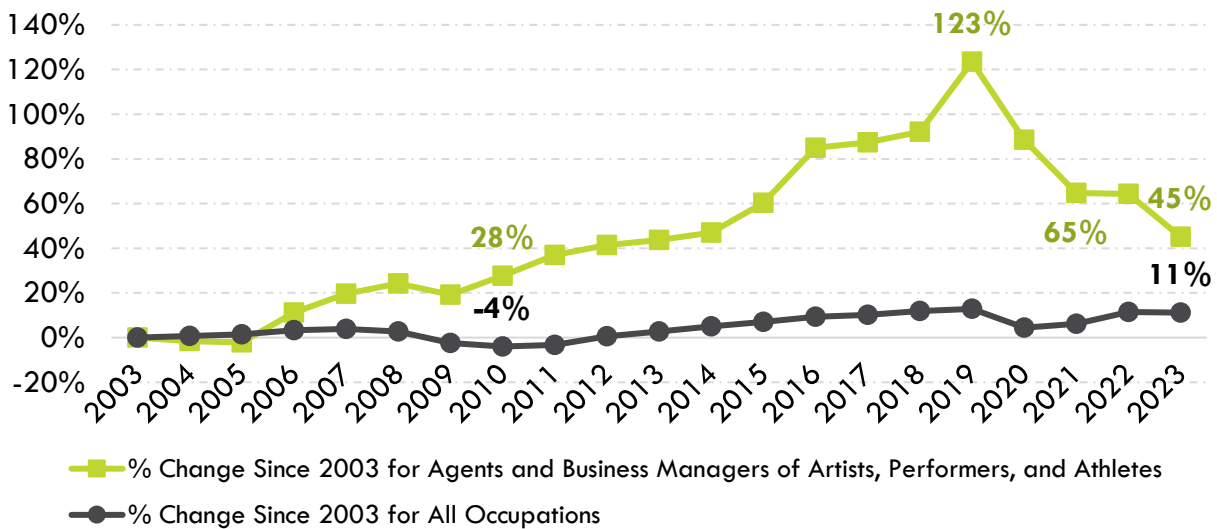
Labor Market Demand for Arts Administration Jobs

Historical employment in LA County

Exhibit 2 demonstrates that since 2003, employment for *agents and business managers of artists, performers, and athletes* has outpaced the average growth across all occupations in Los Angeles County 4-fold, growing by 45% while employment across all occupations has only grown by 11%. *Agents and business managers of artists, performers, and athletes* experienced a steady rate of growth between 2003 and 2019, only dipping slightly during the Great Recession (2007-2009). Employment for *agents and business managers of artists, performers, and athletes* spiked in 2019, boasting 123% growth compared to 2003. This occupation appears to have been affected by the economic shock of the COVID-19 pandemic, decreasing from 123% growth to 65% growth in 2021. While the number of jobs for this occupation declined from 2022-2023, the rate of growth has increased over the last 20 years.



Exhibit 2: Percent change in employment since 2003



Source: Lightcast, Datarun 2025.1

Projected annual job openings

Exhibit 3 displays detailed 2023 job counts, projected employment figures through 2032, ten-year percentage change in employment, and projected annual job openings for *agents and business managers of artists, performers, and athletes*. In Los Angeles County, there will be more than 550 annual job openings through 2032. *Agents and business managers of artists, performers, and athletes* is projected to grow by 2% by 2032 in LA County. In California, more than 750 job openings are projected to be available annually. This occupation is expected to decline by 1% throughout the state, however, the job count is expected to surpass 7,300 jobs in 2032.

Exhibit 3: Occupational demand in Los Angeles County

SOC	Occupation	Region	2023 Jobs	2032 Jobs	10-Year % Change	Annual Openings
13-1011	Agents and Business Managers of Artists, Performers, and Athletes	Los Angeles	5,356	5,453	2%	557
		California	7,432	7,334	(1%)	762



Source: Lightcast, Datarun 2025.1

The majority of *agents and business managers of artists, performers, and athletes* in California are located in Los Angeles County. Nearly three-quarters of these workers in the state are employed in Los Angeles County, followed by 5% in San Diego County and 3% in Orange County. More than half of the 58 counties in California have ten or fewer *agents and business managers of artists, performers, and athletes* working within their county.

