



The Creative Industries in Berkshire, Hampshire & Franklin

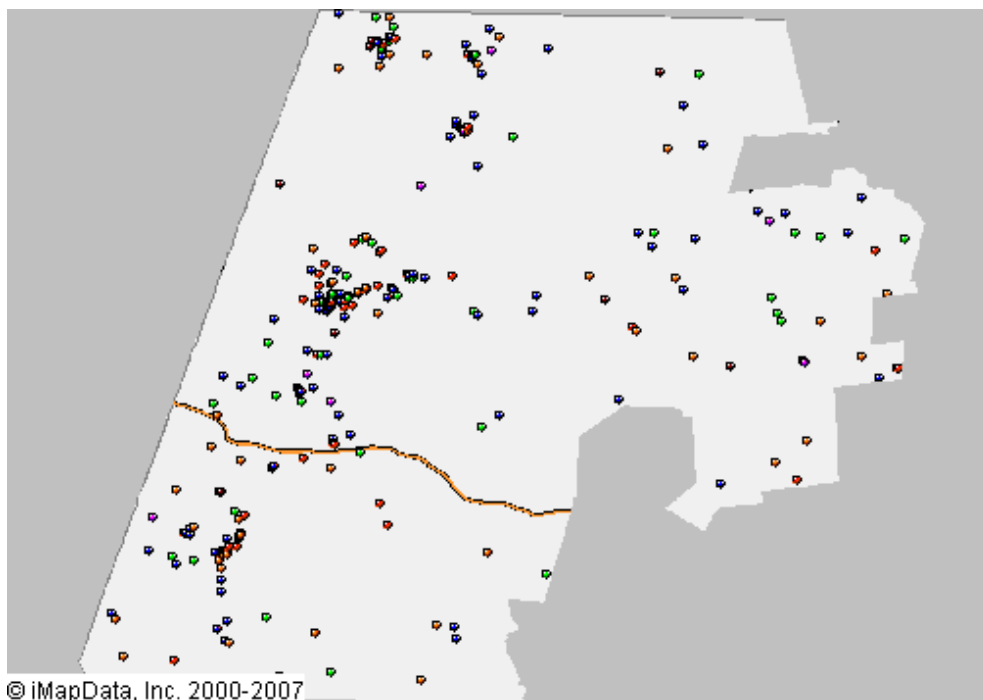
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Berkshire, Hampshire & Franklin**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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, Berkshire, Hampshire & Franklin is home to 475 arts-related businesses that employ 2,113 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 **Berkshire, Hampshire & Franklin**, with each dot representing an arts-centric business.

475 Arts-Related Businesses in Berkshire, Hampshire & Franklin Employ 2,113 People

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





Arts-Related Business and Employment in Berkshire, Hampshire & Franklin January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	32	464
Museums	27	425
Zoos and Botanical	1	12
Historical Society	3	25
Planetarium	1	2
Performing Arts	90	519
Music	44	293
Theater	4	68
Dance	2	28
Opera	1	3
Services & Facilities	24	97
Performers	15	30
Visual Arts/Photography	175	438
Crafts	20	81
Visual Arts	34	81
Photography	79	162
Services	42	114
Film, Radio and TV	62	202
Motion Pictures	46	137
Television	9	36
Radio	7	29
Design and Publishing	102	409
Architecture	32	76
Design	40	87
Publishing	9	157
Advertising	21	89
Arts Schools and Services	14	81
Arts Councils	1	23
Arts Schools and Instruction	11	56
Agents	2	2
GRAND TOTAL	475	2,113

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 Berkshire, Hampshire & Franklin 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	28	32	14.29%	380	464	22.11%
Museums	23	27	17.39%	341	425	24.63%
Zoos and Botanical	1	1	0.00%	12	12	0.00%
Historical Society	3	3	0.00%	25	25	0.00%
Planetarium	1	1	0.00%	2	2	0.00%
Performing Arts	76	90	18.42%	286	519	81.47%
Music	39	44	12.82%	103	293	184.47%
Theater	3	4	33.33%	40	68	70.00%
Dance	2	2	0.00%	28	28	0.00%
Opera	1	1	0.00%	3	3	0.00%
Services & Facilities	18	24	33.33%	84	97	15.48%
Performers	13	15	15.38%	28	30	7.14%
Visual Arts/Photography	168	175	4.17%	423	438	3.55%
Crafts	20	20	0.00%	80	81	1.25%
Visual Arts	32	34	6.25%	73	81	10.96%
Photography	73	79	8.22%	149	162	8.72%
Services	43	42	-2.33%	121	114	-5.79%
Film, Radio and TV	62	62	0.00%	202	202	0.00%
Motion Pictures	47	46	-2.13%	138	137	-0.72%
Television	7	9	28.57%	34	36	5.88%
Radio	8	7	-12.50%	30	29	-3.33%
Design and Publishing	97	102	5.15%	318	409	28.62%
Architecture	31	32	3.23%	81	76	-6.17%
Design	39	40	2.56%	81	87	7.41%
Publishing	8	9	12.50%	66	157	137.88%
Advertising	19	21	10.53%	90	89	-1.11%
Arts Schools and Services	15	14	-6.67%	46	81	76.09%
Arts Councils	3	1	-66.67%	27	23	-14.81%
Arts Schools and Instruction	10	11	10.00%	17	56	229.41%
Agents	2	2	0.00%	2	2	0.00%
GRAND TOTAL	446	475	6.50%	1,655	2,113	27.67%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org