



The Creative Industries in NC State House District 103

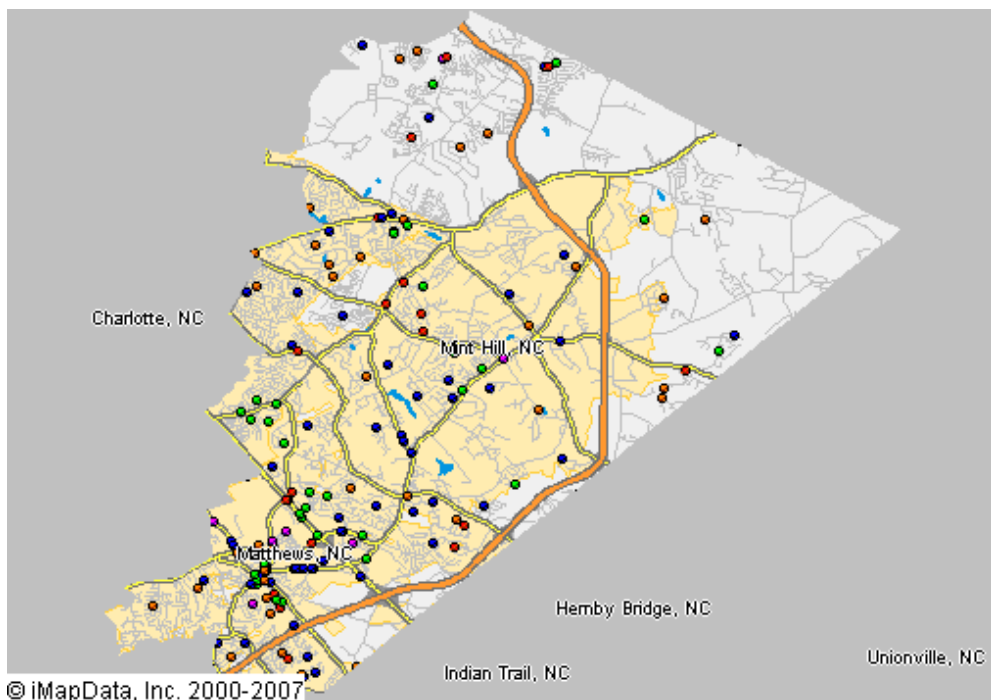
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NC State House District 103**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 103 is home to 182 arts-related businesses that employ 1,239 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 103**, with each dot representing an arts-centric business.

182 Arts-Related Businesses in NC State House District 103 Employ 1,239 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 103 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Performing Arts	36	183
Music	19	71
Theater	1	25
Services & Facilities	6	32
Performers	10	55
Visual Arts/Photography	65	726
Crafts	8	19
Visual Arts	3	4
Photography	45	585
Services	9	118
Film, Radio and TV	24	198
Motion Pictures	21	196
Television	1	0
Radio	2	2
Design and Publishing	47	111
Architecture	7	27
Design	25	51
Advertising	15	33
Arts Schools and Services	10	21
Arts Schools and Instruction	10	21
GRAND TOTAL	182	1,239

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

www.AmericansForTheArts.org



Arts-Related Business and Employment in NC State House District 103 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Performing Arts	32	36	12.50%	166	183	10.24%
Music	14	19	35.71%	55	71	29.09%
Theater	1	1	0.00%	25	25	0.00%
Services & Facilities	10	6	-40.00%	37	32	-13.51%
Performers	7	10	42.86%	49	55	12.24%
Visual Arts/Photography	57	65	14.04%	796	726	-8.79%
Crafts	6	8	33.33%	13	19	46.15%
Visual Arts	4	3	-25.00%	6	4	-33.33%
Photography	39	45	15.38%	670	585	-12.69%
Services	8	9	12.50%	107	118	10.28%
Film, Radio and TV	21	24	14.29%	198	198	0.00%
Motion Pictures	19	21	10.53%	193	196	1.55%
Television	1	1	0.00%	4	0	-100.00%
Radio	1	2	100.00%	1	2	100.00%
Design and Publishing	39	47	20.51%	92	111	20.65%
Architecture	6	7	16.67%	19	27	42.11%
Design	21	25	19.05%	45	51	13.33%
Advertising	12	15	25.00%	28	33	17.86%
Arts Schools and Services	7	10	42.86%	16	21	31.25%
Arts Schools and Instruction	7	10	42.86%	16	21	31.25%
GRAND TOTAL	156	182	16.67%	1,268	1,239	-2.29%

Data Source: D&B January 2008 & January 2007

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