



## The Creative Industries in Norfolk & Plymouth

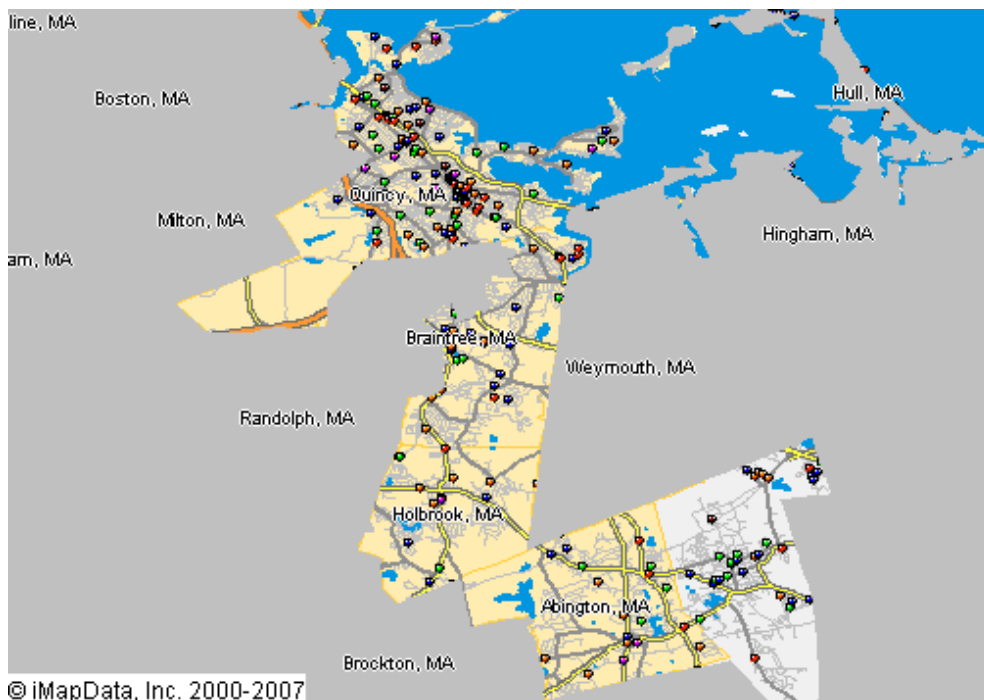
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Norfolk & Plymouth**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, 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, Norfolk & Plymouth is home to 240 arts-related businesses that employ 1,360 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 **Norfolk & Plymouth**, with each dot representing an arts-centric business.

### 240 Arts-Related Businesses in Norfolk & Plymouth Employ 1,360 People

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





## Arts-Related Business and Employment in Norfolk & Plymouth January 2008

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>5</b>	<b>14</b>
Museums	3	6
Historical Society	2	8
<b>Performing Arts</b>	<b>62</b>	<b>178</b>
Music	30	94
Theater	2	3
Services & Facilities	12	21
Performers	18	60
<b>Visual Arts/Photography</b>	<b>73</b>	<b>185</b>
Crafts	5	14
Visual Arts	5	6
Photography	51	109
Services	12	56
<b>Film, Radio and TV</b>	<b>34</b>	<b>608</b>
Motion Pictures	22	76
Television	6	524
Radio	6	8
<b>Design and Publishing</b>	<b>53</b>	<b>355</b>
Architecture	17	81
Design	19	38
Publishing	2	91
Advertising	15	145
<b>Arts Schools and Services</b>	<b>13</b>	<b>20</b>
Arts Schools and Instruction	13	20
<b>GRAND TOTAL</b>	<b>240</b>	<b>1,360</b>

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](http://www.AmericansForTheArts.org/CreativeIndustries)

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## Arts-Related Business and Employment in Norfolk & Plymouth 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
<b>Museums and Collections</b>	<b>5</b>	<b>5</b>	<b>0.00%</b>	<b>14</b>	<b>14</b>	<b>0.00%</b>
Museums	3	3	0.00%	6	6	0.00%
Historical Society	2	2	0.00%	8	8	0.00%
<b>Performing Arts</b>	<b>56</b>	<b>62</b>	<b>10.71%</b>	<b>144</b>	<b>178</b>	<b>23.61%</b>
Music	26	30	15.38%	87	94	8.05%
Theater	2	2	0.00%	3	3	0.00%
Services & Facilities	13	12	-7.69%	21	21	0.00%
Performers	15	18	20.00%	33	60	81.82%
<b>Visual Arts/Photography</b>	<b>65</b>	<b>73</b>	<b>12.31%</b>	<b>176</b>	<b>185</b>	<b>5.11%</b>
Crafts	4	5	25.00%	12	14	16.67%
Visual Arts	3	5	66.67%	3	6	100.00%
Photography	47	51	8.51%	106	109	2.83%
Services	11	12	9.09%	55	56	1.82%
<b>Film, Radio and TV</b>	<b>32</b>	<b>34</b>	<b>6.25%</b>	<b>587</b>	<b>608</b>	<b>3.58%</b>
Motion Pictures	21	22	4.76%	67	76	13.43%
Television	5	6	20.00%	514	524	1.95%
Radio	6	6	0.00%	6	8	33.33%
<b>Design and Publishing</b>	<b>54</b>	<b>53</b>	<b>-1.85%</b>	<b>359</b>	<b>355</b>	<b>-1.11%</b>
Architecture	15	17	13.33%	75	81	8.00%
Design	21	19	-9.52%	38	38	0.00%
Publishing	2	2	0.00%	91	91	0.00%
Advertising	16	15	-6.25%	155	145	-6.45%
<b>Arts Schools and Services</b>	<b>13</b>	<b>13</b>	<b>0.00%</b>	<b>19</b>	<b>20</b>	<b>5.26%</b>
Arts Schools and Instruction	13	13	0.00%	19	20	5.26%
<b>GRAND TOTAL</b>	<b>225</b>	<b>240</b>	<b>6.67%</b>	<b>1,299</b>	<b>1,360</b>	<b>4.70%</b>

Data Source: D&B January 2008 & January 2007

[www.AmericansForTheArts.org](http://www.AmericansForTheArts.org)