



The Creative Industries in 4th Berkshire

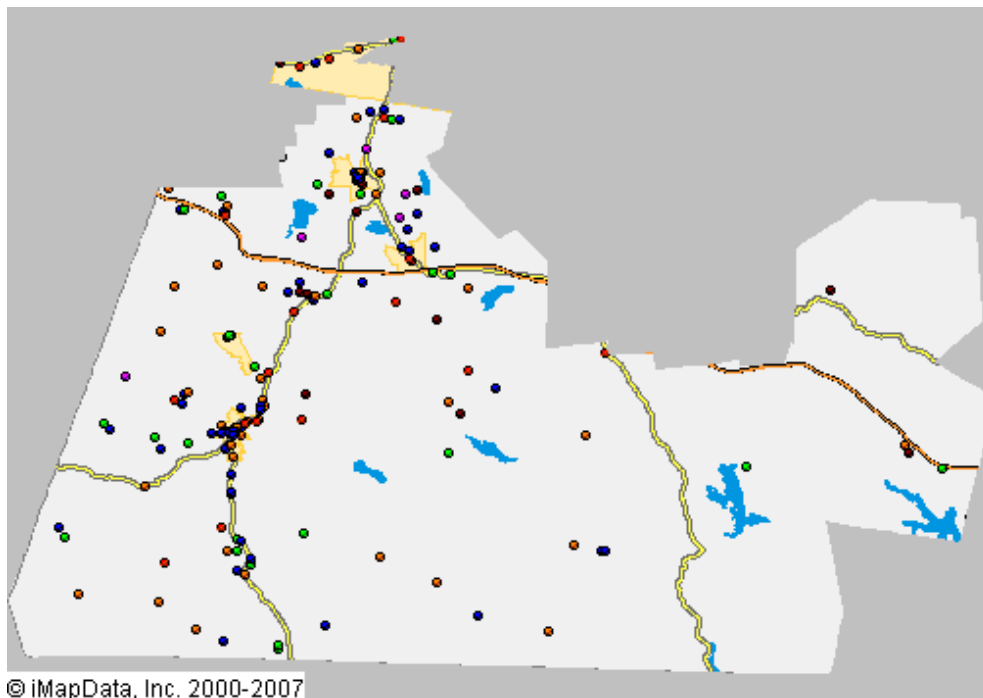
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **4th Berkshire**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, 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, 4th Berkshire is home to 237 arts-related businesses that employ 1,150 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 **4th Berkshire**, with each dot representing an arts-centric business.

237 Arts-Related Businesses in 4th Berkshire Employ 1,150 People

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





Arts-Related Business and Employment in 4th Berkshire January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	17	258
Museums	14	224
Zoos and Botanical	1	12
Historical Society	2	22
Performing Arts	40	374
Music	21	229
Theater	3	66
Dance	1	20
Services & Facilities	11	46
Performers	4	13
Visual Arts/Photography	86	245
Crafts	8	39
Visual Arts	23	64
Photography	30	65
Services	25	77
Film, Radio and TV	28	84
Motion Pictures	22	49
Television	4	22
Radio	2	13
Design and Publishing	58	138
Architecture	21	46
Design	25	55
Publishing	3	18
Advertising	9	19
Arts Schools and Services	8	51
Arts Schools and Instruction	8	51
GRAND TOTAL	237	1,150

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



Arts-Related Business and Employment in 4th Berkshire 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	16	17	6.25%	224	258	15.18%
Museums	13	14	7.69%	190	224	17.89%
Zoos and Botanical	1	1	0.00%	12	12	0.00%
Historical Society	2	2	0.00%	22	22	0.00%
Performing Arts	34	40	17.65%	154	374	142.86%
Music	19	21	10.53%	48	229	377.08%
Theater	2	3	50.00%	38	66	73.68%
Dance	1	1	0.00%	20	20	0.00%
Services & Facilities	8	11	37.50%	35	46	31.43%
Performers	4	4	0.00%	13	13	0.00%
Visual Arts/Photography	85	86	1.18%	260	245	-5.77%
Crafts	9	8	-11.11%	63	39	-38.10%
Visual Arts	21	23	9.52%	55	64	16.36%
Photography	28	30	7.14%	62	65	4.84%
Services	27	25	-7.41%	80	77	-3.75%
Film, Radio and TV	29	28	-3.45%	76	84	10.53%
Motion Pictures	23	22	-4.35%	41	49	19.51%
Television	4	4	0.00%	22	22	0.00%
Radio	2	2	0.00%	13	13	0.00%
Design and Publishing	52	58	11.54%	132	138	4.55%
Architecture	21	21	0.00%	52	46	-11.54%
Design	22	25	13.64%	46	55	19.57%
Publishing	3	3	0.00%	22	18	-18.18%
Advertising	6	9	50.00%	12	19	58.33%
Arts Schools and Services	6	8	33.33%	10	51	410.00%
Arts Schools and Instruction	6	8	33.33%	10	51	410.00%
GRAND TOTAL	222	237	6.76%	856	1,150	34.35%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org