

The Creative Industries in NH Rockingham District 16

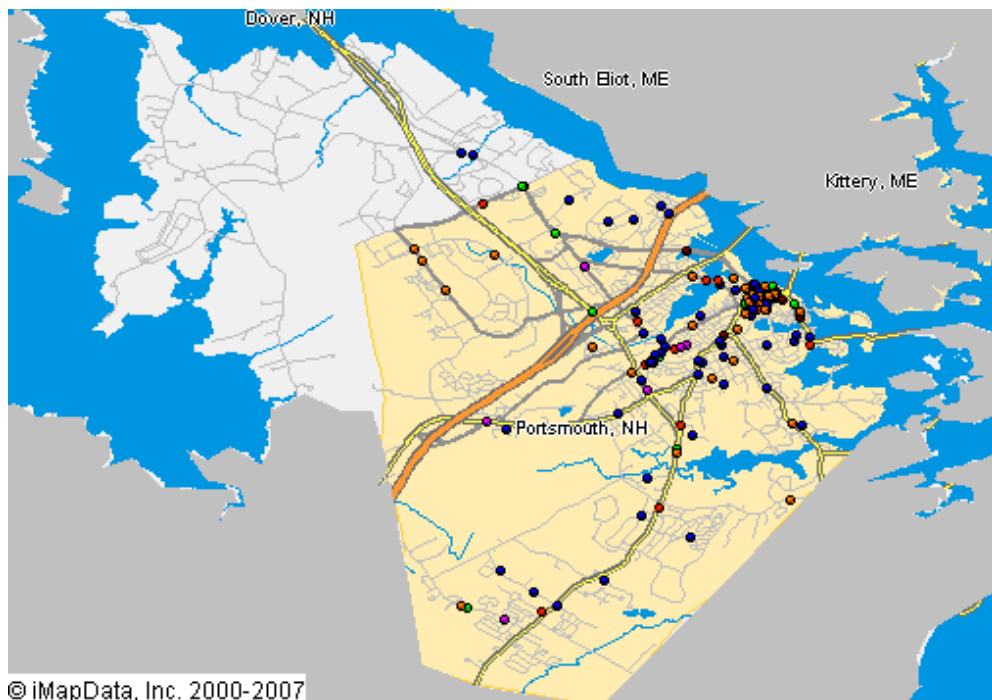
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NH Rockingham District 16**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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, NH Rockingham District 16 is home to 183 arts-related businesses that employ 935 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 **NH Rockingham District 16**, with each dot representing an arts-centric business.

183 Arts-Related Businesses in NH Rockingham District 16 Employ 935 People

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





Arts-Related Business and Employment in NH Rockingham District 16 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	7	60
Museums	7	60
Performing Arts	19	141
Music	7	21
Theater	1	10
Services & Facilities	11	110
Visual Arts/Photography	81	241
Crafts	8	17
Visual Arts	6	8
Photography	51	174
Services	16	42
Film, Radio and TV	20	131
Motion Pictures	18	60
Television	1	70
Radio	1	1
Design and Publishing	49	343
Architecture	16	123
Design	19	96
Advertising	14	124
Arts Schools and Services	7	19
Arts Councils	1	5
Arts Schools and Instruction	6	14
GRAND TOTAL	183	935

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

www.AmericansForTheArts.org



Arts-Related Business and Employment in NH Rockingham District 16 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	8	7	-12.50%	56	60	7.14%
Museums	7	7	0.00%	55	60	9.09%
Historical Society	1	0	-100.00%	1	0	-100.00%
Performing Arts	18	19	5.56%	142	141	-0.70%
Music	7	7	0.00%	30	21	-30.00%
Theater	1	1	0.00%	10	10	0.00%
Services & Facilities	10	11	10.00%	102	110	7.84%
Visual Arts/Photography	70	81	15.71%	236	241	2.12%
Crafts	7	8	14.29%	15	17	13.33%
Visual Arts	5	6	20.00%	6	8	33.33%
Photography	44	51	15.91%	171	174	1.75%
Services	14	16	14.29%	44	42	-4.55%
Film, Radio and TV	19	20	5.26%	124	131	5.65%
Motion Pictures	15	18	20.00%	48	60	25.00%
Television	2	1	-50.00%	74	70	-5.41%
Radio	2	1	-50.00%	2	1	-50.00%
Design and Publishing	47	49	4.26%	273	343	25.64%
Architecture	18	16	-11.11%	83	123	48.19%
Design	19	19	0.00%	142	96	-32.39%
Advertising	10	14	40.00%	48	124	158.33%
Arts Schools and Services	7	7	0.00%	18	19	5.56%
Arts Councils	1	1	0.00%	5	5	0.00%
Arts Schools and Instruction	6	6	0.00%	13	14	7.69%
GRAND TOTAL	169	183	8.28%	849	935	10.13%

Data Source: D&B January 2008 & January 2007

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