



The Creative Industries in NJ State Senate District 29

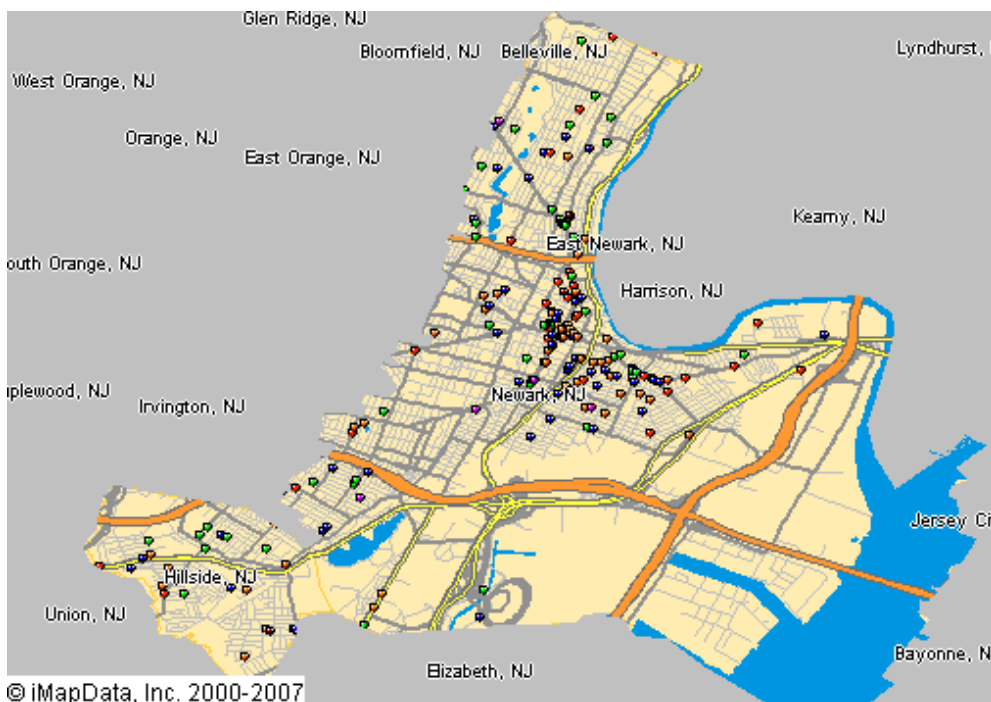
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NJ State Senate District 29**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 29 is home to 275 arts-related businesses that employ 2,330 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 29**, with each dot representing an arts-centric business.

275 Arts-Related Businesses in NJ State Senate District 29 Employ 2,330 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 29 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	5	277
Museums	4	274
Zoos and Botanical	1	3
Performing Arts	75	712
Music	35	233
Dance	1	4
Opera	1	5
Services & Facilities	14	399
Performers	24	71
Visual Arts/Photography	63	187
Crafts	9	49
Visual Arts	6	15
Photography	42	104
Services	6	19
Film, Radio and TV	41	259
Motion Pictures	35	192
Television	3	45
Radio	3	22
Design and Publishing	82	837
Architecture	38	280
Design	18	28
Publishing	3	251
Advertising	23	278
Arts Schools and Services	9	58
Arts Councils	1	5
Arts Schools and Instruction	8	53
GRAND TOTAL	275	2,330

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 29 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	5	5	0.00%	281	277	-1.42%
Museums	5	4	-20.00%	281	274	-2.49%
Zoos and Botanical	0	1	100.00%	0	3	300.00%
Performing Arts	63	75	19.05%	469	712	51.81%
Music	32	35	9.38%	205	233	13.66%
Dance	1	1	0.00%	4	4	0.00%
Opera	1	1	0.00%	5	5	0.00%
Services & Facilities	11	14	27.27%	191	399	108.90%
Performers	18	24	33.33%	64	71	10.94%
Visual Arts/Photography	61	63	3.28%	189	187	-1.06%
Crafts	8	9	12.50%	47	49	4.26%
Visual Arts	5	6	20.00%	16	15	-6.25%
Photography	44	42	-4.55%	111	104	-6.31%
Services	4	6	50.00%	15	19	26.67%
Film, Radio and TV	33	41	24.24%	254	259	1.97%
Motion Pictures	27	35	29.63%	187	192	2.67%
Television	3	3	0.00%	45	45	0.00%
Radio	3	3	0.00%	22	22	0.00%
Design and Publishing	63	82	30.16%	756	837	10.71%
Architecture	31	38	22.58%	230	280	21.74%
Design	11	18	63.64%	17	28	64.71%
Publishing	3	3	0.00%	252	251	-0.40%
Advertising	18	23	27.78%	257	278	8.17%
Arts Schools and Services	9	9	0.00%	66	58	-12.12%
Arts Councils	1	1	0.00%	5	5	0.00%
Arts Schools and Instruction	8	8	0.00%	61	53	-13.11%
GRAND TOTAL	234	275	17.52%	2,015	2,330	15.63%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org