



## The Creative Industries in Norfolk, Bristol & Middlesex

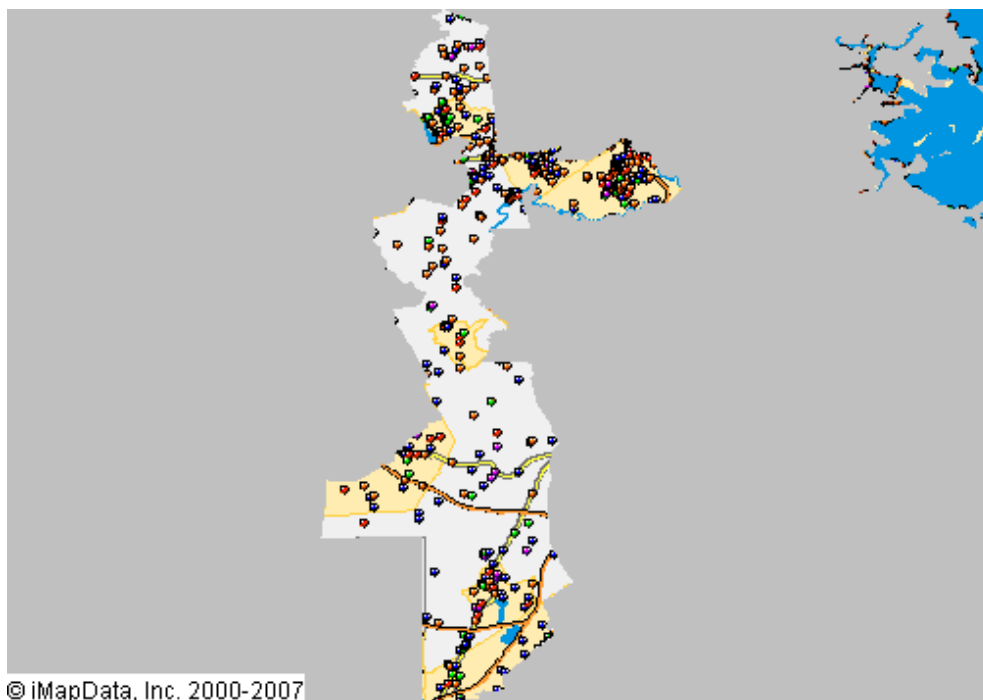
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Norfolk, Bristol & Middlesex**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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, Bristol & Middlesex is home to 467 arts-related businesses that employ 2,632 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, Bristol & Middlesex**, with each dot representing an arts-centric business.

### 467 Arts-Related Businesses in Norfolk, Bristol & Middlesex Employ 2,632 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, Bristol & Middlesex January 2008

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>4</b>	<b>33</b>
Museums	2	24
Historical Society	2	9
<b>Performing Arts</b>	<b>46</b>	<b>145</b>
Music	30	93
Opera	1	2
Services & Facilities	8	23
Performers	7	27
<b>Visual Arts/Photography</b>	<b>178</b>	<b>1,363</b>
Crafts	33	1,011
Visual Arts	9	10
Photography	117	250
Services	19	92
<b>Film, Radio and TV</b>	<b>56</b>	<b>527</b>
Motion Pictures	48	222
Television	5	303
Radio	3	2
<b>Design and Publishing</b>	<b>161</b>	<b>499</b>
Architecture	37	115
Design	77	145
Publishing	6	11
Advertising	41	228
<b>Arts Schools and Services</b>	<b>22</b>	<b>65</b>
Arts Schools and Instruction	20	62
Agents	2	3
<b>GRAND TOTAL</b>	<b>467</b>	<b>2,632</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)



## Arts-Related Business and Employment in Norfolk, Bristol & Middlesex 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
<b>Museums and Collections</b>	<b>4</b>	<b>4</b>	<b>0.00%</b>	<b>13</b>	<b>33</b>	<b>153.85%</b>
Museums	2	2	0.00%	4	24	500.00%
Historical Society	2	2	0.00%	9	9	0.00%
<b>Performing Arts</b>	<b>47</b>	<b>46</b>	<b>-2.13%</b>	<b>155</b>	<b>145</b>	<b>-6.45%</b>
Music	28	30	7.14%	88	93	5.68%
Opera	1	1	0.00%	2	2	0.00%
Services & Facilities	10	8	-20.00%	28	23	-17.86%
Performers	8	7	-12.50%	37	27	-27.03%
<b>Visual Arts/Photography</b>	<b>173</b>	<b>178</b>	<b>2.89%</b>	<b>1,421</b>	<b>1,363</b>	<b>-4.08%</b>
Crafts	29	33	13.79%	1,001	1,011	1.00%
Visual Arts	12	9	-25.00%	18	10	-44.44%
Photography	114	117	2.63%	310	250	-19.35%
Services	18	19	5.56%	92	92	0.00%
<b>Film, Radio and TV</b>	<b>56</b>	<b>56</b>	<b>0.00%</b>	<b>458</b>	<b>527</b>	<b>15.07%</b>
Motion Pictures	48	48	0.00%	175	222	26.86%
Television	4	5	25.00%	273	303	10.99%
Radio	4	3	-25.00%	10	2	-80.00%
<b>Design and Publishing</b>	<b>154</b>	<b>161</b>	<b>4.55%</b>	<b>503</b>	<b>499</b>	<b>-0.80%</b>
Architecture	36	37	2.78%	119	115	-3.36%
Design	70	77	10.00%	137	145	5.84%
Publishing	6	6	0.00%	10	11	10.00%
Advertising	42	41	-2.38%	237	228	-3.80%
<b>Arts Schools and Services</b>	<b>20</b>	<b>22</b>	<b>10.00%</b>	<b>60</b>	<b>65</b>	<b>8.33%</b>
Arts Schools and Instruction	18	20	11.11%	57	62	8.77%
Agents	2	2	0.00%	3	3	0.00%
<b>GRAND TOTAL</b>	<b>454</b>	<b>467</b>	<b>2.86%</b>	<b>2,610</b>	<b>2,632</b>	<b>0.84%</b>

Data Source: D&B January 2008 & January 2007

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