



2015
SAN ANTONIO
**CREATIVE
INDUSTRY**
GROWTH &
PROSPERITY
REPORT

Presented by:
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December 1, 2015

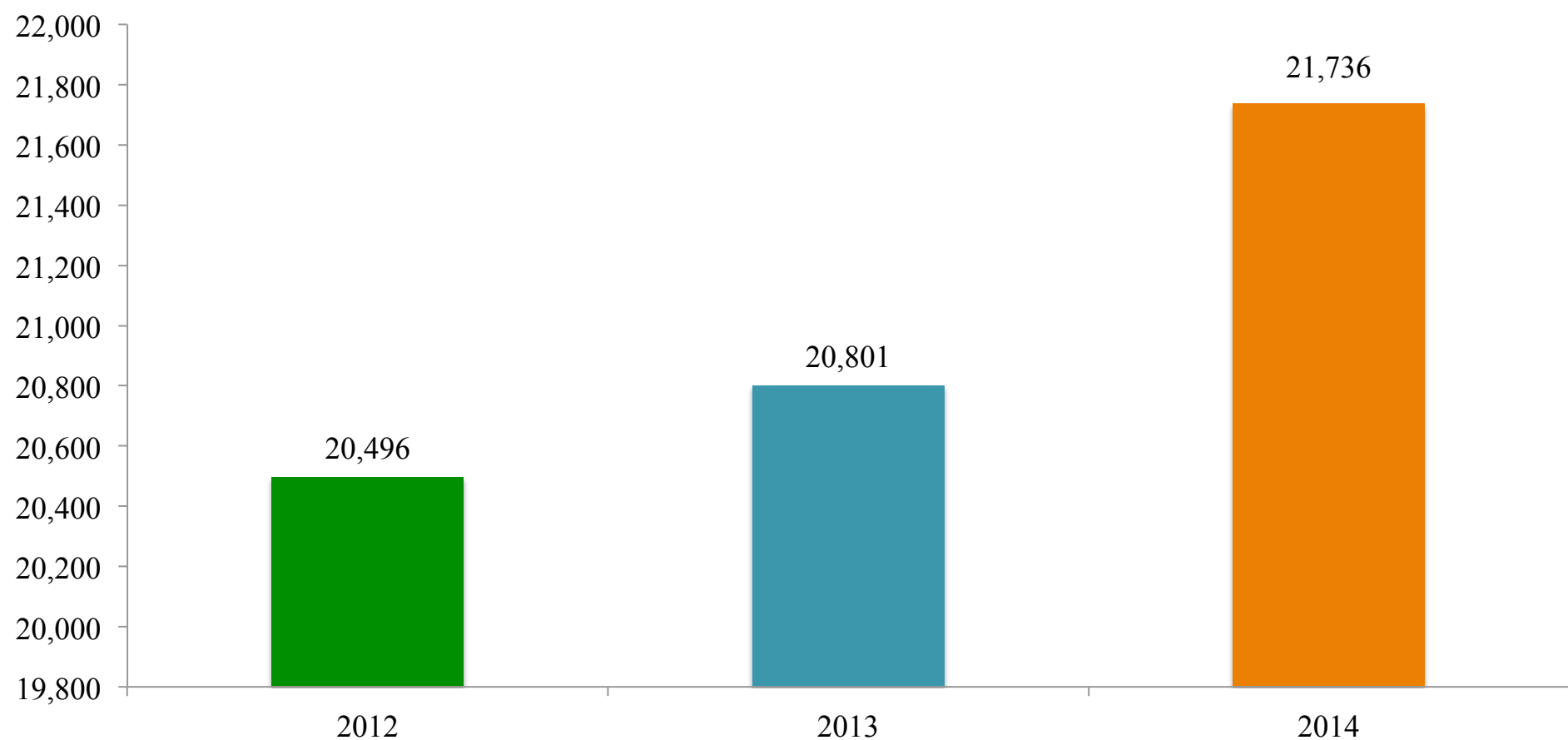


Data Sources and Methodology

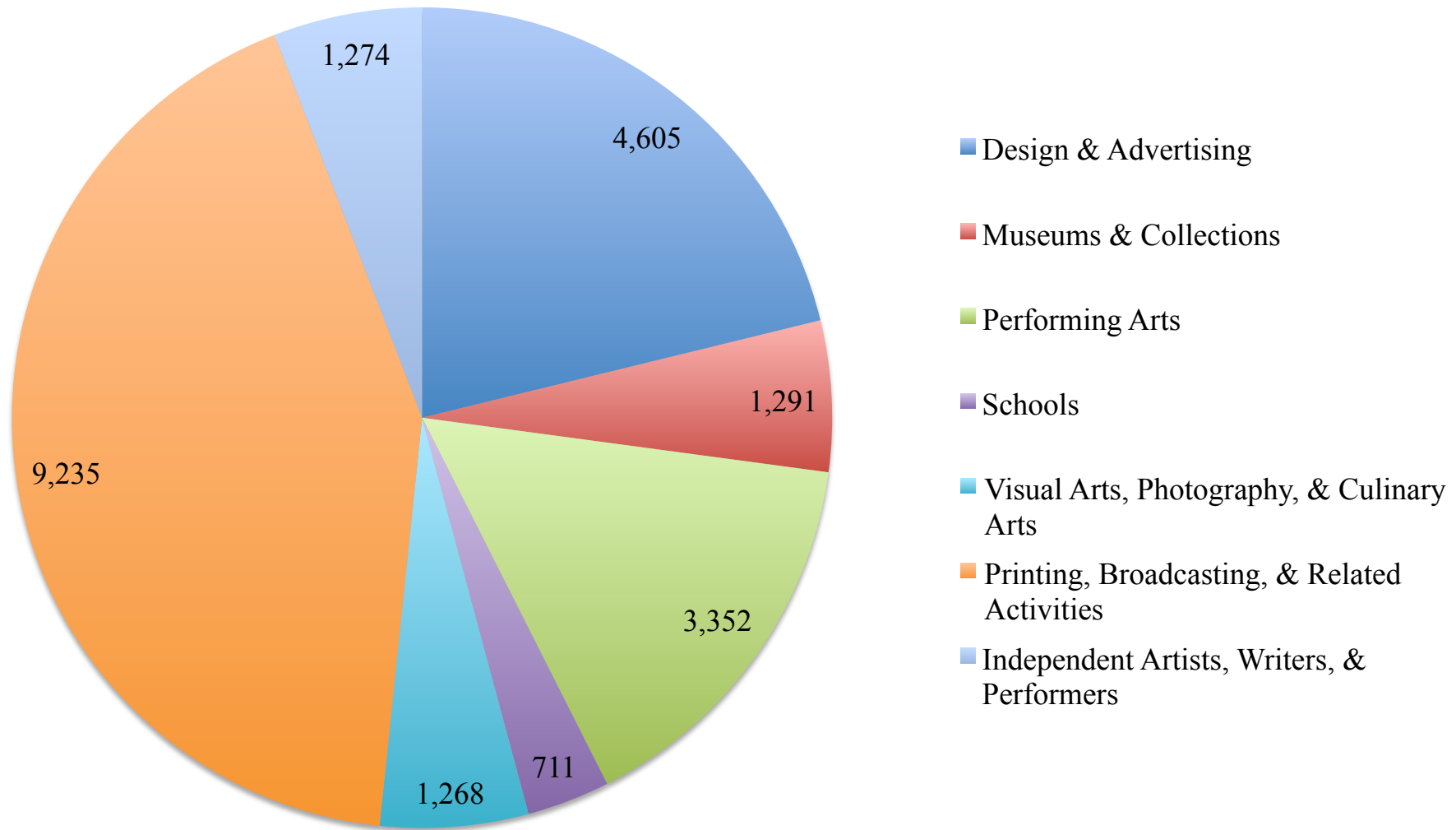
- Main data sources
 - EMSI
 - Economic Census
- Used Economic Census data to calculate a conversion factor (sales/payroll) used to calculate economic impact
 - Only includes direct economic impacts
- Includes self-employed workers not included in QCEW data

Employment increased 6.05% since 2012.

