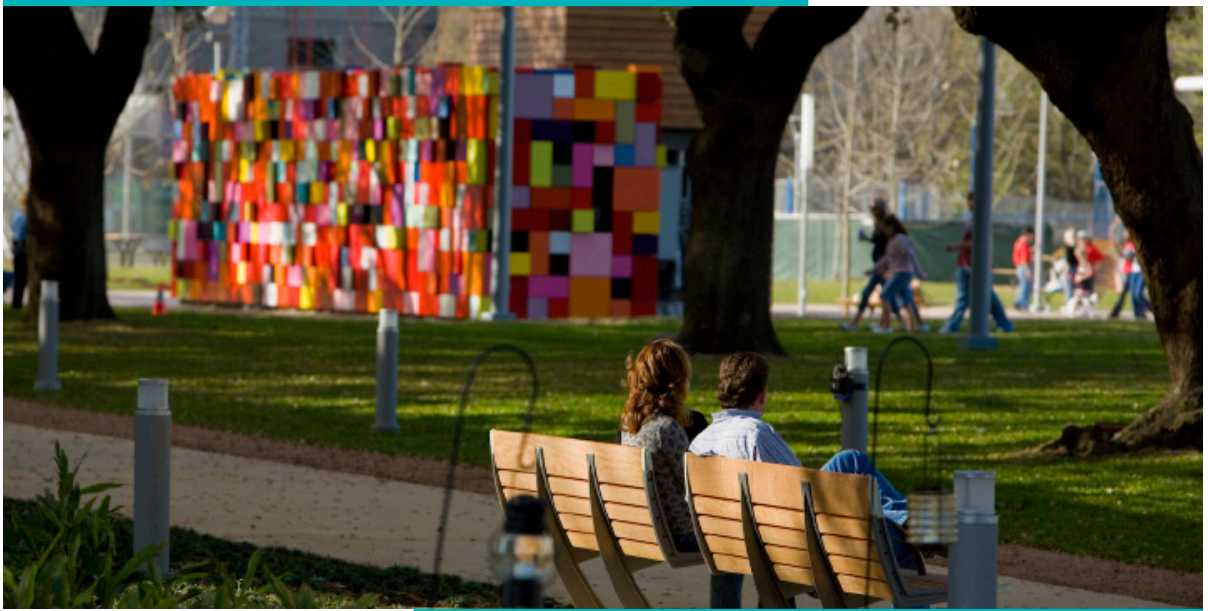


major studies

surrounding houston's arts and culture



- 1 **the creative economy of houston 2**
a comprehensive study of creative sector industries
and their impact on the houston economy
- 2 **arts & economic prosperity IV study**
the economic impact of nonprofit arts and culture
organizations and their audiences
- 3 **kinder houston arts survey**

1

the creative economy of houston

THE CREATIVE ECONOMY OF HOUSTON 2

- :: In 2014, Houston's creative economy was made up of 179,156 people. The number of people employed in the creative economy grew by 22% in three years—since our first creative economy study in 2011.
- :: Houston's creative economy employs more people than the Texas Medical Center.
- :: In 2014, Houston's demand for creative goods and services was \$25.6 billion. The demand for creative goods and services grew by 17% increase since 2011.
- :: Of that demand, \$10.5 billion was locally supplied and \$15.1 billion was imported (a 55% increase since 2011)—leaving us with an even greater margin for growth. Only 41% was locally supplied.
- :: Creative occupations saw significantly more growth than creative industries between 2004 and 2014 (+26% versus +13%, respectively). This change signals that creative workers are becoming more integral to businesses across an array of industries. From 2014 to 2019, growth among creative occupations is expected to continue to outpace growth among creative industries (10% compared to 6%).

2

arts & economic prosperity IV study

Arts and culture events attract 2.2 million tourists each year, accounting for nearly one fifth of tourists to Houston.

- :: The nonprofit arts are a \$977.7 million industry in Houston—supporting 29,118 full-time jobs and generating \$130.4 million in local and state revenue. This impact is equal to the estimated economic impact of nearly six Superbowls (\$165.5 million each.)
- :: Event attendees spent an average \$34.81 per person in Houston, not including the cost of admission. This is \$10.21 more than the national average.
- :: Annual expenditures by Houston’s nonprofit arts organizations total \$414.6 million; an additional \$563.1 million in event-related spending is generated by their audiences.
- :: Houston art and culture events attract 16.2 million attendees per year.
- :: Arts and culture events attract 2.2 million tourists each year, accounting for nearly one fifth of tourists to Houston.
- :: Arts tourists spend an average of \$55.81 per person for a total spending of \$122 million a year, in addition to the cost of their tickets.
- :: More than 50% of cultural tourists visit our city, instead of other cities, specifically for our arts and cultural events.
- :: The Houston area nonprofit arts industry supports 29,118 full-time equivalent jobs, which ranks the arts as the largest employer in the region, ahead of such major organizations as Memorial Hermann, The University of Texas MD Anderson Cancer Center and H-E-B.

3

kinder houston arts survey

Houston-area residents are more likely than Americans in general to attend live performances in the arts.

- :: Houston-area residents are more likely than Americans in general to attend live performances in the arts.
- :: More than a third of all Harris County adults are actively participating in the arts and other creative endeavors, such as performing, painting, filmmaking, or writing.
- :: By 56 to 35 percent, Houstonians said they would give priority to the arts over sports.