



## The Creative Industries in NJ State Senate District 19

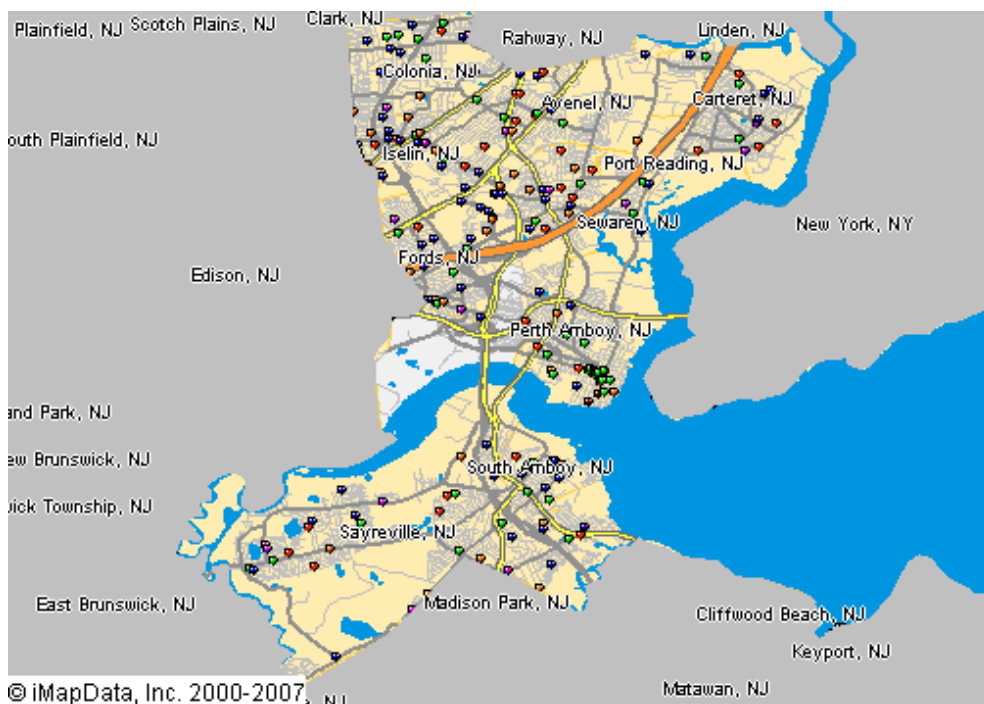
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NJ State Senate District 19**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 State Senate District 19 is home to 263 arts-related businesses that employ 1,042 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 State Senate District 19**, with each dot representing an arts-centric business.

### 263 Arts-Related Businesses in NJ State Senate District 19 Employ 1,042 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 State Senate District 19 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>2</b>	<b>3</b>
Museums	2	3
<b>Performing Arts</b>	<b>66</b>	<b>165</b>
Music	29	86
Theater	1	3
Services & Facilities	14	33
Performers	22	43
<b>Visual Arts/Photography</b>	<b>83</b>	<b>317</b>
Crafts	12	115
Visual Arts	3	6
Photography	54	99
Services	14	97
<b>Film, Radio and TV</b>	<b>49</b>	<b>122</b>
Motion Pictures	40	109
Television	5	2
Radio	4	11
<b>Design and Publishing</b>	<b>45</b>	<b>356</b>
Architecture	11	59
Design	16	61
Publishing	2	2
Advertising	16	234
<b>Arts Schools and Services</b>	<b>18</b>	<b>79</b>
Arts Schools and Instruction	14	68
Agents	4	11
<b>GRAND TOTAL</b>	<b>263</b>	<b>1,042</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 NJ State Senate District 19 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
<b>Museums and Collections</b>	<b>2</b>	<b>2</b>	<b>0.00%</b>	<b>3</b>	<b>3</b>	<b>0.00%</b>
Museums	2	2	0.00%	3	3	0.00%
<b>Performing Arts</b>	<b>55</b>	<b>66</b>	<b>20.00%</b>	<b>170</b>	<b>165</b>	<b>-2.94%</b>
Music	23	29	26.09%	100	86	-14.00%
Theater	0	1	100.00%	0	3	300.00%
Services & Facilities	13	14	7.69%	25	33	32.00%
Performers	19	22	15.79%	45	43	-4.44%
<b>Visual Arts/Photography</b>	<b>74</b>	<b>83</b>	<b>12.16%</b>	<b>312</b>	<b>317</b>	<b>1.60%</b>
Crafts	11	12	9.09%	115	115	0.00%
Visual Arts	2	3	50.00%	5	6	20.00%
Photography	51	54	5.88%	105	99	-5.71%
Services	10	14	40.00%	87	97	11.49%
<b>Film, Radio and TV</b>	<b>38</b>	<b>49</b>	<b>28.95%</b>	<b>84</b>	<b>122</b>	<b>45.24%</b>
Motion Pictures	34	40	17.65%	82	109	32.93%
Television	2	5	150.00%	0	2	200.00%
Radio	2	4	100.00%	2	11	450.00%
<b>Design and Publishing</b>	<b>37</b>	<b>45</b>	<b>21.62%</b>	<b>328</b>	<b>356</b>	<b>8.54%</b>
Architecture	8	11	37.50%	20	59	195.00%
Design	12	16	33.33%	81	61	-24.69%
Publishing	2	2	0.00%	2	2	0.00%
Advertising	15	16	6.67%	225	234	4.00%
<b>Arts Schools and Services</b>	<b>15</b>	<b>18</b>	<b>20.00%</b>	<b>54</b>	<b>79</b>	<b>46.30%</b>
Arts Schools and Instruction	12	14	16.67%	48	68	41.67%
Agents	3	4	33.33%	6	11	83.33%
<b>GRAND TOTAL</b>	<b>221</b>	<b>263</b>	<b>19.00%</b>	<b>951</b>	<b>1,042</b>	<b>9.57%</b>

Data Source: D&B January 2008 & January 2007

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