

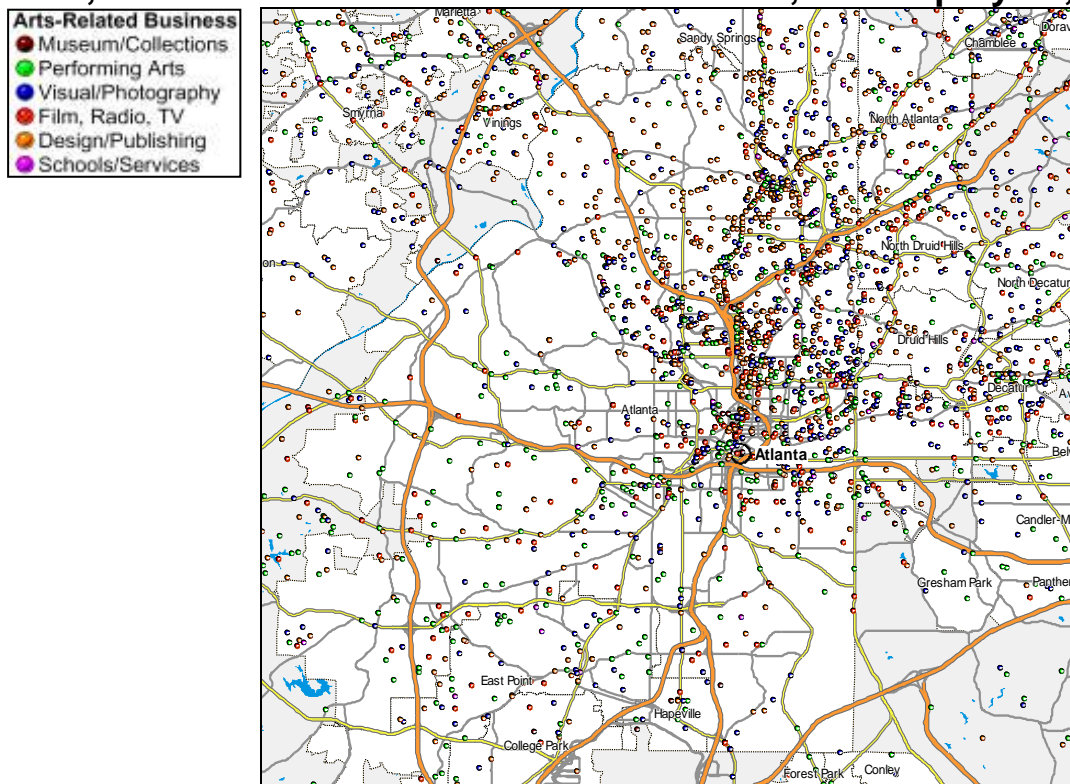
## The Creative Industries in Atlanta, GA

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Atlanta, GA**. 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, Atlanta, GA is home to 2,430 arts-related businesses that employ 23,198 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 **Atlanta, GA**, with each dot representing an arts-centric business.

### 2,430 Arts-Related Businesses in Atlanta, GA Employ 23,198 People





## Arts-Related Businesses and Employment in Atlanta, GA: 2008

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>38</b>	<b>1,221</b>
Museums	33	603
Zoos and Botanical	4	611
Historical Society	1	7
<b>Performing Arts</b>	<b>486</b>	<b>3,215</b>
Music	203	1,278
Theater	10	34
Dance	1	25
Opera	1	25
Services & Facilities	112	1,479
Performers	159	374
<b>Visual Arts/Photography</b>	<b>586</b>	<b>2,166</b>
Crafts	36	144
Visual Arts	60	121
Photography	393	1,427
Services	97	474
<b>Film, Radio and TV</b>	<b>339</b>	<b>9,015</b>
Motion Pictures	263	1,678
Television	53	7,243
Radio	23	94
<b>Design and Publishing</b>	<b>932</b>	<b>7,352</b>
Architecture	217	2,517
Design	456	1,687
Publishing	14	107
Advertising	245	3,041
<b>Arts Schools and Services</b>	<b>49</b>	<b>229</b>
Arts Councils	4	28
Arts Schools and Instruction	38	188
Agents	7	13
<b>GRAND TOTAL</b>	<b>2,430</b>	<b>23,198</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).



## Trends in Atlanta, GA Arts-Related Businesses and Employment: 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
<b>Museums and Collections</b>	<b>33</b>	<b>38</b>	<b>15.15%</b>	<b>605</b>	<b>1,221</b>	<b>101.82%</b>
Museums	30	33	10.00%	381	603	58.27%
Zoos and Botanical	3	4	33.33%	224	611	172.77%
Historical Society	0	1	100.00%	0	7	700.00%
<b>Performing Arts</b>	<b>370</b>	<b>486</b>	<b>31.35%</b>	<b>2,765</b>	<b>3,215</b>	<b>16.27%</b>
Music	169	203	20.12%	1,146	1,278	11.52%
Theater	9	10	11.11%	41	34	-17.07%
Dance	1	1	0.00%	25	25	0.00%
Opera	1	1	0.00%	25	25	0.00%
Services & Facilities	85	112	31.76%	1,292	1,479	14.47%
Performers	105	159	51.43%	236	374	58.47%
<b>Visual Arts/Photography</b>	<b>520</b>	<b>586</b>	<b>12.69%</b>	<b>1,867</b>	<b>2,166</b>	<b>16.02%</b>
Crafts	35	36	2.86%	175	144	-17.71%
Visual Arts	54	60	11.11%	96	121	26.04%
Photography	335	393	17.31%	1,179	1,427	21.03%
Services	96	97	1.04%	417	474	13.67%
<b>Film, Radio and TV</b>	<b>286</b>	<b>339</b>	<b>18.53%</b>	<b>6,547</b>	<b>9,015</b>	<b>37.70%</b>
Motion Pictures	235	263	11.91%	1,700	1,678	-1.29%
Television	35	53	51.43%	4,744	7,243	52.68%
Radio	16	23	43.75%	103	94	-8.74%
<b>Design and Publishing</b>	<b>789</b>	<b>932</b>	<b>18.12%</b>	<b>7,025</b>	<b>7,352</b>	<b>4.65%</b>
Architecture	189	217	14.81%	2,715	2,517	-7.29%
Design	373	456	22.25%	1,275	1,687	32.31%
Publishing	15	14	-6.67%	110	107	-2.73%
Advertising	212	245	15.57%	2,925	3,041	3.97%
<b>Arts Schools and Services</b>	<b>45</b>	<b>49</b>	<b>8.89%</b>	<b>193</b>	<b>229</b>	<b>18.65%</b>
Arts Councils	2	4	100.00%	5	28	460.00%
Arts Schools and Instruction	37	38	2.70%	179	188	5.03%
Agents	6	7	16.67%	9	13	44.44%
<b>GRAND TOTAL</b>	<b>2,043</b>	<b>2,430</b>	<b>18.94%</b>	<b>19,002</b>	<b>23,198</b>	<b>22.08%</b>