



The Creative Industries in CA State Senate District 38

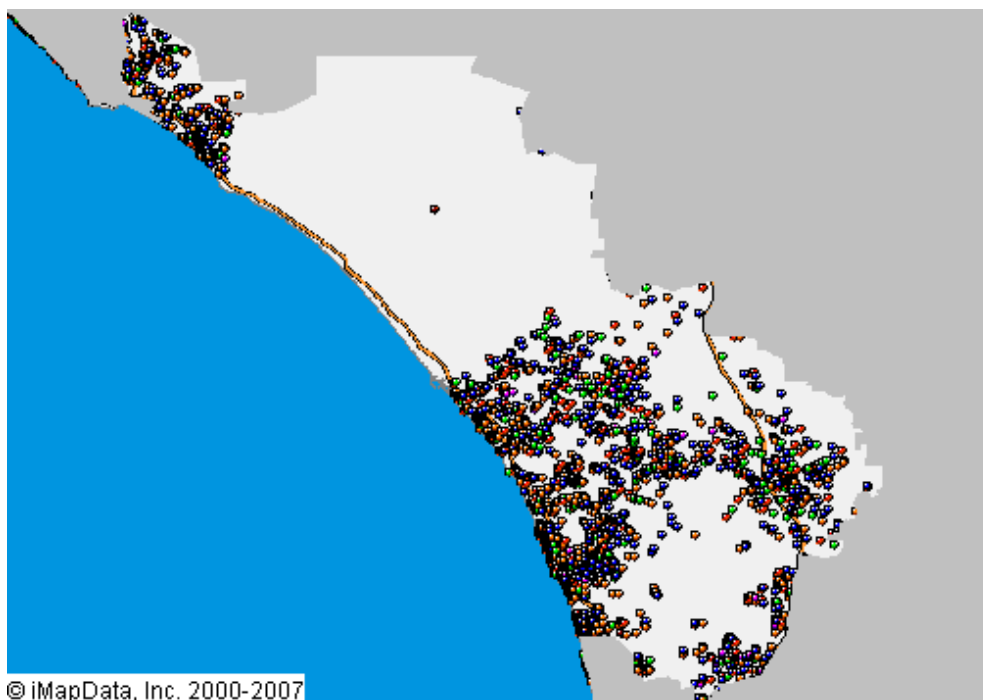
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **CA State Senate District 38**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 Senate District 38 is home to 2,779 arts-related businesses that employ 9,724 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 Senate District 38**, with each dot representing an arts-centric business.

2,779 Arts-Related Businesses in CA State Senate District 38 Employ 9,724 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 Senate District 38 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	33	373
Museums	24	304
Zoos and Botanical	4	26
Historical Society	5	43
Performing Arts	382	1,166
Music	242	757
Theater	5	67
Dance	1	1
Services & Facilities	66	207
Performers	68	134
Visual Arts/Photography	995	2,844
Crafts	93	279
Visual Arts	116	191
Photography	619	1,821
Services	167	553
Film, Radio and TV	382	2,270
Motion Pictures	331	1,949
Television	24	280
Radio	27	41
Design and Publishing	899	2,876
Architecture	190	761
Design	507	1,182
Publishing	20	58
Advertising	182	875
Arts Schools and Services	88	195
Arts Schools and Instruction	85	190
Agents	3	5
GRAND TOTAL	2,779	9,724

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 Senate District 38 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	28	33	17.86%	342	373	9.06%
Museums	22	24	9.09%	285	304	6.67%
Zoos and Botanical	1	4	300.00%	14	26	85.71%
Historical Society	5	5	0.00%	43	43	0.00%
Performing Arts	295	382	29.49%	926	1,166	25.92%
Music	182	242	32.97%	514	757	47.28%
Theater	5	5	0.00%	67	67	0.00%
Dance	2	1	-50.00%	3	1	-66.67%
Services & Facilities	50	66	32.00%	184	207	12.50%
Performers	56	68	21.43%	158	134	-15.19%
Visual Arts/Photography	863	995	15.30%	2,574	2,844	10.49%
Crafts	82	93	13.41%	222	279	25.68%
Visual Arts	104	116	11.54%	139	191	37.41%
Photography	539	619	14.84%	1,733	1,821	5.08%
Services	138	167	21.01%	480	553	15.21%
Film, Radio and TV	320	382	19.38%	2,157	2,270	5.24%
Motion Pictures	283	331	16.96%	1,883	1,949	3.51%
Television	16	24	50.00%	237	280	18.14%
Radio	21	27	28.57%	37	41	10.81%
Design and Publishing	719	899	25.03%	2,249	2,876	27.88%
Architecture	156	190	21.79%	675	761	12.74%
Design	392	507	29.34%	841	1,182	40.55%
Publishing	17	20	17.65%	81	58	-28.40%
Advertising	154	182	18.18%	652	875	34.20%
Arts Schools and Services	75	88	17.33%	179	195	8.94%
Arts Schools and Instruction	71	85	19.72%	173	190	9.83%
Agents	4	3	-25.00%	6	5	-16.67%
GRAND TOTAL	2,300	2,779	20.83%	8,427	9,724	15.39%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org