



The Creative Industries in Worcester & Norkolk

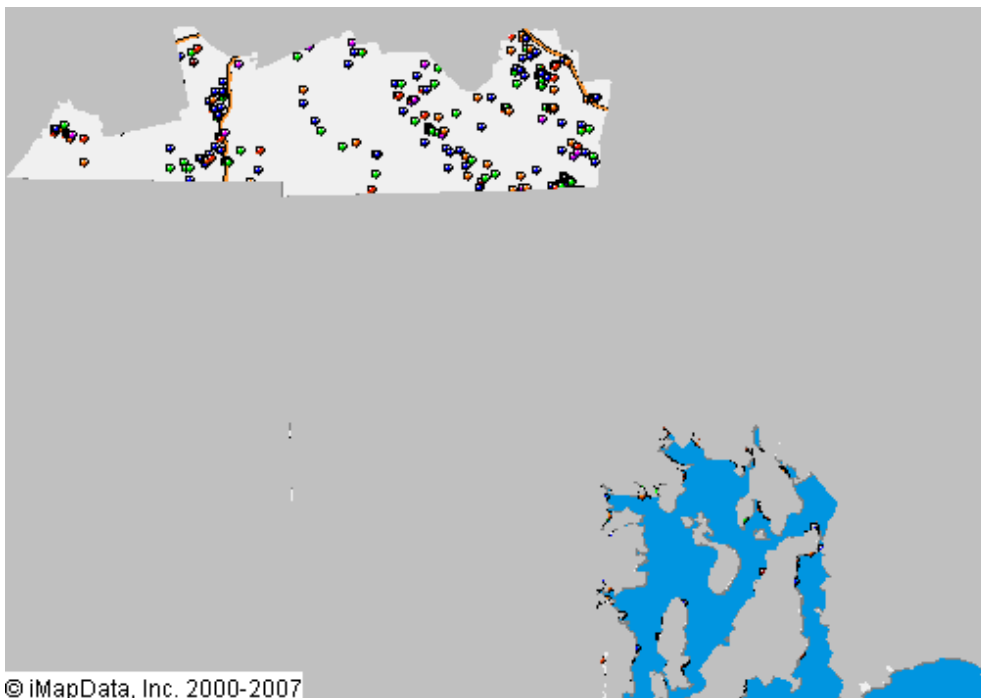
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Worcester & Norkolk**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, 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 & Norkolk is home to 253 arts-related businesses that employ 788 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 & Norkolk**, with each dot representing an arts-centric business.

253 Arts-Related Businesses in Worcester & Norkolk Employ 788 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 & Norkolk January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	4	19
Museums	2	3
Historical Society	2	16
Performing Arts	51	192
Music	28	102
Theater	1	1
Services & Facilities	10	44
Performers	12	45
Visual Arts/Photography	87	292
Crafts	15	83
Visual Arts	3	5
Photography	56	134
Services	13	70
Film, Radio and TV	43	167
Motion Pictures	31	128
Television	5	9
Radio	7	30
Design and Publishing	45	79
Architecture	7	10
Design	30	52
Advertising	8	17
Arts Schools and Services	23	39
Arts Schools and Instruction	23	39
GRAND TOTAL	253	788

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 & Norkolk 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	4	4	0.00%	19	19	0.00%
Museums	2	2	0.00%	3	3	0.00%
Historical Society	2	2	0.00%	16	16	0.00%
Performing Arts	49	51	4.08%	186	192	3.23%
Music	25	28	12.00%	93	102	9.68%
Theater	2	1	-50.00%	5	1	-80.00%
Services & Facilities	11	10	-9.09%	46	44	-4.35%
Performers	11	12	9.09%	42	45	7.14%
Visual Arts/Photography	79	87	10.13%	241	292	21.16%
Crafts	13	15	15.38%	85	83	-2.35%
Visual Arts	4	3	-25.00%	6	5	-16.67%
Photography	51	56	9.80%	83	134	61.45%
Services	11	13	18.18%	67	70	4.48%
Film, Radio and TV	33	43	30.30%	153	167	9.15%
Motion Pictures	26	31	19.23%	120	128	6.67%
Television	2	5	150.00%	5	9	80.00%
Radio	5	7	40.00%	28	30	7.14%
Design and Publishing	43	45	4.65%	89	79	-11.24%
Architecture	9	7	-22.22%	22	10	-54.55%
Design	23	30	30.43%	41	52	26.83%
Advertising	11	8	-27.27%	26	17	-34.62%
Arts Schools and Services	21	23	9.52%	33	39	18.18%
Arts Schools and Instruction	21	23	9.52%	33	39	18.18%
GRAND TOTAL	229	253	10.48%	721	788	9.29%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org