Employment in the Creative Industry

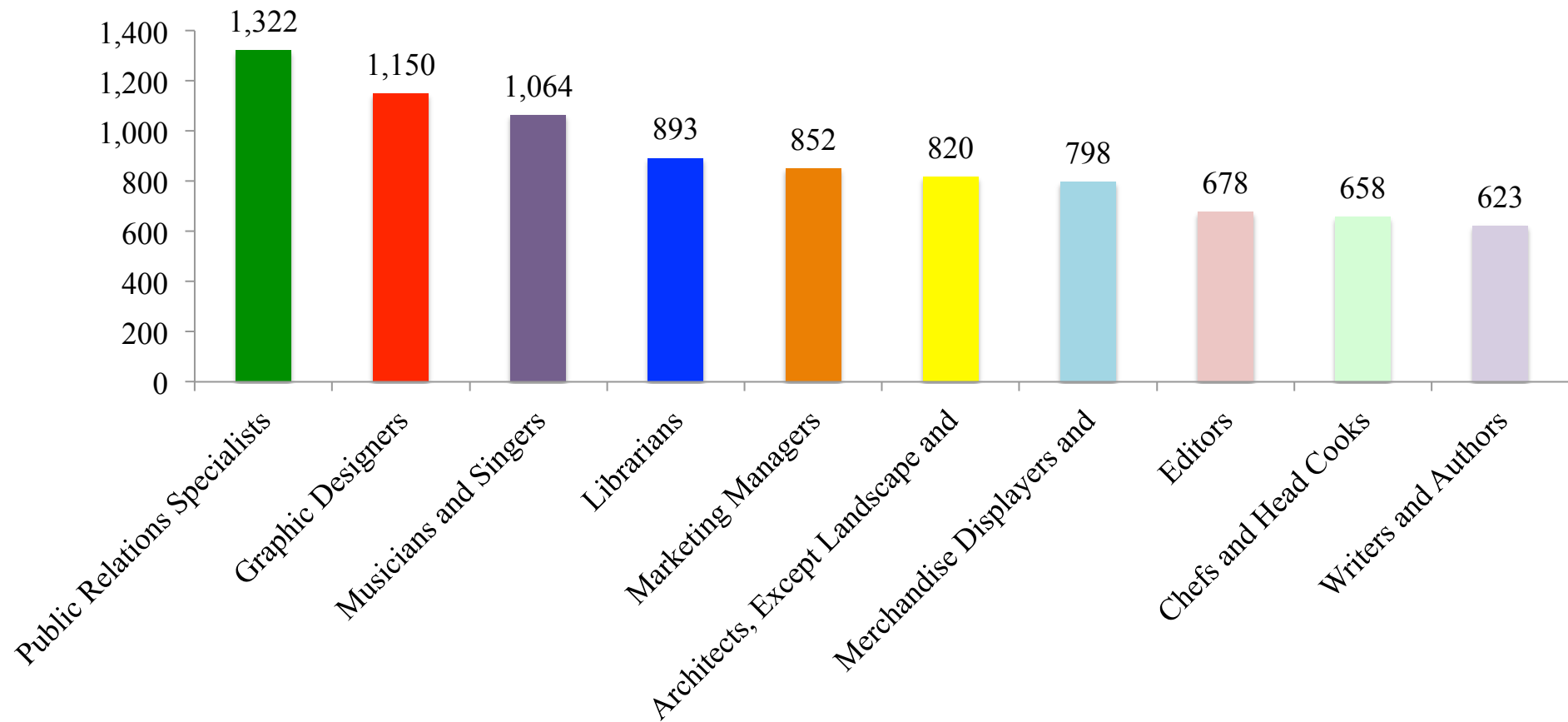


Creative Industry Employment