



The Creative Industries in NC State House District 107

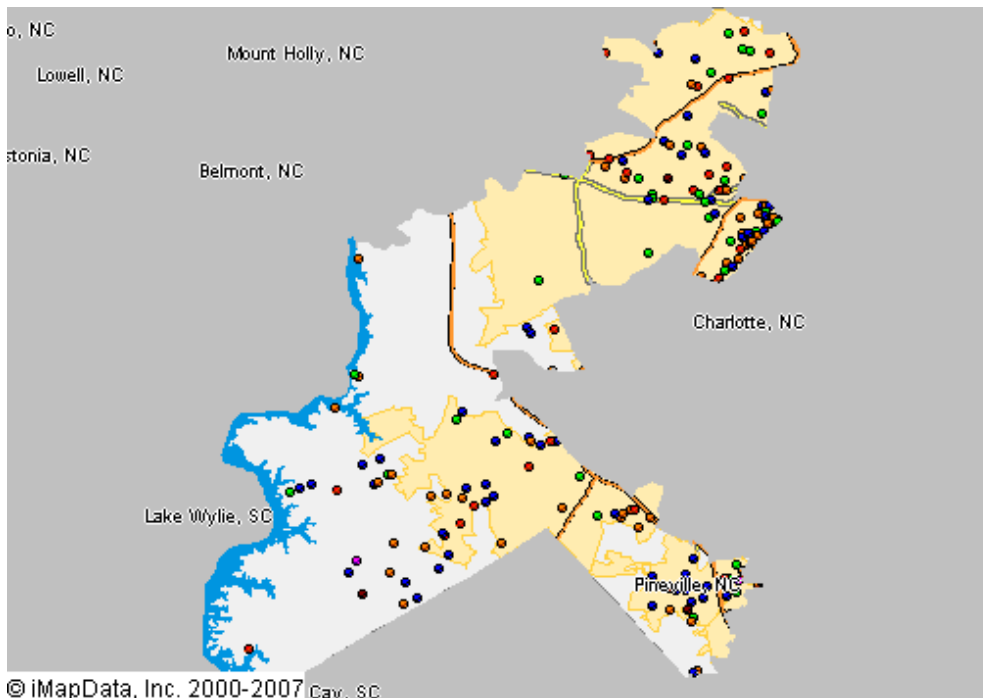
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NC State House District 107**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 107 is home to 256 arts-related businesses that employ 2,064 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 107**, with each dot representing an arts-centric business.

256 Arts-Related Businesses in NC State House District 107 Employ 2,064 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 107 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	3	18
Museums	1	1
Zoos and Botanical	1	12
Historical Society	1	5
Performing Arts	40	499
Music	19	398
Services & Facilities	9	64
Performers	12	37
Visual Arts/Photography	92	385
Crafts	6	37
Visual Arts	8	14
Photography	64	295
Services	14	39
Film, Radio and TV	36	430
Motion Pictures	27	72
Television	5	351
Radio	4	7
Design and Publishing	80	623
Architecture	15	82
Design	45	169
Publishing	1	2
Advertising	19	370
Arts Schools and Services	5	109
Arts Councils	1	99
Arts Schools and Instruction	3	8
Agents	1	2
GRAND TOTAL	256	2,064

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 107 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	4	3	-25.00%	23	18	-21.74%
Museums	2	1	-50.00%	5	1	-80.00%
Zoos and Botanical	1	1	0.00%	12	12	0.00%
Historical Society	1	1	0.00%	6	5	-16.67%
Performing Arts	24	40	66.67%	312	499	59.94%
Music	12	19	58.33%	259	398	53.67%
Services & Facilities	5	9	80.00%	30	64	113.33%
Performers	7	12	71.43%	23	37	60.87%
Visual Arts/Photography	91	92	1.10%	403	385	-4.47%
Crafts	6	6	0.00%	37	37	0.00%
Visual Arts	7	8	14.29%	13	14	7.69%
Photography	65	64	-1.54%	306	295	-3.59%
Services	13	14	7.69%	47	39	-17.02%
Film, Radio and TV	35	36	2.86%	427	430	0.70%
Motion Pictures	28	27	-3.57%	69	72	4.35%
Television	6	5	-16.67%	357	351	-1.68%
Radio	1	4	300.00%	1	7	600.00%
Design and Publishing	65	80	23.08%	730	623	-14.66%
Architecture	14	15	7.14%	80	82	2.50%
Design	34	45	32.35%	284	169	-40.49%
Publishing	0	1	100.00%	0	2	200.00%
Advertising	17	19	11.76%	366	370	1.09%
Arts Schools and Services	5	5	0.00%	11	109	890.91%
Arts Councils	1	1	0.00%	1	99	9800.00%
Arts Schools and Instruction	3	3	0.00%	8	8	0.00%
Agents	1	1	0.00%	2	2	0.00%
GRAND TOTAL	224	256	14.29%	1,906	2,064	8.29%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org