



San Antonio Creative Economy Growth and Prosperity 2006

Presented to :
Creative Industry Luncheon
May 20, 2009

Presented by
Steve Nivin, Ph.D.
Director and Chief Economist
(210) 639-5587
snivin@stmarytx.edu
steven@sahcc.org

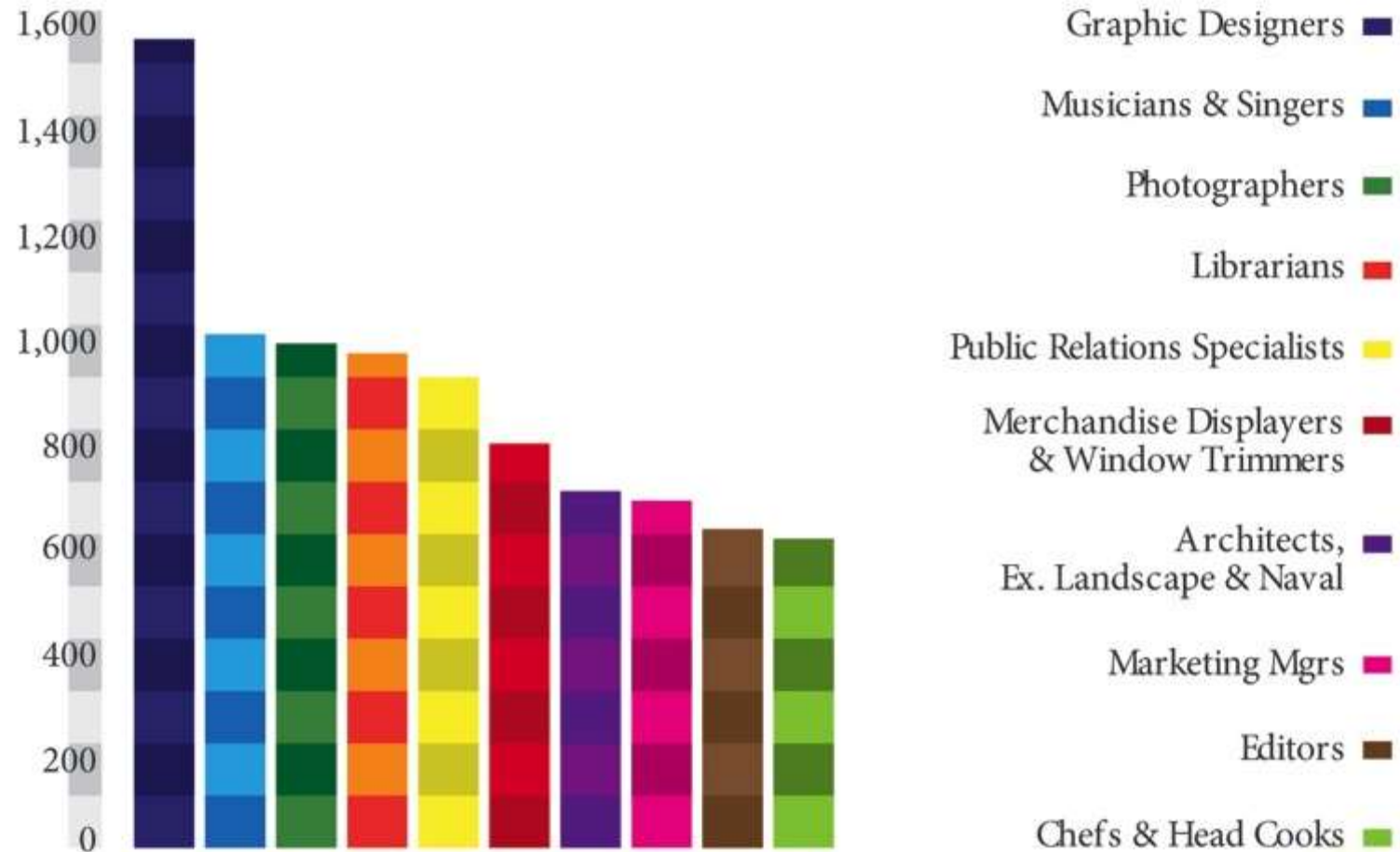
The Data, Methods, and Other Quasi-exciting Stuff