by Sector: 2014



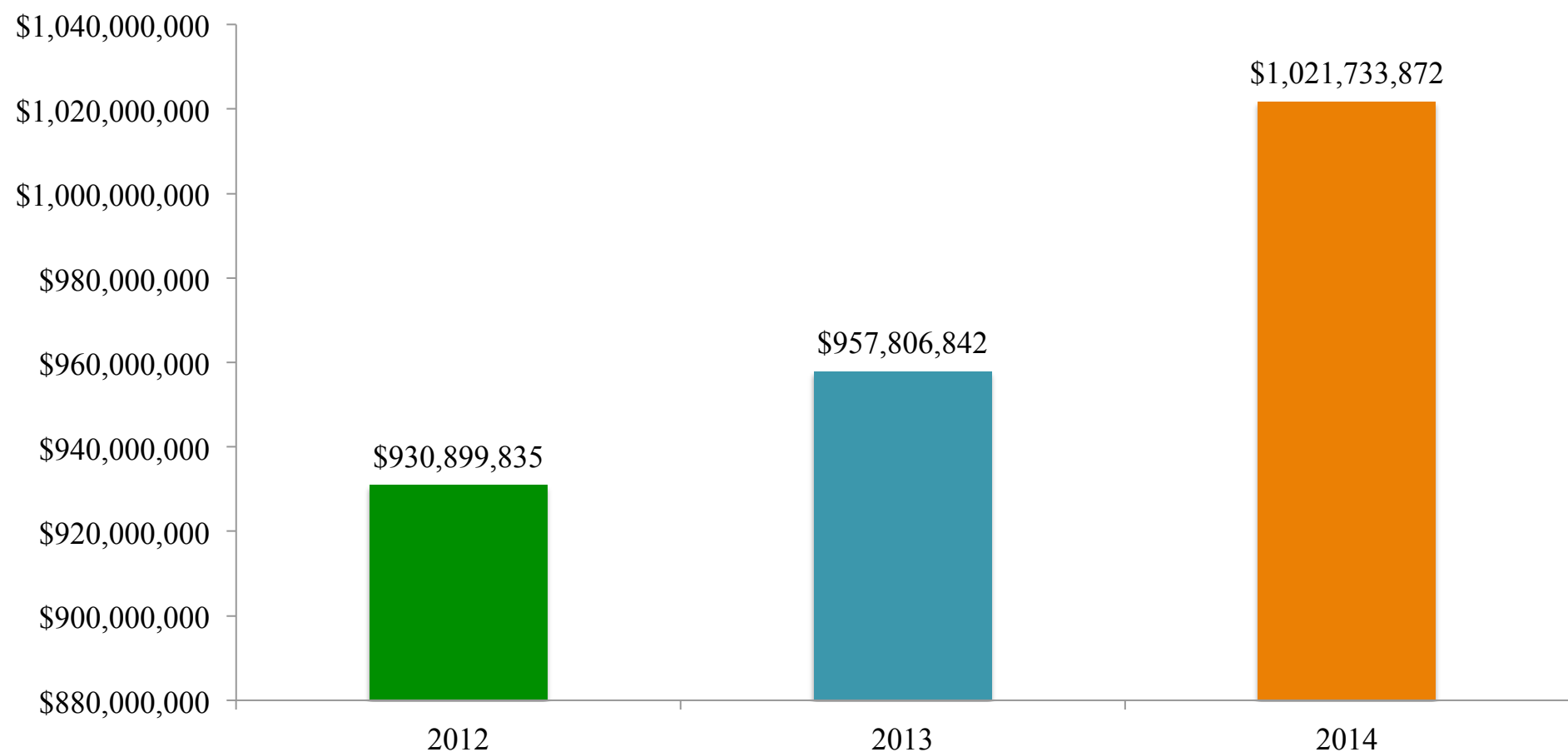
Total employment by creative occupation = 15,567

