



The Creative Industries in IA State House District 81

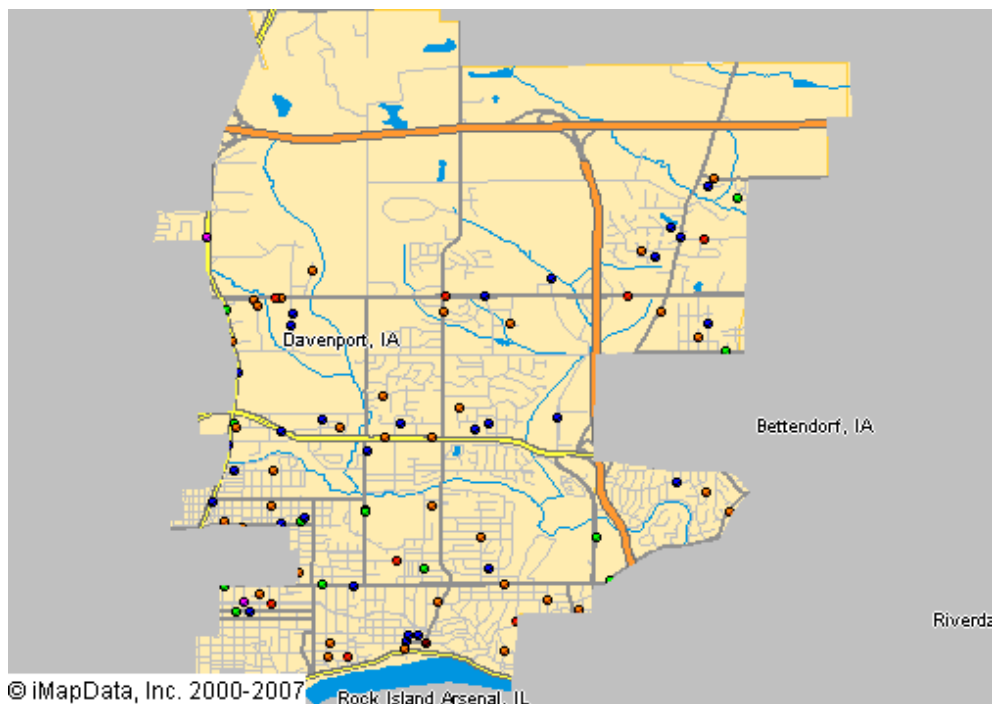
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **IA State House District 81**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. The creative industries are the high-octane fuel that drives the "information economy," the fastest growing segment of the nation's economy.

Nationally, there are 612,095 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.98 million people, which is 4.3 percent of all businesses and 2.2 percent of all employees. Between 2007 and 2008, the number of arts businesses and employees grew 12 percent. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S. Growth of the businesses that comprise the creative industries was greater than the increase among the 14.3 million businesses tracked by Dun & Bradstreet.

As of January 2008, IA State House District 81 is home to 94 arts-related businesses that employ 496 people. These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ people, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development. The map below provides a clear picture of the creative industries in **IA State House District 81**, with each dot representing an arts-centric business.

94 Arts-Related Businesses in IA State House District 81 Employ 496 People

- Arts-Related Business**
- Museum/Collections
 - Performing Arts
 - Visual/Photography
 - Film, Radio, TV
 - Design/Publishing
 - Arts Schools/Services





Arts-Related Business and Employment in IA State House District 81 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	2	4
Museums	2	4
Performing Arts	12	86
Music	6	44
Services & Facilities	4	20
Performers	2	22
Visual Arts/Photography	30	100
Crafts	2	4
Visual Arts	3	8
Photography	18	79
Services	7	9
Film, Radio and TV	13	227
Motion Pictures	10	158
Television	2	68
Radio	1	1
Design and Publishing	35	75
Architecture	5	19
Design	14	17
Publishing	2	4
Advertising	14	35
Arts Schools and Services	2	4
Arts Schools and Instruction	2	4
GRAND TOTAL	94	496

Note: As the source of these data is based solely on businesses that have registered with Dun & Bradstreet, our analyses indicate an under-representation of nonprofit arts organizations and individual artists. Therefore, this Creative Industries report should be considered a conservative estimate. For more information, maps, and to make sure you are included in our Creative Industries research, visit www.AmericansForTheArts.org/CreativeIndustries

www.AmericansForTheArts.org



Arts-Related Business and Employment in IA State House District 81 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	1	2	100.00%	2	4	100.00%
Museums	1	2	100.00%	2	4	100.00%
Performing Arts	10	12	20.00%	39	86	120.51%
Music	5	6	20.00%	17	44	158.82%
Services & Facilities	4	4	0.00%	21	20	-4.76%
Performers	1	2	100.00%	1	22	2100.00%
Visual Arts/Photography	29	30	3.45%	97	100	3.09%
Crafts	2	2	0.00%	4	4	0.00%
Visual Arts	4	3	-25.00%	9	8	-11.11%
Photography	15	18	20.00%	73	79	8.22%
Services	8	7	-12.50%	11	9	-18.18%
Film, Radio and TV	11	13	18.18%	267	227	-14.98%
Motion Pictures	9	10	11.11%	236	158	-33.05%
Television	1	2	100.00%	30	68	126.67%
Radio	1	1	0.00%	1	1	0.00%
Design and Publishing	29	35	20.69%	72	75	4.17%
Architecture	5	5	0.00%	19	19	0.00%
Design	10	14	40.00%	13	17	30.77%
Publishing	3	2	-33.33%	7	4	-42.86%
Advertising	11	14	27.27%	33	35	6.06%
Arts Schools and Services	2	2	0.00%	4	4	0.00%
Arts Schools and Instruction	2	2	0.00%	4	4	0.00%
GRAND TOTAL	82	94	14.63%	481	496	3.12%

Data Source: D&B January 2008 & January 2007

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