



St. Mary's University • San Antonio Hispanic Chamber of Commerce

*Economics in the know.*

# Arts & Tourism Equals Economic Development for San Antonio



Aug. 9, 2011

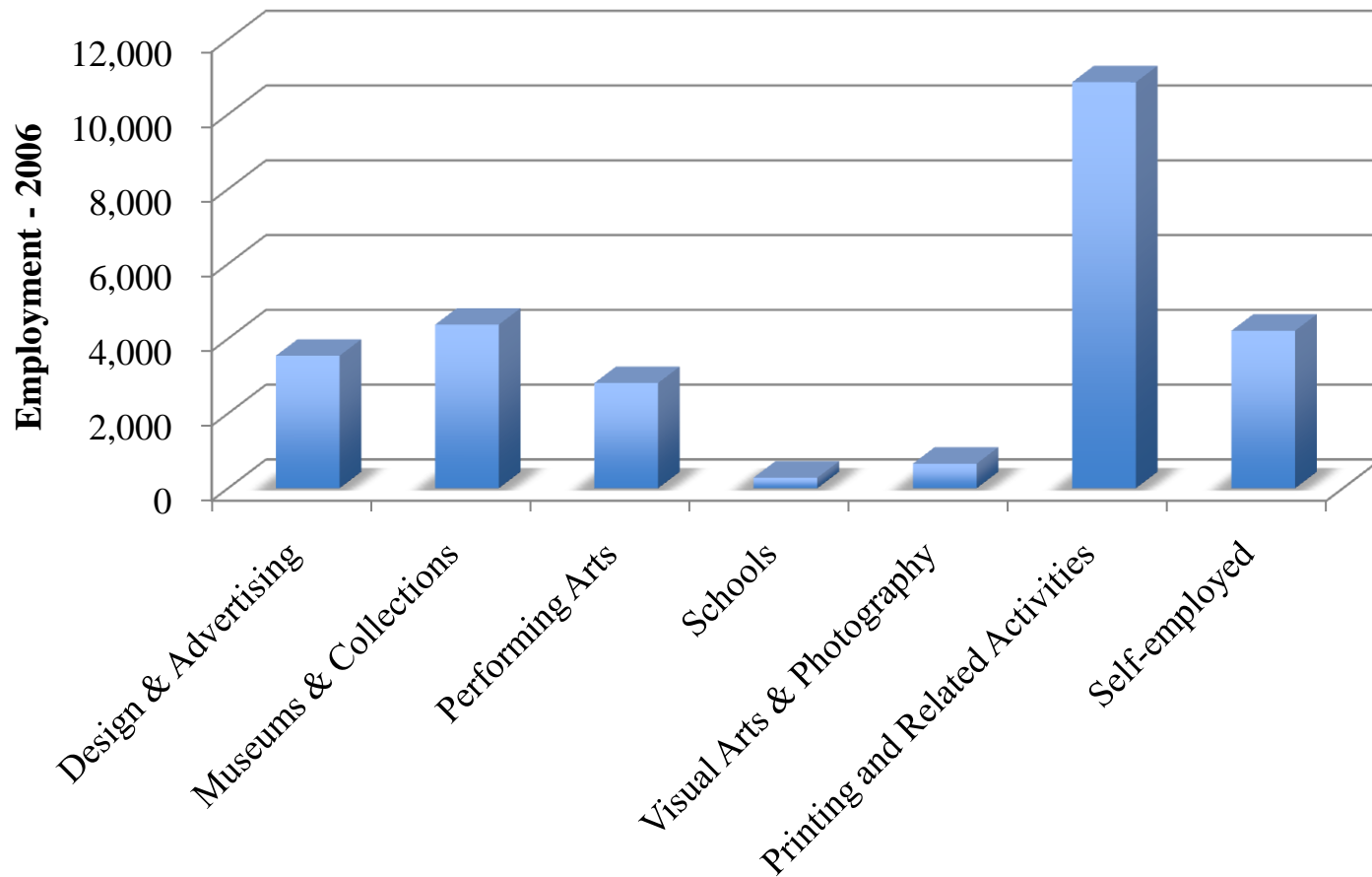
*Presented to:*  
NCSL Legislative Summit

*Presented by:*  
Steve Nivin, Ph.D.