- Data from TWC, QCEW, & Economic Census
- Similar method to studies of other industry impacts
 - Full report at www.saheARTS.com or www.saberinstitute.org
- San Antonio Metropolitan Area
- No multiplier effects
- Includes self-employed creative workers

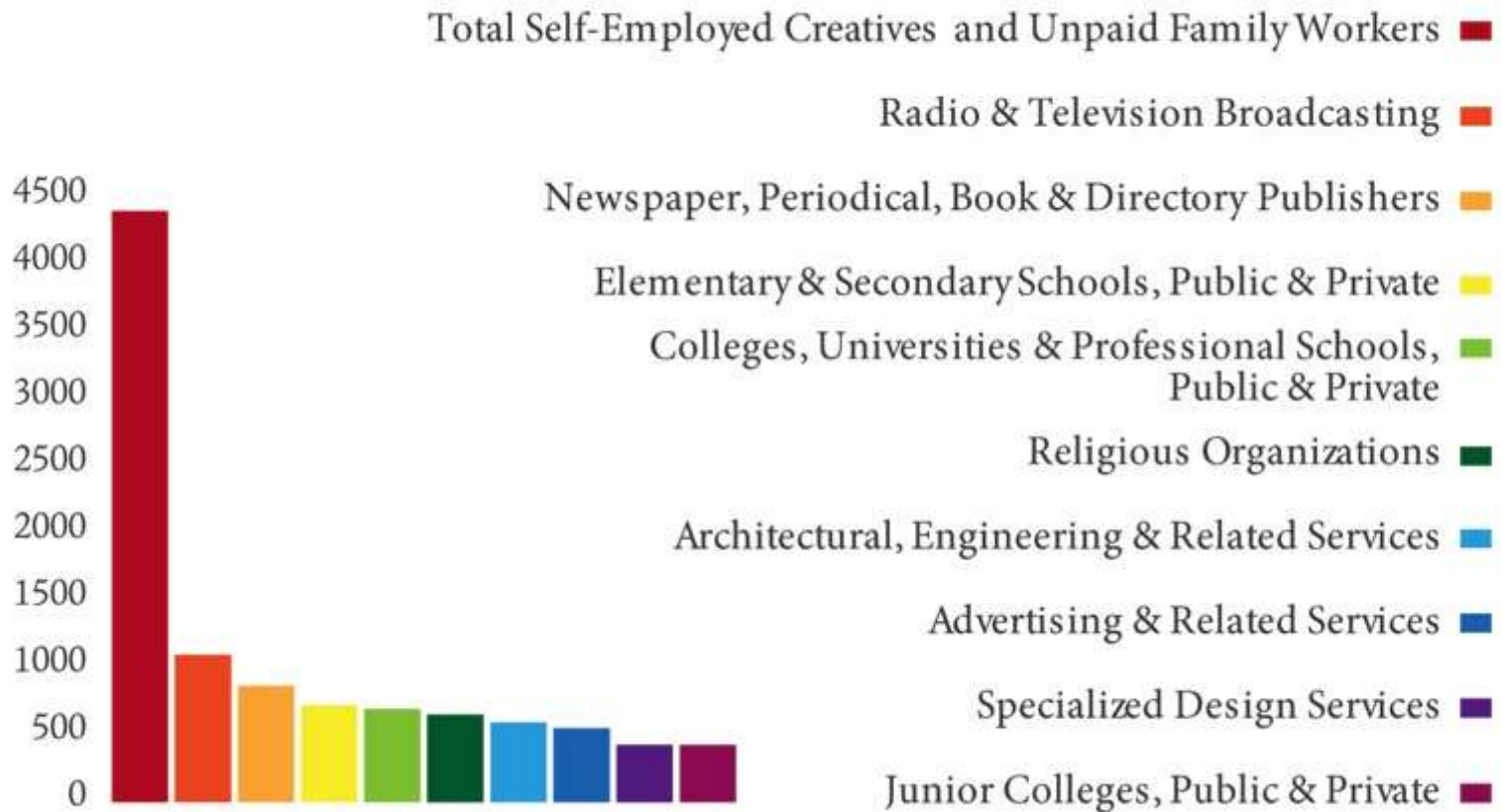
Creative Industry Definition

- Design and advertising
- Museums and collections
- Performing arts
- Schools
- Visual arts and photography
- Printing and related activities
- Self-employed creatives

