



2017

SAN ANTONIO CREATIVE INDUSTRY GROWTH & PROSPERITY REPORT

The San Antonio Creative Industry
2017 Economic Impact Assessment Study was developed by:

STEVE NIVIN, PH.D., *Chief Economist, SABER Institute*

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 2016. 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.

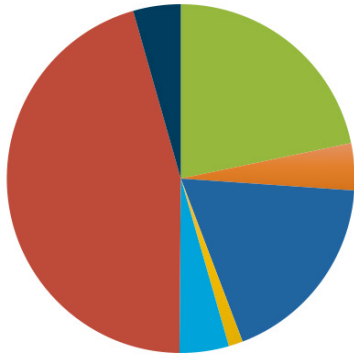


CITY OF SAN ANTONIO
DEPARTMENT OF
ARTS & CULTURE



SAN ANTONIO
HISPANIC
CHAMBER
OF COMMERCE
ACCREDITED
★ ★ ★ ★

TOTAL ECONOMIC IMPACT IN 2016 \$3,977,359,239



ECONOMIC IMPACT BY SECTOR:

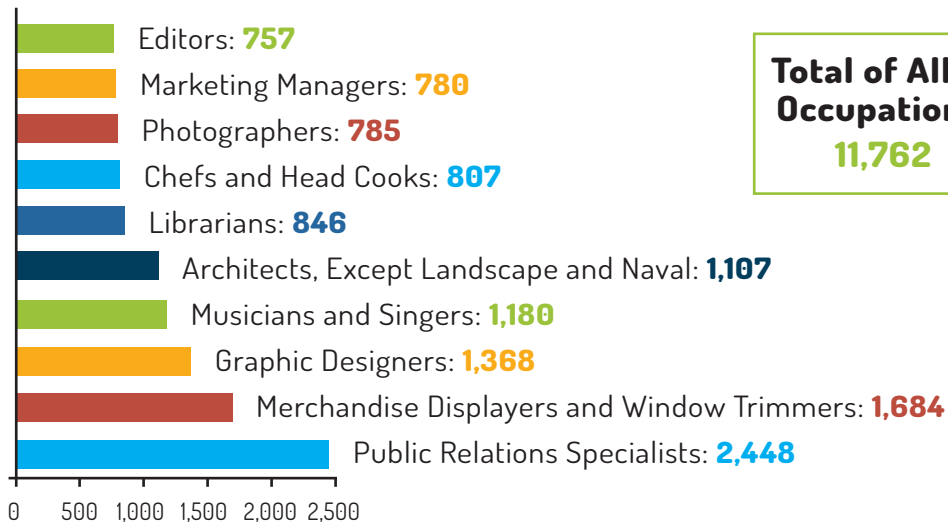
- Design & Advertising: **\$727,466,751**
- Museums & Collections: **\$145,904,600**
- Performing Arts: **\$606,818,850**
- Schools: **\$44,346,324**
- Visual Arts, Photography, & Culinary Arts: **\$153,139,820**
- Printing, Broadcasting, & Related Activities: **\$1,521,822,351**
- Independent Artists, Writers, & Performers: **\$147,929,822**

TOTAL EMPLOYMENT 24,885

7,554 Self-Employed Creatives

11,978 Creatives Working Full-Time in Other Jobs, but Engaged Part-Time with Creative Industry

TOP 10 OCCUPATIONS IN 2016



Total of All 10 Occupations: 11,762

CITY OF SAN ANTONIO DEPARTMENT OF ARTS & CULTURE 210-206-ARTS | GetCreativeSanAntonio.com

The Department of Arts & Culture advocates for the growth of the local creative industry and strives to enrich quality of life by leading and investing in San Antonio arts and culture. The department develops and markets a wide range of programs and events for the residents and visitors of San Antonio.

Debbie Racca-Sittre, Department of Arts & Culture Executive Director