

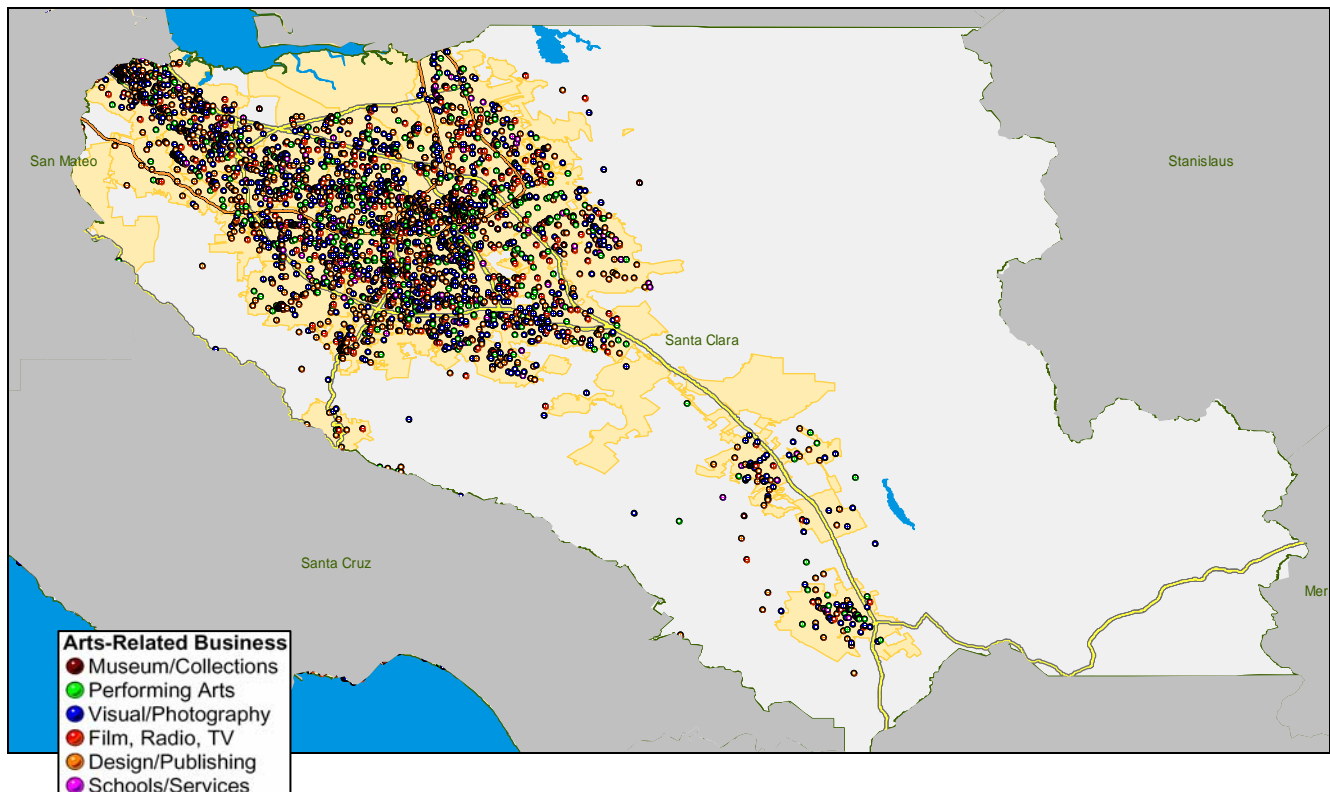
## The Creative Industries in Santa Clara County, CA

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Santa Clara County, CA**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. The creative industries are the high-octane fuel that drives the “information economy”—the fastest growing segment of the nation’s economy.

**Nationally**, there are 546,558 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.7 million people—4.2 percent of all businesses and 2.0 percent of all employees. Between 2006 and 2007, the number of arts businesses grew 0.02 percent and employment decreased 6.9 percent. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S.

**As of January 2007, Santa Clara County, CA is home to 3,620 arts-related businesses that employ 14,448 people.** These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ people, 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 **Santa Clara County, CA**, with each dot representing an arts-centric business.

