

Today's seminar will begin shortly.

Enable Your Audio!



To listen via your computer, enable your audio speakers.



To listen via phone, dial **1-855-797-9485**. Enter the access code **666 869 607** and the pound (#) key. Then follow the system prompts to synchronize your phone line and web I.D., located under the Event Info tab.

Arts and Cultural Employment in Your State: New Resources



Pam Breaux
Chief Executive Officer

Your Hosts



Eric Giles
Learning Services Manager



Ryan Stubbs
Research Director

Tech Tips

The screenshot displays the Cisco WebEx Event Center interface. At the top, there's a menu bar with 'File', 'Edit', 'Share', 'View', 'Communicate', 'Participant', 'Event', and 'Help'. Below this is a tabbed interface with 'Quick Start', 'Event Info', and 'Demographi...'. A large red arrow points to the 'Event Info' tab. The main content area shows the event title 'NASAA Web Seminar' and details: Host: eric giles, Audio connection: US Toll free: +1-855-797-9485, US Toll: +1-415-655-0002, Access code: 664 604 773, Attendee ID: 3775, and Event number: 664 604 773. On the right side, there's a sidebar with 'Participants (2)' showing 'Speaking:' and 'Panelists: 2' including 'NASAA Staff (me)' and 'eric giles (Host)'. Below this are sections for 'Chat' and 'Q&A'. At the bottom right, there's a 'Send' button and a 'Send Privately...' button. The status bar at the bottom indicates 'Connected' with a green dot.

If you have joined us today via a telephone, please complete your connection following the system prompts to synchronize your phone line and web identity.

Tech Tips

Cisco WebEx Event Center

File Edit Share View Communicate Participant Event Help

Quick Start Event Info Demographi...

NASAA Web Seminar

Host: eric giles

Audio connection: US Toll free: +1-855-797-9485
US Toll: +1-415-655-0002

Access code: 664 604 773

Attendee ID: 3775

Event number: 664 604 773

Participants (2)

Speaking:

Panelists: 2

- NASAA Staff (me)
- eric giles (Host)

Attendees: 0 (0 disconnected)

Chat

Q&A

All (0)

Send Send Privately...

Connected

If you have joined us today via a telephone, please complete your connection following the system prompts to synchronize your phone line and web identity.

Tech Tips

The screenshot shows the Cisco WebEx Event Center interface. The main content area displays a message: "Today's seminar will begin shortly." followed by the National Assembly of State Arts Agencies logo. Below this, a large black box with yellow text says "Enable Your Audio!". It contains two instructions: "To listen via your computer, enable your audio speakers." with a speaker icon, and "To listen via phone, dial 1-855-797-9485. Enter the access code 666 838 172 and the pound (#) key. Then follow the system prompts to synchronize your phone line and web ID, located under the Event Info tab." with a phone icon. A red arrow points from the phone icon instruction to the chat window on the right. The chat window shows a "Send to:" dropdown menu with "Host" selected, and a text input field with the placeholder "Select a participant in the Send to menu first, type chat message, and send...". The "Send" button is visible. The bottom right corner of the interface shows a "Connected" status with a green dot.

If you have joined us today via a telephone, please complete your connection following the system prompts to synchronize your phone line and web identity.

- **ACPSA Dashboard**
- **Bureau of Economic Analysis**
- **National Endowment for the Arts**





Ryan Stubbs
Research Director

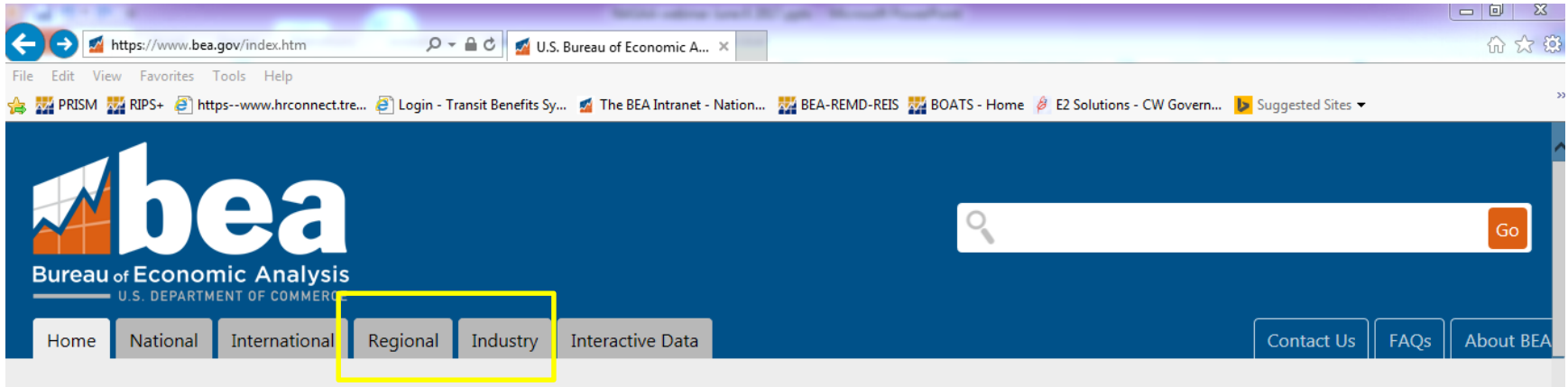


Mauricio Ortiz
Chief, Regional Income Division,
Bureau of Economic Analysis

Arts & Cultural Production Satellite Account

*National Assembly of State Arts Agencies – Webinar
June 8, 2017*





News

- U.S. Economy at a Glance

U.S. Economic Accounts

5/11/2017
Latest Release
GDP by State

Tools

- A-Z Index
- Glossary

Supplemental Accounts

- Health Care Satellite Account
- Arts and Cultural Production Satellite Account
- Travel and Tourism Satellite Accounts
- Innovation Account
- Integrated Income, Product, and Federal Reserve Financial Accounts
- Integrated BEA GDP-BLS Productivity Accounts
- Integrated BEA/BLS Industry-Level Production Account

Spending

- New International FDI Data Now Available
- New International Data Tool

BEA Blog

- May 19, 2017
Picking the Right Health Care Price Index
- May 16, 2017
In-depth Data on Foreign Investment Get an Update
- May 11, 2017
Finance and Insurance Led Growth Across States in the Fourth Quarter

Arts and Cultural Production Satellite Account

Artists, performers, museums and historical sites are vying to be seen, heard and appreciated by Americans every day. Yet the economic impact of these varied arts and cultural activities, and of supporting industries that range from Hollywood studios to hand carvers of musical instruments, is easy to miss.

