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DEPARTMENT FOR CULTURE
& CREATIVE DEVELOPMENT



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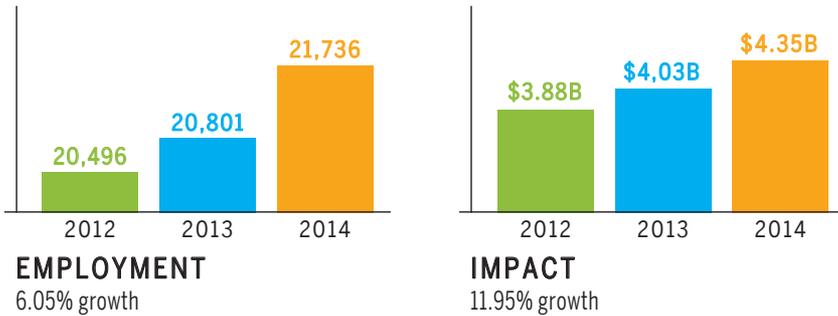
YOUR GUIDE TO ARTS & CULTURE

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2015 SAN ANTONIO CREATIVE INDUSTRY GROWTH & PROSPERITY REPORT

GROWTH:

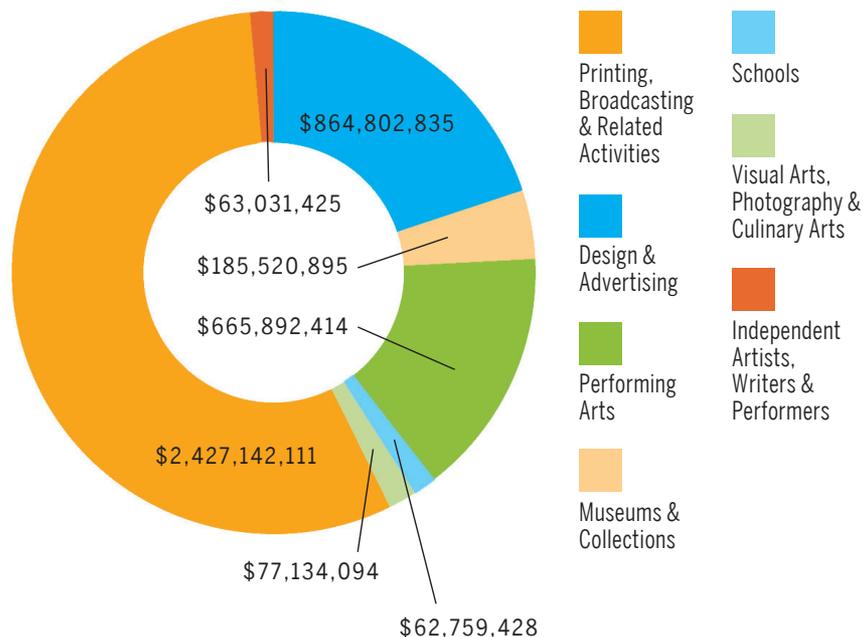
From 2012 to 2014, employment in the industry grew by 6.05%.
Over this same time period, impact in the industry grew 11.95%.



ECONOMIC IMPACT:

