



The Creative Industries in NC State House District 68

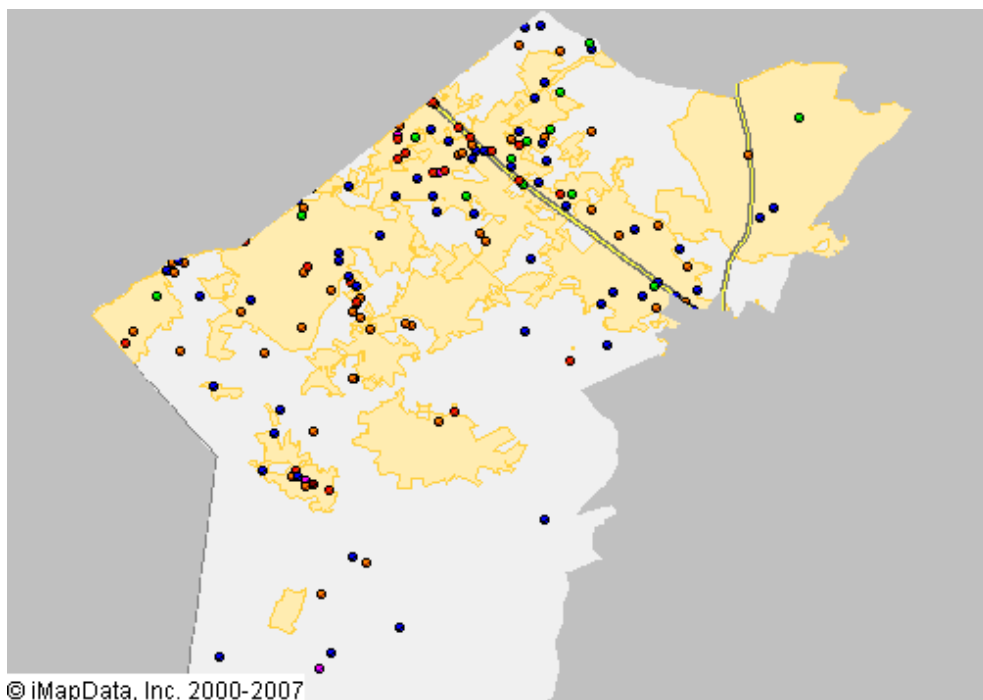
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NC State House District 68**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 68 is home to 152 arts-related businesses that employ 401 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 68**, with each dot representing an arts-centric business.

152 Arts-Related Businesses in NC State House District 68 Employ 401 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 68 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	1	22
Museums	1	22
Performing Arts	16	42
Music	8	16
Services & Facilities	2	4
Performers	6	22
Visual Arts/Photography	59	155
Crafts	10	49
Visual Arts	3	8
Photography	41	91
Services	5	7
Film, Radio and TV	19	52
Motion Pictures	13	32
Television	1	3
Radio	5	17
Design and Publishing	50	95
Architecture	5	8
Design	32	51
Publishing	1	2
Advertising	12	34
Arts Schools and Services	7	35
Arts Schools and Instruction	7	35
GRAND TOTAL	152	401

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 68 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	1	1	0.00%	19	22	15.79%
Museums	1	1	0.00%	19	22	15.79%
Performing Arts	15	16	6.67%	27	42	55.56%
Music	9	8	-11.11%	17	16	-5.88%
Services & Facilities	2	2	0.00%	4	4	0.00%
Performers	4	6	50.00%	6	22	266.67%
Visual Arts/Photography	48	59	22.92%	132	155	17.42%
Crafts	8	10	25.00%	34	49	44.12%
Visual Arts	2	3	50.00%	6	8	33.33%
Photography	33	41	24.24%	84	91	8.33%
Services	5	5	0.00%	8	7	-12.50%
Film, Radio and TV	16	19	18.75%	48	52	8.33%
Motion Pictures	12	13	8.33%	31	32	3.23%
Television	0	1	100.00%	0	3	300.00%
Radio	4	5	25.00%	17	17	0.00%
Design and Publishing	45	50	11.11%	88	95	7.95%
Architecture	3	5	66.67%	5	8	60.00%
Design	29	32	10.34%	51	51	0.00%
Publishing	1	1	0.00%	1	2	100.00%
Advertising	12	12	0.00%	31	34	9.68%
Arts Schools and Services	5	7	40.00%	33	35	6.06%
Arts Schools and Instruction	5	7	40.00%	33	35	6.06%
GRAND TOTAL	130	152	16.92%	347	401	15.56%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org