



The Creative Industries in VA State House District 71

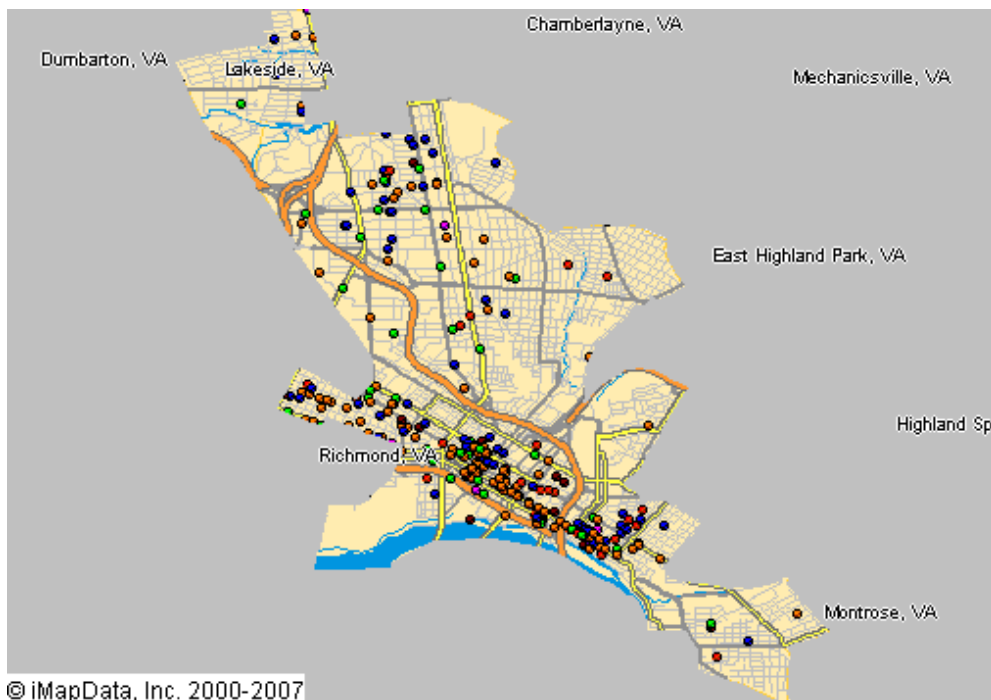
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **VA State House District 71**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 71 is home to 336 arts-related businesses that employ 1,989 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 71**, with each dot representing an arts-centric business.

336 Arts-Related Businesses in VA State House District 71 Employ 1,989 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 71 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	17	159
Museums	13	110
Historical Society	3	46
Planetarium	1	3
Performing Arts	48	441
Music	21	165
Theater	1	10
Dance	1	68
Services & Facilities	11	157
Performers	14	41
Visual Arts/Photography	90	225
Crafts	4	17
Visual Arts	16	30
Photography	64	167
Services	6	11
Film, Radio and TV	38	299
Motion Pictures	29	56
Television	5	153
Radio	4	90
Design and Publishing	134	813
Architecture	51	481
Design	40	116
Publishing	2	4
Advertising	41	212
Arts Schools and Services	9	52
Arts Schools and Instruction	9	52
GRAND TOTAL	336	1,989

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 71 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	16	17	6.25%	118	159	34.75%
Museums	12	13	8.33%	69	110	59.42%
Historical Society	3	3	0.00%	46	46	0.00%
Planetarium	1	1	0.00%	3	3	0.00%
Performing Arts	42	48	14.29%	481	441	-8.32%
Music	18	21	16.67%	159	165	3.77%
Theater	1	1	0.00%	10	10	0.00%
Dance	1	1	0.00%	68	68	0.00%
Services & Facilities	12	11	-8.33%	218	157	-27.98%
Performers	10	14	40.00%	26	41	57.69%
Visual Arts/Photography	85	90	5.88%	253	225	-11.07%
Crafts	5	4	-20.00%	22	17	-22.73%
Visual Arts	13	16	23.08%	22	30	36.36%
Photography	60	64	6.67%	196	167	-14.80%
Services	7	6	-14.29%	13	11	-15.38%
Film, Radio and TV	30	38	26.67%	300	299	-0.33%
Motion Pictures	23	29	26.09%	54	56	3.70%
Television	3	5	66.67%	152	153	0.66%
Radio	4	4	0.00%	94	90	-4.26%
Design and Publishing	123	134	8.94%	891	813	-8.75%
Architecture	47	51	8.51%	476	481	1.05%
Design	33	40	21.21%	109	116	6.42%
Publishing	3	2	-33.33%	5	4	-20.00%
Advertising	40	41	2.50%	301	212	-29.57%
Arts Schools and Services	6	9	50.00%	47	52	10.64%
Arts Schools and Instruction	6	9	50.00%	47	52	10.64%
GRAND TOTAL	302	336	11.26%	2,090	1,989	-4.83%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org