



The Creative Industries in 2nd Worcester

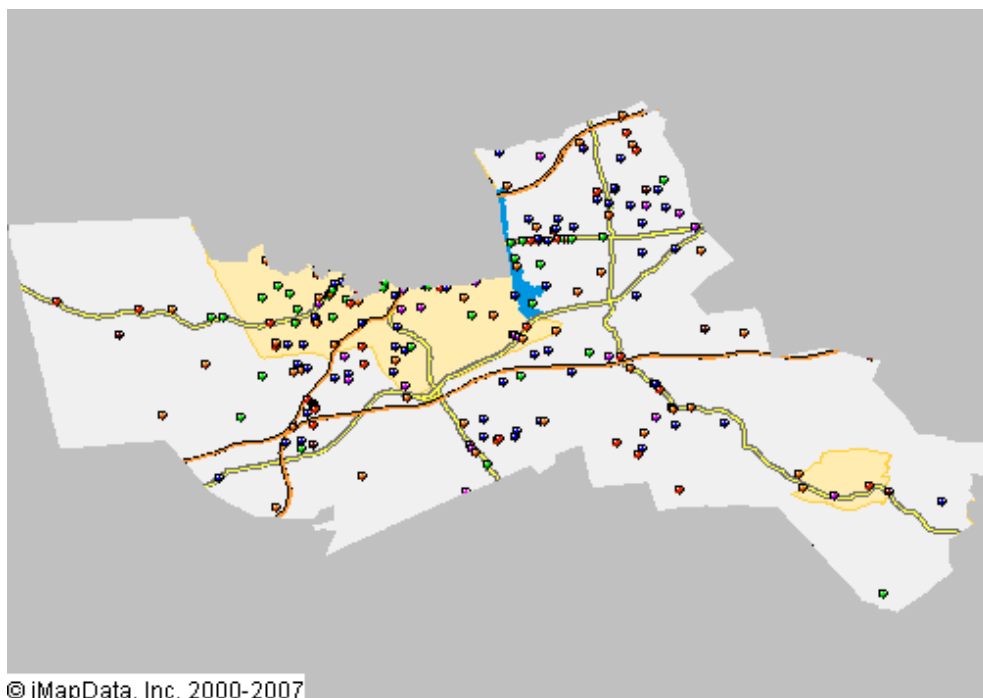
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **2nd Worcester**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, 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 Worcester is home to 247 arts-related businesses that employ 739 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 Worcester**, with each dot representing an arts-centric business.

247 Arts-Related Businesses in 2nd Worcester Employ 739 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 Worcester January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	6	20
Museums	3	14
Zoos and Botanical	1	2
Historical Society	2	4
Performing Arts	47	151
Music	24	71
Services & Facilities	12	61
Performers	11	19
Visual Arts/Photography	81	243
Crafts	10	37
Visual Arts	3	4
Photography	48	100
Services	20	102
Film, Radio and TV	39	125
Motion Pictures	32	112
Television	3	8
Radio	4	5
Design and Publishing	52	137
Architecture	11	58
Design	26	34
Publishing	1	2
Advertising	14	43
Arts Schools and Services	22	63
Arts Councils	1	2
Arts Schools and Instruction	20	59
Agents	1	2
GRAND TOTAL	247	739

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 Worcester 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	5	6	20.00%	17	20	17.65%
Museums	3	3	0.00%	13	14	7.69%
Zoos and Botanical	0	1	100.00%	0	2	200.00%
Historical Society	2	2	0.00%	4	4	0.00%
Performing Arts	40	47	17.50%	152	151	-0.66%
Music	24	24	0.00%	83	71	-14.46%
Services & Facilities	10	12	20.00%	58	61	5.17%
Performers	6	11	83.33%	11	19	72.73%
Visual Arts/Photography	81	81	0.00%	209	243	16.27%
Crafts	10	10	0.00%	32	37	15.63%
Visual Arts	3	3	0.00%	4	4	0.00%
Photography	48	48	0.00%	101	100	-0.99%
Services	20	20	0.00%	72	102	41.67%
Film, Radio and TV	35	39	11.43%	107	125	16.82%
Motion Pictures	27	32	18.52%	93	112	20.43%
Television	3	3	0.00%	8	8	0.00%
Radio	5	4	-20.00%	6	5	-16.67%
Design and Publishing	54	52	-3.70%	142	137	-3.52%
Architecture	11	11	0.00%	62	58	-6.45%
Design	28	26	-7.14%	36	34	-5.56%
Publishing	1	1	0.00%	1	2	100.00%
Advertising	14	14	0.00%	43	43	0.00%
Arts Schools and Services	22	22	0.00%	61	63	3.28%
Arts Councils	1	1	0.00%	2	2	0.00%
Arts Schools and Instruction	20	20	0.00%	58	59	1.72%
Agents	1	1	0.00%	1	2	100.00%
GRAND TOTAL	237	247	4.22%	688	739	7.41%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org