



The Creative Industries in AL State House District 21

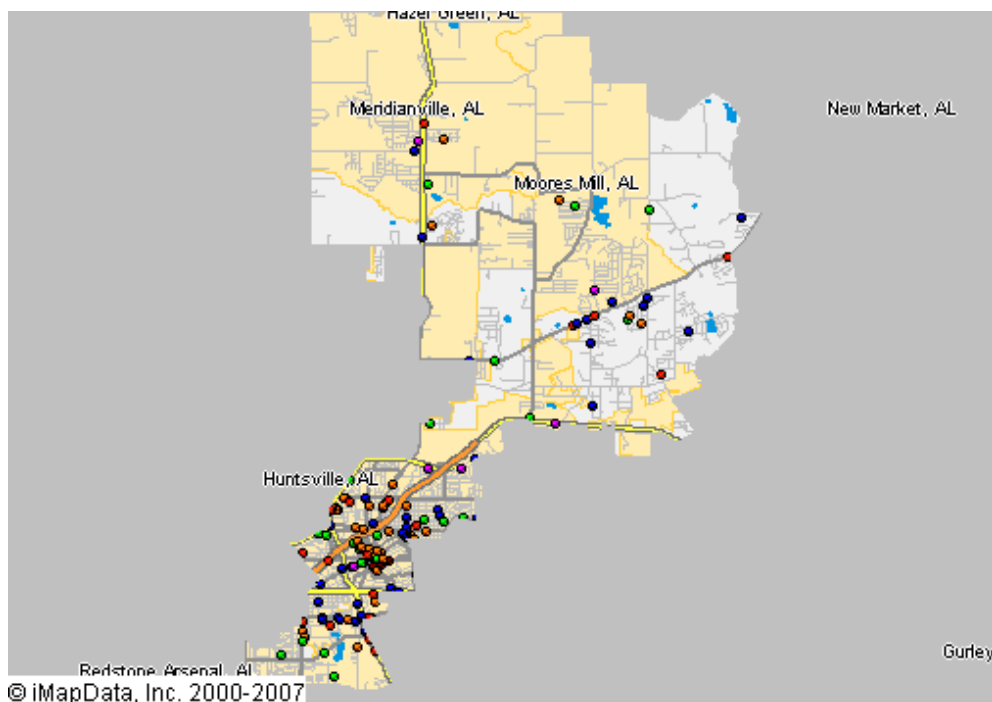
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **AL State House District 21**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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, AL State House District 21 is home to 159 arts-related businesses that employ 1,411 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 **AL State House District 21**, with each dot representing an arts-centric business.

159 Arts-Related Businesses in AL State House District 21 Employ 1,411 People

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





Arts-Related Business and Employment in AL State House District 21 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	3	31
Museums	2	28
Historical Society	1	3
Performing Arts	29	594
Music	14	511
Services & Facilities	8	63
Performers	7	20
Visual Arts/Photography	44	94
Crafts	1	4
Visual Arts	2	3
Photography	35	80
Services	6	7
Film, Radio and TV	24	374
Motion Pictures	18	93
Television	5	275
Radio	1	6
Design and Publishing	50	281
Architecture	21	160
Design	15	52
Advertising	14	69
Arts Schools and Services	9	37
Arts Schools and Instruction	9	37
GRAND TOTAL	159	1,411

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

www.AmericansForTheArts.org



Arts-Related Business and Employment in AL State House District 21 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	4	3	-25.00%	33	31	-6.06%
Museums	3	2	-33.33%	30	28	-6.67%
Historical Society	1	1	0.00%	3	3	0.00%
Performing Arts	26	29	11.54%	152	594	290.79%
Music	11	14	27.27%	59	511	766.10%
Services & Facilities	7	8	14.29%	69	63	-8.70%
Performers	8	7	-12.50%	24	20	-16.67%
Visual Arts/Photography	33	44	33.33%	68	94	38.24%
Crafts	1	1	0.00%	4	4	0.00%
Visual Arts	2	2	0.00%	3	3	0.00%
Photography	24	35	45.83%	54	80	48.15%
Services	6	6	0.00%	7	7	0.00%
Film, Radio and TV	17	24	41.18%	222	374	68.47%
Motion Pictures	13	18	38.46%	41	93	126.83%
Television	3	5	66.67%	175	275	57.14%
Radio	1	1	0.00%	6	6	0.00%
Design and Publishing	43	50	16.28%	255	281	10.20%
Architecture	19	21	10.53%	147	160	8.84%
Design	12	15	25.00%	32	52	62.50%
Advertising	12	14	16.67%	76	69	-9.21%
Arts Schools and Services	7	9	28.57%	7	37	428.57%
Arts Schools and Instruction	7	9	28.57%	7	37	428.57%
GRAND TOTAL	130	159	22.31%	737	1,411	91.45%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org