

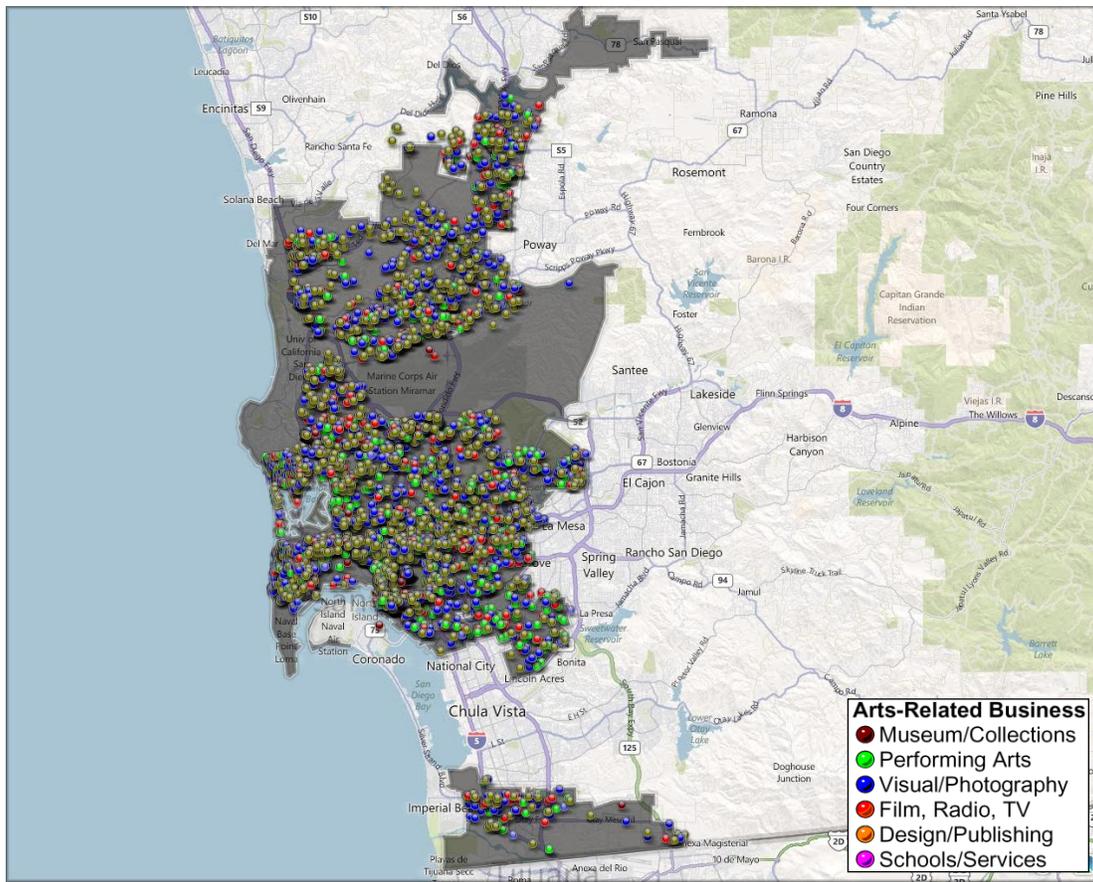
The Creative Industries in San Diego, California

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 756,007 businesses in the U.S. involved in the creation or distribution of the arts. They employ 2.99 million people, representing 4.14 percent of all businesses and 2.17 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 2011, San Diego, CA is home to 4,631 arts-related businesses that employ 22,500 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.

4,631 Arts-Related Businesses in San Diego Employ 22,500 People





Arts-Related Businesses and Employment in San Diego, CA

(Data current as of January 2011)

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	73	4,686
Museums	58	1,043
Zoos and Botanical	7	3,578
Historical Society	8	65
Performing Arts	716	3,242
Music	338	1,304
Theater	7	551
Dance	1	2
Opera	2	57
Services & Facilities	140	734
Performers (nec)	228	594
Visual Arts/Photography	1,413	4,791
Crafts	114	695
Visual Arts	156	354
Photography	997	3,219
Services	146	523
Film, Radio and TV	534	3,154
Motion Pictures	462	1,825
Television	34	1,226
Radio	38	103
Design and Publishing	1,762	5,939
Architecture	387	2,220
Design	1,079	2,063
Publishing	25	276
Advertising	271	1,380
Arts Schools and Services	133	688
Arts Councils	3	17
Arts Schools and Instruction	117	646
Agents	13	25
GRAND TOTAL	4,631	22,500

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.