



The Creative Industries in NC State House District 56

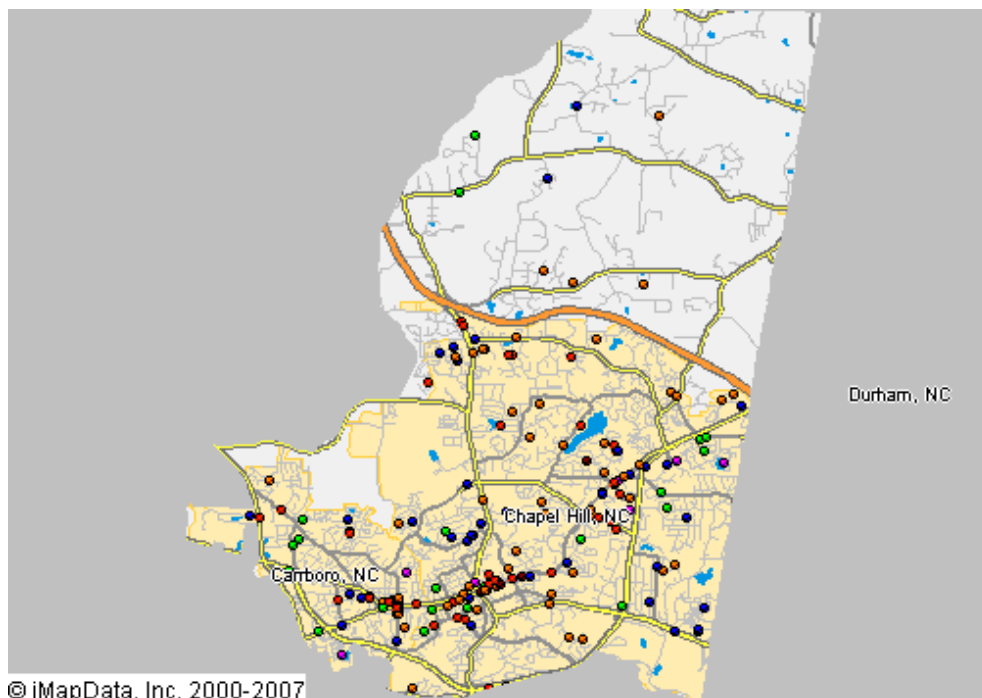
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NC State House District 56**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 56 is home to 228 arts-related businesses that employ 871 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 56**, with each dot representing an arts-centric business.

228 Arts-Related Businesses in NC State House District 56 Employ 871 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 56 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	7	55
Museums	5	13
Zoos and Botanical	1	30
Planetarium	1	12
Performing Arts	33	78
Music	24	55
Opera	1	1
Services & Facilities	6	19
Performers	2	3
Visual Arts/Photography	56	216
Crafts	3	6
Visual Arts	6	17
Photography	33	140
Services	14	53
Film, Radio and TV	48	241
Motion Pictures	41	205
Television	4	26
Radio	3	10
Design and Publishing	73	235
Architecture	29	95
Design	22	46
Publishing	5	30
Advertising	17	64
Arts Schools and Services	11	46
Arts Councils	1	2
Arts Schools and Instruction	9	43
Agents	1	1
GRAND TOTAL	228	871

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 56 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	6	7	16.67%	86	55	-36.05%
Museums	4	5	25.00%	44	13	-70.45%
Zoos and Botanical	1	1	0.00%	30	30	0.00%
Planetarium	1	1	0.00%	12	12	0.00%
Performing Arts	33	33	0.00%	98	78	-20.41%
Music	24	24	0.00%	65	55	-15.38%
Opera	0	1	100.00%	0	1	100.00%
Services & Facilities	8	6	-25.00%	31	19	-38.71%
Performers	1	2	100.00%	2	3	50.00%
Visual Arts/Photography	53	56	5.66%	221	216	-2.26%
Crafts	2	3	50.00%	3	6	100.00%
Visual Arts	6	6	0.00%	17	17	0.00%
Photography	30	33	10.00%	140	140	0.00%
Services	15	14	-6.67%	61	53	-13.11%
Film, Radio and TV	41	48	17.07%	230	241	4.78%
Motion Pictures	35	41	17.14%	199	205	3.02%
Television	3	4	33.33%	24	26	8.33%
Radio	3	3	0.00%	7	10	42.86%
Design and Publishing	62	73	17.74%	209	235	12.44%
Architecture	27	29	7.41%	89	95	6.74%
Design	18	22	22.22%	41	46	12.20%
Publishing	4	5	25.00%	28	30	7.14%
Advertising	13	17	30.77%	51	64	25.49%
Arts Schools and Services	11	11	0.00%	47	46	-2.13%
Arts Councils	1	1	0.00%	2	2	0.00%
Arts Schools and Instruction	9	9	0.00%	44	43	-2.27%
Agents	1	1	0.00%	1	1	0.00%
GRAND TOTAL	206	228	10.68%	891	871	-2.24%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org