

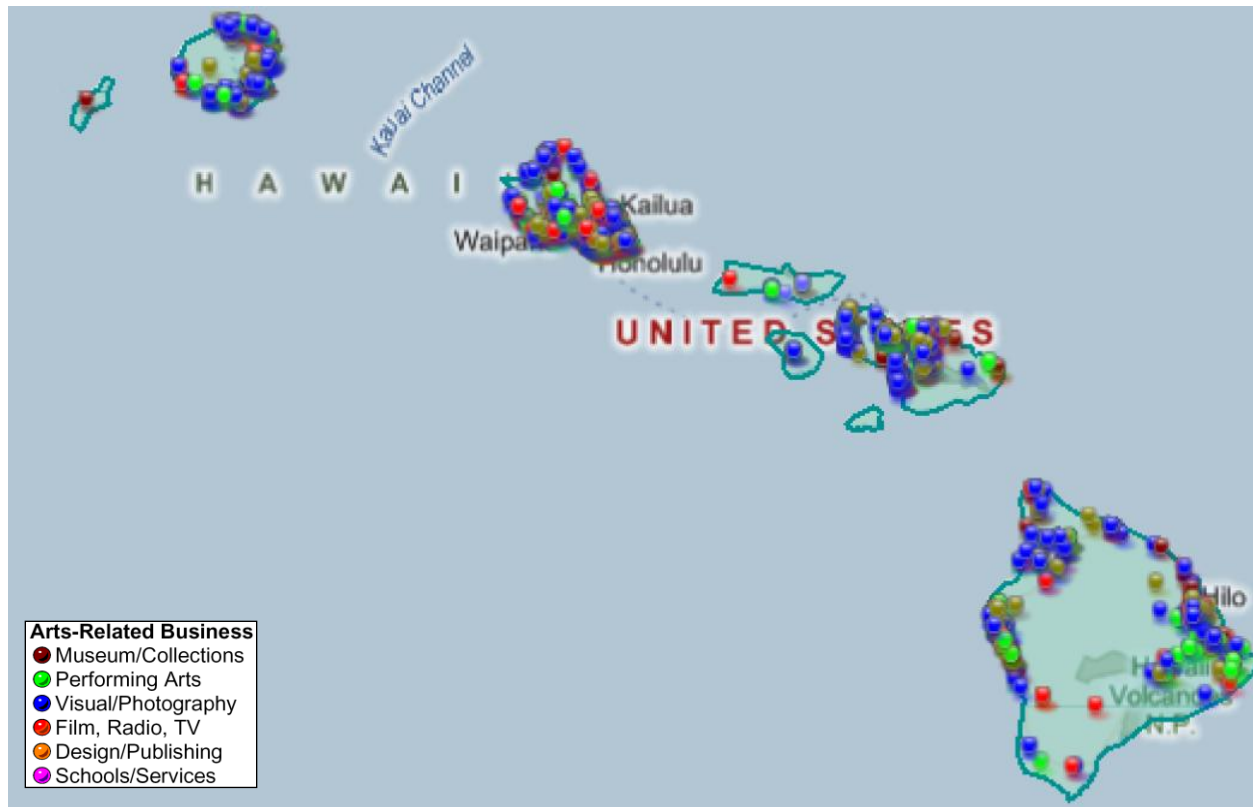
The Creative Industries in Hawaii Governor Neil Abercrombie

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Hawaii**. The creative industries are composed of arts businesses that range from non-profit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. Arts businesses and the creative people they employ stimulate innovation in today's global marketplace.

Nationally, there are 756,007 businesses in the U.S. involved in the creation or distribution of the arts. They employ 2.99 million people, representing 4.14 percent of all businesses and 2.17 percent of all employees, respectively. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S.

As of January 2011, Hawaii is home to 3,390 arts-related businesses that employ 13,586 people. These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ a creative workforce, 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 Hawaii, with each dot representing an arts-centric business. The creative industries account for 5.31 percent of the 63,875 total businesses located in Hawaii and 2.34 percent of the 581,433 total people they employ.

3,390 Arts-Related Businesses in Hawaii Employ 13,586 People





Arts-Related Businesses and Employment in Hawaii

(Data current as of January 2011)

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	92	1,337
Museums	55	844
Zoos and Botanical	31	465
Historical Society	6	28
Performing Arts	584	1,900
Music	294	971
Theater	11	69
Opera	2	28
Services & Facilities	86	306
Performers (nec)	191	526
Visual Arts/Photography	1,116	3,333
Crafts	104	365
Visual Arts	148	437
Photography	655	1,707
Services	209	824
Film, Radio and TV	465	2,743
Motion Pictures	399	1,639
Television	42	973
Radio	24	131
Design and Publishing	1,010	3,871
Architecture	343	2,067
Design	487	923
Publishing	21	103
Advertising	159	778
Arts Schools and Services	123	402
Arts Councils	8	78
Arts Schools and Instruction	112	315
Agents	3	9
GRAND TOTAL	3,390	13,586

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/sc/CreativeIndustries.