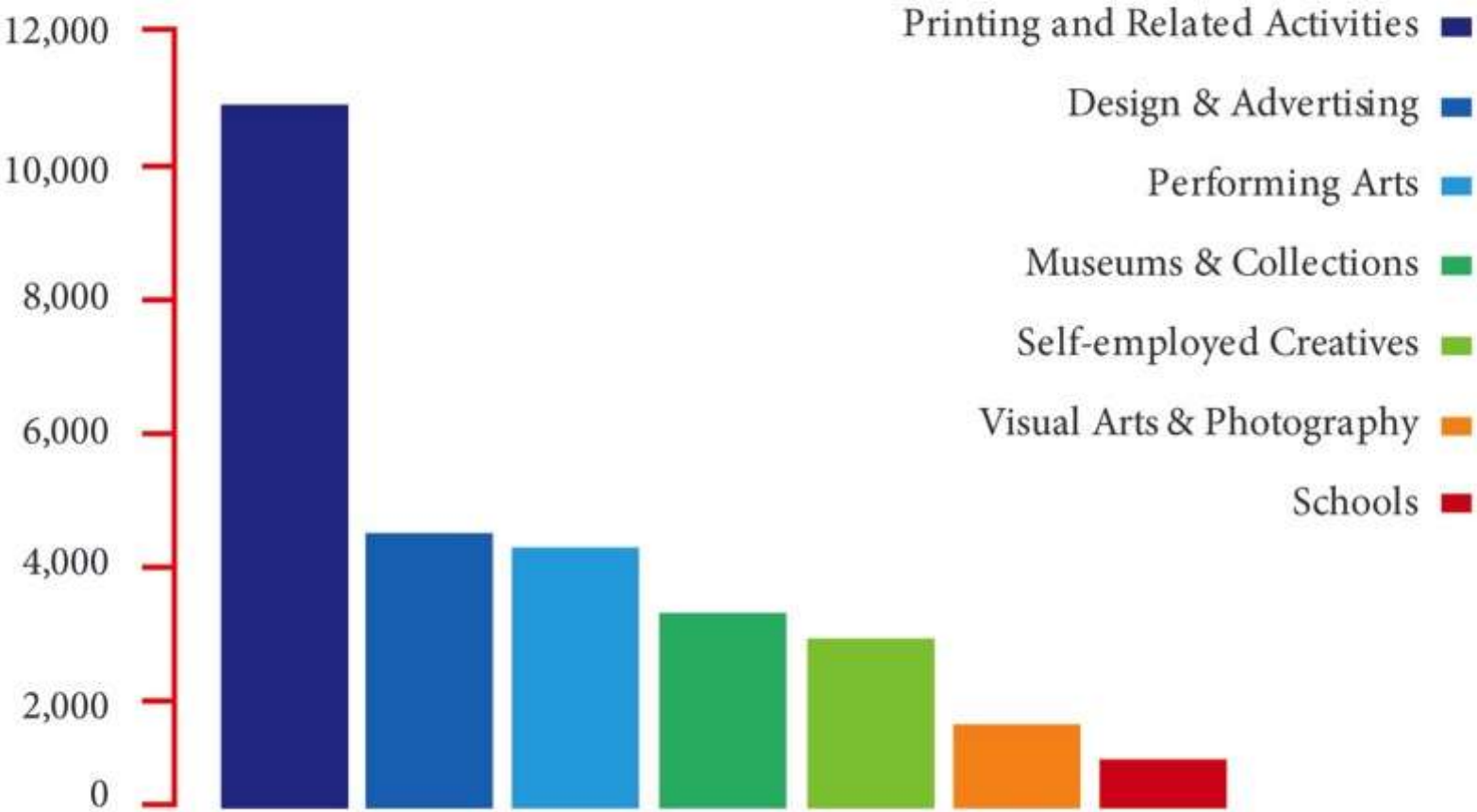
Employment by Creative Occupation



Employment in Creative Occupations by Industry

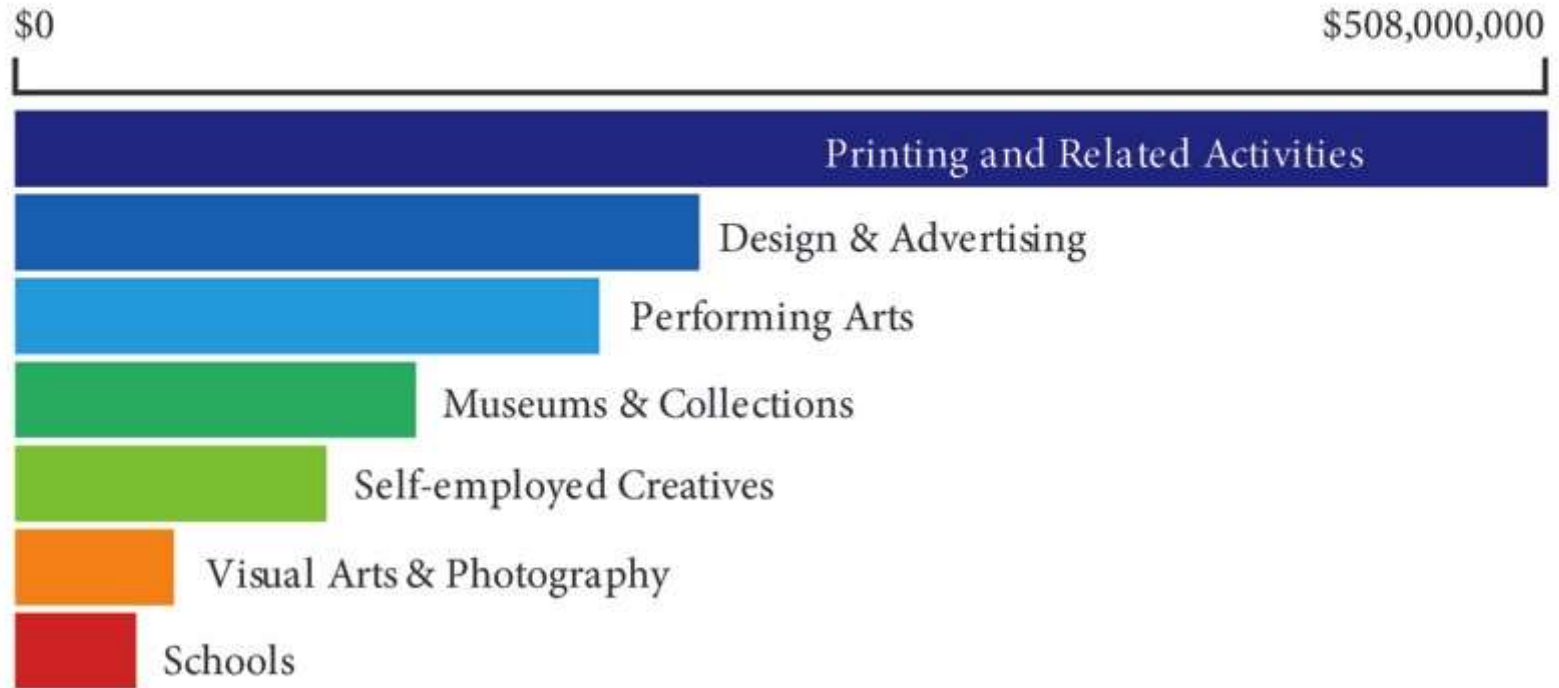


Creative Industry 2006 Employment



Total Employment = 26,744

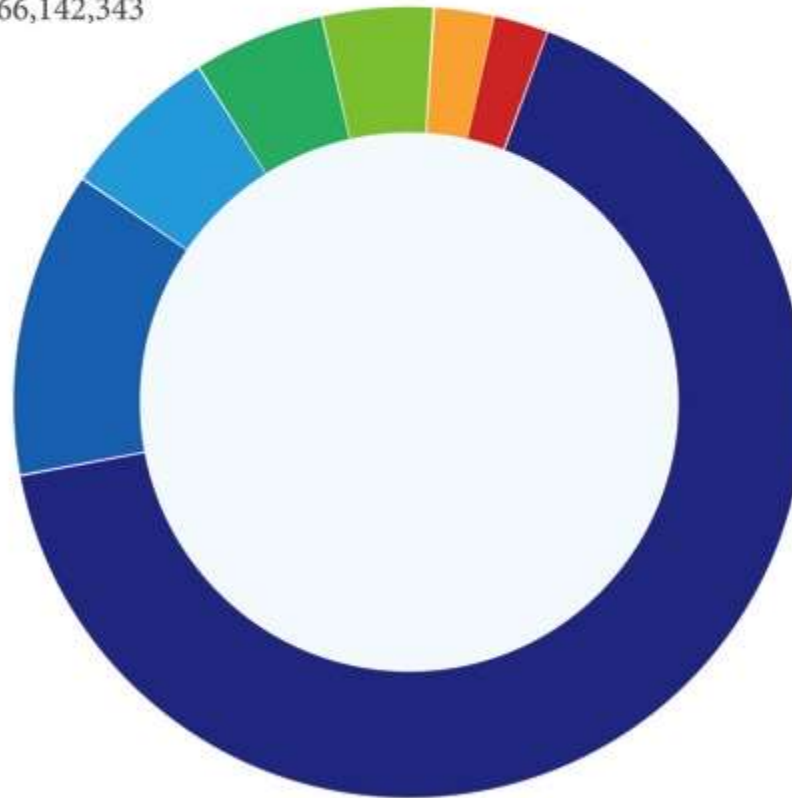
Creative Industry 2006 Wages



Total Wages = \$1,006,139,328

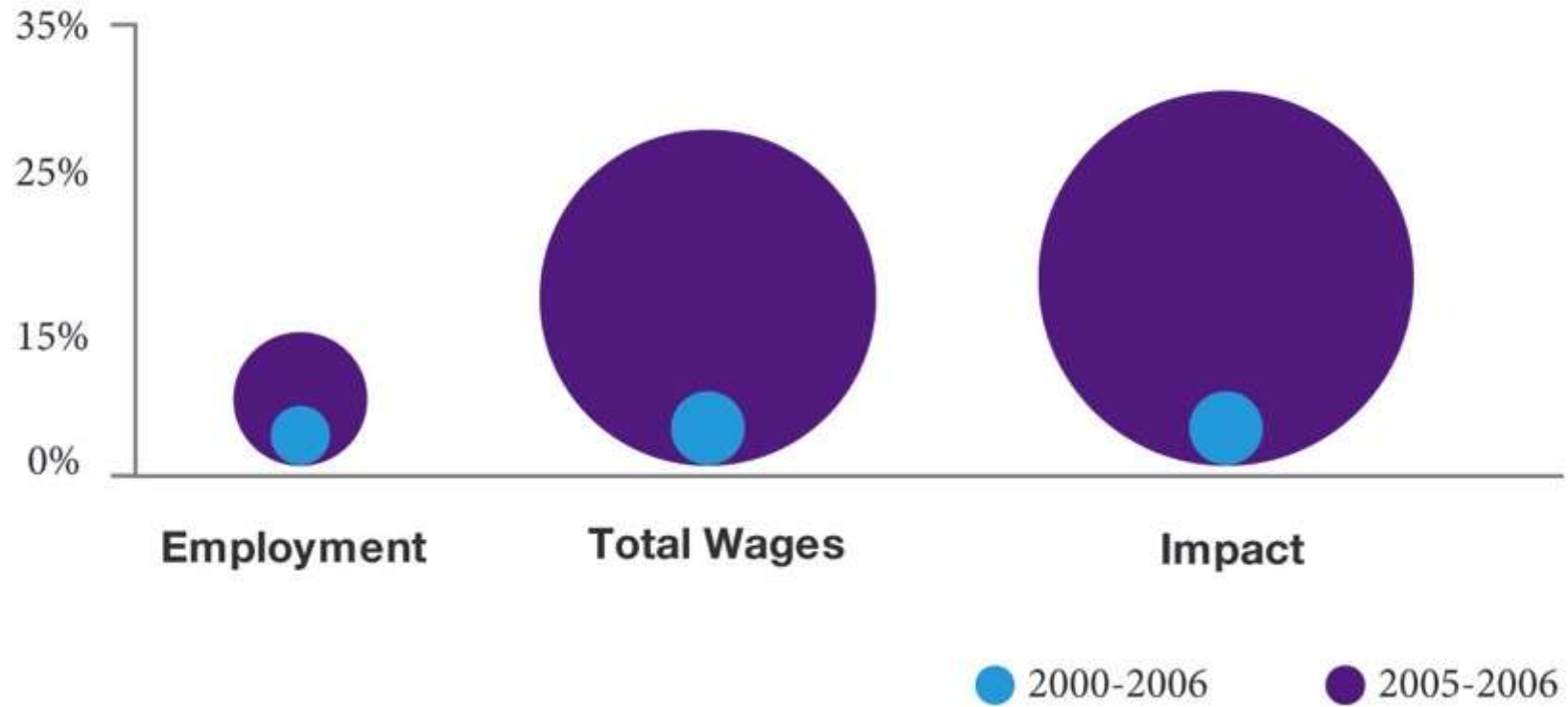
Creative Industry Total Economic Impact

- Printing and Related Activities - 1,968,640,268
- Design & Advertising - 518,052,292
- Performing Arts - 379,309,133
- Museums & Collections - 279,995,332
- Self-employed Creatives - 147,496,273
- Visual Arts & Photography - 66,142,343
- Schools - 15,861,537



○ \$3,375,497,177

Creative Industry Growth Rates



Impact Beyond the Numbers

THE ARTISTIC DIVIDEND

“The aggregate economic impact that would not occur without the presence of artists.”

