

Congress of the United States

Washington, DC 20515

April 28, 2025

The Honorable Kelly Loeffler
Administrator
Small Business Administration
409 Third Street, SW, Suite 7900
Washington, D.C. 20416

RE: Content Creator Economy

Dear Administrator Loeffler,

The content creator economy is a robust economic and social infrastructure which has experienced unprecedented growth in recent years. This growth has driven a major shift in our social and economic ecosystem as online social platforms have become an epicenter for ideas and commerce. According to Goldman Sachs, content creators and influencers collectively form an over \$250 billion creator economy that is projected to grow to nearly \$500 billion within the next four years. **I write to urge the Small Business Administration to support this fast-growing industry by providing services and programs that will help content creator small businesses continue to thrive and contribute to our economy.**

Content creators and influencers form the backbone of this thriving economic sector and represent a rapidly expanding segment of small business entrepreneurs across the country. Their innovative contributions fuel job creation, shape consumer spending habits, and spark growth in our economy. My district in Los Angeles in particular serves as a global hub for content creation due to its deep roots in media and entertainment as well as a rich history as home to a thriving, diverse community of creative talent.

As the content creation industry continues to grow, I respectfully request your prompt response to my questions regarding how the Small Business Administration is supporting digital entrepreneurs operating as independent small business owners:

1. What SBA services and/or programs currently exist to directly support the specific needs of content creators?
2. How is the SBA addressing the distinct tax and financial management challenges faced by independent creators?
3. Does the SBA currently offer or plan to provide resources to support creators in managing and protecting their intellectual property and digital rights effectively?
4. What steps has the SBA taken to help content creators deal with the unique operational challenges they face, including selecting appropriate business structures for their work, accessing business loans and specialized credit-building plans, and managing inconsistent revenue streams?

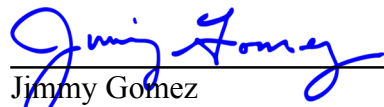
The creator economy is driven by young digital entrepreneurs who actively shape culture and influence public opinion and consumer trends across key sectors such as tourism, fashion, lifestyle, fitness, and technology. As independent business owners, they face many of the same challenges as traditional small businesses, along with hurdles unique to the content creation industry. As digital creators seek to monetize their work through various

methods such as memberships, subscriptions, merchandise, brand partnerships, and endorsements, they often encounter issues with understanding their tax obligations stemming from multiple income streams. Many also struggle in navigating the complex legal landscape concerning intellectual property, including copyrights, trademarks, and monetization policies.

As the content creation industry matures into an increasingly important component of our economy, there is an urgent need to explore how the SBA can provide specialized support to digital entrepreneurs as small business owners.

Thank you for your attention to this important matter. I look forward to your response and to working together to expand helpful services to digital entrepreneurs and strengthen the creator economy.

Sincerely,



Jimmy Gomez
Member of Congress