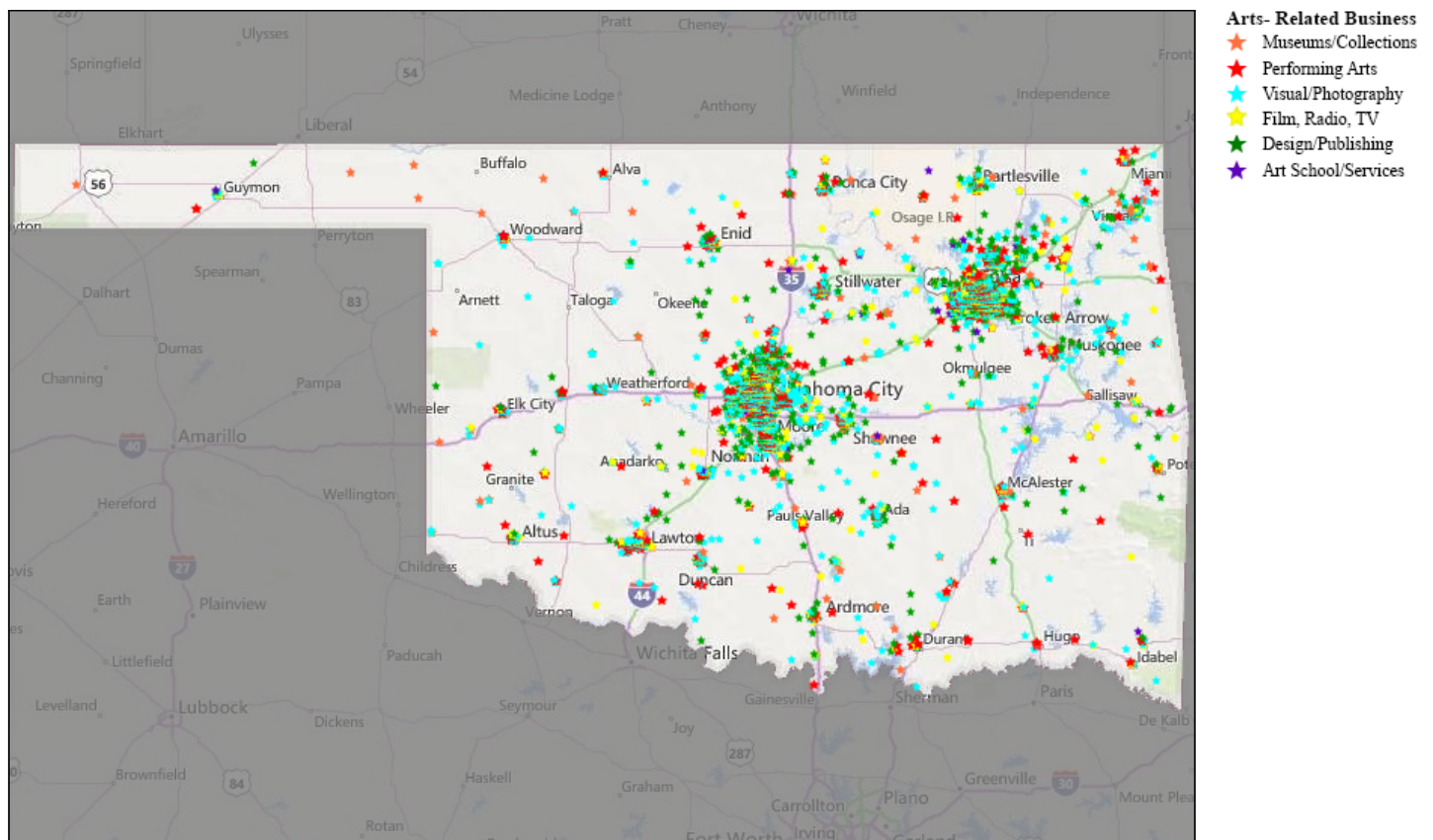


The Creative Industries in Oklahoma

Governor Mary Fallin

This *Creative Industries: Business & Employment in the Arts* report provides a research-based approach to understanding the scope and economic importance of the arts in **Oklahoma**. The creative industries are composed of arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. Arts businesses and the creative people they employ stimulate innovation, strengthen America's competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy.

5,822 Arts-Related Businesses Employ 23,990 People



Oklahoma is home to 5,822 arts-related businesses that employ 23,990 people. The creative industries account for 2.7 percent of the total number of businesses located in Oklahoma and 1.4 percent of the people they employ. The map above plots the creative industries, with each star representing a unique arts business establishment.

Nationally, 702,771 businesses are involved in the creation or distribution of the arts, and they employ 2.9 million people. This represents 3.9 percent of all U.S. businesses and 1.9 percent of all U.S. employees—demonstrating statistically that the arts are a formidable business presence and broadly distributed across our communities. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the United States. These data are current as of January 2015.

**The Creative Industries Represent
2.7 Percent of All Businesses and 1.4 Percent of All Employees in
Oklahoma
(Data current as of January 2015)**

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	194	846
Agents	9	25
Arts Councils	18	83
Arts Schools and Instruction	167	738
Design and Publishing	1,997	6,514
Advertising	276	1,378
Architecture	302	2,123
Design	1,401	2,824
Publishing	18	189
Film, Radio and TV	732	5,201
Motion Pictures	614	2,930
Radio	56	243
Television	62	2,028
Museums and Collections	246	2,098
Historical Society	40	403
Museums	196	1,564
Zoos and Botanical	10	131
Performing Arts	871	3,229
Dance	3	92
Music	420	1,627
Opera	3	106
Performers (nec)	231	661
Services & Facilities	185	573
Theater	29	170
Visual Arts/Photography	1,782	6,102
Crafts	177	1,148
Photography	1,236	3,233
Services	203	1,217
Visual Arts	166	504
GRAND TOTAL	5,822	23,990

Research Notes:

- These Creative Industries data are based solely on active U.S. businesses that are registered with Dun & Bradstreet. Because not all businesses register, our analyses indicate an under-representation of arts businesses (particularly those that are nonprofit arts organizations and individual artists). The data in this report, therefore, should be considered conservative.
- To define the Creative Industries, Americans for the Arts selected 644 8-digit Standard Industrial Classification codes that represent for-profit and nonprofit arts-centric businesses (out of more than 18,500 codes representing all industries).
- Reports for all 435 U.S. Congressional Districts, the 50 states and the District of Columbia, the 7,500 state legislative districts, and all 3,143 U.S. counties—as well as a full suite of user tools and a comprehensive list of the industries included in this analysis—are available for download at www.AmericansForTheArts.org/CreativeIndustries.