Arts & Tourism Equals Economic Development for San Antonio

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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

- Restaurants & Catering: 42.2%
- Lodging: 23.4%
- Transportation & Travel: 21.9%
- Entertainment: 12.5%

Source: Greater San Antonio Chamber of Commerce
Hospitality Industry Employment Impact

Total Employment = 106,311
Total Wages = $1.99 billion

Source: Greater San Antonio Chamber of Commerce
THE ARTISTIC DIVIDEND

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

“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?”

“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

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

-Daniel H. Pink

Beyond Standard Economic Impact

• Large economic impact itself, but is the “artistic dividend” even larger?

• Foundational industry
  – Important part of industry clusters

• Economic stability