BEA's satellite accounts spotlight economic activity that can be difficult to find within our core accounts – in this case, the impact of arts and culture on U.S. and state economies.

This account was built by identifying, analyzing and separating out detailed data from existing BEA statistics. Pulling together the arts and cultural data in one place paints a statistical picture that's valuable to state and federal policymakers, businesses, arts organizations, analysts, economists, and others.

Latest News Release

- News Release: [Impact of Arts and Culture on U.S. Economy in 2014](#)
↑ For the first time includes state data.
- News Release Tables (XLS)
- BEA Blog: [New Data Showcase Economic Impact of Arts and Culture in U.S. and States](#)

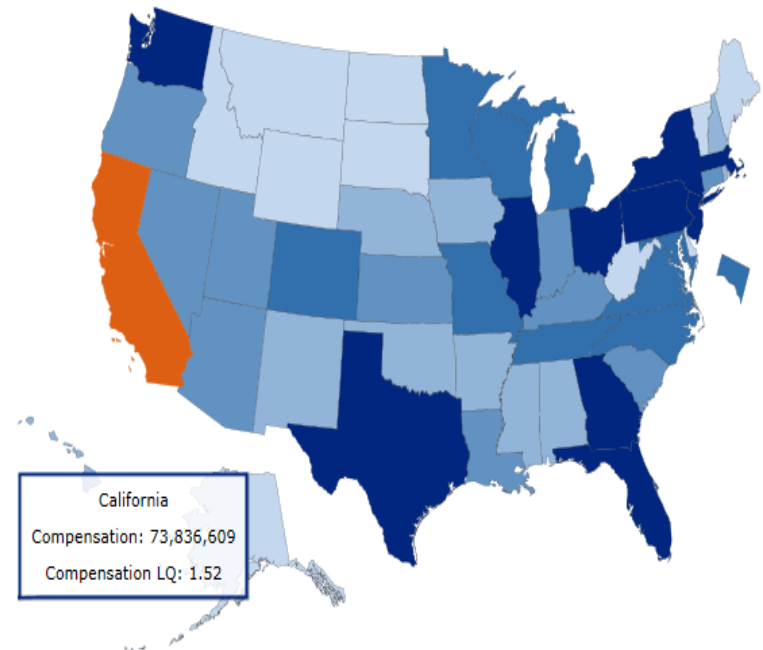
National Data

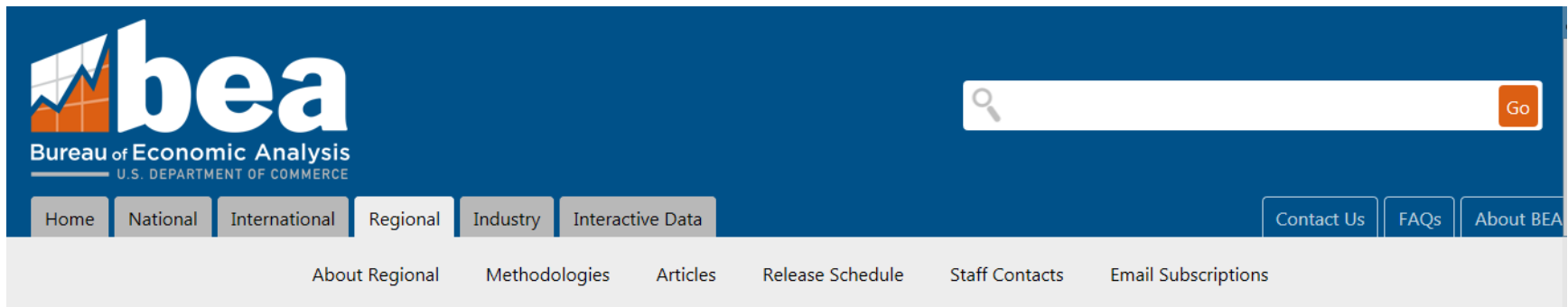
Includes contribution of arts and cultural activities to the nation's GDP; the sector's rate of growth, employment, compensation and more; data by industry and commodity.

State Summary Sheets

(Select a state to download a report)

Compensation: 2014 Employment: 2014



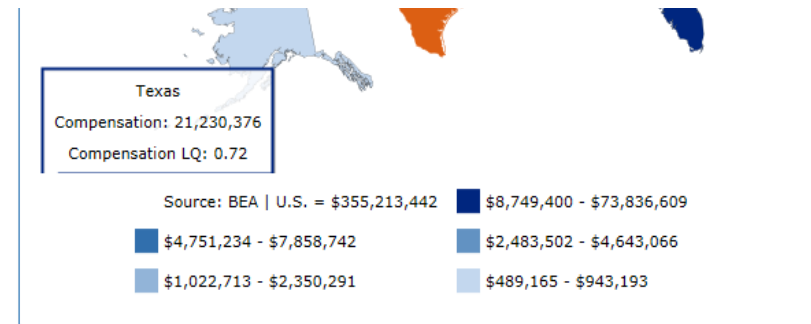


Arts and Cultural Production Satellite Account

National Data

Includes contribution of arts and cultural activities to the nation's GDP; the sector's rate of growth, employment, compensation and more; data by industry and commodity.

- [Data for 2012-2014](#) (ZIP)
- Previous News Releases: [2011](#), [2012](#), [2013](#)
- *Survey of Current Business: U.S. Arts and Cultural Production Satellite Account, 1998-2012* (PDF)



State Data

Includes the number of arts and cultural employees and their compensation, with breakdowns by industry; the relative concentration of arts and cultural activities in the state. Data is available for all 50 states and DC.

- [State Summary Sheets](#) (ZIP)

ZIP containing reports for every state and D.C.

