

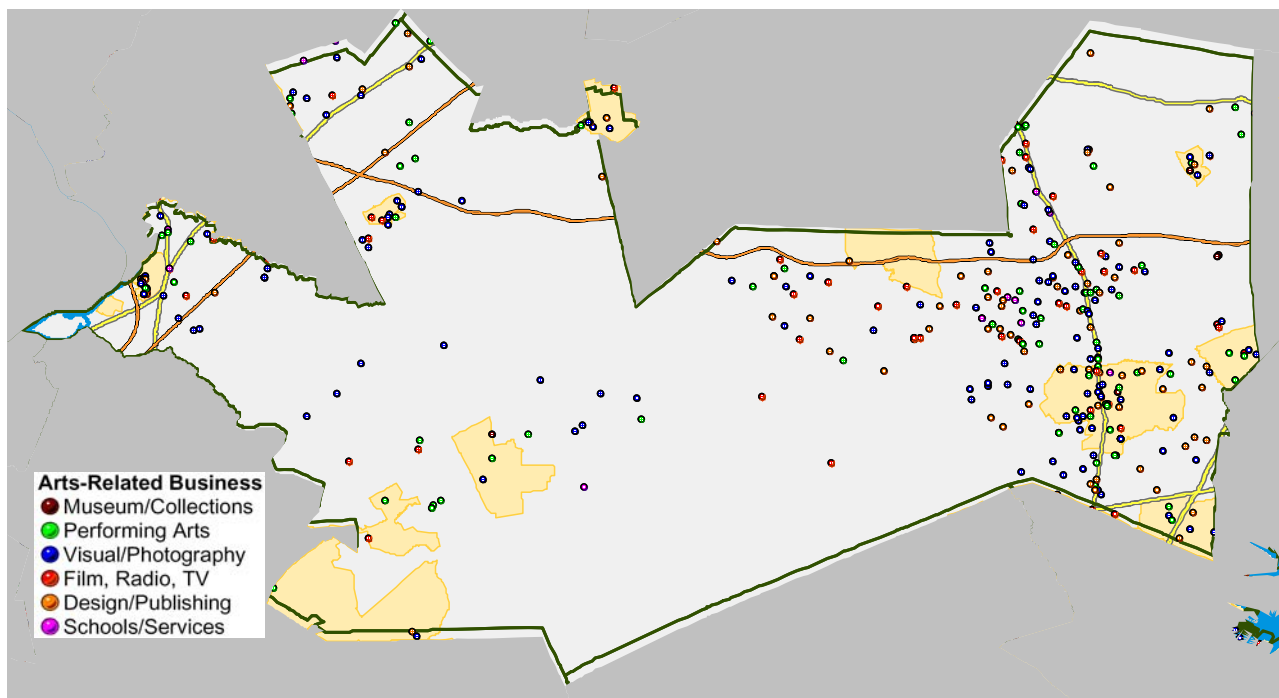
The Creative Industries in NJ State Senate District 30

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NJ State Senate District 30**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design 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—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 30 is home to 362 arts-related businesses that employ 930 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 30**, with each dot representing an arts-centric business.

362 Arts-Related Businesses in NJ State Senate District 30 Employ 930 People





Arts-Related Businesses and Employment in NJ State Senate District 30: 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	6	14
Museums	6	14
Performing Arts	79	206
Music	38	83
Theater	1	1
Services & Facilities	16	81
Performers	24	41
Visual Arts/Photography	132	367
Crafts	19	135
Visual Arts	13	16
Photography	75	161
Services	25	55
Film, Radio and TV	48	121
Motion Pictures	33	92
Television	5	13
Radio	10	16
Design and Publishing	82	190
Architecture	14	39
Design	46	88
Publishing	4	9
Advertising	18	54
Arts Schools and Services	15	32
Arts Schools and Instruction	15	32
GRAND TOTAL	362	930

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.



Trends in NJ State Senate District 30 Arts-Related Businesses and Employment: 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	5	6	20.00%	7	14	100.00%
Museums	5	6	20.00%	7	14	100.00%
Performing Arts	67	79	17.91%	155	206	32.90%
Music	29	38	31.03%	73	83	13.70%
Theater	1	1	0.00%	1	1	0.00%
Services & Facilities	15	16	6.67%	43	81	88.37%
Performers	22	24	9.09%	38	41	7.89%
Visual Arts/Photography	126	132	4.76%	353	367	3.97%
Crafts	20	19	-5.00%	138	135	-2.17%
Visual Arts	11	13	18.18%	12	16	33.33%
Photography	75	75	0.00%	154	161	4.55%
Services	20	25	25.00%	49	55	12.24%
Film, Radio and TV	49	48	-2.04%	129	121	-6.20%
Motion Pictures	35	33	-5.71%	97	92	-5.15%
Television	4	5	25.00%	11	13	18.18%
Radio	10	10	0.00%	21	16	-23.81%
Design and Publishing	72	82	13.89%	205	190	-7.32%
Architecture	14	14	0.00%	34	39	14.71%
Design	37	46	24.32%	110	88	-20.00%
Publishing	4	4	0.00%	9	9	0.00%
Advertising	17	18	5.88%	52	54	3.85%
Arts Schools and Services	13	15	15.38%	29	32	10.34%
Arts Schools and Instruction	12	15	25.00%	27	32	18.52%
Agents	1	0	-100.00%	2	0	-200.00%
GRAND TOTAL	332	362	9.04%	878	930	5.92%