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**NEW STUDY REVEALS THAT ARTS-RELATED BUSINESSES PROVIDE
SIGNIFICANT EMPLOYMENT IN SAN JOSE AND ACROSS THE NATION**

SAN JOSE, CALIF. (April 2, 2008)—Americans for the Arts today released its *Creative Industries 2008* report which presents detailed analysis of arts-related businesses, institutions, and organizations in San Jose.

The local report is part of a national study on creative industries conducted by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts. Arts-centric businesses represent 4.3 percent of all businesses and 2.2 percent of all jobs in the United States and illustrate that the arts are a robust and formidable economic growth sector.

In San Jose:

- More than 1,708 arts-related businesses employ 6,512 people.
- Arts-centric businesses grew 10.05 percent from 2007.
- Employment growth by arts-centric businesses since 2007 was 6.72 percent.

And nationwide:

- More than 612,000 arts-related businesses employ 2.98 million people.
- Arts-centric businesses grew 12 percent from 2007 compared to the growth of 10.7 percent for all U.S. businesses.
- Employment growth by arts-centric businesses since 2007 was 11.6 percent, more than four times the rise in the total number of U.S. employees of 2.4 percent.

Combining Dun & Bradstreet data and geo-economic analysis, the study tracks and maps the presence of these arts-related entities in six creative industries: museums and collections; performing arts; visual arts and photography; film, radio, and TV; design and publishing; and arts schools and

services. These creative industries range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies.

“The creative industries help to maintain a city’s vibrancy and vitality. This study shows that, in addition to the intrinsic value of the arts, arts-centric businesses contribute significantly and help fuel the innovative and creative spirit that has been the backbone of San Jose’s entrepreneurial economy,” said San Jose Mayor Chuck Reed.

The entire *Creative Industries 2008: The 50 City Report*, as well as additional reports on states and U.S. Congressional Districts, can be found at: www.AmericansforTheArts.org/CreativeIndustries.

ABOUT THE CITY OF SAN JOSE

From its founding in 1777 as California's first city, San Jose has been a leader, driven by its spirit of innovation. Today, San Jose stands as the largest city in Northern California and the Capital of Silicon Valley—the world's leading center of innovation. The city, the 10th largest in the U.S., is committed to remaining a top-ranked place to do business, work, live, play and learn. For more information, visit, www.sanjoseca.gov.

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