

The Creative Industries in NJ State Senate District 22

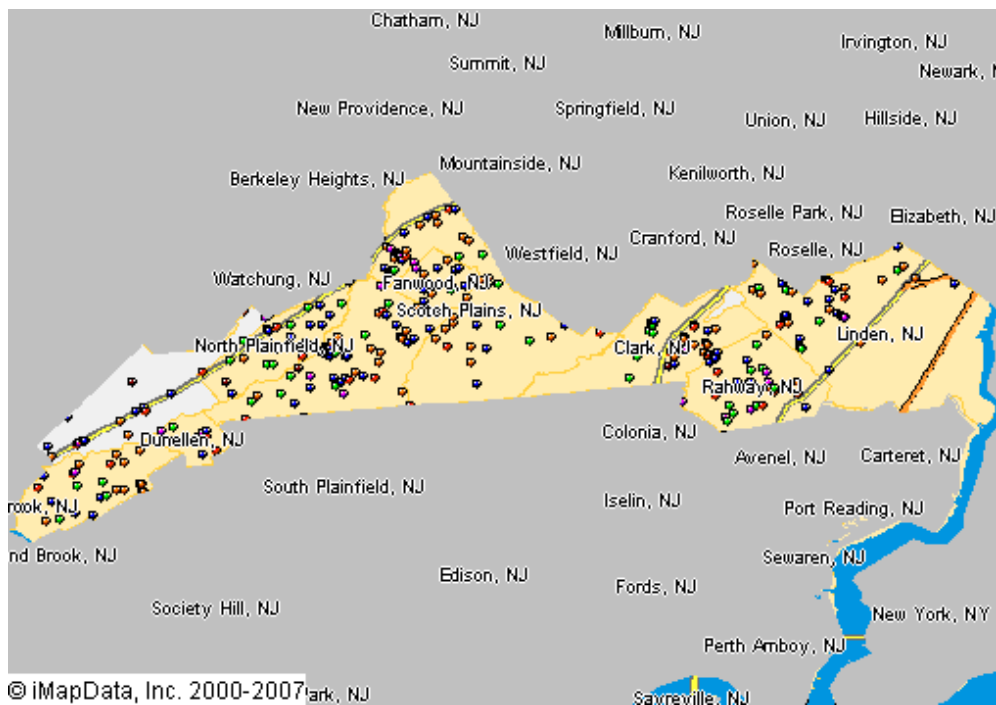
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NJ State Senate District 22**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 22 is home to 381 arts-related businesses that employ 1,149 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 22**, with each dot representing an arts-centric business.

381 Arts-Related Businesses in NJ State Senate District 22 Employ 1,149 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 22 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	6	18
Museums	4	14
Zoos and Botanical	1	2
Historical Society	1	2
Performing Arts	84	213
Music	40	89
Theater	2	18
Services & Facilities	13	64
Performers	29	42
Visual Arts/Photography	116	345
Crafts	17	54
Visual Arts	12	28
Photography	75	221
Services	12	42
Film, Radio and TV	44	129
Motion Pictures	36	118
Television	3	3
Radio	5	8
Design and Publishing	99	302
Architecture	24	77
Design	46	99
Publishing	1	4
Advertising	28	122
Arts Schools and Services	32	142
Arts Councils	1	2
Arts Schools and Instruction	29	127
Agents	2	13
GRAND TOTAL	381	1,149

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 NJ State Senate District 22 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	6	6	0.00%	15	18	20.00%
Museums	4	4	0.00%	11	14	27.27%
Zoos and Botanical	1	1	0.00%	2	2	0.00%
Historical Society	1	1	0.00%	2	2	0.00%
Performing Arts	72	84	16.67%	192	213	10.94%
Music	32	40	25.00%	69	89	28.99%
Theater	2	2	0.00%	18	18	0.00%
Services & Facilities	13	13	0.00%	62	64	3.23%
Performers	25	29	16.00%	43	42	-2.33%
Visual Arts/Photography	107	116	8.41%	297	345	16.16%
Crafts	15	17	13.33%	46	54	17.39%
Visual Arts	11	12	9.09%	27	28	3.70%
Photography	68	75	10.29%	182	221	21.43%
Services	13	12	-7.69%	42	42	0.00%
Film, Radio and TV	40	44	10.00%	136	129	-5.15%
Motion Pictures	35	36	2.86%	125	118	-5.60%
Television	1	3	200.00%	0	3	300.00%
Radio	4	5	25.00%	11	8	-27.27%
Design and Publishing	85	99	16.47%	270	302	11.85%
Architecture	21	24	14.29%	78	77	-1.28%
Design	41	46	12.20%	77	99	28.57%
Publishing	0	1	100.00%	0	4	400.00%
Advertising	23	28	21.74%	115	122	6.09%
Arts Schools and Services	31	32	3.23%	121	142	17.36%
Arts Councils	1	1	0.00%	2	2	0.00%
Arts Schools and Instruction	28	29	3.57%	113	127	12.39%
Agents	2	2	0.00%	6	13	116.67%
GRAND TOTAL	341	381	11.73%	1,031	1,149	11.45%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org