



## The Creative Industries in Pennsylvania Governor Edward G Rendell

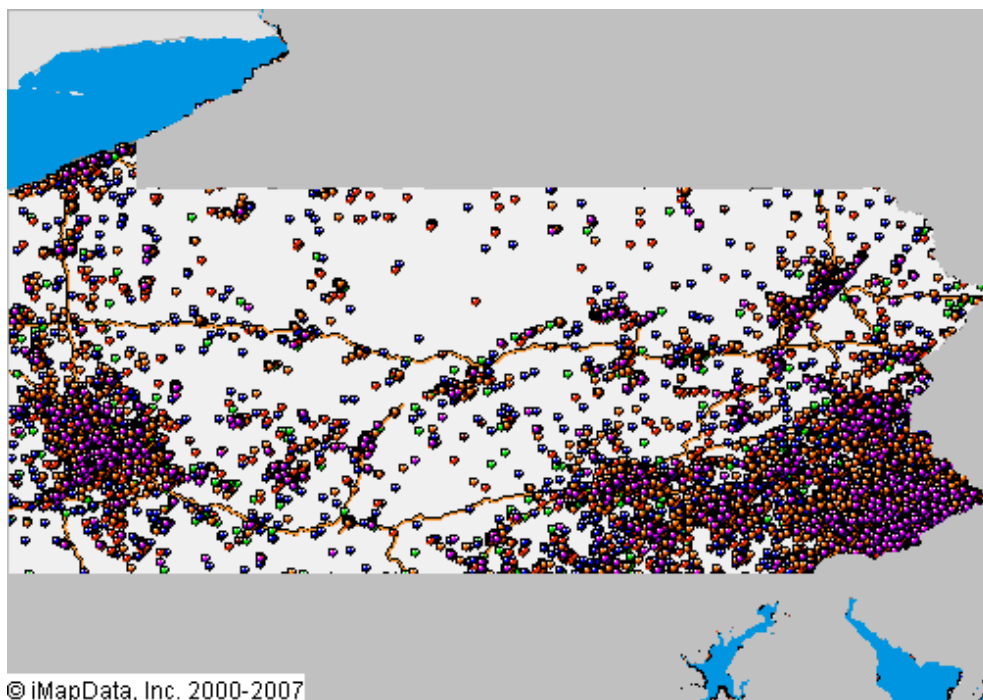
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Pennsylvania**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, 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 612,095 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.98 million people, which is 4.3 percent of all businesses and 2.2 percent of all employees. 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, Pennsylvania is home to 20,921 arts-related businesses that employ 124,574 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 **Pennsylvania**, with each dot representing an arts-centric business.

### 20,921 Arts-Related Businesses in Pennsylvania Employ 124,574 People

- Arts-Related Business**
- Museum/Collections
  - Performing Arts
  - Visual/Photography
  - Film, Radio, TV
  - Design/Publishing
  - Arts Schools/Services





## Arts-Related Business and Employment in Pennsylvania January 2008

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>599</b>	<b>6,355</b>
Museums	464	4,322
Zoos and Botanical	37	1,266
Historical Society	96	703
Planetarium	2	64
<b>Performing Arts</b>	<b>3,883</b>	<b>19,833</b>
Music	2,019	10,102
Theater	103	2,354
Dance	11	323
Opera	9	355
Services & Facilities	838	4,204
Performers	903	2,495
<b>Visual Arts/Photography</b>	<b>7,090</b>	<b>25,829</b>
Crafts	692	4,152
Visual Arts	645	1,398
Photography	4,387	14,539
Services	1,366	5,740
<b>Film, Radio and TV</b>	<b>3,024</b>	<b>41,816</b>
Motion Pictures	2,237	11,847
Television	295	28,044
Radio	492	1,925
<b>Design and Publishing</b>	<b>5,251</b>	<b>26,253</b>
Architecture	1,351	8,754
Design	2,221	5,035
Publishing	130	2,440
Advertising	1,549	10,024
<b>Arts Schools and Services</b>	<b>1,074</b>	<b>4,488</b>
Arts Councils	37	234
Arts Schools and Instruction	1,002	4,027
Agents	35	227
<b>GRAND TOTAL</b>	<b>20,921</b>	<b>124,574</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. For more information, maps, and to make sure you are included in our Creative Industries research, visit [www.AmericansForTheArts.org/CreativeIndustries](http://www.AmericansForTheArts.org/CreativeIndustries)



## Arts-Related Business and Employment in Pennsylvania 2004 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2004	2008	% Change	2004	2008	% Change
<b>Museums and Collections</b>	<b>510</b>	<b>599</b>	<b>17.45%</b>	<b>5,840</b>	<b>6,355</b>	<b>8.82%</b>
Museums	405	464	14.57%	4,044	4,322	6.87%
Zoos and Botanical	27	37	37.04%	1,132	1,266	11.84%
Historical Society	76	96	26.32%	630	703	11.59%
Planetarium	2	2	0.00%	34	64	88.24%
<b>Performing Arts</b>	<b>3,604</b>	<b>3,883</b>	<b>7.74%</b>	<b>19,724</b>	<b>19,833</b>	<b>0.55%</b>
Music	1,986	2,019	1.66%	10,008	10,102	0.94%
Theater	77	103	33.77%	2,009	2,354	17.17%
Dance	8	11	37.50%	271	323	19.19%
Opera	11	9	-18.18%	433	355	-18.01%
Services & Facilities	770	838	8.83%	4,981	4,204	-15.60%
Performers	752	903	20.08%	2,022	2,495	23.39%
<b>Visual Arts/Photography</b>	<b>7,016</b>	<b>7,090</b>	<b>1.05%</b>	<b>26,759</b>	<b>25,829</b>	<b>-3.48%</b>
Crafts	679	692	1.91%	4,356	4,152	-4.68%
Visual Arts	552	645	16.85%	1,411	1,398	-0.92%
Photography	4,252	4,387	3.18%	14,441	14,539	0.68%
Services	1,533	1,366	-10.89%	6,551	5,740	-12.38%
<b>Film, Radio and TV</b>	<b>2,877</b>	<b>3,024</b>	<b>5.11%</b>	<b>25,237</b>	<b>41,816</b>	<b>65.69%</b>
Motion Pictures	2,135	2,237	4.78%	12,777	11,847	-7.28%
Television	261	295	13.03%	9,804	28,044	186.05%
Radio	481	492	2.29%	2,656	1,925	-27.52%
<b>Design and Publishing</b>	<b>4,385</b>	<b>5,251</b>	<b>19.75%</b>	<b>26,502</b>	<b>26,253</b>	<b>-0.94%</b>
Architecture	1,146	1,351	17.89%	8,722	8,754	0.37%
Design	1,581	2,221	40.48%	4,271	5,035	17.89%
Publishing	135	130	-3.70%	2,235	2,440	9.17%
Advertising	1,523	1,549	1.71%	11,274	10,024	-11.09%
<b>Arts Schools and Services</b>	<b>891</b>	<b>1,074</b>	<b>20.54%</b>	<b>4,108</b>	<b>4,488</b>	<b>9.25%</b>
Arts Councils	33	37	12.12%	222	234	5.41%
Arts Schools and Instruction	838	1,002	19.57%	3,768	4,027	6.87%
Agents	20	35	75.00%	118	227	92.37%
<b>GRAND TOTAL</b>	<b>19,283</b>	<b>20,921</b>	<b>8.49%</b>	<b>108,170</b>	<b>124,574</b>	<b>15.17%</b>

Data Source: D&B January 2008 & January 2004