

## The Creative Industries in NC State House District 41

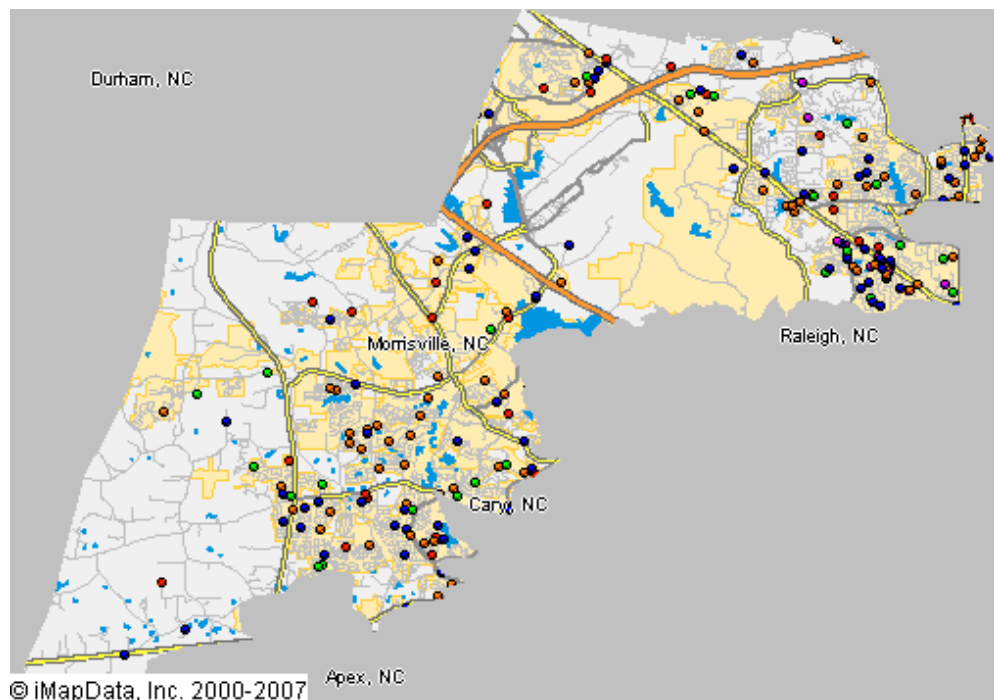
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NC State House District 41**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 41 is home to 231 arts-related businesses that employ 1,295 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 41**, with each dot representing an arts-centric business.

### 231 Arts-Related Businesses in NC State House District 41 Employ 1,295 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 41 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
<b>Performing Arts</b>	<b>28</b>	<b>120</b>
Music	15	95
Theater	2	3
Services & Facilities	6	12
Performers	5	10
<b>Visual Arts/Photography</b>	<b>77</b>	<b>360</b>
Crafts	11	53
Visual Arts	8	12
Photography	46	234
Services	12	61
<b>Film, Radio and TV</b>	<b>33</b>	<b>436</b>
Motion Pictures	27	124
Television	3	305
Radio	3	7
<b>Design and Publishing</b>	<b>83</b>	<b>364</b>
Architecture	8	63
Design	48	110
Publishing	2	2
Advertising	25	189
<b>Arts Schools and Services</b>	<b>10</b>	<b>15</b>
Arts Schools and Instruction	10	15
<b>GRAND TOTAL</b>	<b>231</b>	<b>1,295</b>

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](http://www.AmericansForTheArts.org/CreativeIndustries)

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## Arts-Related Business and Employment in NC State House District 41 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
<b>Museums and Collections</b>	<b>1</b>	<b>0</b>	<b>-100.00%</b>	<b>4</b>	<b>0</b>	<b>-400.00%</b>
Zoos and Botanical	1	0	-100.00%	4	0	-400.00%
<b>Performing Arts</b>	<b>27</b>	<b>28</b>	<b>3.70%</b>	<b>126</b>	<b>120</b>	<b>-4.76%</b>
Music	16	15	-6.25%	101	95	-5.94%
Theater	2	2	0.00%	3	3	0.00%
Services & Facilities	4	6	50.00%	12	12	0.00%
Performers	5	5	0.00%	10	10	0.00%
<b>Visual Arts/Photography</b>	<b>70</b>	<b>77</b>	<b>10.00%</b>	<b>277</b>	<b>360</b>	<b>29.96%</b>
Crafts	12	11	-8.33%	50	53	6.00%
Visual Arts	8	8	0.00%	11	12	9.09%
Photography	38	46	21.05%	154	234	51.95%
Services	12	12	0.00%	62	61	-1.61%
<b>Film, Radio and TV</b>	<b>32</b>	<b>33</b>	<b>3.13%</b>	<b>466</b>	<b>436</b>	<b>-6.44%</b>
Motion Pictures	27	27	0.00%	155	124	-20.00%
Television	3	3	0.00%	305	305	0.00%
Radio	2	3	50.00%	6	7	16.67%
<b>Design and Publishing</b>	<b>55</b>	<b>83</b>	<b>50.91%</b>	<b>208</b>	<b>364</b>	<b>75.00%</b>
Architecture	6	8	33.33%	48	63	31.25%
Design	31	48	54.84%	46	110	139.13%
Publishing	2	2	0.00%	2	2	0.00%
Advertising	16	25	56.25%	112	189	68.75%
<b>Arts Schools and Services</b>	<b>8</b>	<b>10</b>	<b>25.00%</b>	<b>11</b>	<b>15</b>	<b>36.36%</b>
Arts Schools and Instruction	8	10	25.00%	11	15	36.36%
<b>GRAND TOTAL</b>	<b>193</b>	<b>231</b>	<b>19.69%</b>	<b>1,092</b>	<b>1,295</b>	<b>18.59%</b>

Data Source: D&B January 2008 & January 2007

[www.AmericansForTheArts.org](http://www.AmericansForTheArts.org)