



The Creative Industries in VA State House District 85

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **VA State House District 85**. 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 85 is home to 139 arts-related businesses that employ 378 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 85**, with each dot representing an arts-centric business.

139 Arts-Related Businesses in VA State House District 85 Employ 378 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 85 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Performing Arts	32	86
Music	16	47
Services & Facilities	5	19
Performers	11	20
Visual Arts/Photography	39	104
Crafts	9	42
Visual Arts	6	6
Photography	23	53
Services	1	3
Film, Radio and TV	28	86
Motion Pictures	22	78
Television	2	2
Radio	4	6
Design and Publishing	34	82
Architecture	3	4
Design	19	31
Advertising	12	47
Arts Schools and Services	6	20
Arts Schools and Instruction	6	20
GRAND TOTAL	139	378

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 85 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Performing Arts	26	32	23.08%	82	86	4.88%
Music	14	16	14.29%	52	47	-9.62%
Services & Facilities	5	5	0.00%	19	19	0.00%
Performers	7	11	57.14%	11	20	81.82%
Visual Arts/Photography	33	39	18.18%	94	104	10.64%
Crafts	8	9	12.50%	37	42	13.51%
Visual Arts	5	6	20.00%	5	6	20.00%
Photography	19	23	21.05%	49	53	8.16%
Services	1	1	0.00%	3	3	0.00%
Film, Radio and TV	23	28	21.74%	87	86	-1.15%
Motion Pictures	19	22	15.79%	80	78	-2.50%
Television	1	2	100.00%	3	2	-33.33%
Radio	3	4	33.33%	4	6	50.00%
Design and Publishing	28	34	21.43%	46	82	78.26%
Architecture	3	3	0.00%	3	4	33.33%
Design	19	19	0.00%	28	31	10.71%
Advertising	6	12	100.00%	15	47	213.33%
Arts Schools and Services	6	6	0.00%	19	20	5.26%
Arts Schools and Instruction	6	6	0.00%	19	20	5.26%
GRAND TOTAL	116	139	19.83%	328	378	15.24%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org