



## The Creative Industries in 3rd Berkshire

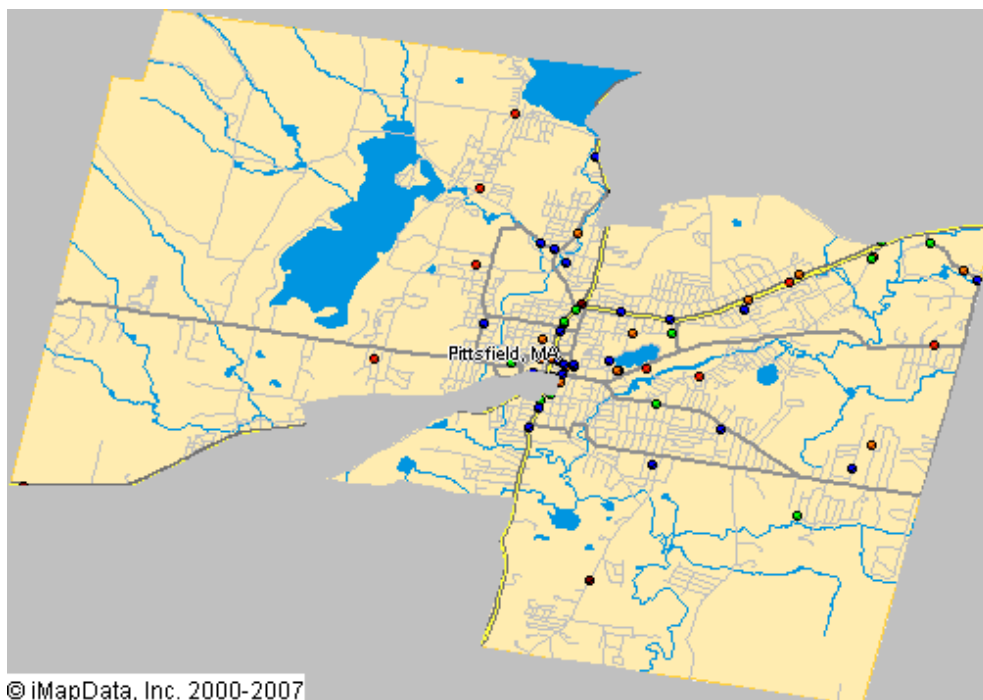
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **3rd Berkshire**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, 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, 3rd Berkshire is home to 67 arts-related businesses that employ 312 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 **3rd Berkshire**, with each dot representing an arts-centric business.

### 67 Arts-Related Businesses in 3rd Berkshire Employ 312 People

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





## Arts-Related Business and Employment in 3rd Berkshire January 2008

| CATEGORY                       | BUSINESSES | EMPLOYEES  |
|--------------------------------|------------|------------|
| <b>Museums and Collections</b> | <b>5</b>   | <b>58</b>  |
| Museums                        | 4          | 55         |
| Historical Society             | 1          | 3          |
| <b>Performing Arts</b>         | <b>12</b>  | <b>60</b>  |
| Music                          | 3          | 26         |
| Dance                          | 1          | 8          |
| Opera                          | 1          | 3          |
| Services & Facilities          | 3          | 18         |
| Performers                     | 4          | 5          |
| <b>Visual Arts/Photography</b> | <b>22</b>  | <b>74</b>  |
| Crafts                         | 3          | 28         |
| Visual Arts                    | 4          | 4          |
| Photography                    | 10         | 23         |
| Services                       | 5          | 19         |
| <b>Film, Radio and TV</b>      | <b>14</b>  | <b>37</b>  |
| Motion Pictures                | 10         | 27         |
| Television                     | 1          | 6          |
| Radio                          | 3          | 4          |
| <b>Design and Publishing</b>   | <b>14</b>  | <b>83</b>  |
| Architecture                   | 6          | 18         |
| Design                         | 2          | 4          |
| Advertising                    | 6          | 61         |
| <b>GRAND TOTAL</b>             | <b>67</b>  | <b>312</b> |

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](http://www.AmericansForTheArts.org/CreativeIndustries)

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## Arts-Related Business and Employment in 3rd Berkshire 2007 to 2008

| CATEGORY                       | BUSINESSES |           |                | EMPLOYEES  |            |                |
|--------------------------------|------------|-----------|----------------|------------|------------|----------------|
|                                | 2007       | 2008      | % Change       | 2007       | 2008       | % Change       |
| <b>Museums and Collections</b> | <b>2</b>   | <b>5</b>  | <b>150.00%</b> | <b>38</b>  | <b>58</b>  | <b>52.63%</b>  |
| Museums                        | 1          | 4         | 300.00%        | 35         | 55         | 57.14%         |
| Historical Society             | 1          | 1         | 0.00%          | 3          | 3          | 0.00%          |
| <b>Performing Arts</b>         | <b>12</b>  | <b>12</b> | <b>0.00%</b>   | <b>60</b>  | <b>60</b>  | <b>0.00%</b>   |
| Music                          | 3          | 3         | 0.00%          | 26         | 26         | 0.00%          |
| Dance                          | 1          | 1         | 0.00%          | 8          | 8          | 0.00%          |
| Opera                          | 1          | 1         | 0.00%          | 3          | 3          | 0.00%          |
| Services & Facilities          | 3          | 3         | 0.00%          | 18         | 18         | 0.00%          |
| Performers                     | 4          | 4         | 0.00%          | 5          | 5          | 0.00%          |
| <b>Visual Arts/Photography</b> | <b>22</b>  | <b>22</b> | <b>0.00%</b>   | <b>53</b>  | <b>74</b>  | <b>39.62%</b>  |
| Crafts                         | 2          | 3         | 50.00%         | 3          | 28         | 833.33%        |
| Visual Arts                    | 4          | 4         | 0.00%          | 5          | 4          | -20.00%        |
| Photography                    | 11         | 10        | -9.09%         | 24         | 23         | -4.17%         |
| Services                       | 5          | 5         | 0.00%          | 21         | 19         | -9.52%         |
| <b>Film, Radio and TV</b>      | <b>17</b>  | <b>14</b> | <b>-17.65%</b> | <b>52</b>  | <b>37</b>  | <b>-28.85%</b> |
| Motion Pictures                | 12         | 10        | -16.67%        | 41         | 27         | -34.15%        |
| Television                     | 1          | 1         | 0.00%          | 6          | 6          | 0.00%          |
| Radio                          | 4          | 3         | -25.00%        | 5          | 4          | -20.00%        |
| <b>Design and Publishing</b>   | <b>15</b>  | <b>14</b> | <b>-6.67%</b>  | <b>84</b>  | <b>83</b>  | <b>-1.19%</b>  |
| Architecture                   | 6          | 6         | 0.00%          | 18         | 18         | 0.00%          |
| Design                         | 3          | 2         | -33.33%        | 5          | 4          | -20.00%        |
| Advertising                    | 6          | 6         | 0.00%          | 61         | 61         | 0.00%          |
| <b>GRAND TOTAL</b>             | <b>68</b>  | <b>67</b> | <b>-1.47%</b>  | <b>287</b> | <b>312</b> | <b>8.71%</b>   |

Data Source: D&B January 2008 & January 2007

[www.AmericansForTheArts.org](http://www.AmericansForTheArts.org)