



The Creative Industries in AL State House District 52

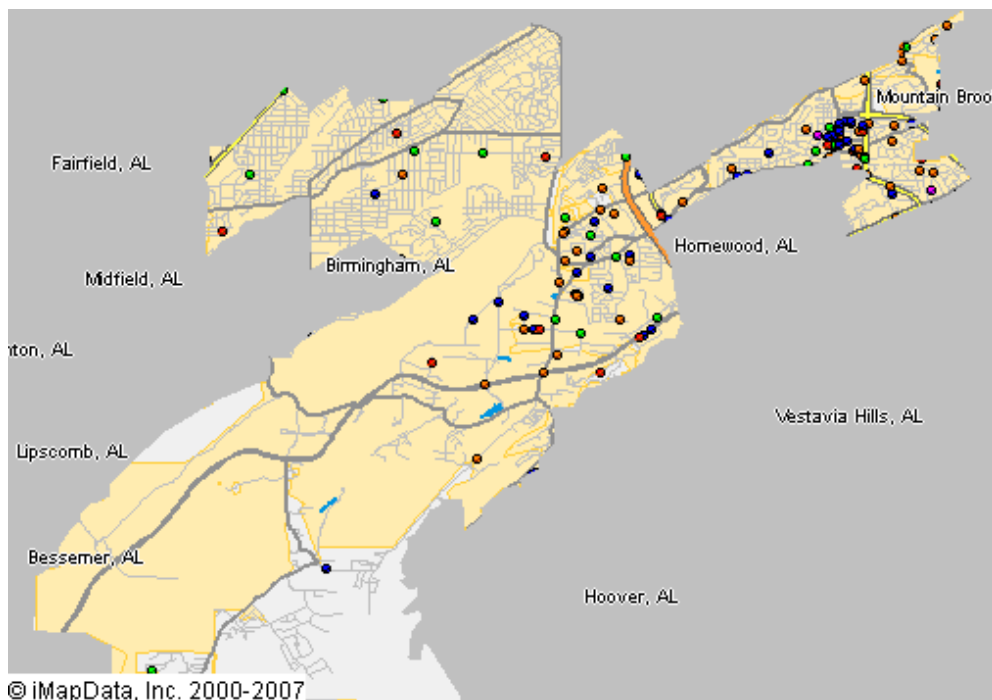
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **AL State House District 52**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 52 is home to 148 arts-related businesses that employ 640 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 52**, with each dot representing an arts-centric business.

148 Arts-Related Businesses in AL State House District 52 Employ 640 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 52 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	2	8
Museums	1	6
Zoos and Botanical	1	2
Performing Arts	28	119
Music	18	54
Services & Facilities	7	48
Performers	3	17
Visual Arts/Photography	46	188
Crafts	5	17
Visual Arts	5	12
Photography	24	97
Services	12	62
Film, Radio and TV	16	93
Motion Pictures	12	89
Television	1	0
Radio	3	4
Design and Publishing	54	229
Architecture	13	88
Design	26	67
Publishing	1	2
Advertising	14	72
Arts Schools and Services	2	3
Arts Schools and Instruction	2	3
GRAND TOTAL	148	640

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 AL State House District 52 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	1	2	100.00%	6	8	33.33%
Museums	1	1	0.00%	6	6	0.00%
Zoos and Botanical	0	1	100.00%	0	2	200.00%
Performing Arts	26	28	7.69%	133	119	-10.53%
Music	15	18	20.00%	62	54	-12.90%
Services & Facilities	8	7	-12.50%	56	48	-14.29%
Performers	3	3	0.00%	15	17	13.33%
Visual Arts/Photography	38	46	21.05%	168	188	11.90%
Crafts	4	5	25.00%	13	17	30.77%
Visual Arts	6	5	-16.67%	13	12	-7.69%
Photography	17	24	41.18%	82	97	18.29%
Services	11	12	9.09%	60	62	3.33%
Film, Radio and TV	20	16	-20.00%	118	93	-21.19%
Motion Pictures	16	12	-25.00%	111	89	-19.82%
Television	2	1	-50.00%	2	0	-100.00%
Radio	2	3	50.00%	5	4	-20.00%
Design and Publishing	43	54	25.58%	166	229	37.95%
Architecture	12	13	8.33%	70	88	25.71%
Design	19	26	36.84%	48	67	39.58%
Publishing	1	1	0.00%	2	2	0.00%
Advertising	11	14	27.27%	46	72	56.52%
Arts Schools and Services	1	2	100.00%	1	3	200.00%
Arts Schools and Instruction	1	2	100.00%	1	3	200.00%
GRAND TOTAL	129	148	14.73%	592	640	8.11%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org