

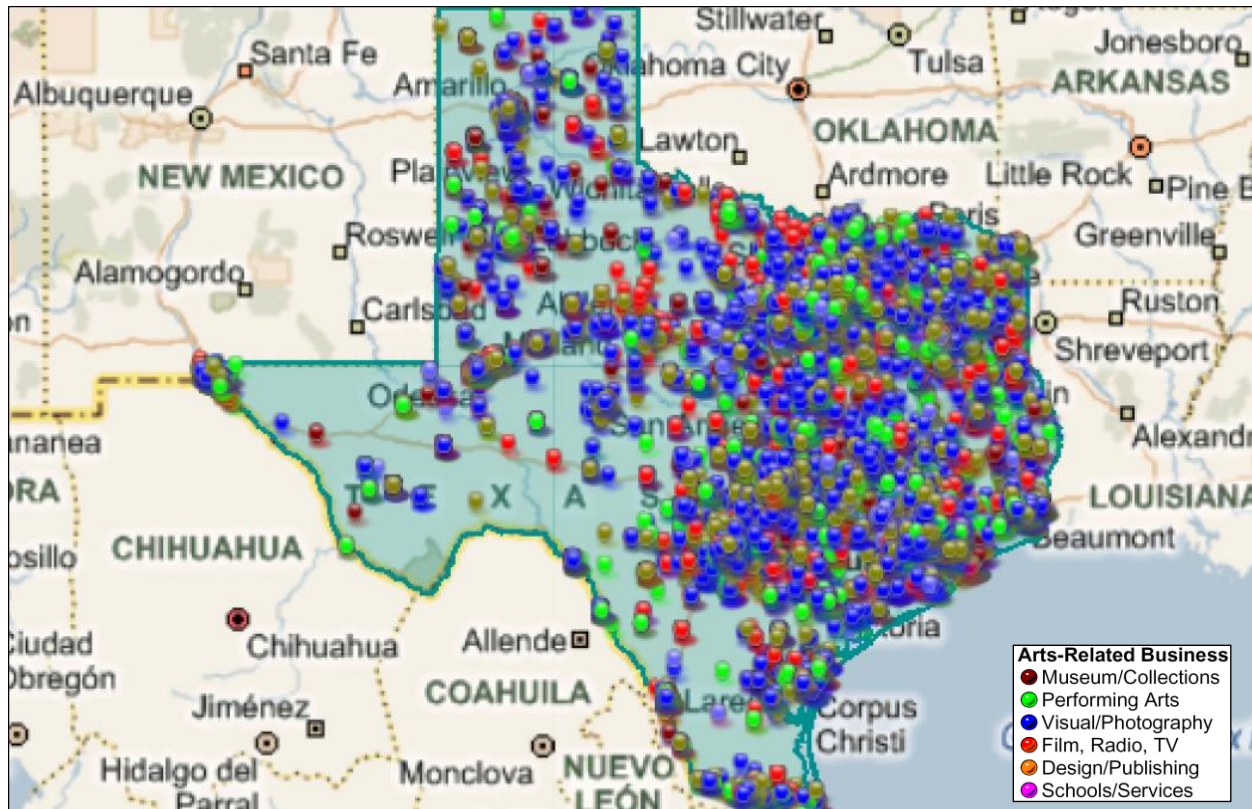
# The Creative Industries in Texas Governor Rick Perry

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Texas**. 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, Texas is home to 62,003 arts-related businesses that employ 204,143 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 Texas, with each dot representing an arts-centric business. The creative industries account for 4.12 percent of the 1,505,346 total businesses located in Texas and 1.98 percent of the 10,296,427 total people they employ.

## 62,003 Arts-Related Businesses in Texas Employ 204,143 People



## Arts-Related Businesses and Employment in Texas

(Data current as of January 2011)

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>1,145</b>	<b>9,182</b>
Museums	889	7,163
Zoos and Botanical	119	1,279
Historical Society	133	717
Planetarium	4	23
<b>Performing Arts</b>	<b>9,560</b>	<b>35,467</b>
Music	4,635	18,529
Theater	96	1,173
Dance	10	33
Opera	16	221
Services & Facilities	1,562	7,456
Performers (nec)	3,241	8,055
<b>Visual Arts/Photography</b>	<b>20,825</b>	<b>48,697</b>
Crafts	2,001	9,183
Visual Arts	2,154	3,568
Photography	13,853	26,216
Services	2,817	9,730
<b>Film, Radio and TV</b>	<b>6,502</b>	<b>40,164</b>
Motion Pictures	5,525	24,806
Television	546	13,652
Radio	431	1,706
<b>Design and Publishing</b>	<b>22,261</b>	<b>64,667</b>
Architecture	2,696	17,107
Design	16,345	26,743
Publishing	218	848
Advertising	3,002	19,969
<b>Arts Schools and Services</b>	<b>1,710</b>	<b>5,966</b>
Arts Councils	55	241
Arts Schools and Instruction	1,246	4,152
Agents	409	1,573
<b>GRAND TOTAL</b>	<b>62,003</b>	<b>204,143</b>

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](http://www.AmericansForTheArts.org/sc/CreativeIndustries).