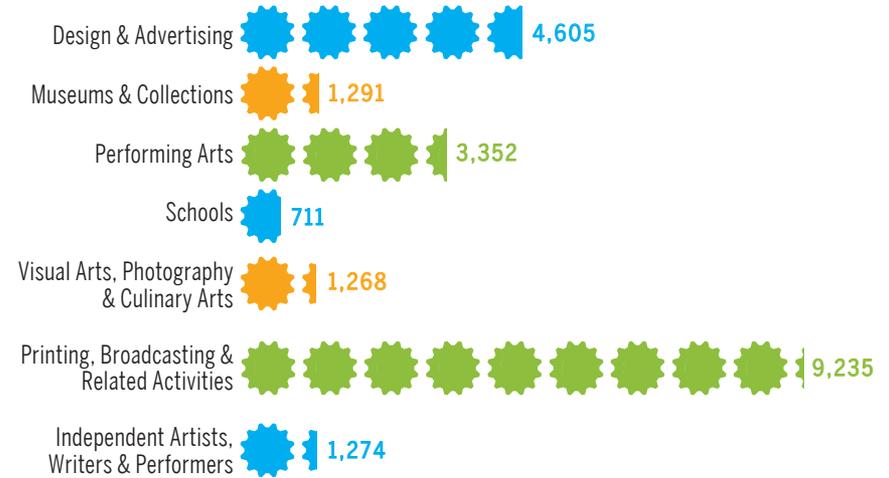
The creative industry in San Antonio generated \$4.3 billion in economic activity in 2014 while employing 21,736 workers. The leading sectors were printing, broadcasting, and related activities; design and advertising; performing arts; and museums and collections.

ECONOMIC IMPACT BY SECTOR (2014)



EMPLOYMENT:

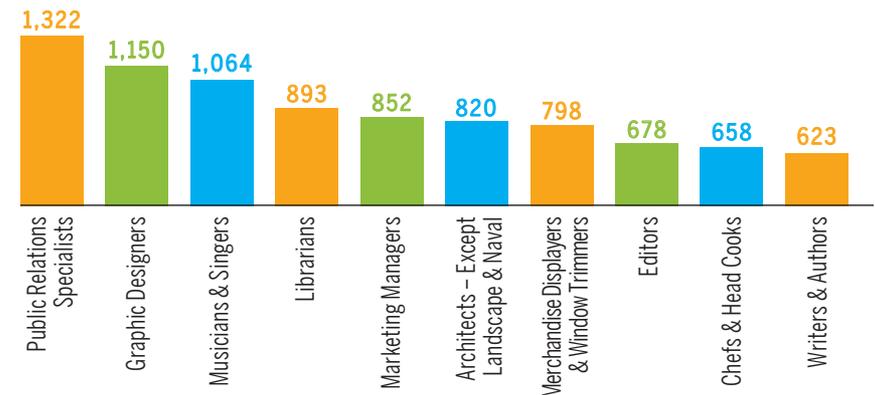
EMPLOYMENT BY SECTOR (NUMBER OF INDIVIDUALS)



TOP TEN OCCUPATIONS:

These economic impact numbers are derived from those occupations that consist of creative works or "creatives." These numbers capture all workers in each of these occupations across all industries, including those industries not considered creative. The total number of these creative workers in 2014 was 15,567. The leading creative occupations were public relations specialists, graphic designers, musicians and singers, and librarians.

EMPLOYMENT BY OCCUPATION (TOP 10)



ABOUT THIS STUDY:

It is widely recognized that the creative industry is an important component of any urban economy. The creative industry is one of those foundational industries that not only registers a sizeable economic impact through its own employment and production activities, but it is also a key support industry for all of the other industries and a vital component to the quality of life of the community. However, the focus of this study is on the measurement of the direct economic significance of the creative industry in San Antonio in 2014. This study provides a measure of the impact of the creative industry through its employment, wages, and output.

For purposes of calculating economic impacts, the creative industry in this study is defined by the various creative sectors of the economy and captures all of the employment, even if workers are not employed in what might be considered creative occupations. Additionally, the number of creative workers who are employed in industries that are not considered "creative" are also analyzed.

RESEARCH:

The San Antonio Creative Industry 2015 Economic Impact Assessment Study was developed by:

STEVE NIVIN, PH.D.

Chief Economist, SABER Institute



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210-206-ARTS | www.GetCreativeSanAntonio.com

The Department for Culture & Creative Development (DCCD) advocates for the growth of the local creative industry by increasing awareness of the impact and value of arts and culture to the city. Its mission is to foster San Antonio's creative community by supporting local arts organizations and individual artists.

Felix N. Padrón, DCCD Director

