



The Creative Industries in AL State House District 77

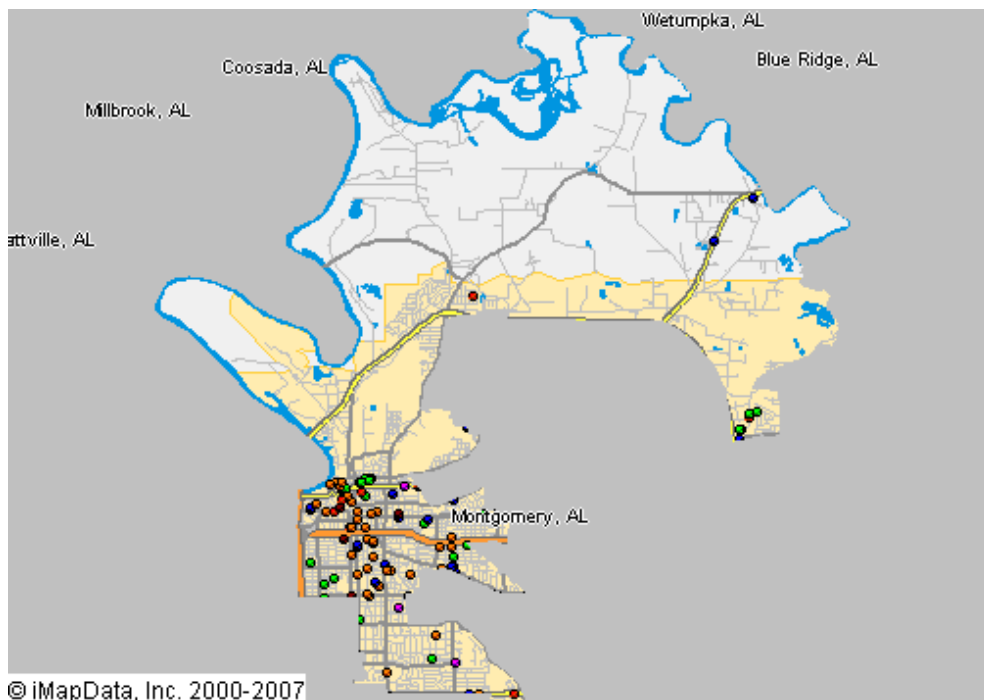
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **AL State House District 77**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 77 is home to 108 arts-related businesses that employ 3,923 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 77**, with each dot representing an arts-centric business.

108 Arts-Related Businesses in AL State House District 77 Employ 3,923 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 77 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	7	24
Museums	7	24
Performing Arts	21	69
Music	13	52
Services & Facilities	2	4
Performers	6	13
Visual Arts/Photography	16	50
Crafts	1	4
Visual Arts	1	8
Photography	11	21
Services	3	17
Film, Radio and TV	11	3,413
Motion Pictures	6	17
Television	4	3,390
Radio	1	6
Design and Publishing	49	344
Architecture	26	273
Design	12	26
Advertising	11	45
Arts Schools and Services	4	23
Arts Councils	2	15
Arts Schools and Instruction	2	8
GRAND TOTAL	108	3,923

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 77 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	8	7	-12.50%	28	24	-14.29%
Museums	6	7	16.67%	12	24	100.00%
Historical Society	2	0	-200.00%	16	0	-1600.00%
Performing Arts	19	21	10.53%	57	69	21.05%
Music	12	13	8.33%	45	52	15.56%
Services & Facilities	2	2	0.00%	4	4	0.00%
Performers	5	6	20.00%	8	13	62.50%
Visual Arts/Photography	19	16	-15.79%	69	50	-27.54%
Crafts	2	1	-50.00%	9	4	-55.56%
Visual Arts	1	1	0.00%	8	8	0.00%
Photography	11	11	0.00%	25	21	-16.00%
Services	5	3	-40.00%	27	17	-37.04%
Film, Radio and TV	9	11	22.22%	2,913	3,413	17.16%
Motion Pictures	4	6	50.00%	18	17	-5.56%
Television	4	4	0.00%	2,889	3,390	17.34%
Radio	1	1	0.00%	6	6	0.00%
Design and Publishing	42	49	16.67%	309	344	11.33%
Architecture	23	26	13.04%	249	273	9.64%
Design	11	12	9.09%	22	26	18.18%
Advertising	8	11	37.50%	38	45	18.42%
Arts Schools and Services	4	4	0.00%	23	23	0.00%
Arts Councils	2	2	0.00%	15	15	0.00%
Arts Schools and Instruction	2	2	0.00%	8	8	0.00%
GRAND TOTAL	101	108	6.93%	3,399	3,923	15.42%

Data Source: D&B January 2008 & January 2007

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