



## The Creative Industries in NJ State Senate District 23

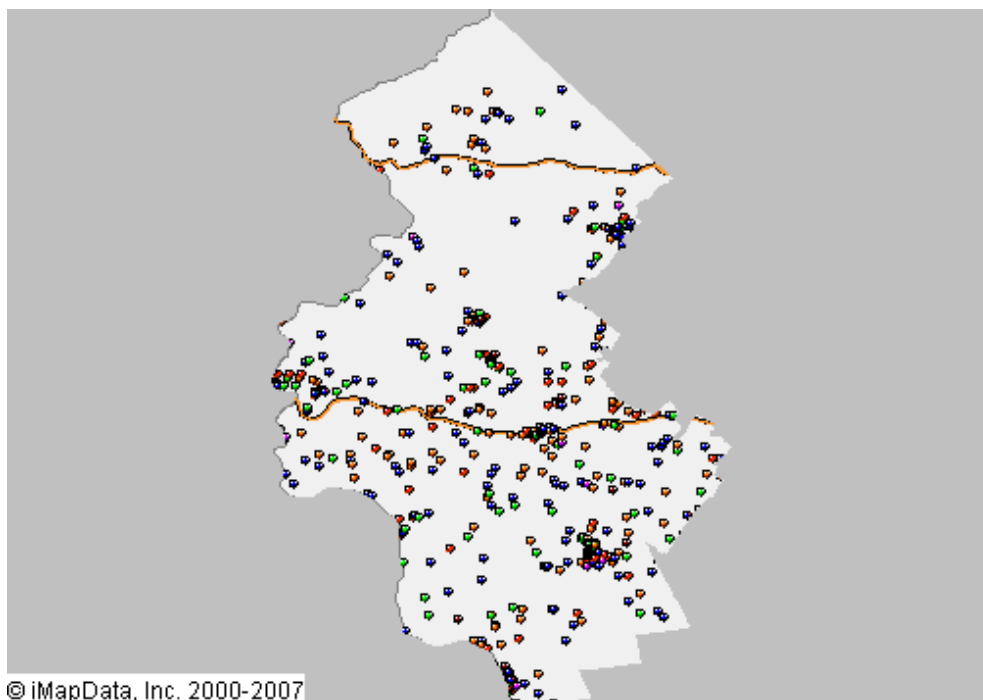
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NJ State Senate District 23**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 23 is home to 633 arts-related businesses that employ 1,795 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 23**, with each dot representing an arts-centric business.

### 633 Arts-Related Businesses in NJ State Senate District 23 Employ 1,795 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 23 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>17</b>	<b>63</b>
Museums	15	60
Historical Society	2	3
<b>Performing Arts</b>	<b>100</b>	<b>271</b>
Music	51	105
Theater	2	4
Dance	1	1
Services & Facilities	18	101
Performers	28	60
<b>Visual Arts/Photography</b>	<b>225</b>	<b>581</b>
Crafts	18	53
Visual Arts	30	70
Photography	128	331
Services	49	127
<b>Film, Radio and TV</b>	<b>71</b>	<b>296</b>
Motion Pictures	56	254
Television	4	21
Radio	11	21
<b>Design and Publishing</b>	<b>194</b>	<b>479</b>
Architecture	52	167
Design	99	160
Publishing	2	19
Advertising	41	133
<b>Arts Schools and Services</b>	<b>26</b>	<b>105</b>
Arts Councils	3	35
Arts Schools and Instruction	23	70
<b>GRAND TOTAL</b>	<b>633</b>	<b>1,795</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 23 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
<b>Museums and Collections</b>	<b>14</b>	<b>17</b>	<b>21.43%</b>	<b>57</b>	<b>63</b>	<b>10.53%</b>
Museums	13	15	15.38%	55	60	9.09%
Historical Society	1	2	100.00%	2	3	50.00%
<b>Performing Arts</b>	<b>95</b>	<b>100</b>	<b>5.26%</b>	<b>269</b>	<b>271</b>	<b>0.74%</b>
Music	49	51	4.08%	109	105	-3.67%
Theater	2	2	0.00%	6	4	-33.33%
Dance	1	1	0.00%	1	1	0.00%
Services & Facilities	19	18	-5.26%	103	101	-1.94%
Performers	24	28	16.67%	50	60	20.00%
<b>Visual Arts/Photography</b>	<b>216</b>	<b>225</b>	<b>4.17%</b>	<b>584</b>	<b>581</b>	<b>-0.51%</b>
Crafts	18	18	0.00%	49	53	8.16%
Visual Arts	27	30	11.11%	59	70	18.64%
Photography	127	128	0.79%	334	331	-0.90%
Services	44	49	11.36%	142	127	-10.56%
<b>Film, Radio and TV</b>	<b>66</b>	<b>71</b>	<b>7.58%</b>	<b>301</b>	<b>296</b>	<b>-1.66%</b>
Motion Pictures	55	56	1.82%	259	254	-1.93%
Television	4	4	0.00%	29	21	-27.59%
Radio	7	11	57.14%	13	21	61.54%
<b>Design and Publishing</b>	<b>170</b>	<b>194</b>	<b>14.12%</b>	<b>682</b>	<b>479</b>	<b>-29.77%</b>
Architecture	47	52	10.64%	303	167	-44.88%
Design	80	99	23.75%	129	160	24.03%
Publishing	2	2	0.00%	19	19	0.00%
Advertising	41	41	0.00%	231	133	-42.42%
<b>Arts Schools and Services</b>	<b>20</b>	<b>26</b>	<b>30.00%</b>	<b>88</b>	<b>105</b>	<b>19.32%</b>
Arts Councils	3	3	0.00%	35	35	0.00%
Arts Schools and Instruction	17	23	35.29%	53	70	32.08%
<b>GRAND TOTAL</b>	<b>581</b>	<b>633</b>	<b>8.95%</b>	<b>1,981</b>	<b>1,795</b>	<b>-9.39%</b>

Data Source: D&B January 2008 & January 2007

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