

The Creative Industries in Oklahoma

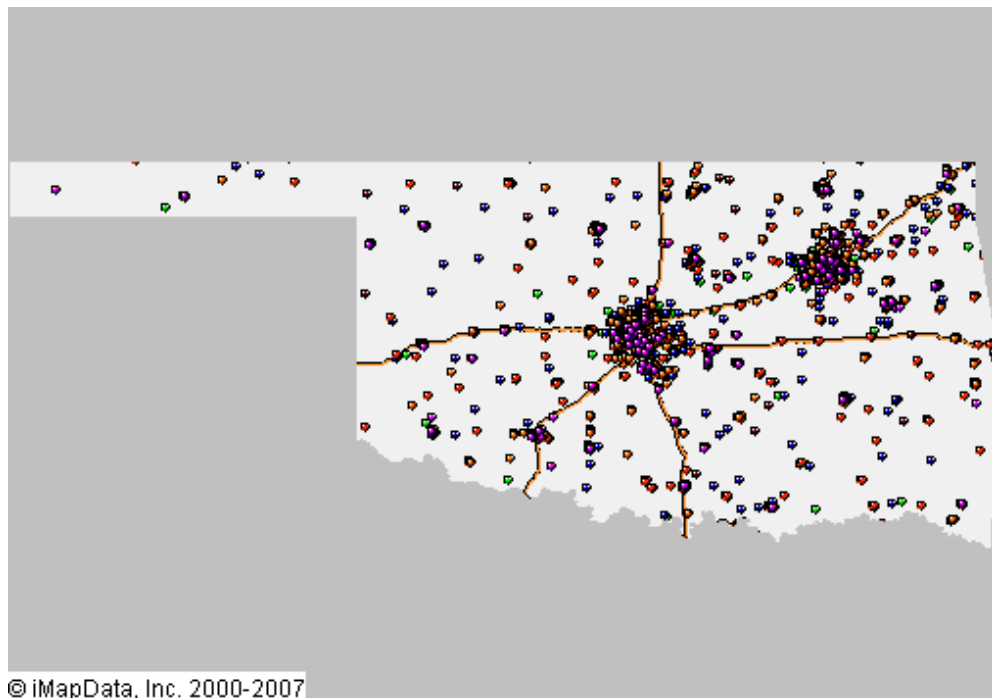
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Oklahoma**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, 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. 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, Oklahoma is home to 4,694 arts-related businesses that employ 22,430 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 **Oklahoma**, with each dot representing an arts-centric business.

4,694 Arts-Related Businesses in Oklahoma Employ 22,430 People

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





Arts-Related Business and Employment in Oklahoma January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	223	2,079
Museums	181	1,530
Zoos and Botanical	9	158
Historical Society	33	391
Performing Arts	766	2,879
Music	431	1,516
Theater	26	206
Dance	3	91
Opera	3	106
Services & Facilities	154	505
Performers	149	455
Visual Arts/Photography	1,504	5,526
Crafts	206	977
Visual Arts	111	234
Photography	888	3,030
Services	299	1,285
Film, Radio and TV	782	6,150
Motion Pictures	643	3,534
Television	85	2,334
Radio	54	282
Design and Publishing	1,203	5,067
Architecture	291	1,934
Design	561	1,456
Publishing	23	205
Advertising	328	1,472
Arts Schools and Services	216	729
Arts Councils	22	103
Arts Schools and Instruction	186	606
Agents	8	20
GRAND TOTAL	4,694	22,430

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



Arts-Related Business and Employment in Oklahoma 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	202	223	10.40%	1,885	2,079	10.29%
Museums	170	181	6.47%	1,393	1,530	9.83%
Zoos and Botanical	8	9	12.50%	127	158	24.41%
Historical Society	24	33	37.50%	365	391	7.12%
Performing Arts	714	766	7.28%	2,862	2,879	0.59%
Music	421	431	2.38%	1,566	1,516	-3.19%
Theater	20	26	30.00%	155	206	32.90%
Dance	2	3	50.00%	90	91	1.11%
Opera	3	3	0.00%	106	106	0.00%
Services & Facilities	147	154	4.76%	675	505	-25.19%
Performers	121	149	23.14%	270	455	68.52%
Visual Arts/Photography	1,396	1,504	7.74%	5,188	5,526	6.52%
Crafts	191	206	7.85%	474	977	106.12%
Visual Arts	105	111	5.71%	206	234	13.59%
Photography	804	888	10.45%	2,922	3,030	3.70%
Services	296	299	1.01%	1,586	1,285	-18.98%
Film, Radio and TV	721	782	8.46%	7,814	6,150	-21.30%
Motion Pictures	602	643	6.81%	5,494	3,534	-35.68%
Television	68	85	25.00%	2,077	2,334	12.37%
Radio	51	54	5.88%	243	282	16.05%
Design and Publishing	1,078	1,203	11.60%	4,696	5,067	7.90%
Architecture	254	291	14.57%	1,785	1,934	8.35%
Design	506	561	10.87%	1,325	1,456	9.89%
Publishing	24	23	-4.17%	215	205	-4.65%
Advertising	294	328	11.56%	1,371	1,472	7.37%
Arts Schools and Services	195	216	10.77%	665	729	9.62%
Arts Councils	14	22	57.14%	57	103	80.70%
Arts Schools and Instruction	174	186	6.90%	589	606	2.89%
Agents	7	8	14.29%	19	20	5.26%
GRAND TOTAL	4,306	4,694	9.01%	23,110	22,430	-2.94%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org