

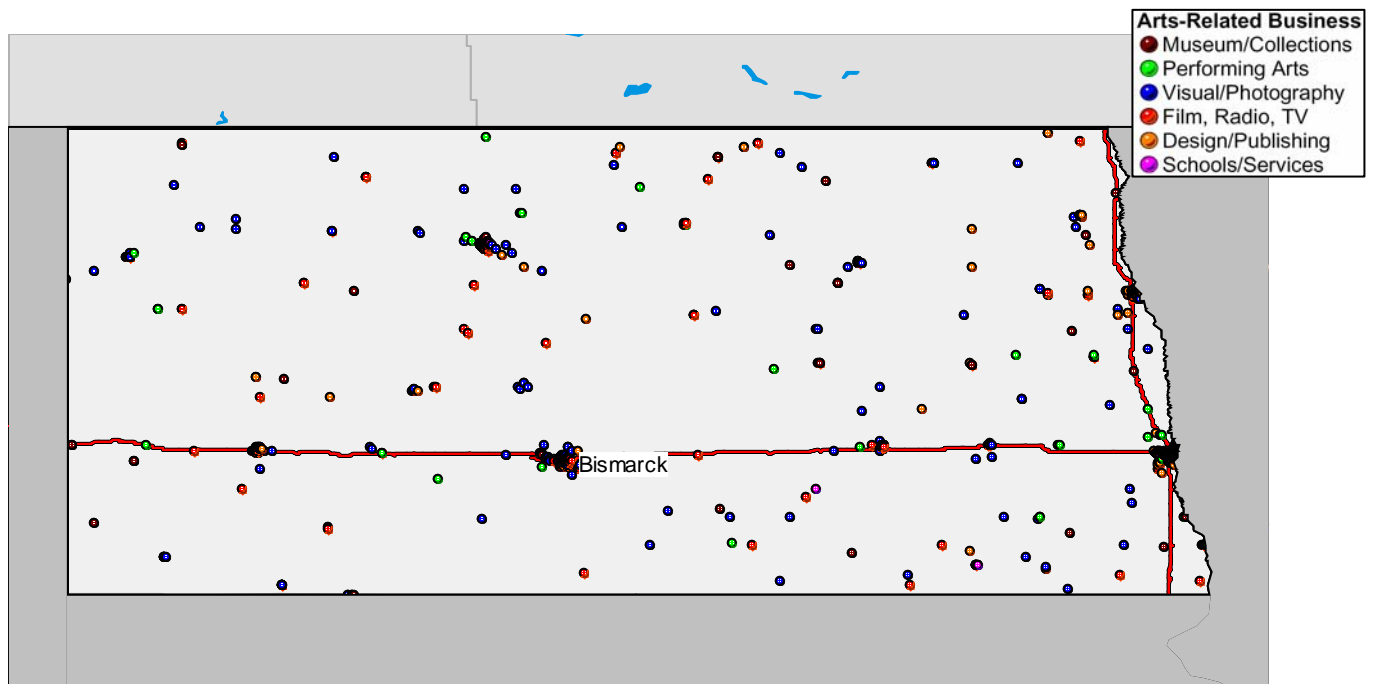
## The Creative Industries in North Dakota

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **North Dakota**. 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 548,000 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.9 million people—4.3 percent of all businesses and 2.2 percent of all employees. The creative industries have remained strong in comparison to business trends nationally. Between 2004 and 2006, a time when total number of U.S. businesses dropped 0.2 percent, arts businesses decreased just 0.12 percent. Similarly, while employment nationally fell 5.6 percent during the same time period, arts employment dipped just 3.7 percent. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S.

**As of January 2006, North Dakota is home to 1,033 arts-related businesses that employ 5,083 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 **North Dakota**, with each dot representing an arts-centric business.