- Data for 2001-2014

- [Excel tables](#) (ZIP)
- [CSV data files](#) (ZIP)

ACPSA – State Data

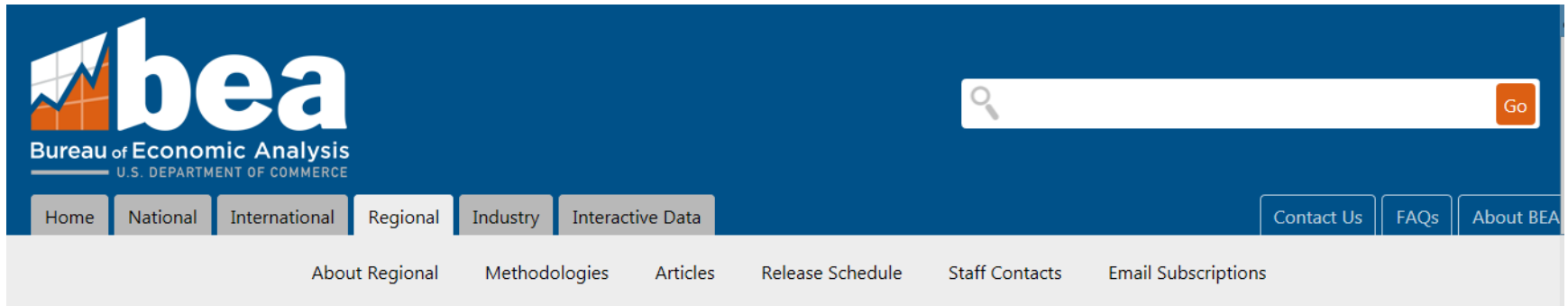
Table 4. Alabama, Arts and Cultural Production Employment and Compensation of Employees by Industry, 2014

ACPSA Industry	Total Industry Employment	Total Industry Compensation (Thousands of Dollars)	ACPSA Employment Industry Ratio	ACPSA Compensation Industry Ratio	ACPSA Employment	ACPSA Employment Location Quotient	ACPSA Compensation (Thousands of Dollars)	ACPSA Compensation Location Quotient
Total - Alabama	1,869,256	97,819,312			47,458	0.767	2,350,291	0.626
Core Arts and Cultural Production	41,300	1,953,070			6,966	0.528	334,129	0.436
Performing Arts Companies	692	31,710	0.968	0.968	670	0.500	30,707	0.367
Promoters of performing arts and similar events	1,078	20,498	0.813	0.813	876	0.736	16,659	0.536
Agents/Managers For Artists	57	1,584	0.509	0.508	29	0.094	804	0.058
Independent Artists, Writers, And Performers	86	5,386	0.919	0.922	79	0.156	4,966	0.070
Museums	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
Advertising	2,933	167,249	0.354	0.354	1,038	0.550	59,188	0.429
Architectural Services	1,091	102,288	0.730	0.729	796	0.561	74,609	0.594
Landscape Architectural Services	123	11,315	0.927	0.931	114	0.380	10,535	0.444
Interior Design Services	124	6,472	0.903	0.906	112	0.394	5,861	0.296
Industrial Design Services	99	2,340	0.990	0.989	98	0.269	2,315	0.194
Graphic Design Services	310	14,981	0.948	0.948	294	0.364	14,200	0.330
Computer Systems Design	8,643	972,279	0.023	0.023	202	0.790	22,670	0.762
Photography and Photofinishing Services	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
All Other Design Services	14	1,399	0.571	0.615	(L)	0.254	860	0.166
Fine Arts Education	1,002	42,108	0.439	0.439	440	0.689	18,500	0.559
Education Services	23,456	519,079	0.030	0.039	700	0.563	20,252	0.445

ACPSA – State Data

Table 4. Alabama, Arts and Cultural Production Employment and Compensation of Employees by Industry, 2014

ACPSA Industry	Total Industry Employment	Total Industry Compensation (Thousands of Dollars)	ACPSA Employment Industry Ratio	ACPSA Compensation Industry Ratio	ACPSA Employment	ACPSA Employment Location Quotient	ACPSA Compensation (Thousands of Dollars)	ACPSA Compensation Location Quotient
Supporting Arts and Cultural Production	523,627	24,465,744			37,797	0.820	1,868,626	0.656
Rental and Leasing	1,342	45,374	0.281	0.281	377	0.773	12,735	0.867
Grant-Making And Giving Services	893	45,597	0.031	0.032	28	0.362	1,446	0.332
Unions	7,066	216,282	0.026	0.026	182	0.644	5,571	0.437
Government	216,041	13,935,728	0.069	0.063	14,963	1.033	880,396	1.004
Other Support Services	696	54,966	0.019	0.019	13	0.279	1,065	0.342
Publishing	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
Motion Pictures	1,638	38,857	0.992	0.992	1,625	0.337	38,547	0.124
Sound Recording	41	6,145	1.000	0.998	41	0.252	6,130	0.231
Broadcasting	11,858	760,398	0.447	0.447	5,302	1.003	339,985	0.907
Other Information Services	120	13,122	0.883	0.878	106	0.152	11,516	0.063
Jewelry and Silverware Manufacturing	53	3,068	0.943	0.948	50	0.150	2,909	0.177
Printed Goods Manufacturing	3,668	180,677	0.203	0.203	744	0.627	36,646	0.659
Musical Instruments Manufacturing	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Custom Architectural Woodwork and Metalwork Manufacturing	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
Camera and Motion Picture Equipment Manufacturing	(L)	357	0.000	0.038	0	0.000	(L)	0.114
Other Goods Manufacturing	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
Construction	6,284	310,649	0.162	0.162	1,020	0.790	50,458	0.822
Wholesale and Transportation Industries	84,809	4,198,328	0.021	0.021	1,767	0.717	87,479	0.557
Retail Industries	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
All Other Industries	1,304,329	71,400,498	0.002	0.002	2,695	1.045	147,537	1.081



Arts and Cultural Production Satellite Account

Definitions and Sources

What is arts and cultural production? The performing arts – music, dance, drama – probably come to mind first, as well as visual arts and the written word. Although culture can be defined broadly to include things like beliefs and values, this economic account focuses on creative artistic activity. It's not limited to fine arts, however. The museum category, for example, includes science and children's museums, zoos, and nature parks. **Supporting industries** include movie making and publishing, as well as aspects of government, including American Indian tribal councils.