Top 10 Creative Occupations by Employment



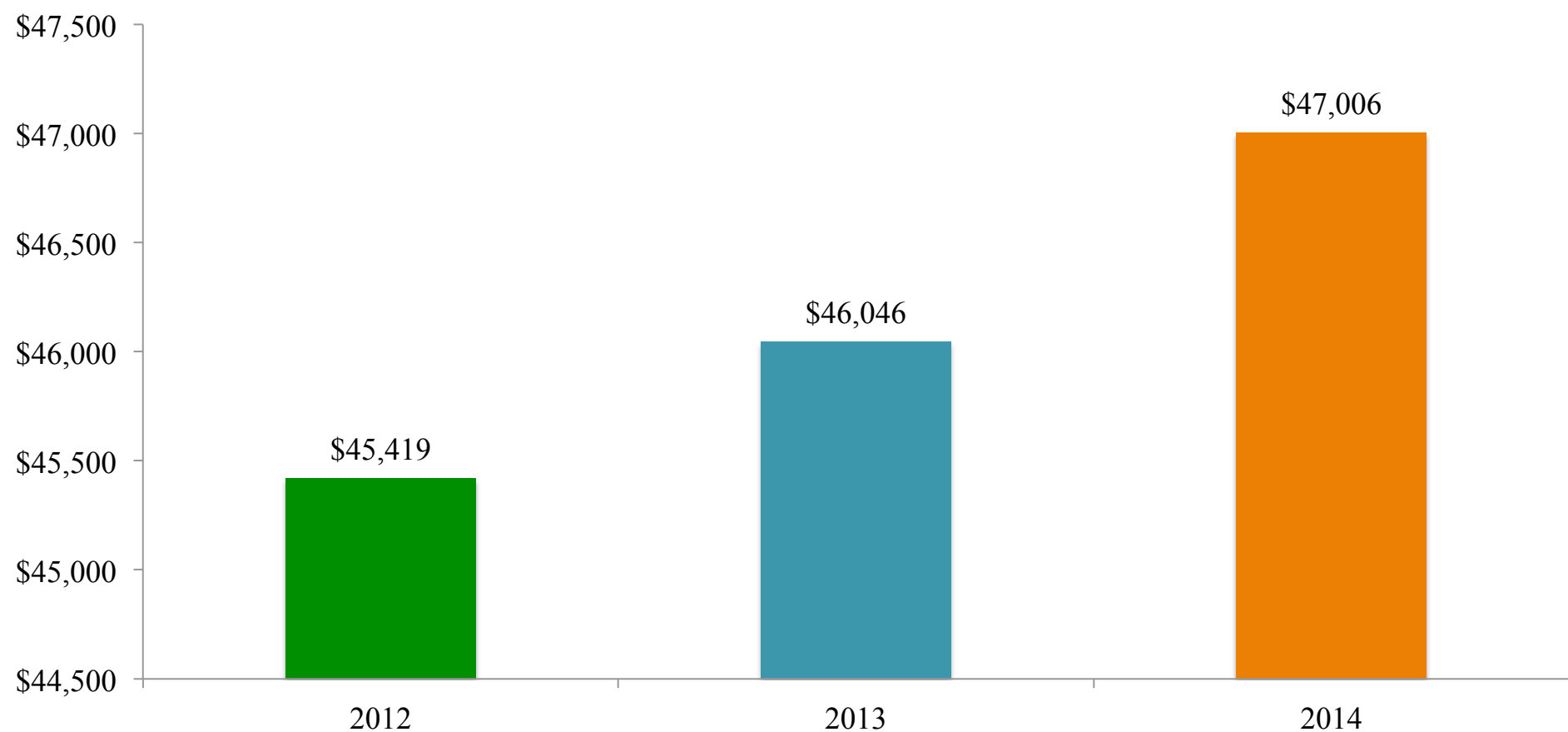
Total income expanded by 9.76% over this time period.