### 1,033 Arts-Related Businesses in North Dakota Employ 5,083 People





## Arts-Related Businesses and Employment in North Dakota: 2006

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>59</b>	<b>337</b>
Museums	45	274
Zoos and Botanical	3	32
Historical Society	10	29
Planetarium	1	2
<b>Performing Arts</b>	<b>163</b>	<b>750</b>
Music	99	443
Theater	9	123
Services & Facilities	33	121
Performers	22	63
<b>Visual Arts/Photography</b>	<b>367</b>	<b>1,092</b>
Crafts	47	160
Visual Arts	24	80
Photography	214	652
Services	82	200
<b>Film, Radio and TV</b>	<b>176</b>	<b>1,402</b>
Motion Pictures	119	670
Television	26	618
Radio	31	114
<b>Design and Publishing</b>	<b>224</b>	<b>1,375</b>
Architecture	53	374
Design	78	153
Publishing	3	307
Advertising	90	541
<b>Arts Schools and Services</b>	<b>44</b>	<b>127</b>
Arts Councils	5	15
Arts Schools and Instruction	38	106
Agents	1	6
<b>GRAND TOTAL</b>	<b>1,033</b>	<b>5,083</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.

## Trends in North Dakota Arts-Related Businesses and Employment: 2004 to 2006

CATEGORY	BUSINESSES			EMPLOYEES		
	2004	2006	% Change	2004	2006	% Change
<b>Museums and Collections</b>	<b>45</b>	<b>59</b>	<b>31.11%</b>	<b>251</b>	<b>337</b>	<b>34.26%</b>
Museums	36	45	25.00%	210	274	30.48%
Zoos and Botanical	1	3	200.00%	25	32	28.00%
Historical Society	8	10	25.00%	16	29	81.25%
Planetarium	0	1	100.00%	0	2	200.00%
<b>Performing Arts</b>	<b>175</b>	<b>163</b>	<b>-6.86%</b>	<b>1,305</b>	<b>750</b>	<b>-42.53%</b>
Music	111	99	-10.81%	601	443	-26.29%
Theater	5	9	80.00%	89	123	38.20%
Services & Facilities	34	33	-2.94%	125	121	-3.20%
Performers	25	22	-12.00%	490	63	-87.14%
<b>Visual Arts/Photography</b>	<b>365</b>	<b>367</b>	<b>0.55%</b>	<b>1,220</b>	<b>1,092</b>	<b>-10.49%</b>
Crafts	43	47	9.30%	158	160	1.27%
Visual Arts	22	24	9.09%	62	80	29.03%
Photography	210	214	1.90%	737	652	-11.53%
Services	90	82	-8.89%	263	200	-23.95%
<b>Film, Radio and TV</b>	<b>187</b>	<b>176</b>	<b>-5.88%</b>	<b>1,426</b>	<b>1,402</b>	<b>-1.68%</b>
Motion Pictures	124	119	-4.03%	759	670	-11.73%
Television	29	26	-10.34%	507	618	21.89%
Radio	34	31	-8.82%	160	114	-28.75%
<b>Design and Publishing</b>	<b>210</b>	<b>224</b>	<b>6.67%</b>	<b>1,380</b>	<b>1,375</b>	<b>-0.36%</b>
Architecture	45	53	17.78%	320	374	16.88%
Design	67	78	16.42%	146	153	4.79%
Publishing	6	3	-50.00%	311	307	-1.29%
Advertising	92	90	-2.17%	603	541	-10.28%
<b>Arts Schools and Services</b>	<b>35</b>	<b>44</b>	<b>25.71%</b>	<b>78</b>	<b>127</b>	<b>62.82%</b>
Arts Councils	3	5	66.67%	13	15	15.38%
Arts Schools and Instruction	31	38	22.58%	62	106	70.97%
Agents	1	1	0.00%	3	6	100.00%
<b>GRAND TOTAL</b>	<b>1,017</b>	<b>1,033</b>	<b>1.57%</b>	<b>5,660</b>	<b>5,083</b>	<b>-10.19%</b>