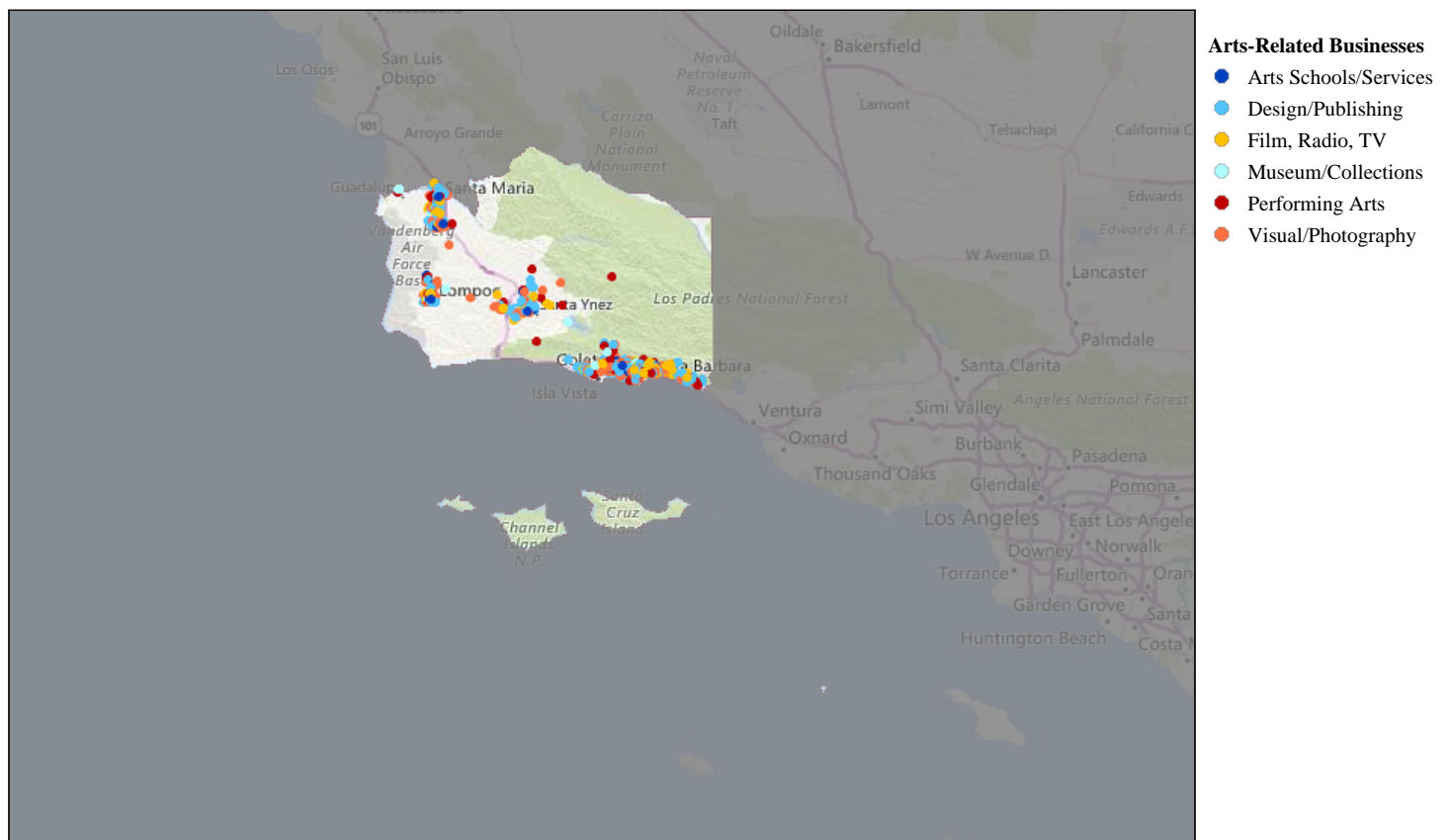


The Creative Industries in Santa Barbara County, CA

This *Creative Industries: Business & Employment in the Arts* report provides a research-based approach to understanding the scope and economic importance of the arts in **Santa Barbara County, CA**. The creative industries are composed of arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. Arts businesses and the creative people they employ stimulate innovation, strengthen America's competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy. In a global economy, the creative industries are durable and enduring local employers.

1,322 Arts-Related Businesses Employ 4,649 People



Santa Barbara County, CA is home to 1,322 arts-related businesses that employ 4,649 people. The creative industries account for 5.3 percent of the total number of businesses located in Santa Barbara County, CA and 2 percent of the people they employ. The map above plots the creative industries, with each dot representing a unique arts business establishment.

Nationally, 673,656 businesses are involved in the creation or distribution of the arts, and they employ 3.48 million people. This represents 4.0 percent of all U.S. businesses and 2.0 percent of all U.S. employees—demonstrating statistically that the arts are a formidable business presence and broadly distributed across our communities. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the United States. These data are current as of April 2017.

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**The Creative Industries Represent
5.3 Percent of All Businesses and 2 Percent of All Employees in
Santa Barbara County, CA
(Data current as of April 2017)**

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	42	173
Agents	2	2
Arts Councils	3	19
Arts Schools and Instruction	37	152
Design and Publishing	507	1,648
Advertising	54	328
Architecture	147	626
Design	295	527
Publishing	11	167
Film, Radio and TV	175	874
Motion Pictures	148	552
Radio	10	31
Television	17	291
Museums and Collections	39	446
Historical Society	3	4
Museums	31	241
Zoos and Botanical	5	201
Performing Arts	167	589
Music	84	323
Opera	1	18
Performers (nec)	38	70
Services & Facilities	41	155
Theater	3	23
Visual Arts/Photography	392	919
Crafts	24	62
Photography	252	478
Services	44	148
Visual Arts	72	231
GRAND TOTAL	1,322	4,649

Research Notes:

- These Creative Industries data are based solely on active U.S. businesses that are registered with Dun & Bradstreet. Because not all businesses are registered, our analyses indicate an under-representation of arts businesses (particularly those that are nonprofit arts organizations and individual artists). The data in this report, therefore, are an undercount.
- To define the Creative Industries, Americans for the Arts selected 644 8-digit Standard Industrial Classification codes that represent for-profit and nonprofit arts-centric businesses (out of more than 18,500 codes representing all industries).
- Reports for all 435 U.S. Congressional Districts, the 50 states and the District of Columbia, the 6,766 state legislative districts, and all 3,141 U.S. counties—as well as a full suite of user tools and a comprehensive list of the industries included in this analysis—are available for download at www.AmericansForTheArts.org/CreativeIndustries.