Exhibit 4: Agents and business managers of artists, performers, and athletes jobs by county



Source: Lightcast, Datarun 2025.1

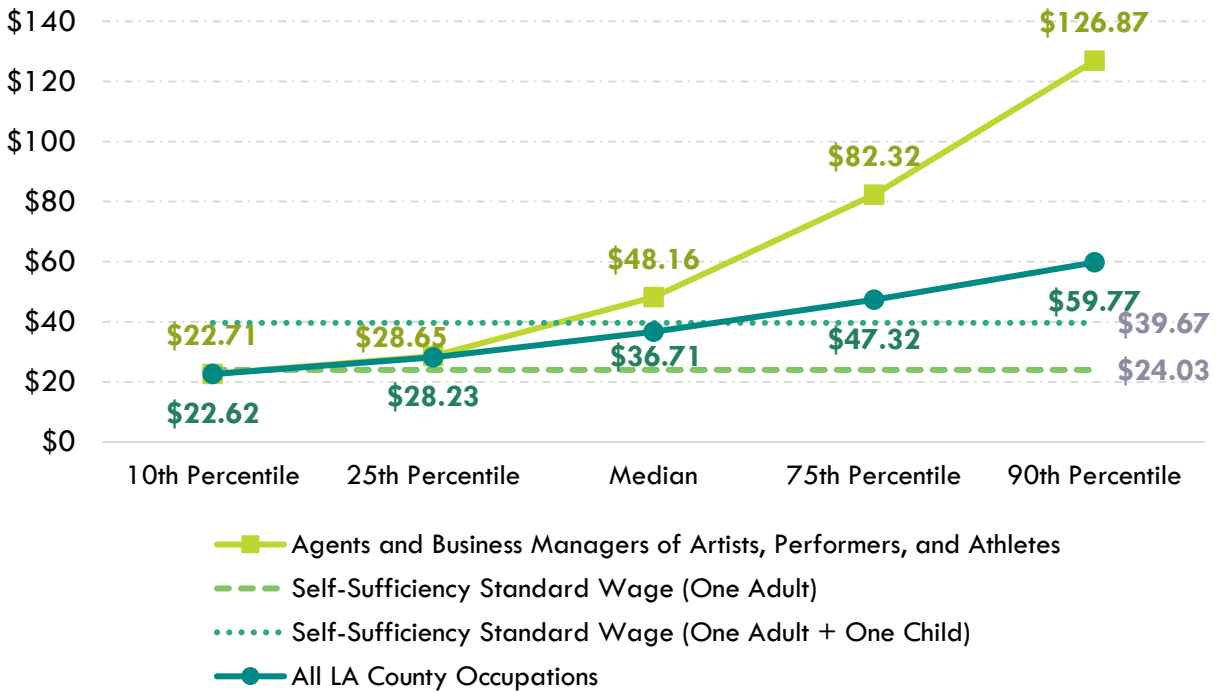
Average hourly wages

The average hourly wage for *agents and business managers of artists, performers, and athletes* in Los Angeles County at the 10th, 25th, median, 75th, and 90th percentile is displayed in Exhibit 5. At the lowest percentiles available (i.e., the 10th and 25th), workers employed as *agents and business managers of artists, performers, and athletes* earn \$0.09 per hour and \$0.42 more, respectively, than the regional average across all occupations in LA County. However, the gap for *agents and business managers of artists, performers, and athletes* widens exponentially among higher earners. Progressing to the median level, *agents and business managers of artists, performers, and athletes* earn \$11.45 more per hour, \$35.00 more at the 75th



percentile, and \$67.10 more per hour at the 90th percentile, on average. While earnings may vary depending on employer, industry, and city of employment, these represent average wages across Los Angeles County.