- [Concordance of NAICS and ACPSA industries](#) (Excel)
- [Definitions for terms used in the ACPSA](#) (PDF)
- BEA developed the Arts and Cultural Production Satellite Account with funding from the National Endowment for the Arts.

ACPSA vs. NAICS Industries

ACPSA Description	ACPSA 2 Digit	Naics code	NAICS Title				
Performing Arts	35	711110	Theater Companies and Dinner Theaters				
		711120	Dance Companies				
		711130	Musical Groups and Artists				
		711190	Other Performing Arts Companies				
Independent Artists, Writers and Performers	38	711510	Independent Artists, Writers, and Performers				
Agents/managers for artists	37	711410	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures				
Promoters of Performing arts and similar events	36	711310	Promoters of Performing Arts, Sports, and Similar Events with Facilities				
		711320	Promoters of Performing Arts, Sports, and Similar Events without Facilities				
Museums	39	712110	Museums				
		712120	Historical Sites				
		712130	Zoos and Botanical Gardens				
		712190	Nature Parks and Other Similar Institutions				
Advertising	30	541810	Advertising Agencies				
		541820	Public Relations Agencies				
		541830	Media Buying Agencies				
		541840	Media Representatives				



Core industries

Supporting industries

Government



ACPSA – Definitions

Definitions

ACPSA employment consists of all wage-and-salary jobs where the workers are engaged in the production of ACPSA goods and services.

ACPSA compensation consists of the remuneration (including wages and salaries, as well as benefits such as employer contributions to pension and health funds) payable to employees in return for their ACPSA work during a given year.

Core ACPSA industries are originators of ideas and content associated with the creation of arts and culture. “Supporting” industries produce and disseminate arts and cultural commodities.

Location quotients (LQ) measure an industry’s regional concentration of employment or compensation relative to the U.S. industry’s share. For example, an employment LQ of 1.2 indicates that the state’s employment in the industry is 20 percent greater than the industry’s national employment share. An employment LQ of 0.8 indicates that the state’s employment in the industry is 20 percent below the industry’s national employment share.

Questions

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Research & Analysis Director
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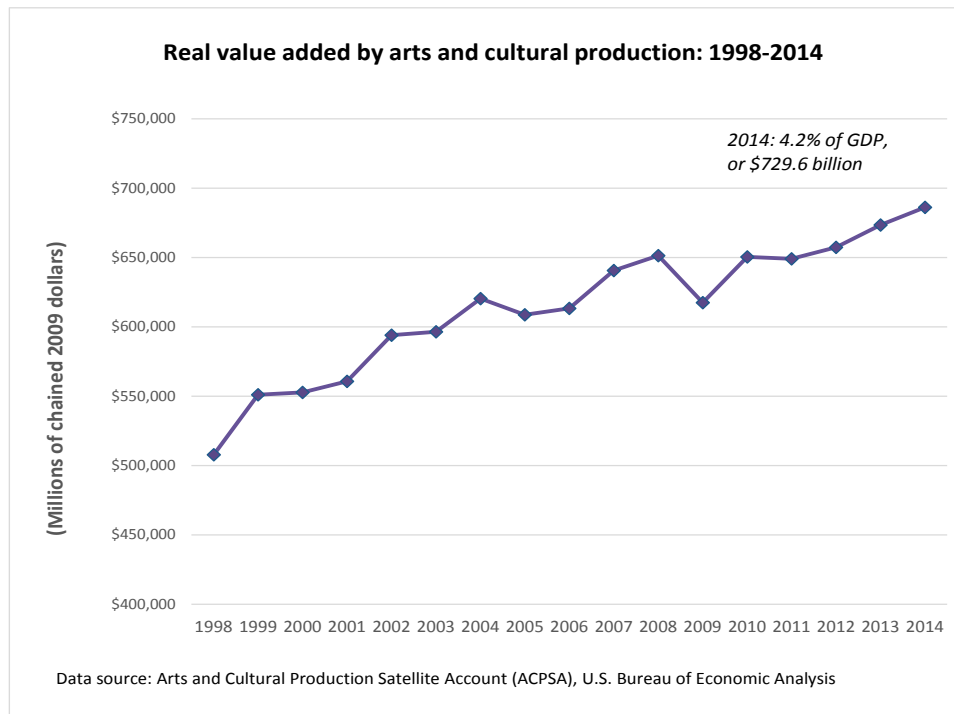
Arts and Cultural Production Satellite Account (ACPSA)

**Office of Research & Analysis
National Endowment for the Arts**

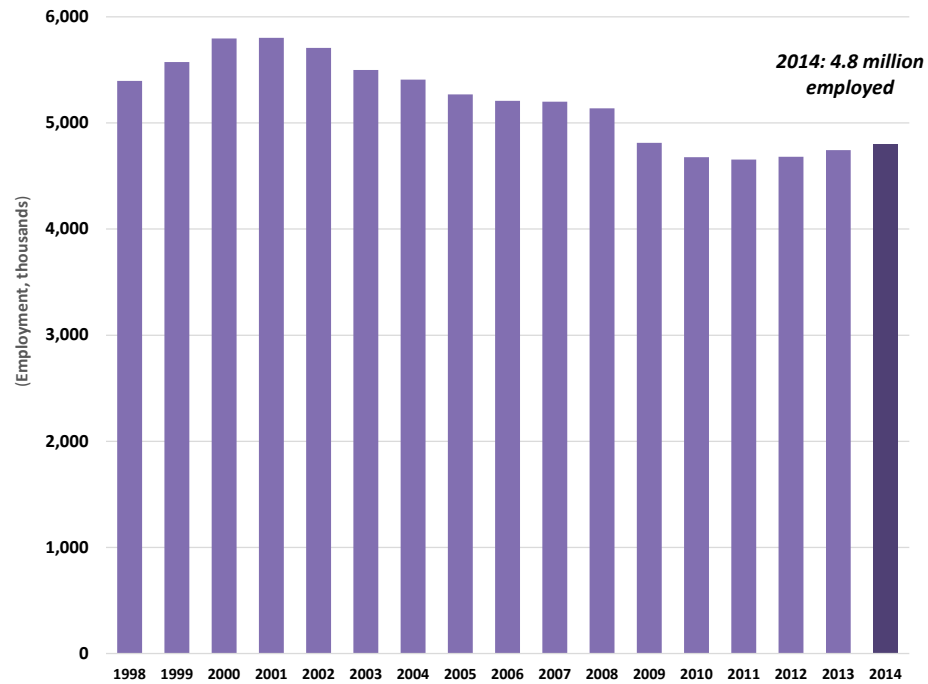


**National
Endowment
for the Arts**
arts.gov

U.S. Arts and Cultural Production Satellite Account



Arts and Cultural Employment: 1998-2014



Data source: Arts and Cultural Production Satellite Account (ACPSA), U.S. Bureau of Economic Analysis.