Contact Steve Nivin with any questions or comments at 210-639-5587 or [snivin@saberinstitute.org](mailto:snivin@saberinstitute.org).

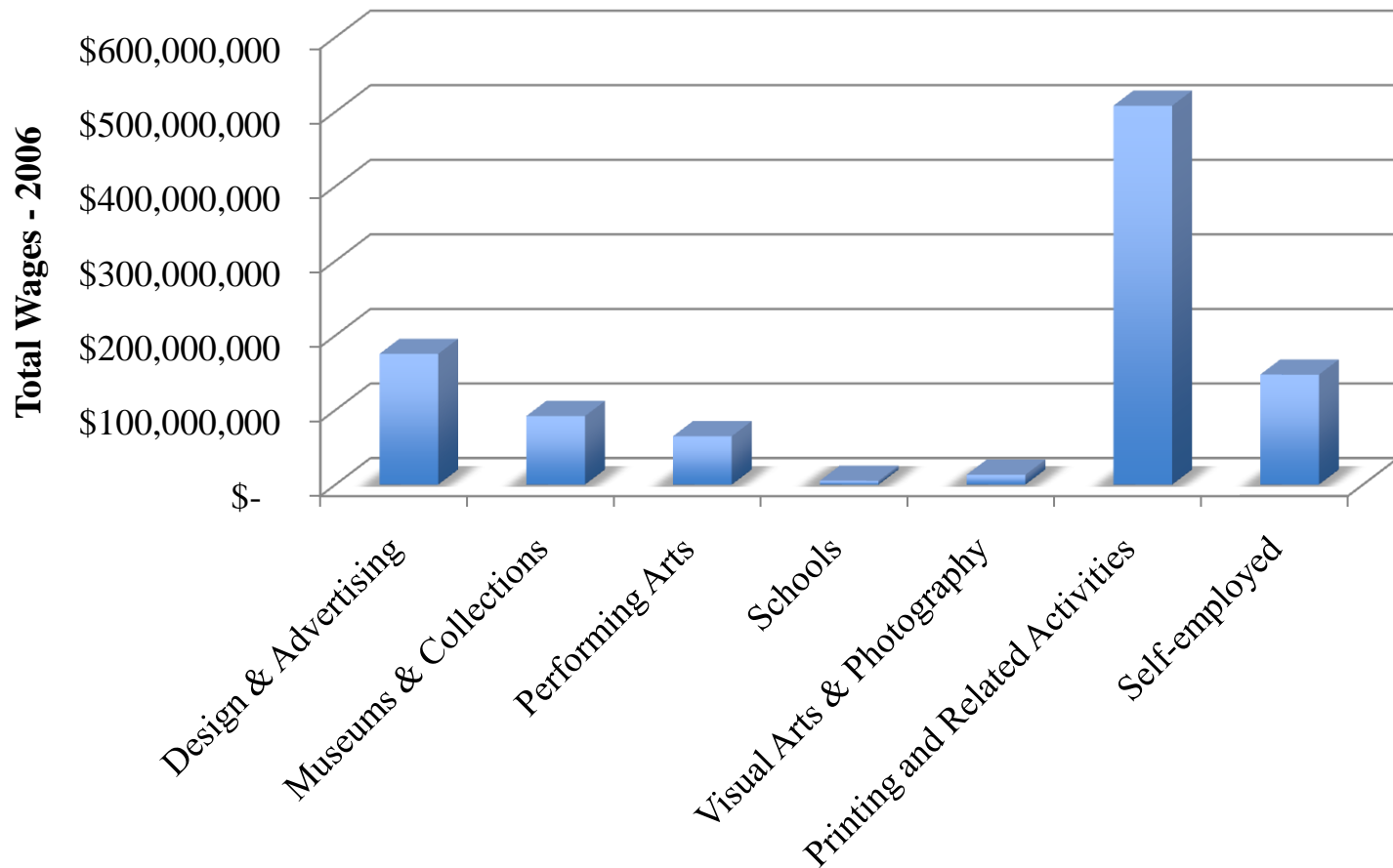
# Creative Industry

## Employment Impact = 26,744 jobs



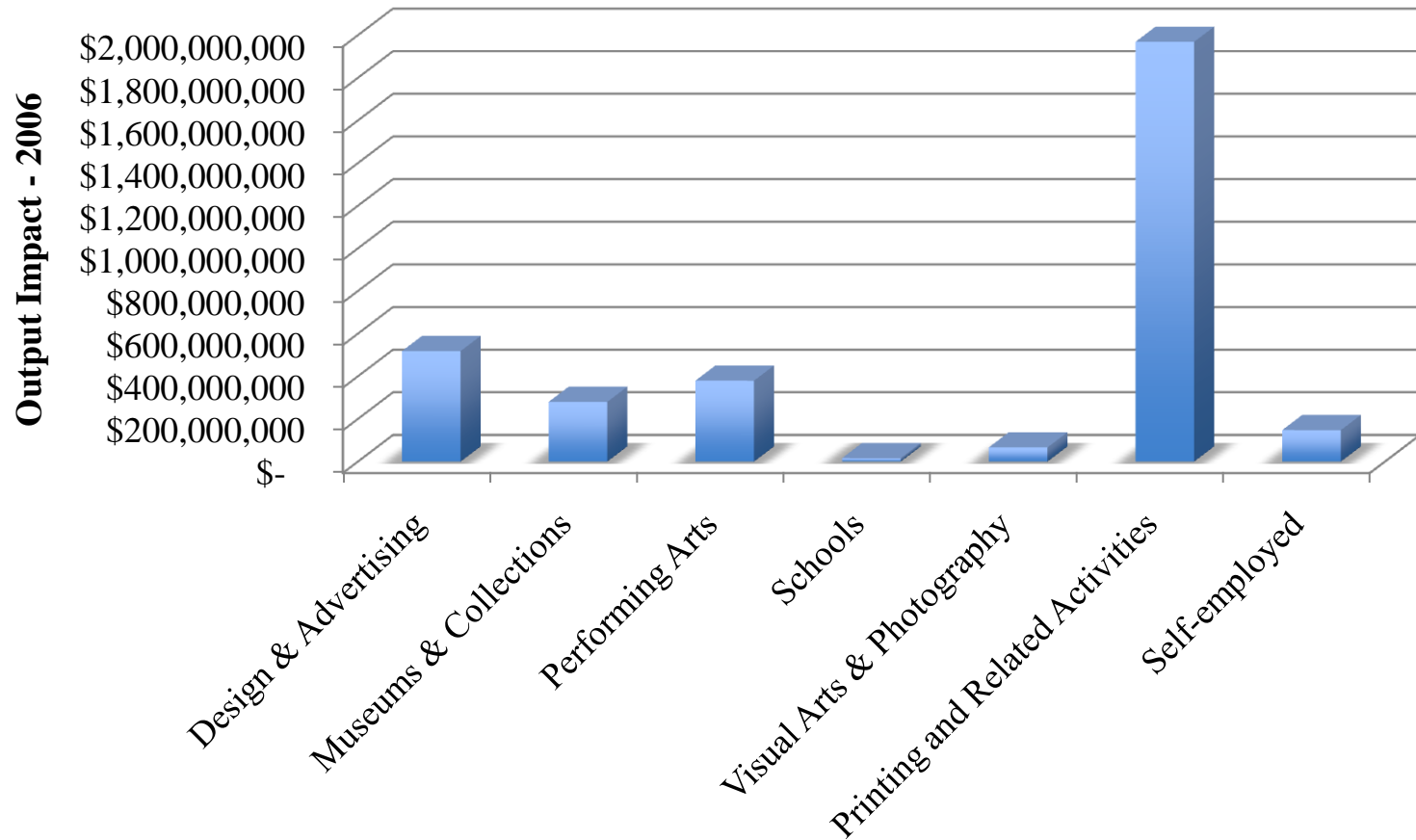
# Creative Industry

## Wages Impact = \$1.0 billion



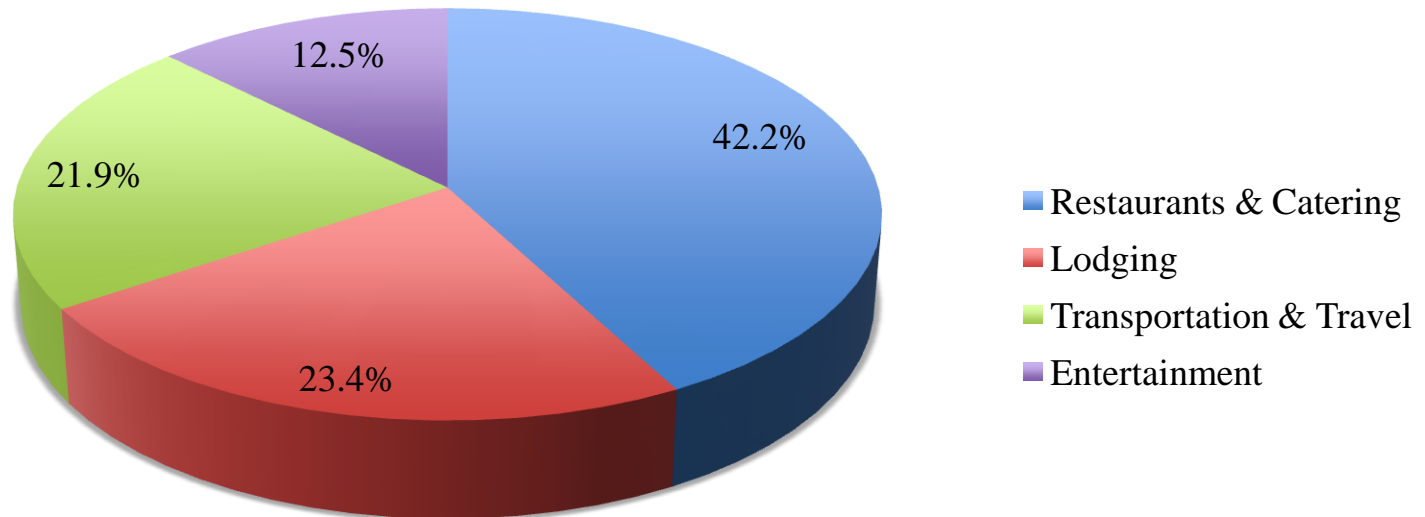
# Creative Industry

## Output Impact = \$3.4 billion

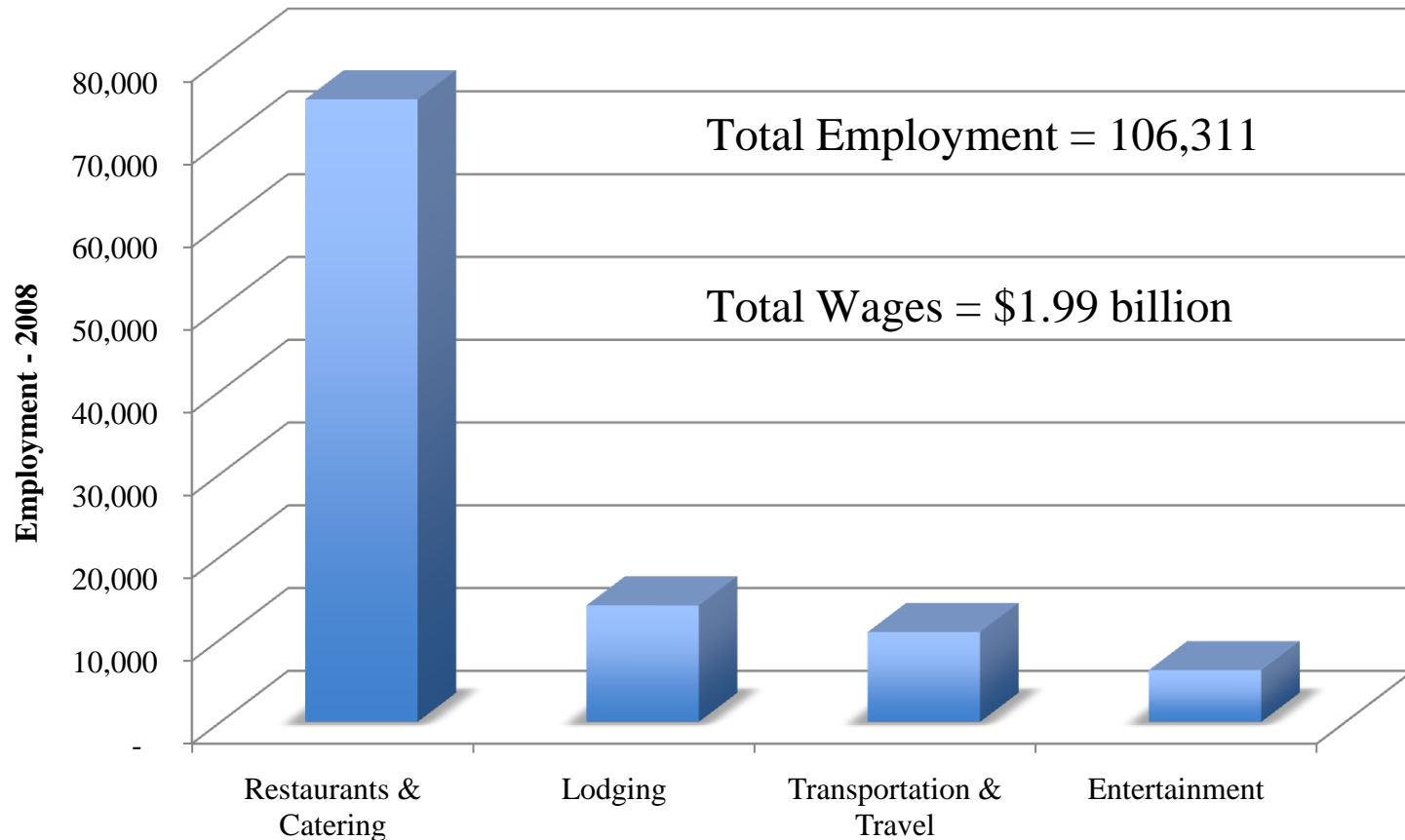


