

The Creative Industries in Worcester & Middlesex

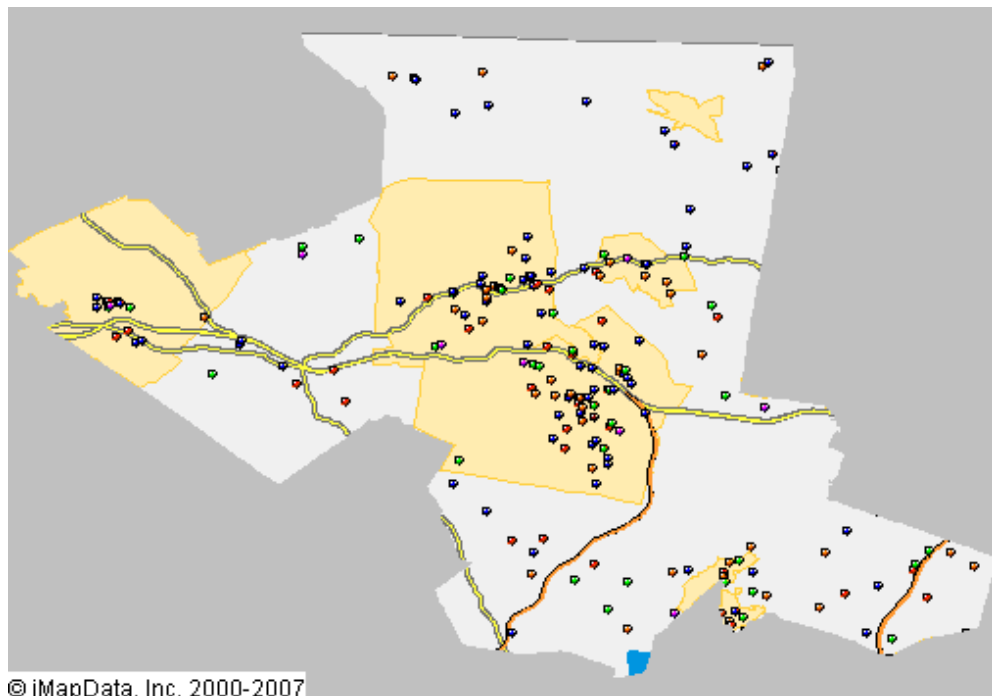
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Worcester & Middlesex**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, 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, Worcester & Middlesex is home to 248 arts-related businesses that employ 801 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 **Worcester & Middlesex**, with each dot representing an arts-centric business.

248 Arts-Related Businesses in Worcester & Middlesex Employ 801 People

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





Arts-Related Business and Employment in Worcester & Middlesex January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	3	13
Museums	2	11
Historical Society	1	2
Performing Arts	44	139
Music	23	68
Theater	2	8
Services & Facilities	11	43
Performers	8	20
Visual Arts/Photography	88	231
Crafts	7	30
Visual Arts	4	7
Photography	65	139
Services	12	55
Film, Radio and TV	45	226
Motion Pictures	35	206
Television	2	5
Radio	8	15
Design and Publishing	54	153
Architecture	12	27
Design	26	93
Publishing	1	1
Advertising	15	32
Arts Schools and Services	14	39
Arts Schools and Instruction	14	39
GRAND TOTAL	248	801

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 Worcester & Middlesex 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	3	3	0.00%	13	13	0.00%
Museums	2	2	0.00%	11	11	0.00%
Historical Society	1	1	0.00%	2	2	0.00%
Performing Arts	41	44	7.32%	129	139	7.75%
Music	23	23	0.00%	65	68	4.62%
Theater	1	2	100.00%	2	8	300.00%
Services & Facilities	10	11	10.00%	43	43	0.00%
Performers	7	8	14.29%	19	20	5.26%
Visual Arts/Photography	85	88	3.53%	219	231	5.48%
Crafts	7	7	0.00%	25	30	20.00%
Visual Arts	2	4	100.00%	2	7	250.00%
Photography	59	65	10.17%	127	139	9.45%
Services	17	12	-29.41%	65	55	-15.38%
Film, Radio and TV	40	45	12.50%	225	226	0.44%
Motion Pictures	32	35	9.38%	207	206	-0.48%
Television	2	2	0.00%	5	5	0.00%
Radio	6	8	33.33%	13	15	15.38%
Design and Publishing	48	54	12.50%	109	153	40.37%
Architecture	10	12	20.00%	25	27	8.00%
Design	27	26	-3.70%	61	93	52.46%
Publishing	0	1	100.00%	0	1	100.00%
Advertising	11	15	36.36%	23	32	39.13%
Arts Schools and Services	11	14	27.27%	22	39	77.27%
Arts Schools and Instruction	11	14	27.27%	22	39	77.27%
GRAND TOTAL	228	248	8.77%	717	801	11.72%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org