

The Creative Industries in NC State House District 108

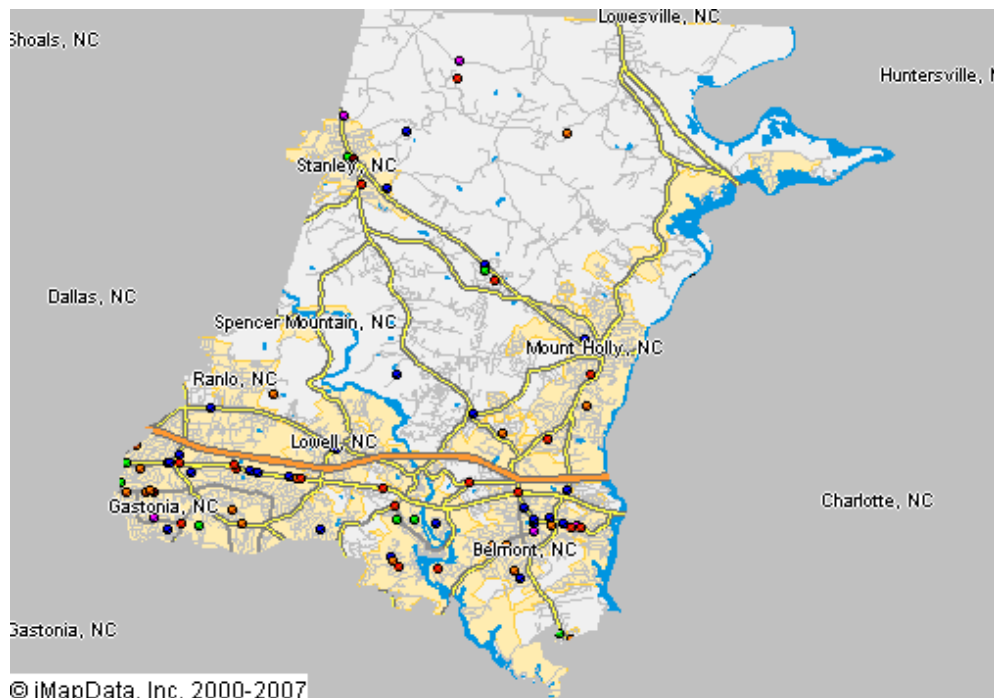
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NC State House District 108**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 108 is home to 91 arts-related businesses that employ 364 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 108**, with each dot representing an arts-centric business.

91 Arts-Related Businesses in NC State House District 108 Employ 364 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 108 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	3	33
Museums	3	33
Performing Arts	12	21
Music	6	12
Services & Facilities	3	4
Performers	3	5
Visual Arts/Photography	29	128
Crafts	4	19
Visual Arts	2	7
Photography	14	20
Services	9	82
Film, Radio and TV	18	94
Motion Pictures	17	93
Radio	1	1
Design and Publishing	21	72
Architecture	3	6
Design	15	34
Publishing	1	30
Advertising	2	2
Arts Schools and Services	8	16
Arts Schools and Instruction	8	16
GRAND TOTAL	91	364

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 108 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	3	3	0.00%	33	33	0.00%
Museums	3	3	0.00%	33	33	0.00%
Performing Arts	12	12	0.00%	31	21	-32.26%
Music	7	6	-14.29%	21	12	-42.86%
Services & Facilities	3	3	0.00%	6	4	-33.33%
Performers	2	3	50.00%	4	5	25.00%
Visual Arts/Photography	25	29	16.00%	119	128	7.56%
Crafts	2	4	100.00%	14	19	35.71%
Visual Arts	2	2	0.00%	7	7	0.00%
Photography	13	14	7.69%	16	20	25.00%
Services	8	9	12.50%	82	82	0.00%
Film, Radio and TV	16	18	12.50%	102	94	-7.84%
Motion Pictures	15	17	13.33%	101	93	-7.92%
Radio	1	1	0.00%	1	1	0.00%
Design and Publishing	18	21	16.67%	65	72	10.77%
Architecture	3	3	0.00%	6	6	0.00%
Design	13	15	15.38%	29	34	17.24%
Publishing	1	1	0.00%	30	30	0.00%
Advertising	1	2	100.00%	0	2	200.00%
Arts Schools and Services	5	8	60.00%	13	16	23.08%
Arts Schools and Instruction	5	8	60.00%	13	16	23.08%
GRAND TOTAL	79	91	15.19%	363	364	0.28%

Data Source: D&B January 2008 & January 2007

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