

The Creative Industries in CA State House District 73

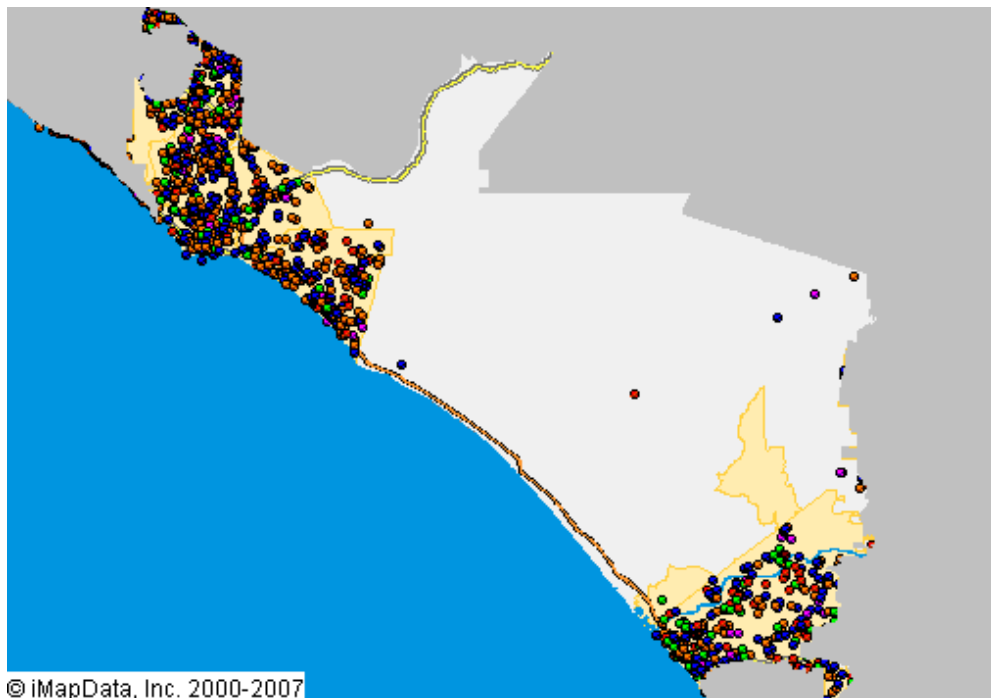
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **CA State House District 73**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. The creative industries are the high-octane fuel that drives the "information economy," the fastest growing segment of the nation's economy.

Nationally, there are 612,095 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.98 million people, which is 4.3 percent of all businesses and 2.2 percent of all employees. Between 2007 and 2008, the number of arts businesses and employees grew 12 percent. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S. Growth of the businesses that comprise the creative industries was greater than the increase among the 14.3 million businesses tracked by Dun & Bradstreet.

As of January 2008, CA State House District 73 is home to 1,344 arts-related businesses that employ 4,782 people. These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ people, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development. The map below provides a clear picture of the creative industries in **CA State House District 73**, with each dot representing an arts-centric business.

1,344 Arts-Related Businesses in CA State House District 73 Employ 4,782 People

- Arts-Related Business**
- Museum/Collections
 - Performing Arts
 - Visual/Photography
 - Film, Radio, TV
 - Design/Publishing
 - Arts Schools/Services





Arts-Related Business and Employment in CA State House District 73 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	18	130
Museums	14	88
Zoos and Botanical	1	2
Historical Society	3	40
Performing Arts	175	549
Music	104	354
Theater	2	27
Dance	2	6
Services & Facilities	29	101
Performers	38	61
Visual Arts/Photography	478	1,147
Crafts	52	145
Visual Arts	45	58
Photography	308	667
Services	73	277
Film, Radio and TV	167	1,439
Motion Pictures	146	1,161
Television	8	257
Radio	13	21
Design and Publishing	458	1,362
Architecture	96	359
Design	260	570
Publishing	8	50
Advertising	94	383
Arts Schools and Services	48	155
Arts Schools and Instruction	43	147
Agents	5	8
GRAND TOTAL	1,344	4,782

Note: As the source of these data is based solely on businesses that have registered with Dun & Bradstreet, our analyses indicate an under-representation of nonprofit arts organizations and individual artists. Therefore, this Creative Industries report should be considered a conservative estimate. For more information, maps, and to make sure you are included in our Creative Industries research, visit www.AmericansForTheArts.org/CreativeIndustries



Arts-Related Business and Employment in CA State House District 73 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	16	18	12.50%	110	130	18.18%
Museums	13	14	7.69%	70	88	25.71%
Zoos and Botanical	0	1	100.00%	0	2	200.00%
Historical Society	3	3	0.00%	40	40	0.00%
Performing Arts	150	175	16.67%	493	549	11.36%
Music	88	104	18.18%	314	354	12.74%
Theater	1	2	100.00%	25	27	8.00%
Dance	2	2	0.00%	6	6	0.00%
Services & Facilities	26	29	11.54%	84	101	20.24%
Performers	33	38	15.15%	64	61	-4.69%
Visual Arts/Photography	461	478	3.69%	1,212	1,147	-5.36%
Crafts	47	52	10.64%	154	145	-5.84%
Visual Arts	46	45	-2.17%	63	58	-7.94%
Photography	303	308	1.65%	754	667	-11.54%
Services	65	73	12.31%	241	277	14.94%
Film, Radio and TV	160	167	4.38%	1,403	1,439	2.57%
Motion Pictures	141	146	3.55%	1,165	1,161	-0.34%
Television	5	8	60.00%	207	257	24.15%
Radio	14	13	-7.14%	31	21	-32.26%
Design and Publishing	422	458	8.53%	1,143	1,362	19.16%
Architecture	95	96	1.05%	355	359	1.13%
Design	238	260	9.24%	454	570	25.55%
Publishing	7	8	14.29%	48	50	4.17%
Advertising	82	94	14.63%	286	383	33.92%
Arts Schools and Services	44	48	9.09%	149	155	4.03%
Arts Schools and Instruction	38	43	13.16%	140	147	5.00%
Agents	6	5	-16.67%	9	8	-11.11%
GRAND TOTAL	1,253	1,344	7.26%	4,510	4,782	6.03%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org