

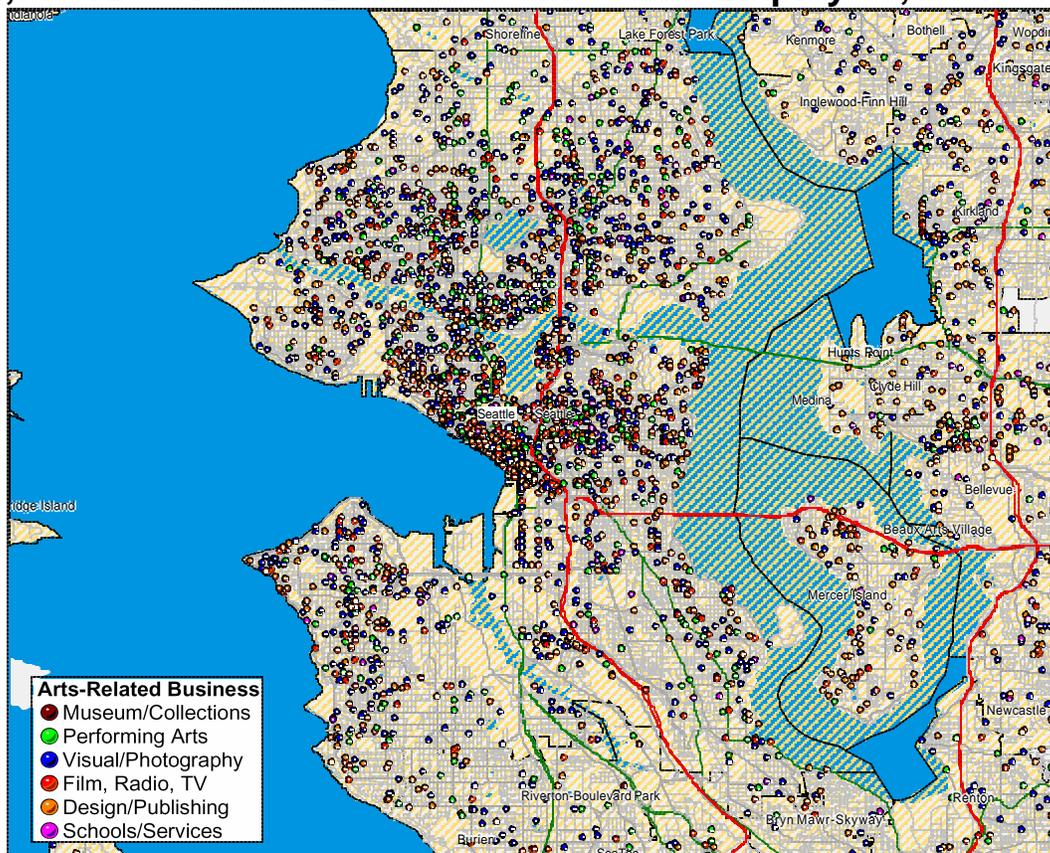
The Creative Industries in Seattle, WA

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Seattle**. 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. The creative industries continue to parallel business trends nationally—small increases in the number of businesses and decreases in employment. 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, Seattle is home to 3,578 arts-related businesses that employ 18,493 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 **Seattle**, with each dot representing an arts-centric business.

3,578 Arts-Related Businesses in Seattle Employ 18,493 People





Arts-Related Businesses and Employment in Seattle: 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	47	1,125
Museums	29	589
Zoos and Botanical	6	397
Historical Society	12	139
Performing Arts	505	2,604
Music	304	1,159
Theater	14	126
Opera	1	65
Services & Facilities	96	958
Performers	90	296
Visual Arts/Photography	1,304	4,155
Crafts	85	357
Visual Arts	173	324
Photography	878	2,778
Services	168	696
Film, Radio and TV	437	2,813
Motion Pictures	389	1,609
Television	24	1,037
Radio	24	167
Design and Publishing	1,168	7,111
Architecture	419	3,476
Design	508	1,055
Publishing	45	367
Advertising	196	2,213
Arts Schools and Services	117	685
Arts Councils	8	36
Arts Schools and Instruction	102	591
Agents	7	58
GRAND TOTAL	3,578	18,493

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 Seattle Arts-Related Businesses and Employment: 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	45	47	4.44%	985	1,125	14.21%
Museums	29	29	0.00%	618	589	-4.69%
Zoos and Botanical	6	6	0.00%	244	397	62.70%
Historical Society	10	12	20.00%	123	139	13.01%
Performing Arts	517	505	-2.32%	2,721	2,604	-4.30%
Music	317	304	-4.10%	1,352	1,159	-14.28%
Theater	13	14	7.69%	123	126	2.44%
Opera	1	1	0.00%	65	65	0.00%
Services & Facilities	103	96	-6.80%	889	958	7.76%
Performers	83	90	8.43%	292	296	1.37%
Visual Arts/Photography	1,327	1,304	-1.73%	4,251	4,155	-2.26%
Crafts	97	85	-12.37%	361	357	-1.11%
Visual Arts	167	173	3.59%	359	324	-9.75%
Photography	887	878	-1.01%	2,823	2,778	-1.59%
Services	176	168	-4.55%	708	696	-1.69%
Film, Radio and TV	445	437	-1.80%	2,783	2,813	1.08%
Motion Pictures	385	389	1.04%	1,573	1,609	2.29%
Television	33	24	-27.27%	1,036	1,037	0.10%
Radio	27	24	-11.11%	174	167	-4.02%
Design and Publishing	1,108	1,168	5.42%	7,756	7,111	-8.32%
Architecture	392	419	6.89%	3,236	3,476	7.42%
Design	473	508	7.40%	989	1,055	6.67%
Publishing	49	45	-8.16%	1,367	367	-73.15%
Advertising	194	196	1.03%	2,164	2,213	2.26%
Arts Schools and Services	111	117	5.41%	562	685	21.89%
Arts Councils	8	8	0.00%	25	36	44.00%
Arts Schools and Instruction	97	102	5.15%	530	591	11.51%
Agents	6	7	16.67%	7	58	728.57%
GRAND TOTAL	3,553	3,578	0.70%	19,058	18,493	-2.96%