40 percent of all U.S. workers employed to produce arts and cultural goods and services are **located in just five states**: California; New York; Texas; Florida; and Illinois.

On the other hand, Delaware, Vermont, Wyoming, Alaska, and North Dakota, combined, account for **1 percent of U.S. arts and cultural workers**.

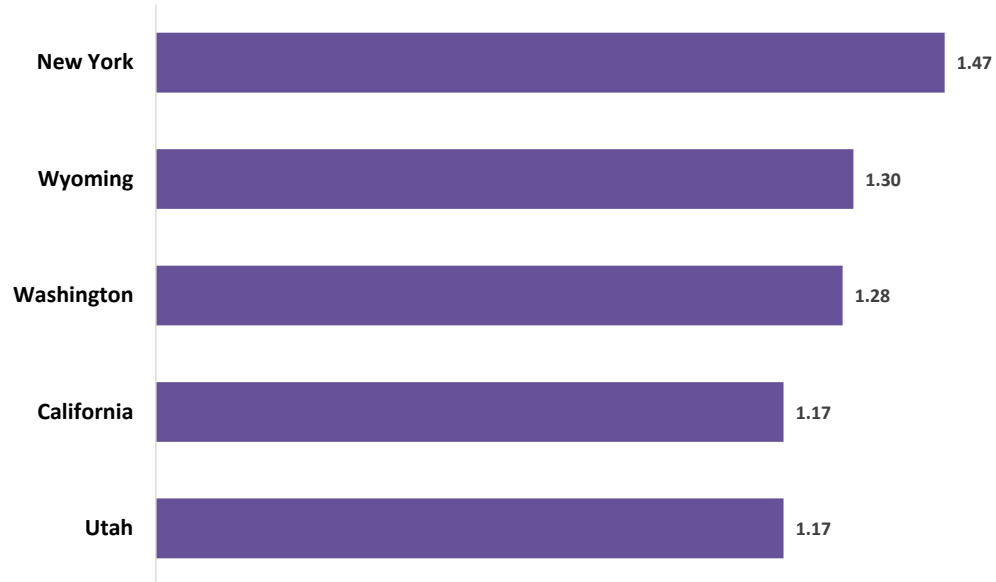
Method of Standardization: Location Quotient (LQ)

- The 2014 employment LQ for Texas' ACPSA interior design industry was 1.43, meaning that employment in that industry, relative to total wage and salary employment in Texas, was 43 percent greater than the overall national share.

Top states in concentration of arts and cultural employment: 2014

Location quotient (indexed to the U.S.)

U.S. = 1.0



Note: Excludes the LQ of 2.51 for Washington, D.C.

Data source: Arts and Cultural Production Satellite Account (ACPSA), U.S. Bureau of Economic Analysis.

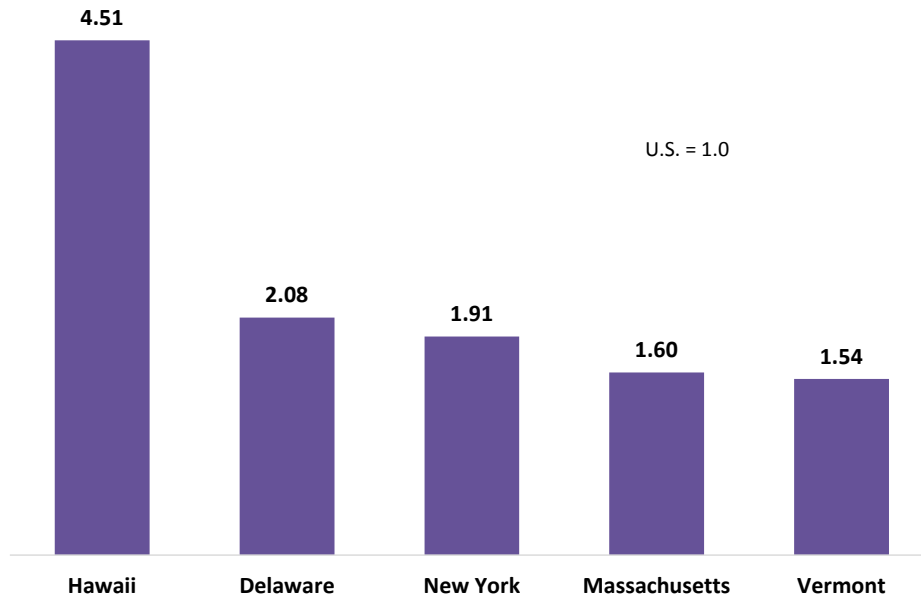
Top states in compensation from performing arts companies: 2014
Location quotient (indexed to the U.S.)



Data source: Arts and Cultural Production Satellite Account (ACPSA), U.S. Bureau of Economic Analysis.