Creative Industry Total Income

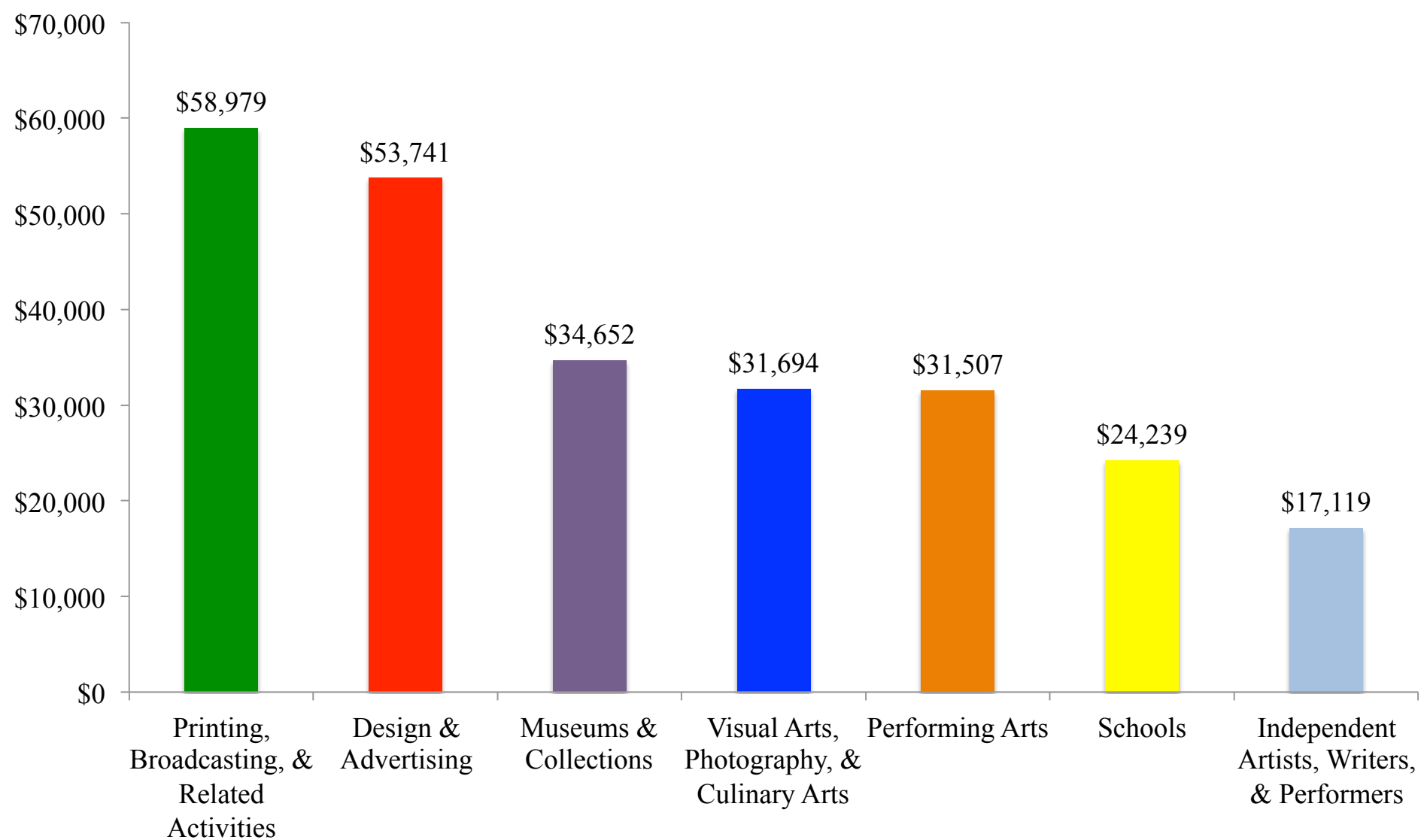


Average wages also grew with biggest increases coming in 2014.

