



The Creative Industries in NC State House District 115

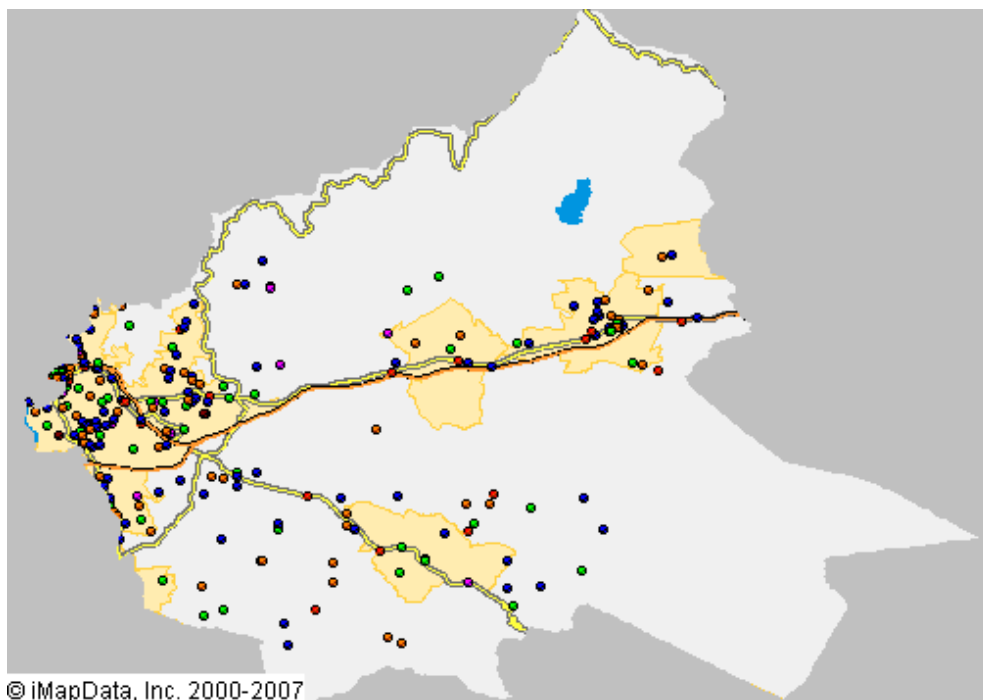
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NC State House District 115**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 115 is home to 332 arts-related businesses that employ 1,292 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 115**, with each dot representing an arts-centric business.

332 Arts-Related Businesses in NC State House District 115 Employ 1,292 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 115 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	8	41
Museums	8	41
Performing Arts	69	251
Music	36	100
Theater	2	18
Services & Facilities	20	83
Performers	11	50
Visual Arts/Photography	128	388
Crafts	19	67
Visual Arts	18	71
Photography	62	110
Services	29	140
Film, Radio and TV	27	314
Motion Pictures	22	103
Television	3	208
Radio	2	3
Design and Publishing	88	226
Architecture	31	112
Design	36	69
Publishing	3	12
Advertising	18	33
Arts Schools and Services	12	72
Arts Councils	1	15
Arts Schools and Instruction	10	56
Agents	1	1
GRAND TOTAL	332	1,292

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 115 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	7	8	14.29%	42	41	-2.38%
Museums	7	8	14.29%	42	41	-2.38%
Performing Arts	61	69	13.11%	210	251	19.52%
Music	32	36	12.50%	95	100	5.26%
Theater	2	2	0.00%	18	18	0.00%
Services & Facilities	19	20	5.26%	77	83	7.79%
Performers	8	11	37.50%	20	50	150.00%
Visual Arts/Photography	110	128	16.36%	344	388	12.79%
Crafts	18	19	5.56%	63	67	6.35%
Visual Arts	15	18	20.00%	41	71	73.17%
Photography	52	62	19.23%	104	110	5.77%
Services	25	29	16.00%	136	140	2.94%
Film, Radio and TV	21	27	28.57%	364	314	-13.74%
Motion Pictures	18	22	22.22%	101	103	1.98%
Television	3	3	0.00%	263	208	-20.91%
Radio	0	2	200.00%	0	3	300.00%
Design and Publishing	68	88	29.41%	197	226	14.72%
Architecture	27	31	14.81%	106	112	5.66%
Design	26	36	38.46%	55	69	25.45%
Publishing	2	3	50.00%	10	12	20.00%
Advertising	13	18	38.46%	26	33	26.92%
Arts Schools and Services	11	12	9.09%	54	72	33.33%
Arts Councils	0	1	100.00%	0	15	1500.00%
Arts Schools and Instruction	10	10	0.00%	53	56	5.66%
Agents	1	1	0.00%	1	1	0.00%
GRAND TOTAL	278	332	19.42%	1,211	1,292	6.69%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org