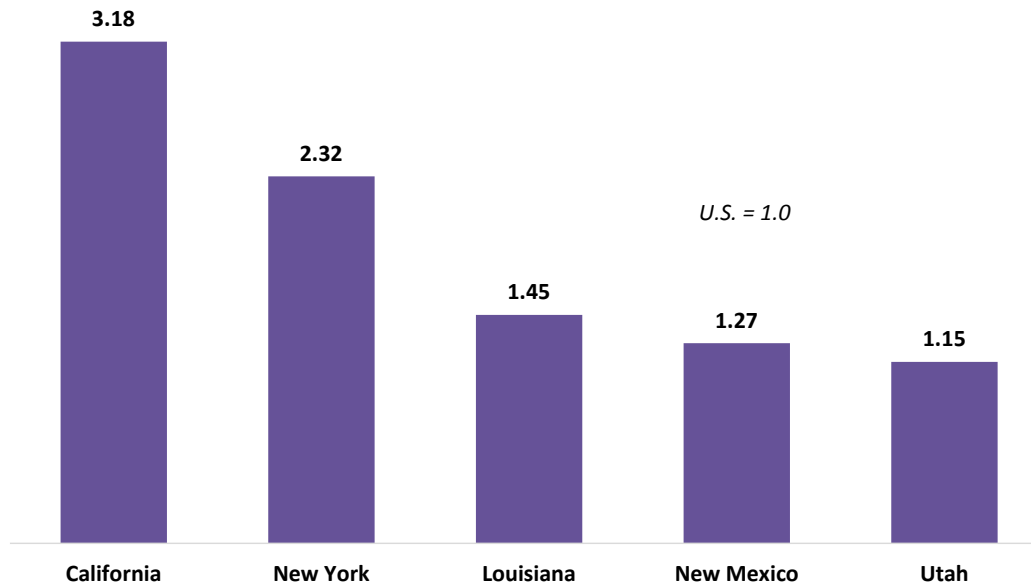
Top states in employment in museums and similar institutions: 2014

Location quotient (indexed to the U.S.)



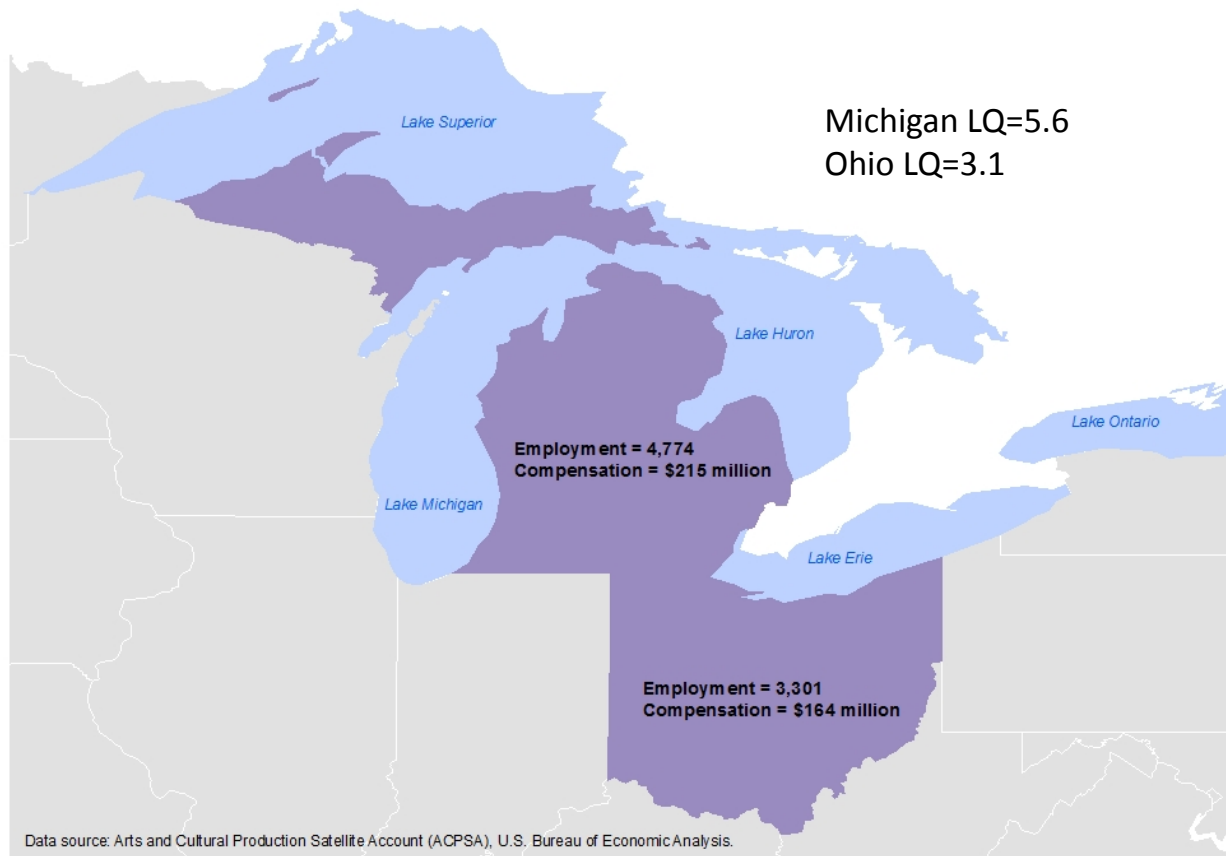
Data source: Arts and Cultural Production Satellite Account (ACPSA), U.S. Bureau of Economic Analysis.

States with high employment concentration in motion picture and video industries: 2014
Location quotient (indexed to the U.S.)



Data source: Arts and Cultural Production Satellite Account (ACPSA), U.S. Bureau of Economic Analysis.

