

## The Creative Industries in NJ House District 35

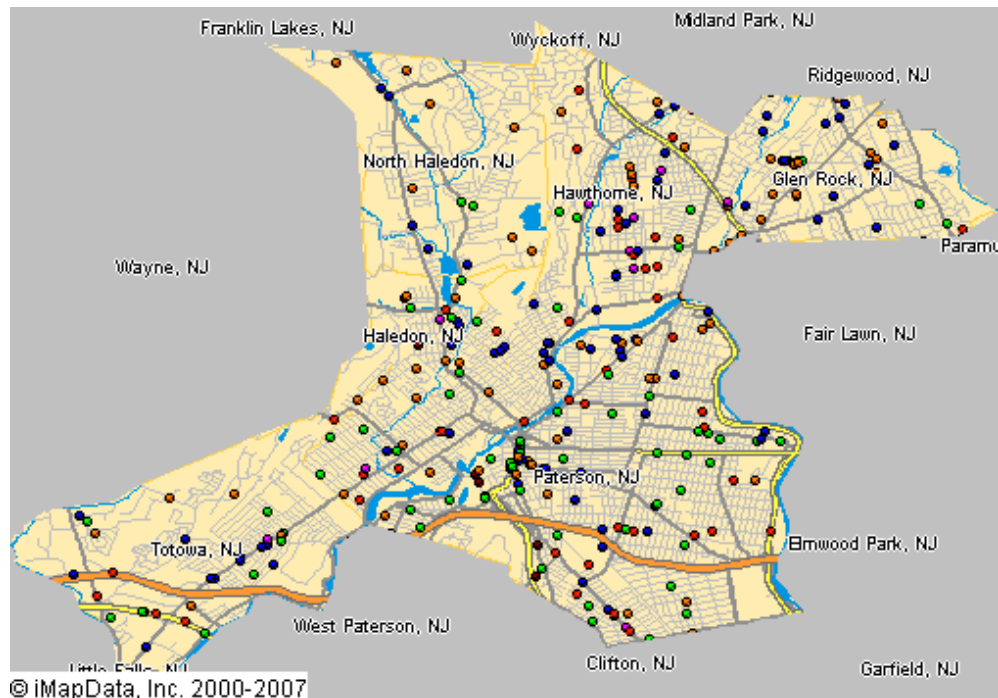
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NJ House District 35**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, 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, NJ House District 35 is home to 302 arts-related businesses that employ 1,319 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 **NJ House District 35**, with each dot representing an arts-centric business.

### 302 Arts-Related Businesses in NJ House District 35 Employ 1,319 People

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





## Arts-Related Business and Employment in NJ House District 35 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>6</b>	<b>23</b>
Museums	4	15
Historical Society	2	8
<b>Performing Arts</b>	<b>72</b>	<b>285</b>
Music	41	197
Services & Facilities	13	47
Performers	18	41
<b>Visual Arts/Photography</b>	<b>87</b>	<b>471</b>
Crafts	11	93
Visual Arts	2	2
Photography	60	136
Services	14	240
<b>Film, Radio and TV</b>	<b>49</b>	<b>208</b>
Motion Pictures	39	161
Television	2	27
Radio	8	20
<b>Design and Publishing</b>	<b>77</b>	<b>300</b>
Architecture	21	139
Design	37	62
Advertising	19	99
<b>Arts Schools and Services</b>	<b>11</b>	<b>32</b>
Arts Schools and Instruction	11	32
<b>GRAND TOTAL</b>	<b>302</b>	<b>1,319</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 NJ House District 35 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
<b>Museums and Collections</b>	<b>6</b>	<b>6</b>	<b>0.00%</b>	<b>23</b>	<b>23</b>	<b>0.00%</b>
Museums	4	4	0.00%	15	15	0.00%
Historical Society	2	2	0.00%	8	8	0.00%
<b>Performing Arts</b>	<b>65</b>	<b>72</b>	<b>10.77%</b>	<b>223</b>	<b>285</b>	<b>27.80%</b>
Music	36	41	13.89%	127	197	55.12%
Services & Facilities	11	13	18.18%	43	47	9.30%
Performers	18	18	0.00%	53	41	-22.64%
<b>Visual Arts/Photography</b>	<b>83</b>	<b>87</b>	<b>4.82%</b>	<b>391</b>	<b>471</b>	<b>20.46%</b>
Crafts	12	11	-8.33%	95	93	-2.11%
Visual Arts	3	2	-33.33%	3	2	-33.33%
Photography	57	60	5.26%	127	136	7.09%
Services	11	14	27.27%	166	240	44.58%
<b>Film, Radio and TV</b>	<b>42</b>	<b>49</b>	<b>16.67%</b>	<b>171</b>	<b>208</b>	<b>21.64%</b>
Motion Pictures	35	39	11.43%	156	161	3.21%
Television	1	2	100.00%	1	27	2600.00%
Radio	6	8	33.33%	14	20	42.86%
<b>Design and Publishing</b>	<b>69</b>	<b>77</b>	<b>11.59%</b>	<b>222</b>	<b>300</b>	<b>35.14%</b>
Architecture	18	21	16.67%	132	139	5.30%
Design	32	37	15.63%	52	62	19.23%
Advertising	19	19	0.00%	38	99	160.53%
<b>Arts Schools and Services</b>	<b>10</b>	<b>11</b>	<b>10.00%</b>	<b>42</b>	<b>32</b>	<b>-23.81%</b>
Arts Schools and Instruction	9	11	22.22%	27	32	18.52%
Agents	1	0	-100.00%	15	0	-1500.00%
<b>GRAND TOTAL</b>	<b>275</b>	<b>302</b>	<b>9.82%</b>	<b>1,072</b>	<b>1,319</b>	<b>23.04%</b>

Data Source: D&B January 2008 & January 2007

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