

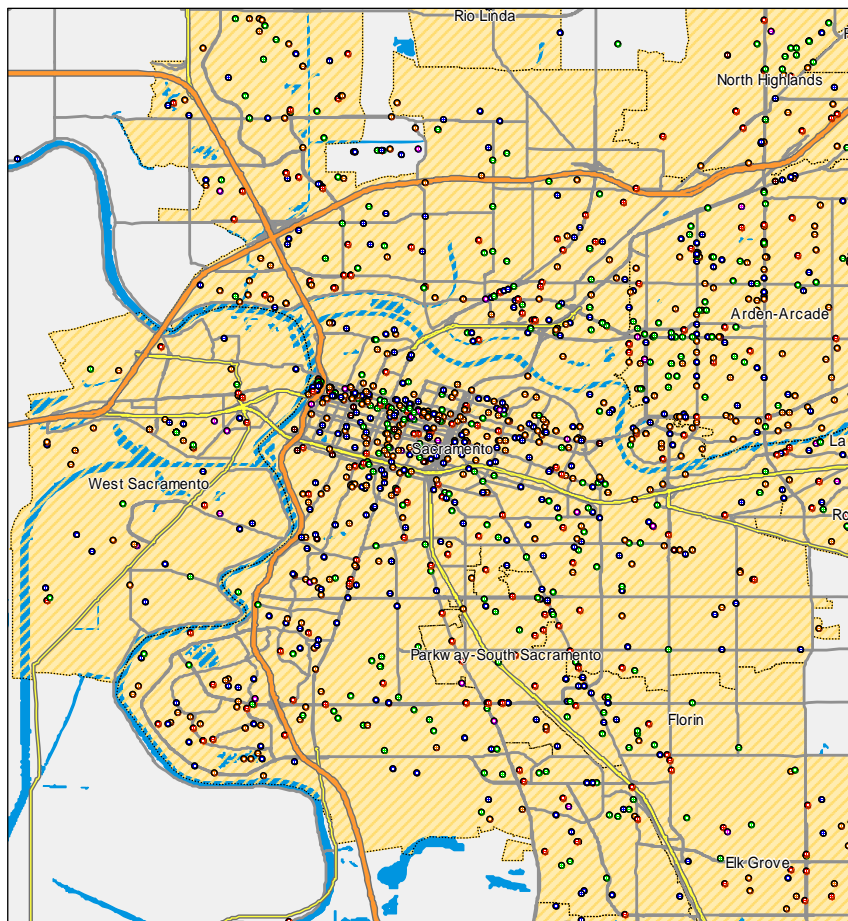
The Creative Industries in Sacramento, CA

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Sacramento, CA**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design 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 612,095 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.98 million people—4.3 percent of all businesses and 2.2 percent of all employees. Between 2007 and 2008, the number of arts businesses and employees grew 12 percent. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S. Growth of the businesses that comprise the creative industries was greater than the increase among the 14.3 million businesses tracked by Dun & Bradstreet.

As of January 2008, Sacramento, CA is home to 943 arts-related businesses that employ 4,703 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 **Sacramento, CA**, with each dot representing an arts-centric business.

943 Arts-Related Businesses in Sacramento, CA Employ 4,703 People





Arts-Related Businesses and Employment in Sacramento, CA: 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	16	211
Museums	13	154
Zoos and Botanical	2	52
Historical Society	1	5
Performing Arts	186	887
Music	93	330
Theater	8	70
Dance	2	41
Opera	2	8
Services & Facilities	35	308
Performers	46	130
Visual Arts/Photography	290	965
Crafts	16	108
Visual Arts	31	47
Photography	198	655
Services	45	155
Film, Radio and TV	139	925
Motion Pictures	106	422
Television	18	480
Radio	15	23
Design and Publishing	282	1,614
Architecture	94	960
Design	108	193
Publishing	6	10
Advertising	74	451
Arts Schools and Services	30	101
Arts Councils	2	37
Arts Schools and Instruction	26	62
Agents	2	2
GRAND TOTAL	943	4,703

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/CreativeIndustries.

Trends in Sacramento, CA Arts-Related Businesses and Employment: 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	16	16	0.00%	202	211	4.46%
Museums	12	13	8.33%	142	154	8.45%
Zoos and Botanical	3	2	-33.33%	55	52	-5.45%
Historical Society	1	1	0.00%	5	5	0.00%
Performing Arts	161	186	15.53%	833	887	6.48%
Music	82	93	13.41%	291	330	13.40%
Theater	6	8	33.33%	66	70	6.06%
Dance	2	2	0.00%	41	41	0.00%
Opera	1	2	100.00%	6	8	33.33%
Services & Facilities	34	35	2.94%	310	308	-0.65%
Performers	36	46	27.78%	119	130	9.24%
Visual Arts/Photography	266	290	9.02%	727	965	32.74%
Crafts	13	16	23.08%	88	108	22.73%
Visual Arts	31	31	0.00%	43	47	9.30%
Photography	183	198	8.20%	467	655	40.26%
Services	39	45	15.38%	129	155	20.16%
Film, Radio and TV	127	139	9.45%	937	925	-1.28%
Motion Pictures	100	106	6.00%	402	422	4.98%
Television	16	18	12.50%	514	480	-6.61%
Radio	11	15	36.36%	21	23	9.52%
Design and Publishing	256	282	10.16%	1,423	1,614	13.42%
Architecture	84	94	11.90%	829	960	15.80%
Design	98	108	10.20%	163	193	18.40%
Publishing	7	6	-14.29%	11	10	-9.09%
Advertising	67	74	10.45%	420	451	7.38%
Arts Schools and Services	17	30	76.47%	77	101	31.17%
Arts Councils	1	2	100.00%	35	37	5.71%
Arts Schools and Instruction	14	26	85.71%	40	62	55.00%
Agents	2	2	0.00%	2	2	0.00%
GRAND TOTAL	843	943	11.86%	4,199	4,703	12.00%