Industrial Design Services in Michigan and Ohio: 2014



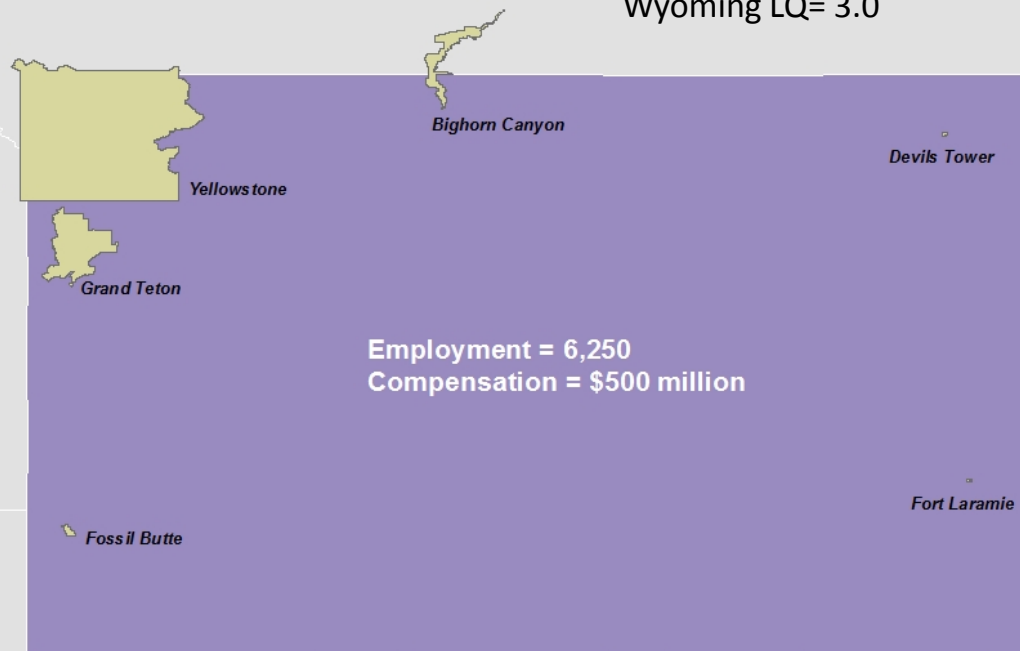
Top States in Concentration of Workers Employed to Produce Arts and Cultural Goods and Services: 2014

Musical Instrument Manufacturing

State	Employment	Location quotient (index to national average)					
Tennessee	779	4.64					
California	2,352	2.31					
Indiana	427	2.26					
New York	1,135	2.05					
Pennsylvania	701	1.99					
Oregon	196	1.88					
Massachusetts	379	1.83					
Maryland	234	1.57					

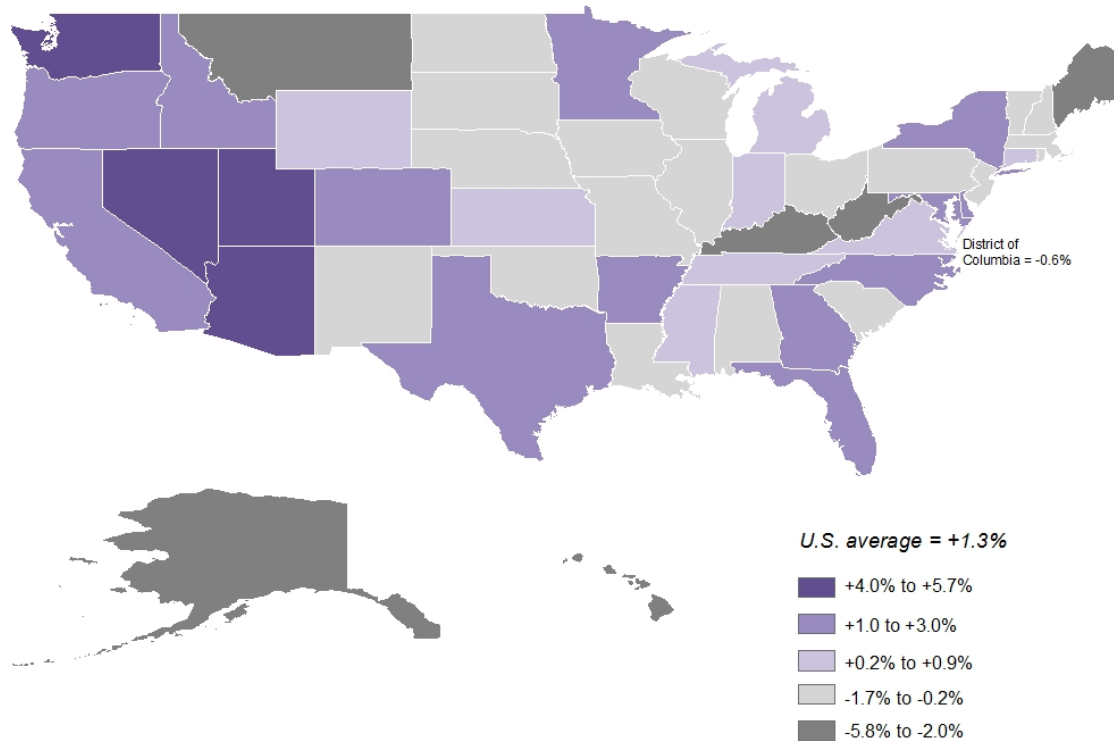
Arts and Cultural Government Employment in Wyoming: 2014

Wyoming LQ= 3.0



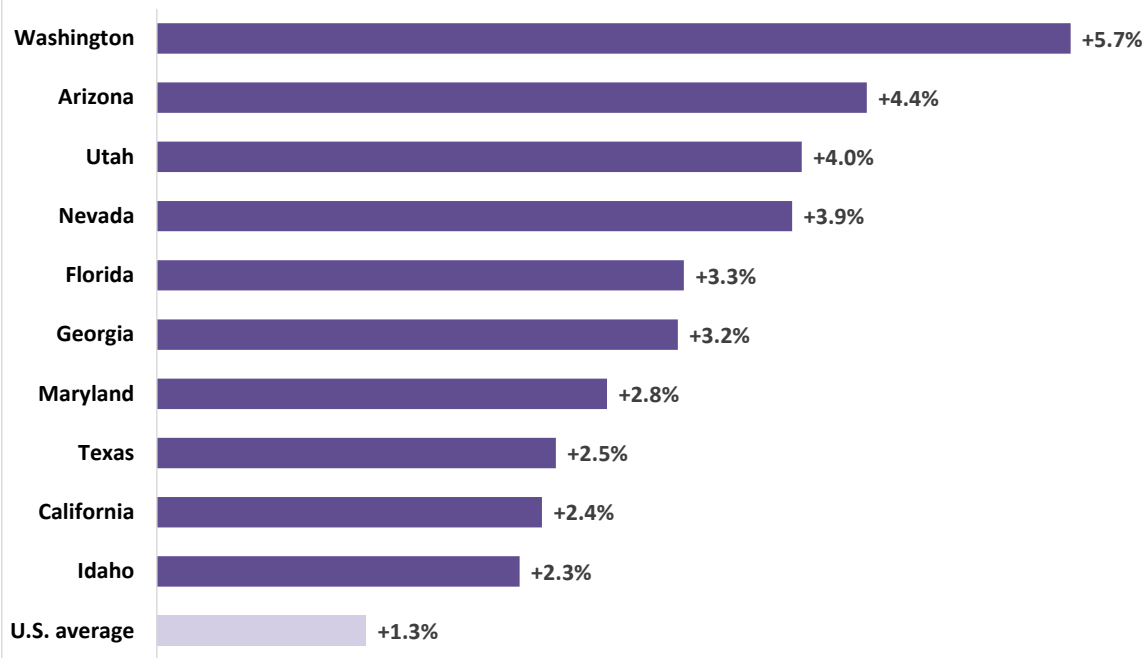
Data source: Arts and Cultural Production Satellite Account (ACPSA), U.S. Bureau of Economic Analysis.