Exhibit 5: Hourly wage range for agents and business managers of artists, performers, and athletes in Los Angeles County



Source: Lightcast, Datarun 2025.1 and the [Self-Sufficiency Standard for California](#)

Detailed median hourly and annual wages are displayed in Exhibit 6 for agents and business managers of artists, performers, and athletes in LA County.

Exhibit 6: Median hourly and annual wages for agents and business managers of artists, performers, and athletes

SOC Code	Description	Median Hourly Earnings	Median Annual Earnings
13-1011	Agents and Business Managers of Artists, Performers, and Athletes	\$48.16	\$100,200

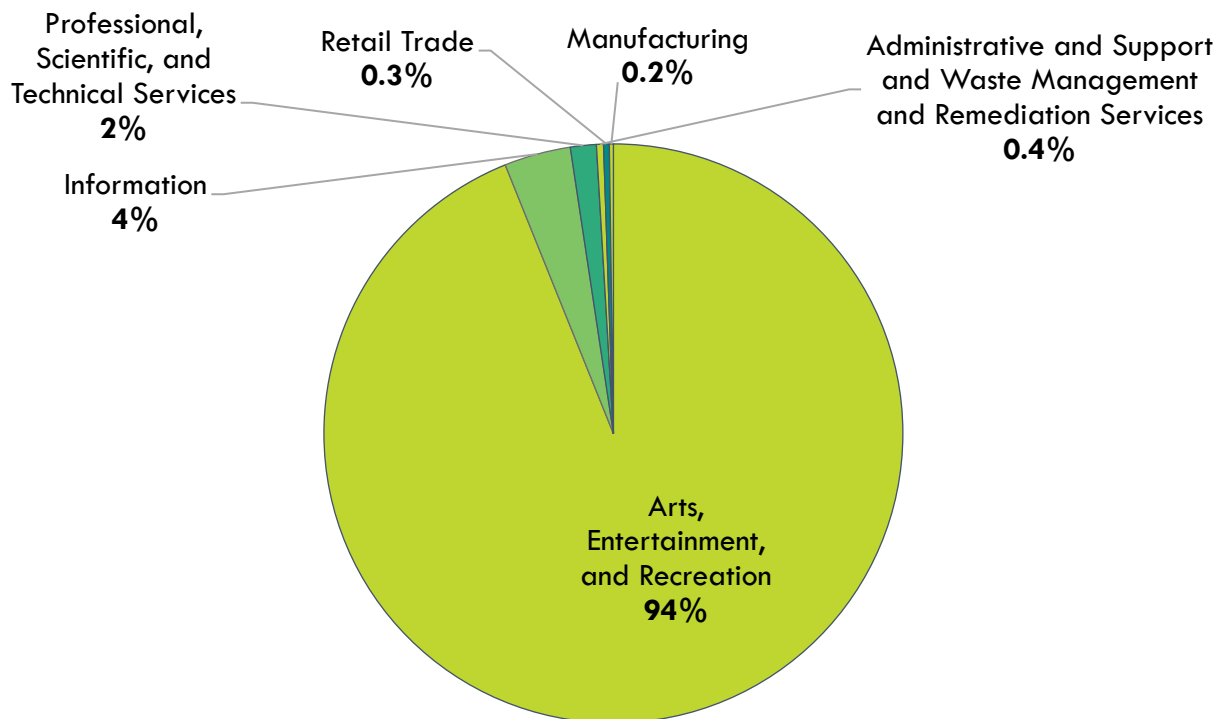
Source: Lightcast, Datarun 2025.1



Industry employment

Exhibit 7 displays the portion of *agents and business managers of artists, performers, and athletes* working within each industry sector. Unsurprisingly, the one industry sector with the largest share of *agents and business managers of artists, performers, and athletes* is arts, entertainment, and recreation at 94%. Only six industry sectors in Los Angeles County employ this occupation; these industry sectors combined employ only 6% of the *agent and business managers of artists, performers, and athletes* jobs in the county. Arts, entertainment, and recreation (NAICS 71) includes industry sub-sectors such as agents and managers for artists, athletes, entertainers, and other public figures (NAICS 711410) and promoters of performing arts, sports, and similar events without facilities (NAICS 711320).

