



The Creative Industries in 4th Norfolk

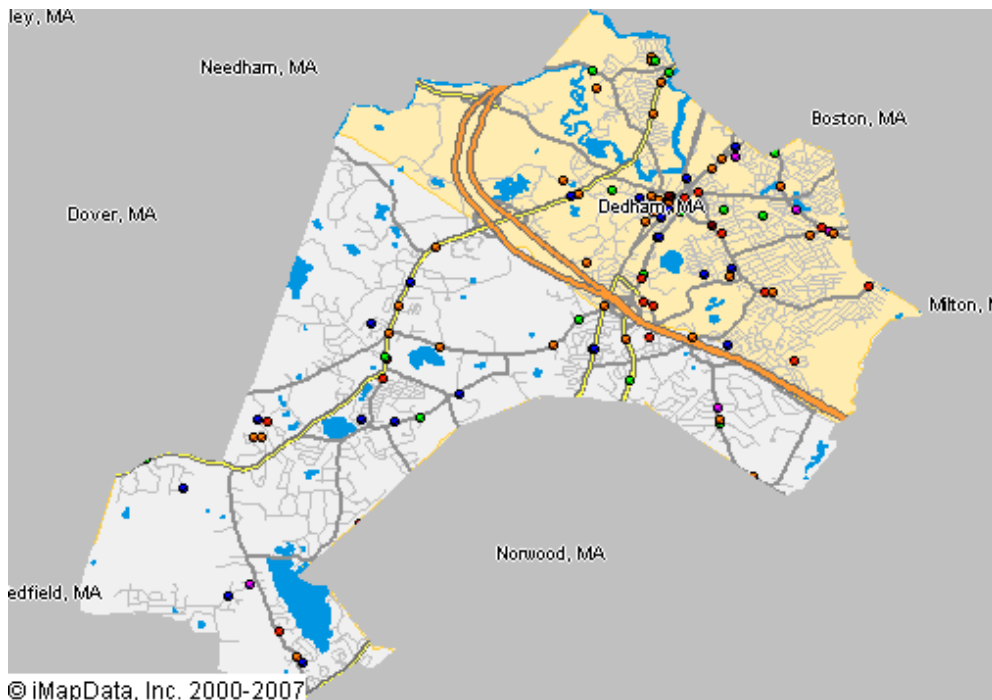
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **4th Norfolk**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, 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 Norfolk is home to 103 arts-related businesses that employ 731 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 Norfolk**, with each dot representing an arts-centric business.

103 Arts-Related Businesses in 4th Norfolk Employ 731 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 Norfolk January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	3	9
Museums	1	2
Historical Society	2	7
Performing Arts	18	217
Music	13	46
Services & Facilities	4	169
Performers	1	2
Visual Arts/Photography	23	43
Crafts	1	1
Visual Arts	2	2
Photography	19	39
Services	1	1
Film, Radio and TV	18	373
Motion Pictures	13	204
Television	5	169
Design and Publishing	36	77
Architecture	9	14
Design	17	28
Publishing	2	4
Advertising	8	31
Arts Schools and Services	5	12
Arts Schools and Instruction	5	12
GRAND TOTAL	103	731

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 4th Norfolk 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	3	3	0.00%	9	9	0.00%
Museums	1	1	0.00%	2	2	0.00%
Historical Society	2	2	0.00%	7	7	0.00%
Performing Arts	20	18	-10.00%	71	217	205.63%
Music	14	13	-7.14%	47	46	-2.13%
Services & Facilities	4	4	0.00%	21	169	704.76%
Performers	2	1	-50.00%	3	2	-33.33%
Visual Arts/Photography	24	23	-4.17%	44	43	-2.27%
Crafts	1	1	0.00%	1	1	0.00%
Visual Arts	2	2	0.00%	2	2	0.00%
Photography	19	19	0.00%	38	39	2.63%
Services	2	1	-50.00%	3	1	-66.67%
Film, Radio and TV	16	18	12.50%	510	373	-26.86%
Motion Pictures	12	13	8.33%	352	204	-42.05%
Television	4	5	25.00%	158	169	6.96%
Design and Publishing	34	36	5.88%	74	77	4.05%
Architecture	9	9	0.00%	15	14	-6.67%
Design	17	17	0.00%	29	28	-3.45%
Publishing	2	2	0.00%	4	4	0.00%
Advertising	6	8	33.33%	26	31	19.23%
Arts Schools and Services	5	5	0.00%	12	12	0.00%
Arts Schools and Instruction	5	5	0.00%	12	12	0.00%
GRAND TOTAL	102	103	0.98%	720	731	1.53%

Data Source: D&B January 2008 & January 2007

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