Percent change in arts and cultural employment: 2013-2014

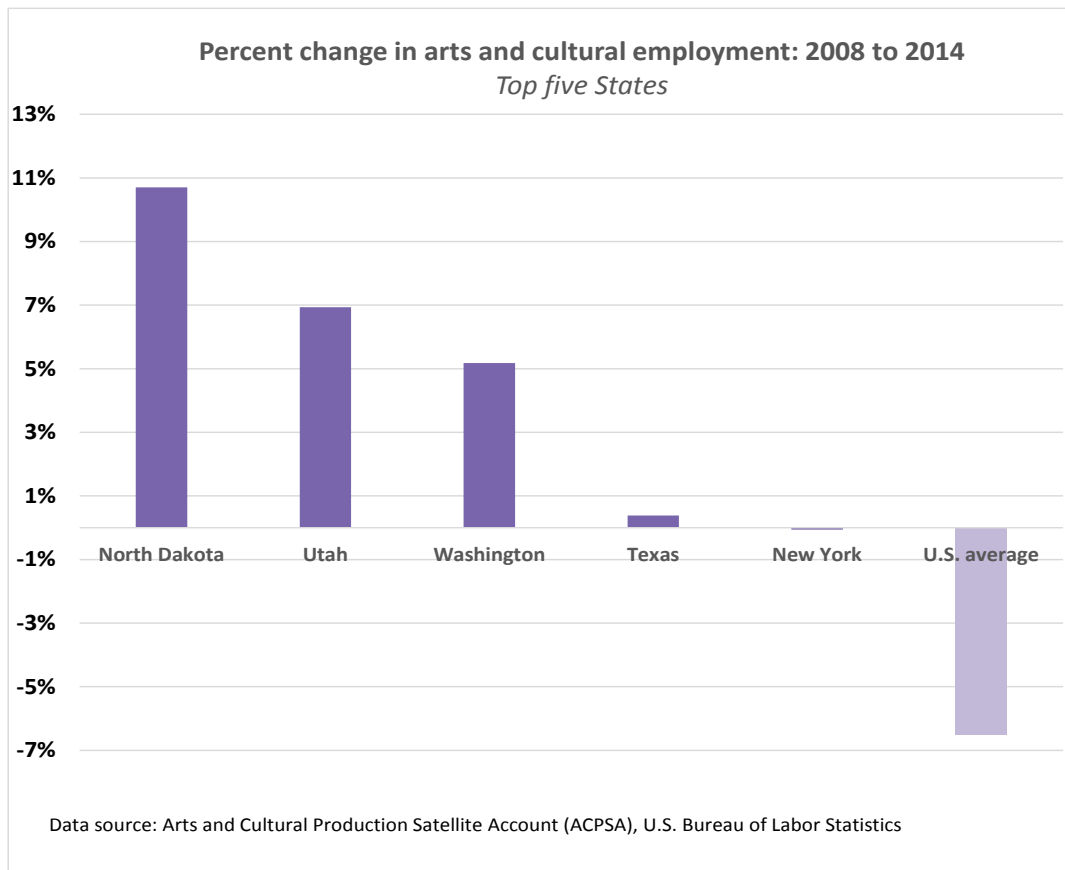


Data source: Arts and Cultural Production Satellite Account (ACPSA), U.S. Bureau of Economic Analysis.

Percent change in arts and cultural employment: 2013-2014
Top-ten fastest growing states



Data source: Arts and Cultural Production Satellite Account (ACPSA), U.S. Bureau of Economic Analysis



State-Level Estimates of Arts and Cultural Employment (2001-2014)

Posted April 2017

This profile features state-level estimates of arts and cultural employment and compensation derived from the Arts and Cultural Production Satellite Account (ACPSA), which is produced jointly by the NEA's Office of Research & Analysis and the Bureau of Economic Analysis, U.S. Commerce Department. State-level ACPSA estimates are available for total arts and cultural production, and for the 35 ACPSA industries.

For each U.S. state, the **interactive map** below illustrates the number of workers employed by arts and cultural industries; it also shows the compensation (earnings and benefits) paid to these workers. To permit comparisons, the graphic relates arts and cultural employment as a share of the total workforce in each state. This state-wide concentration of arts and cultural workers is indexed to a national rate (1.0).



ARTS DATA PROFILE #13

- [Introduction](#)
- [Background](#)
- [Press Release](#)
- Research Briefs
 - [Research Brief #1: State Highlights of Arts and Cultural Employment and Compensation, 2014](#)
 - [Research Brief #2: Trends in Arts and Cultural Employment](#)
- [Map: Arts and Cultural Employment, Indexed to the U.S., 2014](#)
- [Map: Percent Change in Arts and Cultural Employment: 2013-2014](#)
- [State Facts Sheets Produced by the U.S. Bureau of Economic Analysis](#)
- [National Assembly of State Arts Agencies' Data Dashboard](#)
- [Key to ACPSA Industries](#)
- [ACPSA State Employment and Compensation Data \(2001-2014\)](#)
- [Get the Data from the National Archive of Data on Arts & Culture \(NADAC\)](#)
- [BEA blog post](#)

Next Steps - ASCPSA

National Estimates for 2015

- Update State Employment and Compensation Data
- Gross State Product Data (Value Added) for Arts and Cultural Production

What's on your mind?



Chat

Thank you

Thanks for participating!

Questions or comments about this session?
Contact NASAA Learning Services Manager Eric Giles:
eric.giles@nasaa-arts.org

Support from NASAA's member state arts agencies and the National Endowment for the Arts
made this session possible.