Exhibit 7: Industry concentration of agents and business managers of artists, performers, and athletes jobs in 2023



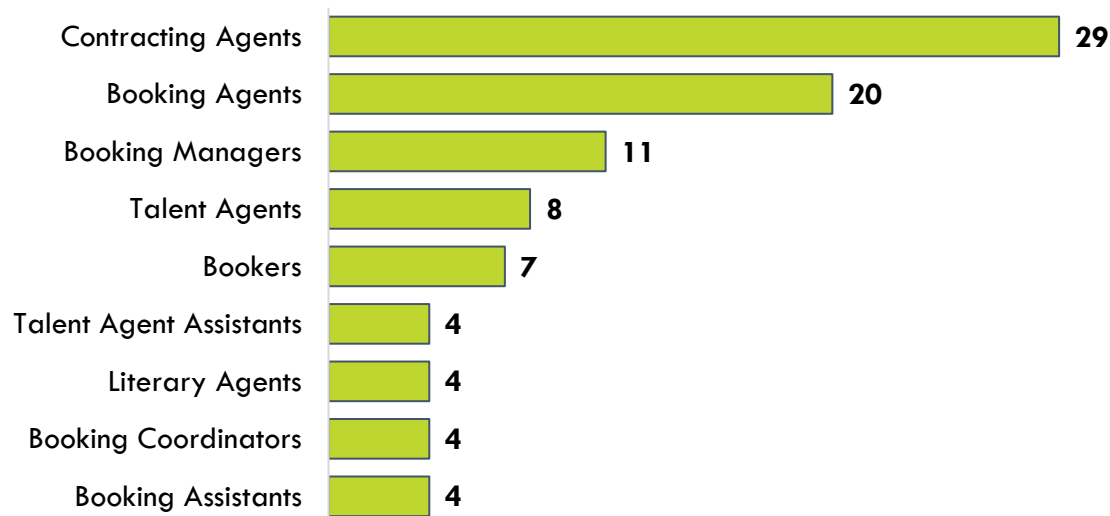
Source: Lightcast, Datarun 2025.1



Job postings

Over the last 12 months (February 2024 through January 2025), there were 269 unique online job postings for *agents and business managers of artists, performers, and athletes* in California. The number of job postings by job title appear in Exhibit 8. The most common job titles from job postings were contracting agents, booking agents, bookers, booking managers, and talent agents. The employers posting the most job ads during this period were Spectraforce Technologies, United Talent Agency, Bridgewater Consulting Group, and Disney. The skills sought most frequently in these job ads were related to invoicing, contract management, booking (sales), procurement, purchasing, and accounting. The top cities with job postings over the past 12 months were Los Angeles, San Diego, San Francisco, Beverly Hills, and Culver City.

Exhibit 8: Job postings by job title (February 2024-January 2025)



