

The Creative Industries in 2nd Hampden & Hampshire

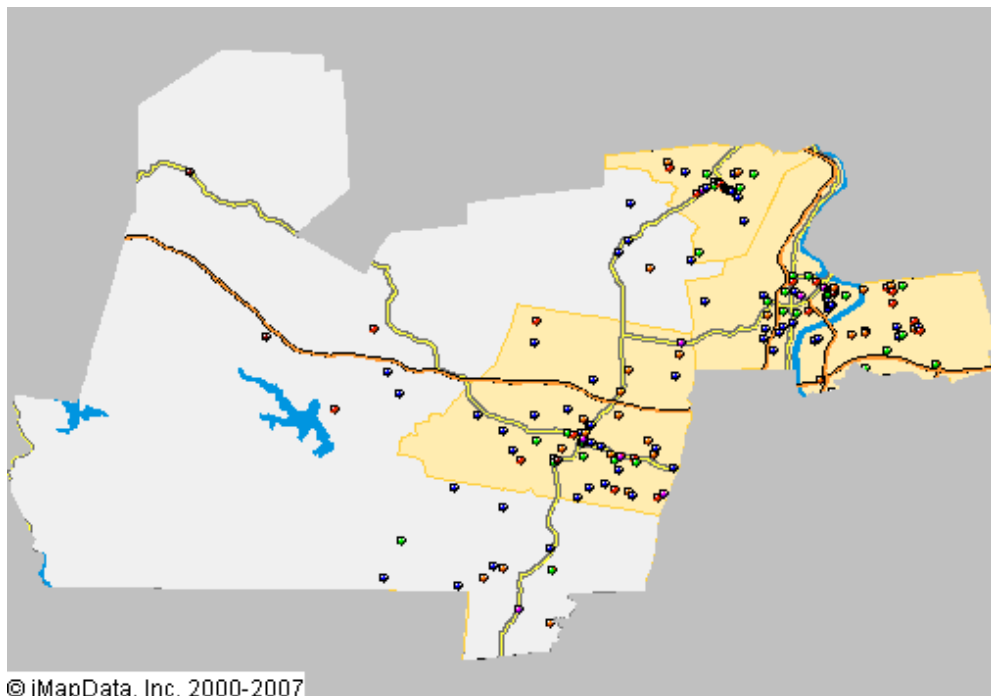
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **2nd Hampden & Hampshire**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, 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, 2nd Hampden & Hampshire is home to 248 arts-related businesses that employ 806 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 **2nd Hampden & Hampshire**, with each dot representing an arts-centric business.

248 Arts-Related Businesses in 2nd Hampden & Hampshire Employ 806 People

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





Arts-Related Business and Employment in 2nd Hampden & Hampshire January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	9	55
Museums	8	40
Zoos and Botanical	1	15
Performing Arts	51	143
Music	27	69
Theater	2	9
Services & Facilities	16	58
Performers	6	7
Visual Arts/Photography	103	384
Crafts	10	166
Visual Arts	17	20
Photography	58	131
Services	18	67
Film, Radio and TV	32	102
Motion Pictures	22	80
Television	3	3
Radio	7	19
Design and Publishing	42	102
Architecture	10	14
Design	17	44
Advertising	15	44
Arts Schools and Services	11	20
Arts Councils	1	2
Arts Schools and Instruction	10	18
GRAND TOTAL	248	806

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 2nd Hampden & Hampshire 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	7	9	28.57%	51	55	7.84%
Museums	6	8	33.33%	36	40	11.11%
Zoos and Botanical	1	1	0.00%	15	15	0.00%
Performing Arts	47	51	8.51%	144	143	-0.69%
Music	22	27	22.73%	69	69	0.00%
Theater	2	2	0.00%	9	9	0.00%
Services & Facilities	16	16	0.00%	51	58	13.73%
Performers	7	6	-14.29%	15	7	-53.33%
Visual Arts/Photography	91	103	13.19%	390	384	-1.54%
Crafts	9	10	11.11%	165	166	0.61%
Visual Arts	13	17	30.77%	15	20	33.33%
Photography	52	58	11.54%	119	131	10.08%
Services	17	18	5.88%	91	67	-26.37%
Film, Radio and TV	25	32	28.00%	74	102	37.84%
Motion Pictures	15	22	46.67%	54	80	48.15%
Television	3	3	0.00%	1	3	200.00%
Radio	7	7	0.00%	19	19	0.00%
Design and Publishing	35	42	20.00%	89	102	14.61%
Architecture	9	10	11.11%	13	14	7.69%
Design	15	17	13.33%	42	44	4.76%
Advertising	11	15	36.36%	34	44	29.41%
Arts Schools and Services	11	11	0.00%	17	20	17.65%
Arts Councils	1	1	0.00%	2	2	0.00%
Arts Schools and Instruction	10	10	0.00%	15	18	20.00%
GRAND TOTAL	216	248	14.81%	765	806	5.36%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org