

The Creative Industries in VA State House District 11

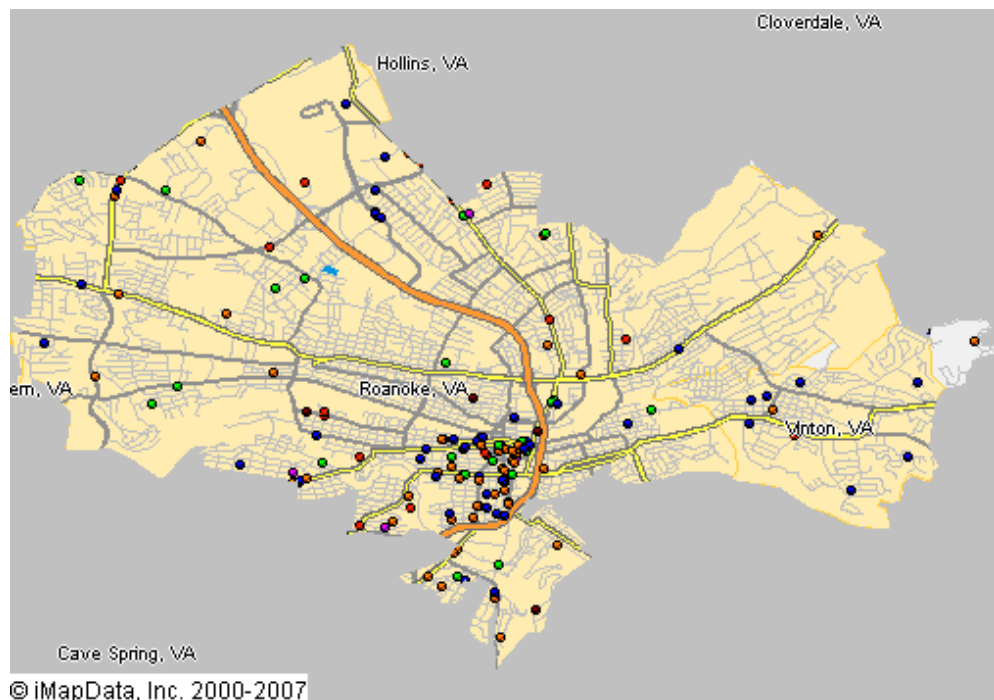
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **VA State House District 11**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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, VA State House District 11 is home to 179 arts-related businesses that employ 1,307 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 **VA State House District 11**, with each dot representing an arts-centric business.

179 Arts-Related Businesses in VA State House District 11 Employ 1,307 People

- Arts-Related Business**
- Museum/Collections
 - Performing Arts
 - Visual/Photography
 - Film, Radio, TV
 - Design/Publishing
 - Arts Schools/Services





Arts-Related Business and Employment in VA State House District 11 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	9	86
Museums	7	67
Zoos and Botanical	1	17
Historical Society	1	2
Performing Arts	28	192
Music	10	32
Theater	1	35
Services & Facilities	9	115
Performers	8	10
Visual Arts/Photography	55	310
Crafts	7	142
Visual Arts	10	22
Photography	31	89
Services	7	57
Film, Radio and TV	26	291
Motion Pictures	13	46
Television	9	243
Radio	4	2
Design and Publishing	56	408
Architecture	17	235
Design	18	64
Advertising	21	109
Arts Schools and Services	5	20
Arts Schools and Instruction	5	20
GRAND TOTAL	179	1,307

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 VA State House District 11 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	10	9	-10.00%	96	86	-10.42%
Museums	8	7	-12.50%	77	67	-12.99%
Zoos and Botanical	1	1	0.00%	17	17	0.00%
Historical Society	1	1	0.00%	2	2	0.00%
Performing Arts	25	28	12.00%	191	192	0.52%
Music	11	10	-9.09%	36	32	-11.11%
Theater	1	1	0.00%	35	35	0.00%
Services & Facilities	8	9	12.50%	114	115	0.88%
Performers	5	8	60.00%	6	10	66.67%
Visual Arts/Photography	52	55	5.77%	286	310	8.39%
Crafts	7	7	0.00%	142	142	0.00%
Visual Arts	9	10	11.11%	19	22	15.79%
Photography	28	31	10.71%	75	89	18.67%
Services	8	7	-12.50%	50	57	14.00%
Film, Radio and TV	19	26	36.84%	280	291	3.93%
Motion Pictures	8	13	62.50%	42	46	9.52%
Television	8	9	12.50%	236	243	2.97%
Radio	3	4	33.33%	2	2	0.00%
Design and Publishing	44	56	27.27%	281	408	45.20%
Architecture	14	17	21.43%	137	235	71.53%
Design	11	18	63.64%	49	64	30.61%
Advertising	19	21	10.53%	95	109	14.74%
Arts Schools and Services	2	5	150.00%	16	20	25.00%
Arts Schools and Instruction	2	5	150.00%	16	20	25.00%
GRAND TOTAL	152	179	17.76%	1,150	1,307	13.65%

Data Source: D&B January 2008 & January 2007

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