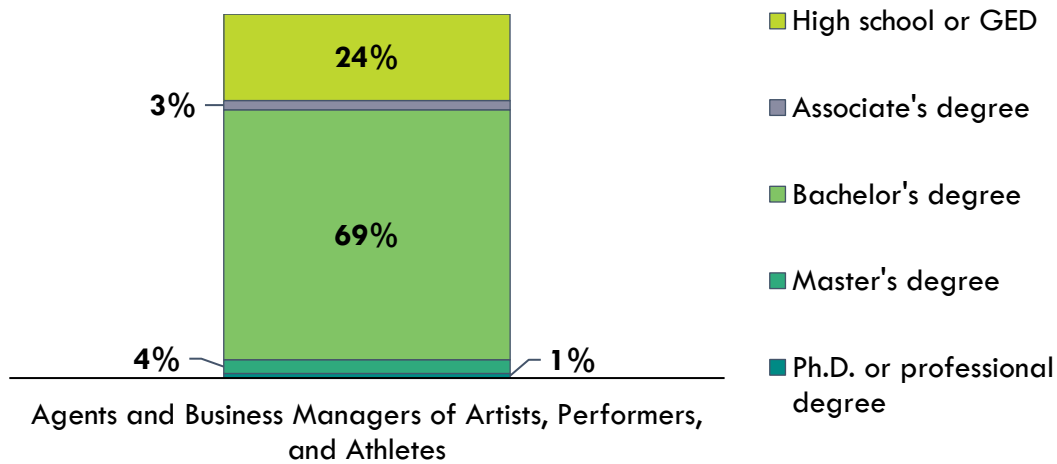
Source: Lightcast

Of all the job postings that listed a minimum educational requirement, the majority of employers were seeking candidates with a bachelor's degree (69% of total), demonstrating that employers posting job ads prefer candidates with a bachelor's degree for these jobs. Exhibit 9 shows a breakdown of education levels listed in job postings for *agents and business managers of*



artists, performers, and athletes. 27% of job postings desired a candidate with a high school diploma or an associate degree, while 5% requested a master's degree or more educational attainment.

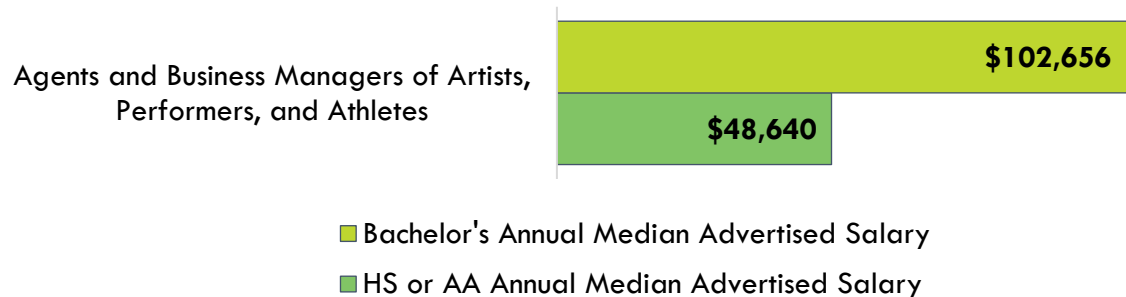
Exhibit 9: Education breakdown in job postings



Source: Lightcast

Taking a closer look at job postings that listed a bachelor's degree as the required level of education versus postings that listed a high school diploma or associate degree, employers seeking candidates with a bachelor's degree for *agents and business managers of artists, performers, and athletes* jobs are advertising annual salaries that are over \$54,000 higher per year than those seeking candidates with a high school diploma or associate degree. Exhibit 10 demonstrates that regional employers posting job ads for *agents and business managers of artists, performers, and athletes* are willing to pay more for candidates with a bachelor's degree than for candidates with a high school diploma or associate degree.

Exhibit 10: Annual median advertised salary by education level



Source: Lightcast

Educational Supply: Training Programs for Arts Administration

Bachelor's degrees related to Arts Administration

In Los Angeles County, awards related to arts administration have been awarded at two private 4-year colleges that award bachelor's degrees (see Exhibit 11 below for summary data and Appendix for details). Between 2020 and 2022, there was an annual average of 130 bachelor's degrees awarded.

Exhibit 11: LA County bachelor's degrees, 2020-2022

Program (CIP)	2019-20	2020-21	2021-22	3-Year Average
Arts, Entertainment, and Media Management, General (50.1001)	119	129	143	130

Source: [National Center for Education Statistics' Integrated Postsecondary Education Data System](#)

In California, bachelor's degrees related to arts administration have been issued at four private 4-year colleges (see Exhibit 12). Between 2020 and 2022, there was an average of 141 bachelor's degrees awarded annually. The vast majority of arts administration-related awards, 92%, conferred in California were at 4-year colleges in Los Angeles County (130 of 141 awards).

