



The Creative Industries in NC State House District 102

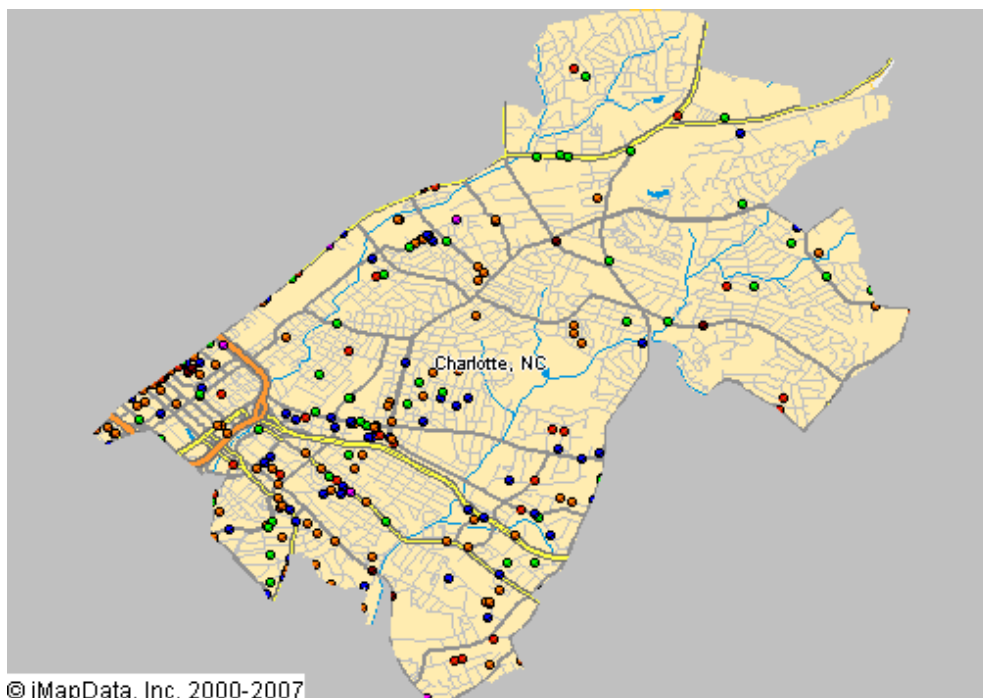
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NC State House District 102**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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, NC State House District 102 is home to 270 arts-related businesses that employ 1,304 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 **NC State House District 102**, with each dot representing an arts-centric business.

270 Arts-Related Businesses in NC State House District 102 Employ 1,304 People

- Arts-Related Business**
- Museum/Collections
 - Performing Arts
 - Visual/Photography
 - Film, Radio, TV
 - Design/Publishing
 - Arts Schools/Services





Arts-Related Business and Employment in NC State House District 102 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	8	121
Museums	7	119
Zoos and Botanical	1	2
Performing Arts	54	190
Music	28	81
Theater	2	5
Dance	1	18
Opera	1	16
Services & Facilities	12	58
Performers	10	12
Visual Arts/Photography	67	190
Crafts	1	5
Visual Arts	5	14
Photography	47	122
Services	14	49
Film, Radio and TV	33	198
Motion Pictures	24	72
Television	4	116
Radio	5	10
Design and Publishing	100	532
Architecture	38	302
Design	37	90
Publishing	2	3
Advertising	23	137
Arts Schools and Services	8	73
Arts Schools and Instruction	8	73
GRAND TOTAL	270	1,304

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 NC State House District 102 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	4	8	100.00%	62	121	95.16%
Museums	4	7	75.00%	62	119	91.94%
Zoos and Botanical	0	1	100.00%	0	2	200.00%
Performing Arts	38	54	42.11%	158	190	20.25%
Music	21	28	33.33%	69	81	17.39%
Theater	1	2	100.00%	3	5	66.67%
Dance	1	1	0.00%	18	18	0.00%
Opera	1	1	0.00%	16	16	0.00%
Services & Facilities	9	12	33.33%	43	58	34.88%
Performers	5	10	100.00%	9	12	33.33%
Visual Arts/Photography	61	67	9.84%	183	190	3.83%
Crafts	1	1	0.00%	5	5	0.00%
Visual Arts	6	5	-16.67%	13	14	7.69%
Photography	41	47	14.63%	114	122	7.02%
Services	13	14	7.69%	51	49	-3.92%
Film, Radio and TV	32	33	3.13%	217	198	-8.76%
Motion Pictures	25	24	-4.00%	93	72	-22.58%
Television	4	4	0.00%	122	116	-4.92%
Radio	3	5	66.67%	2	10	400.00%
Design and Publishing	73	100	36.99%	426	532	24.88%
Architecture	28	38	35.71%	262	302	15.27%
Design	25	37	48.00%	61	90	47.54%
Publishing	1	2	100.00%	2	3	50.00%
Advertising	19	23	21.05%	101	137	35.64%
Arts Schools and Services	8	8	0.00%	73	73	0.00%
Arts Schools and Instruction	8	8	0.00%	73	73	0.00%
GRAND TOTAL	216	270	25.00%	1,119	1,304	16.53%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org