



The Creative Industries in NC State House District 114

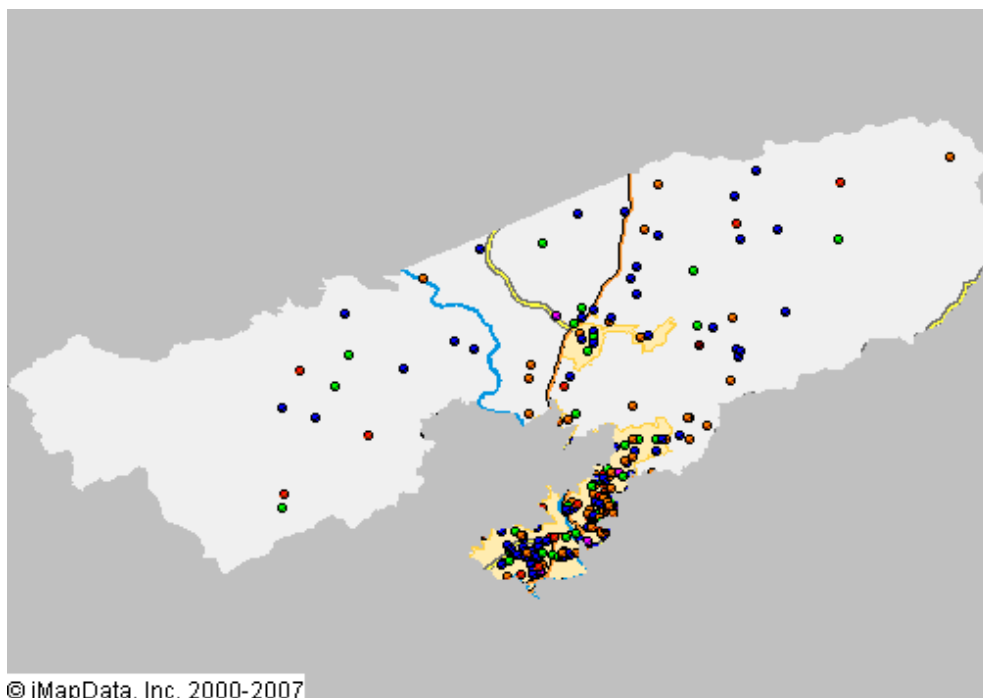
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NC State House District 114**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 114 is home to 260 arts-related businesses that employ 1,566 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 114**, with each dot representing an arts-centric business.

260 Arts-Related Businesses in NC State House District 114 Employ 1,566 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 114 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	6	51
Museums	5	48
Historical Society	1	3
Performing Arts	49	859
Music	30	817
Services & Facilities	10	23
Performers	9	19
Visual Arts/Photography	95	261
Crafts	17	110
Visual Arts	11	20
Photography	56	88
Services	11	43
Film, Radio and TV	27	57
Motion Pictures	22	50
Television	2	2
Radio	3	5
Design and Publishing	74	309
Architecture	29	114
Design	27	65
Publishing	3	10
Advertising	15	120
Arts Schools and Services	9	29
Arts Schools and Instruction	9	29
GRAND TOTAL	260	1,566

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 114 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	6	6	0.00%	50	51	2.00%
Museums	5	5	0.00%	48	48	0.00%
Historical Society	1	1	0.00%	2	3	50.00%
Performing Arts	42	49	16.67%	834	859	3.00%
Music	28	30	7.14%	803	817	1.74%
Services & Facilities	8	10	25.00%	16	23	43.75%
Performers	6	9	50.00%	15	19	26.67%
Visual Arts/Photography	82	95	15.85%	269	261	-2.97%
Crafts	14	17	21.43%	106	110	3.77%
Visual Arts	13	11	-15.38%	21	20	-4.76%
Photography	42	56	33.33%	71	88	23.94%
Services	13	11	-15.38%	71	43	-39.44%
Film, Radio and TV	29	27	-6.90%	59	57	-3.39%
Motion Pictures	22	22	0.00%	48	50	4.17%
Television	1	2	100.00%	2	2	0.00%
Radio	6	3	-50.00%	9	5	-44.44%
Design and Publishing	62	74	19.35%	282	309	9.57%
Architecture	27	29	7.41%	104	114	9.62%
Design	19	27	42.11%	51	65	27.45%
Publishing	3	3	0.00%	10	10	0.00%
Advertising	13	15	15.38%	117	120	2.56%
Arts Schools and Services	8	9	12.50%	26	29	11.54%
Arts Schools and Instruction	8	9	12.50%	26	29	11.54%
GRAND TOTAL	229	260	13.54%	1,520	1,566	3.03%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org