# Hospitality Industry Output Impact

Total Impact = \$11.0 billion



# Hospitality Industry Employment Impact



# THE ARTISTIC DIVIDEND

“The aggregate economic impact that would not occur without the presence of artists.”

Ann Markusen and David King. “The Artistic Dividend: The Arts’ Hidden Contributions to Regional Development.” p. 4

**“When state and local governments give long term tax relief for low wage manufacturing plants or big box retail buildings in the suburbs, are they thinking through how the resulting low wage, dead end jobs compare with artistic careers that might be nurtured by subsidizing artistic venues and networks with their second round payoffs for the region?”**

Ann Markusen and David King. “The Artistic Dividend: The Arts’ Hidden Contributions to Regional Development.” p. 20.



“In this turbulent, get-real economy, the advantage goes to those who can outimagine and outcreate their competitors.”

-Roger Martin, Dean of the University of Toronto's Rotman School of Business

Bill Breen. “The Business of Design.” *Fast Company*. April 2005, p. 69.

“The Conceptual Age – Ruled by artistry,  
empathy, and emotion.”

-Daniel H. Pink

*A Whole New Mind: Moving from the Information Age to the Conceptual Age.* Daniel  
H. Pink. 2005.

# Beyond Standard Economic Impact

- Large economic impact itself, but is the “artistic dividend” even larger?
- Foundational industry
  - Important part of industry clusters
- Economic stability

