

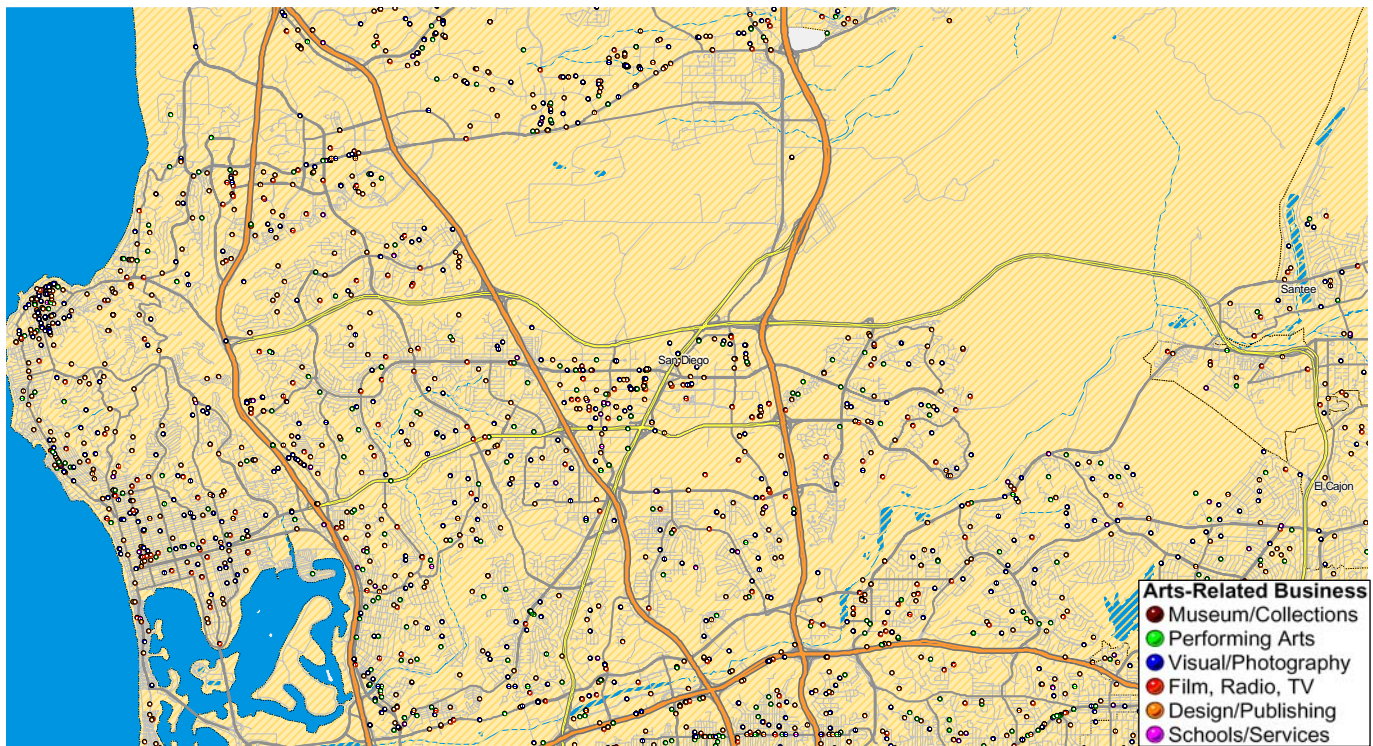
The Creative Industries in San Diego, California

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **San Diego, CA**. The creative industries are composed of arts businesses that range from non-profit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. Arts businesses and the creative people they employ stimulate innovation in today's global marketplace.

Nationally, there are 668,267 businesses in the U.S. involved in the creation or distribution of the arts. They employ 2.9 million people, representing 4.05 percent of all businesses and 2.18 percent of all employees, respectively. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S.

As of January 2010, San Diego, CA is home to 4,290 arts-related businesses that employ 22,727 people. These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ a creative workforce, 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 San Diego, with each dot representing an arts-centric business.

4,290 Arts-Related Businesses in San Diego Employ 22,727 People



Arts-Related Businesses and Employment in San Diego, CA

(Data current as of January 2010)

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	73	4,675
Museums	57	1,030
Zoos and Botanical	8	3,579
Historical Society	8	66
Performing Arts	688	3,194
Music	342	1,232
Theater	7	551
Dance	1	2
Opera	3	59
Services & Facilities	147	787
Performers (nec)	188	563
Visual Arts/Photography	1,306	4,547
Crafts	122	447
Visual Arts	150	352
Photography	875	3,180
Services	159	568
Film, Radio and TV	570	3,347
Motion Pictures	493	2,002
Television	37	1,237
Radio	40	108
Design and Publishing	1,515	6,247
Architecture	388	2,601
Design	800	1,840
Publishing	25	243
Advertising	302	1,563
Arts Schools and Services	138	717
Arts Councils	2	21
Arts Schools and Instruction	128	680
Agents	8	16
GRAND TOTAL	4,290	22,727

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/sc/CreativeIndustries.