Exhibit 12: California bachelor’s degrees, 2019-2022

Program (CIP)	2019-20	2020-21	2021-22	3-Year Average
Arts, Entertainment, and Media Management, General (50.1001)	129	140	154	141

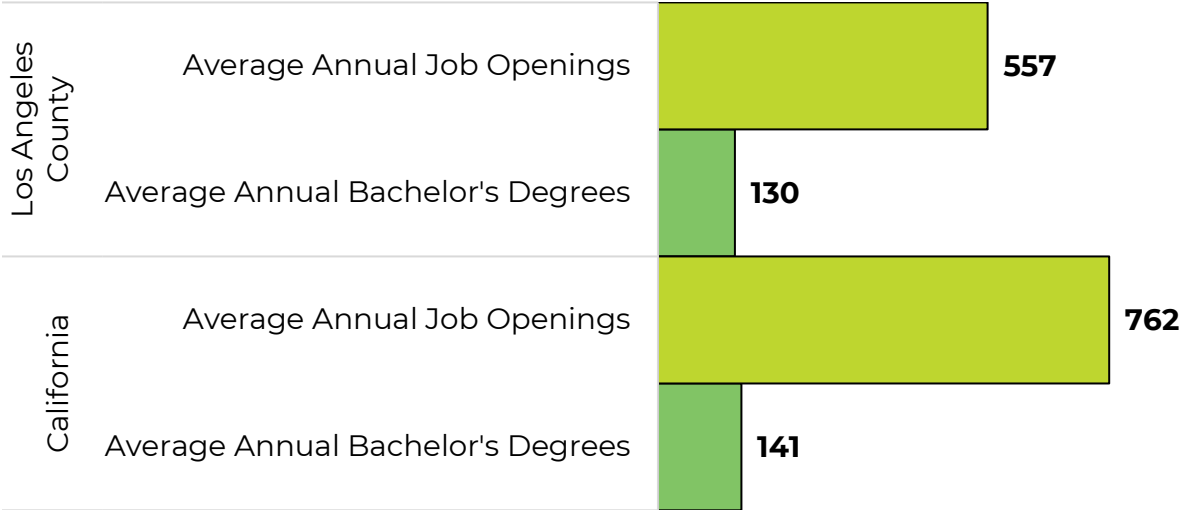
Source: [National Center for Education Statistics’ Integrated Postsecondary Education Data System](#)

Gap Analysis

Breaking down the educational supply and occupational demand for arts administration jobs in Los Angeles County yields a clear pattern (see Exhibit 13). With 130 average annual bachelor’s degrees issued in the county and 557 projected annual job openings for *agents and business managers of artists, performers, and athletes* that typically require a bachelor’s degree for entry, the potential supply gap at this level of education is 427 unfilled jobs. This projected workforce shortage facing Los Angeles County requires the attention of regional education and training providers.

In California as a whole, there is a more pronounced gap between the average annual job openings and the annual bachelor’s degrees awarded. While 762 *agents and business managers of artists, performers, and athlete* jobs are projected to be available annually in California, there are only 141 annual bachelor’s awards conferred in related programs. Therefore, a statewide projected workforce shortage of 621 unfilled annual job openings for *agents and business managers of artists, performers, and athletes* is certainly a cause for conversation and planning among education and training providers.

Exhibit 13: Supply and demand gap analysis for arts administration



Source: Lightcast, Datarun 2025.1; [California Community Colleges Chancellor's Office Management Information Systems Data Mart](#); [National Center for Education Statistics' Integrated Postsecondary Education Data System](#)

Recommendations & Discussion

This report demonstrates that the demand for projected jobs related to arts administration is unmet by the talent supply from related education and training programs over the next ten years, both in Los Angeles County and California as a whole. While this is a great starting point to engage in meaningful discussion about the prospects of a community college baccalaureate program helping to bridge the gap between talent supply and occupational demand in the labor market, it is not sufficient based on legislation.

