



The Creative Industries in VA State House District 48

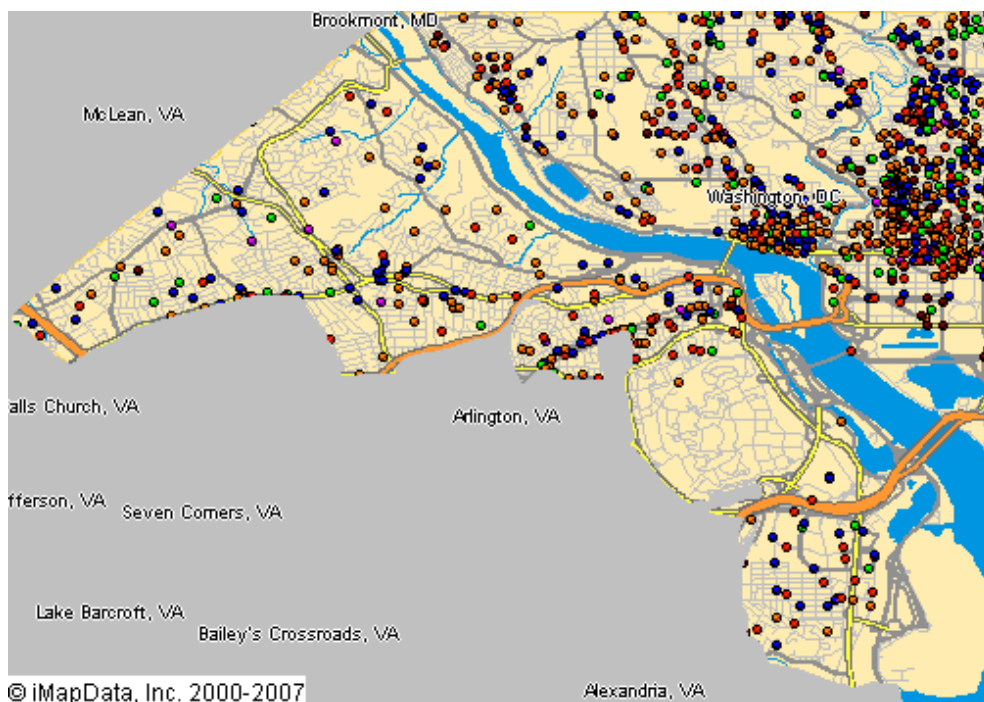
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **VA State House District 48**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 48 is home to 283 arts-related businesses that employ 3,596 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 48**, with each dot representing an arts-centric business.

283 Arts-Related Businesses in VA State House District 48 Employ 3,596 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 48 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	4	138
Museums	2	102
Zoos and Botanical	1	35
Historical Society	1	1
Performing Arts	30	1,247
Music	16	38
Theater	1	2
Services & Facilities	6	1,156
Performers	7	51
Visual Arts/Photography	82	242
Crafts	2	10
Visual Arts	8	27
Photography	61	168
Services	11	37
Film, Radio and TV	65	1,228
Motion Pictures	45	451
Television	12	770
Radio	8	7
Design and Publishing	94	721
Architecture	37	437
Design	36	96
Publishing	3	7
Advertising	18	181
Arts Schools and Services	8	20
Arts Councils	1	5
Arts Schools and Instruction	6	14
Agents	1	1
GRAND TOTAL	283	3,596

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 VA State House District 48 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	2	4	100.00%	135	138	2.22%
Museums	1	2	100.00%	100	102	2.00%
Zoos and Botanical	1	1	0.00%	35	35	0.00%
Historical Society	0	1	100.00%	0	1	100.00%
Performing Arts	29	30	3.45%	1,230	1,247	1.38%
Music	17	16	-5.88%	42	38	-9.52%
Theater	1	1	0.00%	2	2	0.00%
Services & Facilities	6	6	0.00%	1,156	1,156	0.00%
Performers	5	7	40.00%	30	51	70.00%
Visual Arts/Photography	77	82	6.49%	229	242	5.68%
Crafts	2	2	0.00%	10	10	0.00%
Visual Arts	6	8	33.33%	22	27	22.73%
Photography	58	61	5.17%	160	168	5.00%
Services	11	11	0.00%	37	37	0.00%
Film, Radio and TV	58	65	12.07%	939	1,228	30.78%
Motion Pictures	42	45	7.14%	420	451	7.38%
Television	7	12	71.43%	508	770	51.57%
Radio	9	8	-11.11%	11	7	-36.36%
Design and Publishing	84	94	11.90%	756	721	-4.63%
Architecture	32	37	15.63%	458	437	-4.59%
Design	30	36	20.00%	108	96	-11.11%
Publishing	3	3	0.00%	7	7	0.00%
Advertising	19	18	-5.26%	183	181	-1.09%
Arts Schools and Services	7	8	14.29%	19	20	5.26%
Arts Councils	1	1	0.00%	5	5	0.00%
Arts Schools and Instruction	5	6	20.00%	13	14	7.69%
Agents	1	1	0.00%	1	1	0.00%
GRAND TOTAL	257	283	10.12%	3,308	3,596	8.71%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org