



# City of San Antonio

## Agenda Memorandum

**File Number:**  
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**Agenda Item Number:** {{item.number}}

**Agenda Date:** November 22, 2024

**In Control:** Community Health Committee

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**DEPARTMENT:** Department of Arts and Culture

**DEPARTMENT HEAD:** Krystal Jones

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

Creative Industry Economic Impact

**SUMMARY:**

Briefing on the economic impacts of the creative industry in San Antonio.

**BACKGROUND INFORMATION:**

Each year, the City of San Antonio's Department of Arts & Culture works with Dr. Steve Nivin, Associate Professor of Economics at St. Mary's University and Managing Member and Chief Economist of Steven R. Nivin, Ph.D., LLC, to analyze the economic impacts of San Antonio's creative industry. Data used for this analysis was sourced from Lightcast, a collector of information on the labor market, and focuses on San Antonio's metropolitan statistical area.

**ISSUE:**

This briefing will provide an overview of the creative industry in San Antonio, with findings from the most recent economic impact study conducted by Dr. Steve Nivin in summer of 2024.

The creative industry in San Antonio makes a substantial contribution to the city's overall economy. In 2023, the creative industry directly employed 20,845 San Antonio residents, had a direct annual labor income of \$1.2B, and an overall \$5.2B economic impact. These numbers reflect an increase from pre-pandemic figures of \$4.7B in economic impact in 2019 and the decline of the creative industry in 2020 when the industry experienced a 16.9% decrease due to the pandemic.

In addition, the creative industry's impacts extend well beyond the standard economic impacts of an industry. The arts have been found to enhance productivity and earnings in the region, help attract and retain talent, increase exports, improve educational outcomes. The arts also are a catalyst to entrepreneurial activity and innovation.

**FISCAL IMPACT:**

**This item is for briefing purposes only.**

**ALTERNATIVES:**

This item is for briefing purposes only.

**RECOMMENDATION:**

This item is for briefing purposes only.