Creative Industry Average Wage

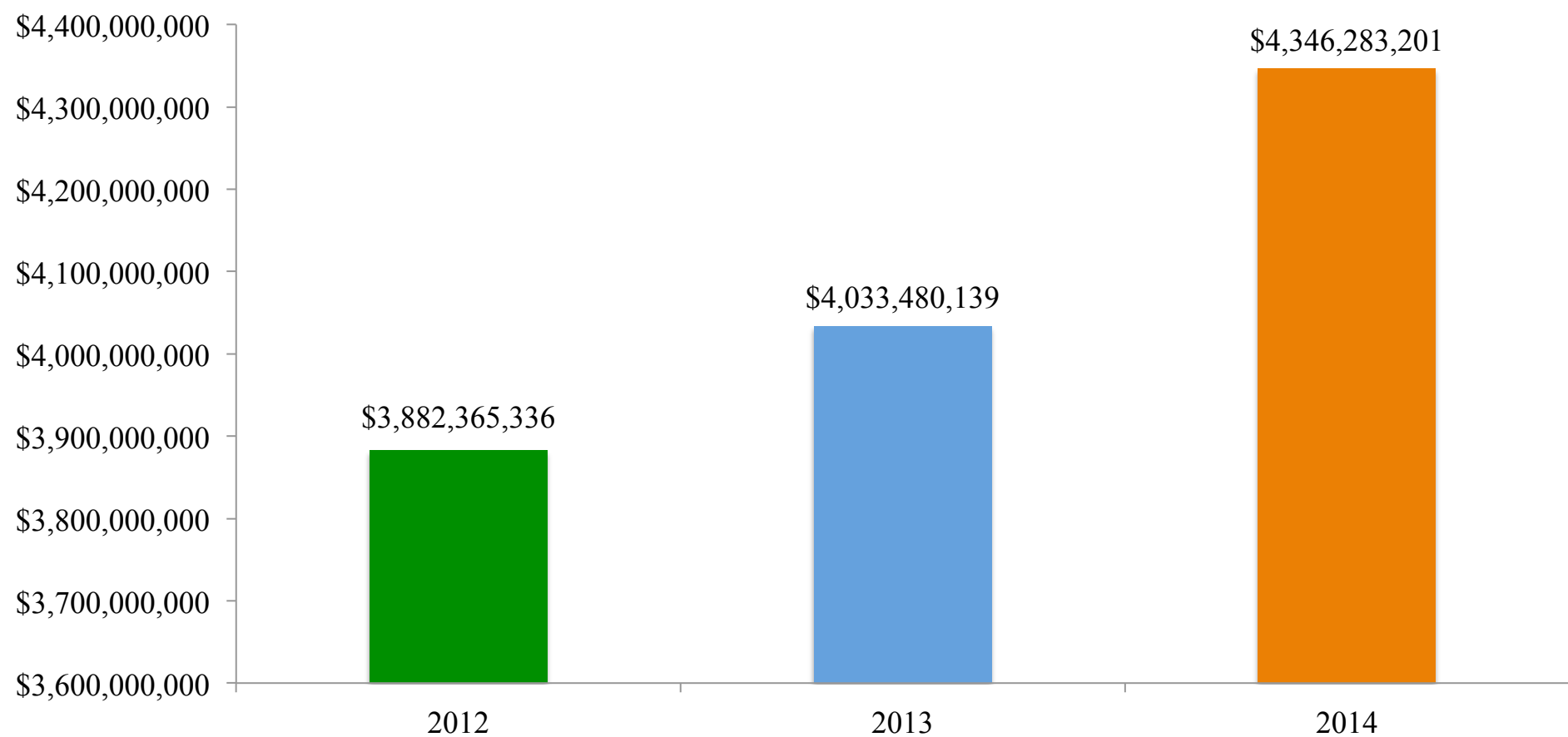


Creative Industry Average Wage by Sector: 2014

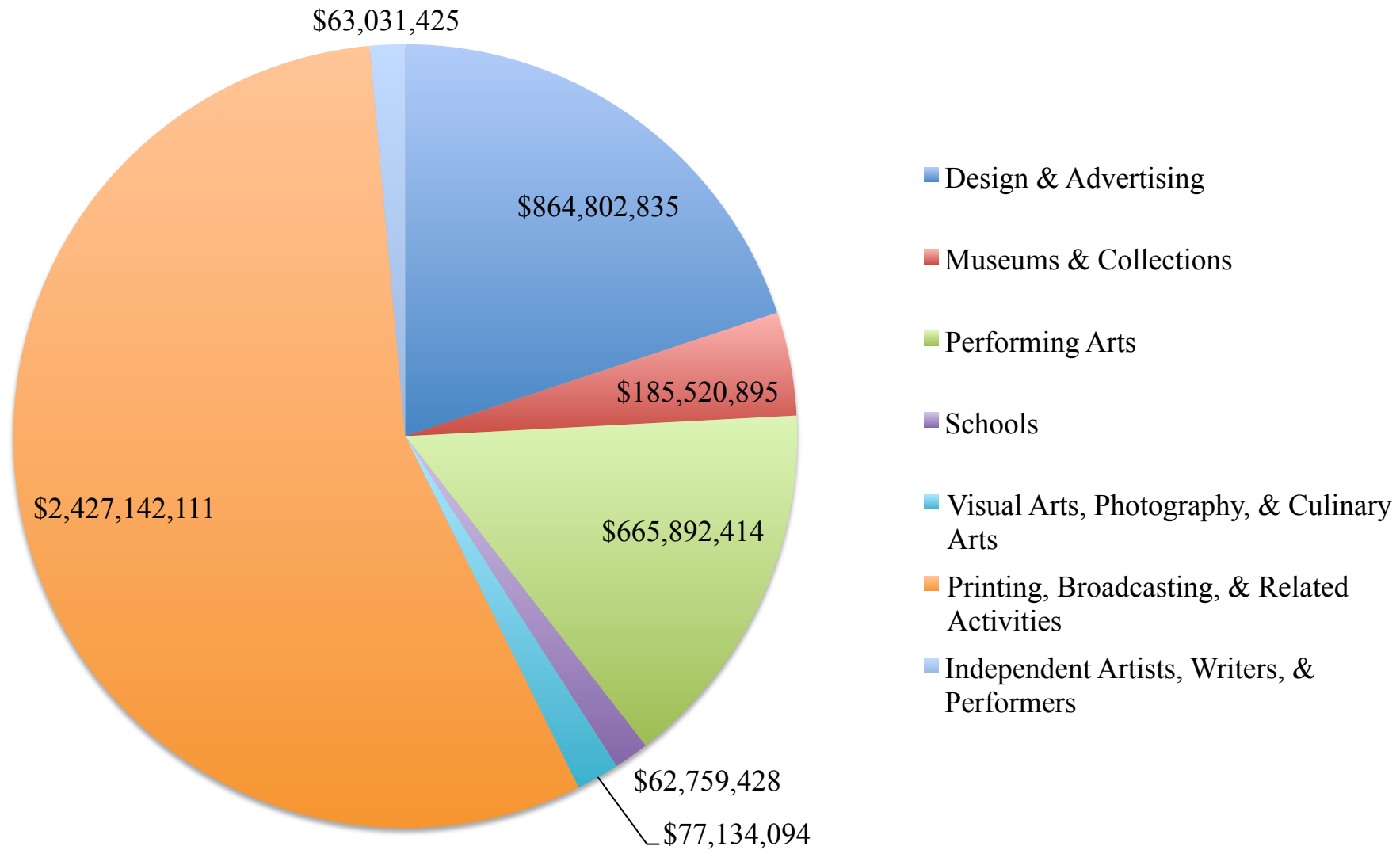


Economic impact of the industry has steadily increased since 2012.

Economic Impact of the Creative Industry



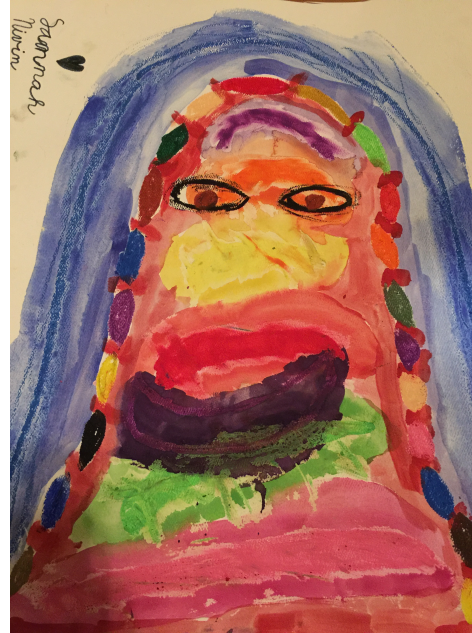
Creative Industry Economic Impact by Sector: 2014



Other Economic Impacts

(not measured)

- No multiplier effects measured in the study
- Artistic dividend: “The aggregate economic impact that would not occur without the presence of artists.”¹
- Important to downtown development



Painted by Savannah Nivin at
Southwest School of Art 2013
Fiesta Arts Fair



Photo by Steve Nivin

¹Ann Markusen and David King. “The Artistic Dividend: The Arts’ Hidden Contributions to Regional Development.” p. 4

Summary

- Creative industry has substantial economic impacts in San Antonio and continues to grow.
- Importance to a region's economic growth extends far beyond the typically measured economic impacts.

Thank you!