

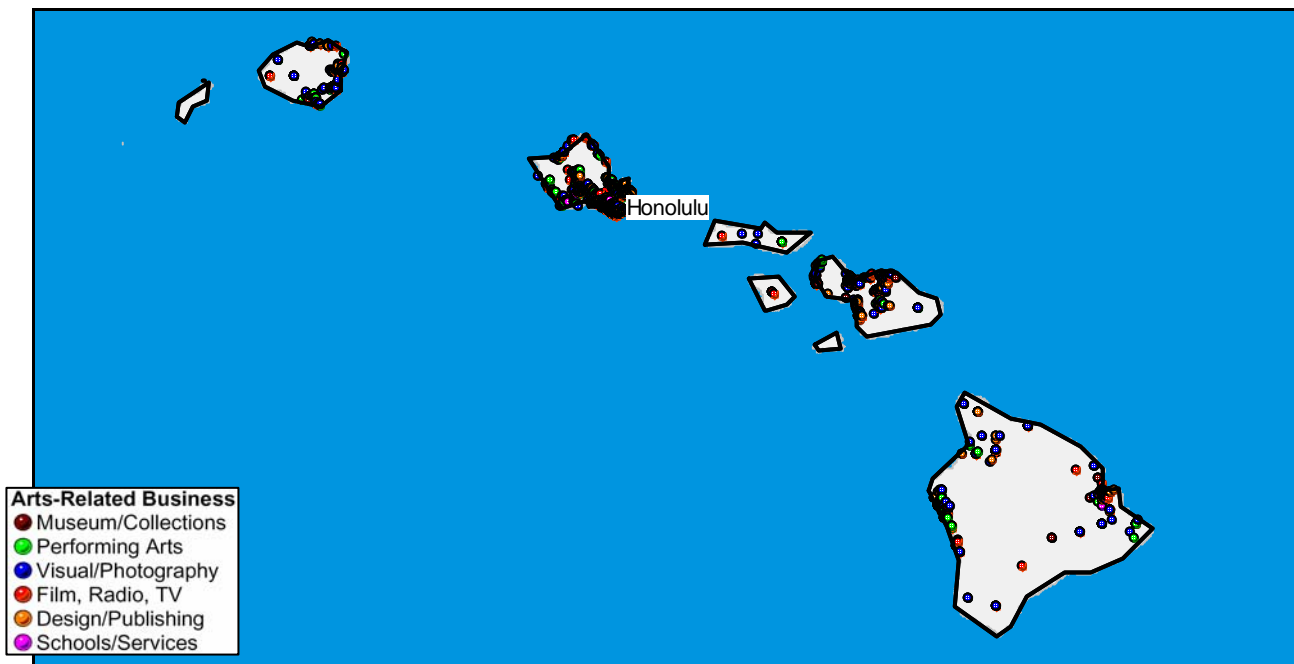
The Creative Industries in Hawaii

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-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 548,000 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.9 million people—4.3 percent of all businesses and 2.2 percent of all employees. The creative industries have remained strong in comparison to business trends nationally. Between 2004 and 2006, a time when total number of U.S. businesses dropped 0.2 percent, arts businesses decreased just 0.12 percent. Similarly, while employment nationally fell 5.6 percent during the same time period, arts employment dipped just 3.7 percent. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S.

As of January 2006, Hawaii is home to 2,809 arts-related businesses that employ 12,397 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 **Hawaii**, with each dot representing an arts-centric business.

2,809 Arts-Related Businesses in Hawaii Employ 12,397 People





Arts-Related Businesses and Employment in Hawaii: 2006

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	78	1,101
Museums	49	704
Zoos and Botanical	23	385
Historical Society	6	12
Performing Arts	467	1,767
Music	262	1,087
Theater	11	73
Opera	2	20
Services & Facilities	77	269
Performers	115	318
Visual Arts/Photography	1,073	3,610
Crafts	117	388
Visual Arts	140	399
Photography	555	1,689
Services	261	1,134
Film, Radio and TV	429	2,795
Motion Pictures	362	1,476
Television	36	1,046
Radio	31	273
Design and Publishing	654	2,778
Architecture	272	1,523
Design	212	526
Publishing	22	151
Advertising	148	578
Arts Schools and Services	108	346
Arts Councils	9	84
Arts Schools and Instruction	95	252
Agents	4	10
GRAND TOTAL	2,809	12,397

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.



Trends in Hawaii Arts-Related Businesses and Employment: 2004 to 2006

CATEGORY	BUSINESSES			EMPLOYEES		
	2004	2006	% Change	2004	2006	% Change
Museums and Collections	78	78	0.00%	1,167	1,101	-5.66%
Museums	49	49	0.00%	712	704	-1.12%
Zoos and Botanical	23	23	0.00%	357	385	7.84%
Historical Society	5	6	20.00%	13	12	-7.69%
Planetarium	1	0	-100.00%	85	0	-8,500.00%
Performing Arts	512	467	-8.79%	1,824	1,767	-3.13%
Music	299	262	-12.37%	1,133	1,087	-4.06%
Theater	10	11	10.00%	71	73	2.82%
Opera	2	2	0.00%	13	20	53.85%
Services & Facilities	71	77	8.45%	208	269	29.33%
Performers	130	115	-11.54%	399	318	-20.30%
Visual Arts/Photography	1,081	1,073	-0.74%	3,672	3,610	-1.69%
Crafts	128	117	-8.59%	423	388	-8.27%
Visual Arts	123	140	13.82%	349	399	14.33%
Photography	559	555	-0.72%	1,853	1,689	-8.85%
Services	271	261	-3.69%	1,047	1,134	8.31%
Film, Radio and TV	412	429	4.13%	2,606	2,795	7.25%
Motion Pictures	339	362	6.78%	1,421	1,476	3.87%
Television	40	36	-10.00%	935	1,046	11.87%
Radio	33	31	-6.06%	250	273	9.20%
Design and Publishing	629	654	3.97%	2,675	2,778	3.85%
Architecture	277	272	-1.81%	1,459	1,523	4.39%
Design	169	212	25.44%	369	526	42.55%
Publishing	21	22	4.76%	152	151	-0.66%
Advertising	162	148	-8.64%	695	578	-16.83%
Arts Schools and Services	96	108	12.50%	235	346	47.23%
Arts Councils	9	9	0.00%	47	84	78.72%
Arts Schools and Instruction	83	95	14.46%	184	252	36.96%
Agents	4	4	0.00%	4	10	150.00%
GRAND TOTAL	2,808	2,809	0.04%	12,179	12,397	1.79%