Ann Markusen and David King. “The Artistic Dividend: The Arts’ Hidden Contributions to Regional Development.” p. 4

The Components of the Artistic Dividend

“...the many ways in which a region’s artistic talent contributes to regional productivity and output”

- (1) “...the work that artists do to enhance the design features of a region’s manufacturing products or marketing efforts.”
- (2) “...the success of photographers, painters, authors, poets and graphic designers in exporting their work out of the region over the internet, arts fairs, or via other direct sales routes.”
- (3) “...the revenues and income to groups or individuals artists who tour with theatrical, musical or dance performances.”
- (4) “...the incomes earned and human capital created by the many artists who teach others their craft.”
- (5) “...the incomes generated for support workers who build sets, edit manuscripts, print books and music, act as brokers or agents and engage in paid promotional efforts outside of arts establishments.”

A vibrant arts community encompassing everything from pioneering and internationally renowned regional theater companies and museums...to the thick and diverse layers of artistic talent in the regional economy will serve as a major drawing factor for the location of new businesses, the recruitment of new employees from elsewhere and further gravitation of artists to the region (Florida, 2002). It also helps reinforce the loyalty of current residents and businesses to the region, providing the “lovability” that is so essential to the future of a high wage region in a fast integrating world (Markusen, 1996).

Ann Markusen and David King. “The Artistic Dividend: The Arts’ Hidden Contributions to Regional Development.” p. 6

And what about amenities, which loom so important in recruiting and retaining talented people like artists? “Soft” expenditures on environment, parks and viable, diverse neighborhoods are an ingredient in this mix, too, as Jane Jacobs (1961) taught years ago.

Ann Markusen and David King. “The Artistic Dividend: The Arts’ Hidden Contributions to Regional Development.” p. 20.

Conclusion

- Creative industry has a substantial direct economic impact
- Its impact extends beyond what is measured in this study
- Creative industry is a part of the foundation of our economy
- Future research
 - Impact of public art
 - Structure of the creative industry



SABÉR Research Institute

St. Mary's University • San Antonio Hispanic Chamber of Commerce

Economics in the know.