### 3,620 Arts-Related Businesses in Santa Clara County, CA Employ 14,448 People





## Arts-Related Businesses and Employment in Santa Clara County, CA: 2007

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>51</b>	<b>476</b>
Museums	37	332
Zoos and Botanical	8	102
Historical Society	5	12
Planetarium	1	30
<b>Performing Arts</b>	<b>609</b>	<b>2,412</b>
Music	345	1,242
Theater	18	206
Dance	1	50
Opera	4	106
Services & Facilities	106	428
Performers	135	380
<b>Visual Arts/Photography</b>	<b>1,214</b>	<b>3,827</b>
Crafts	87	228
Visual Arts	101	221
Photography	864	2,723
Services	162	655
<b>Film, Radio and TV</b>	<b>514</b>	<b>2,727</b>
Motion Pictures	442	2,273
Television	34	221
Radio	38	233
<b>Design and Publishing</b>	<b>1,079</b>	<b>4,423</b>
Architecture	232	1,188
Design	616	2,008
Publishing	19	115
Advertising	212	1,112
<b>Arts Schools and Services</b>	<b>153</b>	<b>583</b>
Arts Councils	2	14
Arts Schools and Instruction	145	555
Agents	6	14
<b>GRAND TOTAL</b>	<b>3,620</b>	<b>14,448</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.

## Trends in Santa Clara County, CA Arts-Related Businesses and Employment: 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
<b>Museums and Collections</b>	<b>52</b>	<b>51</b>	<b>-1.92%</b>	<b>432</b>	<b>476</b>	<b>10.19%</b>
Museums	39	37	-5.13%	288	332	15.28%
Zoos and Botanical	6	8	33.33%	98	102	4.08%
Historical Society	6	5	-16.67%	16	12	-25.00%
Planetarium	1	1	0.00%	30	30	0.00%
<b>Performing Arts</b>	<b>587</b>	<b>609</b>	<b>3.75%</b>	<b>2,542</b>	<b>2,412</b>	<b>-5.11%</b>
Music	338	345	2.07%	1,113	1,242	11.59%
Theater	20	18	-10.00%	533	206	-61.35%
Dance	1	1	0.00%	50	50	0.00%
Opera	3	4	33.33%	105	106	0.95%
Services & Facilities	99	106	7.07%	395	428	8.35%
Performers	126	135	7.14%	346	380	9.83%
<b>Visual Arts/Photography</b>	<b>1,250</b>	<b>1,214</b>	<b>-2.88%</b>	<b>4,941</b>	<b>3,827</b>	<b>-22.55%</b>
Crafts	88	87	-1.14%	213	228	7.04%
Visual Arts	107	101	-5.61%	235	221	-5.96%
Photography	879	864	-1.71%	3,317	2,723	-17.91%
Services	176	162	-7.95%	1,176	655	-44.30%
<b>Film, Radio and TV</b>	<b>517</b>	<b>514</b>	<b>-0.58%</b>	<b>2,956</b>	<b>2,727</b>	<b>-7.75%</b>
Motion Pictures	443	442	-0.23%	2,250	2,273	1.02%
Television	36	34	-5.56%	539	221	-59.00%
Radio	38	38	0.00%	167	233	39.52%
<b>Design and Publishing</b>	<b>1,059</b>	<b>1,079</b>	<b>1.89%</b>	<b>4,365</b>	<b>4,423</b>	<b>1.33%</b>
Architecture	212	232	9.43%	1,152	1,188	3.13%
Design	609	616	1.15%	1,932	2,008	3.93%
Publishing	19	19	0.00%	145	115	-20.69%
Advertising	219	212	-3.20%	1,136	1,112	-2.11%
<b>Arts Schools and Services</b>	<b>143</b>	<b>153</b>	<b>6.99%</b>	<b>492</b>	<b>583</b>	<b>18.50%</b>
Arts Councils	3	2	-33.33%	16	14	-12.50%
Arts Schools and Instruction	130	145	11.54%	440	555	26.14%
Agents	10	6	-40.00%	36	14	-61.11%
<b>GRAND TOTAL</b>	<b>3,608</b>	<b>3,620</b>	<b>0.33%</b>	<b>15,728</b>	<b>14,448</b>	<b>-8.14%</b>