Therefore, this report can be used as a launch board to validate these findings from traditional labor market information and job postings with regional employers and training providers in an effort to assess that the following are true (sub-bullets summarize key points of support from this report):

- **Evidence that employers are having difficulty filling positions that require a baccalaureate degree.**
 - With 269 job postings for *agents and business managers of artists, performers and athletes* in California over the last year, there is strong evidence that California employers are actively seeking qualified individuals for these jobs. 69% of these job postings are seeking candidates with a bachelor's degree.
- **Evidence that employers are willing to pay baccalaureate degree holders more than those with a related associate degree or no postsecondary degree.**
 - California employers seeking candidates with a bachelor's degree for *agents and business managers of artists, performers and athletes* jobs are advertising annual salaries that are over \$54,000 higher per year than those seeking candidates with a high school diploma or associate degree.
- **Evidence that employers prefer candidates with the proposed baccalaureate degree.**
 - The majority of regional employers were seeking candidates with a bachelor's degree (69% of total), demonstrating that employers postings job ads prefer candidates with a bachelor's degree for these jobs.



- **Evidence of job placement and/or promotion opportunities for candidates with a baccalaureate degree.**
 - Evidence of this criterion requires additional information from regional employers.
- **Evidence that the occupation/field the proposed baccalaureate degree is in will provide for higher-wage job opportunities.**
 - Average hourly wages for *agents and business managers of artists, performers and athletes* are \$0.09 higher than the average across all occupations at the 10th percentile, \$0.42 higher at the 25th percentile, \$11.45 higher at the median, \$35.00 higher at the 75th percentile, and \$67.10 more per hour at the 90th percentile.



Methodology

This report has three primary objectives:

1. Assess and quantify the labor market demand for *agents and business managers of artists, performers, and athletes* in Los Angeles County and California that typically require a bachelor's degree for entry.
2. Assess and quantify the educational supply for such jobs.
3. Calculate the potential unmet workforce demand for these jobs.

For the first objective, the most recent datarun (2025.1) from Lightcast was analyzed using 2023 as a base year and a ten-year projection period through 2032. This ten-year period approximates the time it takes for a typical community college training program to be developed, approved, and for the first cohort of students to enroll, complete the program, and enter the workforce. The average annual job openings for *agents and business managers for artists, performers, and athletes* that typically require a bachelor's degree for entry was the primary metric analyzed for this objective.

The second objective was calculated using the National Center for Education Statistics' Integrated Postsecondary Education Data System (IPEDS). This dataset was queried for the number of bachelor's degrees issued from educational institutions in Los Angeles County and California during the most recent three academic years available (2019-20, 2020-21, and 2021-22). Reporting in IPEDS is organized by Classification of Instructional Programs (CIP).

The third objective was achieved by calculating the difference between the sum of annual job openings related to *agents and business managers for athletes, performers, and artists* and the number of baccalaureate awards issued from related programs. This calculation determines whether there is demand in the labor market is not being met by the supply from educational programs that align with the relevant occupation.



Appendix

Table A: Los Angeles County bachelor's awards issued related to arts administration

CIP - Program	Institution	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
50.1001 – Arts, Entertainment, and Media Management, General	Los Angeles Film School	119	118	132	123
	Pepperdine University	-	11	11	7
Grand Total/Average		119	129	143	130

Table B: California bachelor's awards issued related to arts administration

CIP - Program	Institution	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
50.1001 – Arts, Entertainment, and Media Management, General	Fresno Pacific University	1	-	-	0
	Los Angeles Film School	119	118	132	123
	National University	9	11	11	10
	Pepperdine University	-	11	11	7
Grand Total/Average		129	140	154	141

About the Centers of Excellence for Labor Market Research

The Centers of Excellence (COE) is a statewide initiative supported by the California Community Colleges' Economic and Workforce Development program. The COE research team represents expertise in labor market analysis with a focus on research design, educational and training program mapping, and identifying skill sets for emerging occupations as well as geospatial analysis. The COE maintains strategic alliances with research organizations whose relationships and technical expertise enhance COE research efforts and with industry associations that assist in validating research findings, ensuring that the most recent industry and labor market conditions are captured. COE studies are used to inform policy discussions, industry-wide legislative efforts, and regional workforce and economic development strategies, as well as guide program and resource development efforts by the California Community Colleges. These reports can be accessed at www.coecc.net.

