

## The Creative Industries in Colorado Congressional District 4 U.S. Representative Cory Gardner

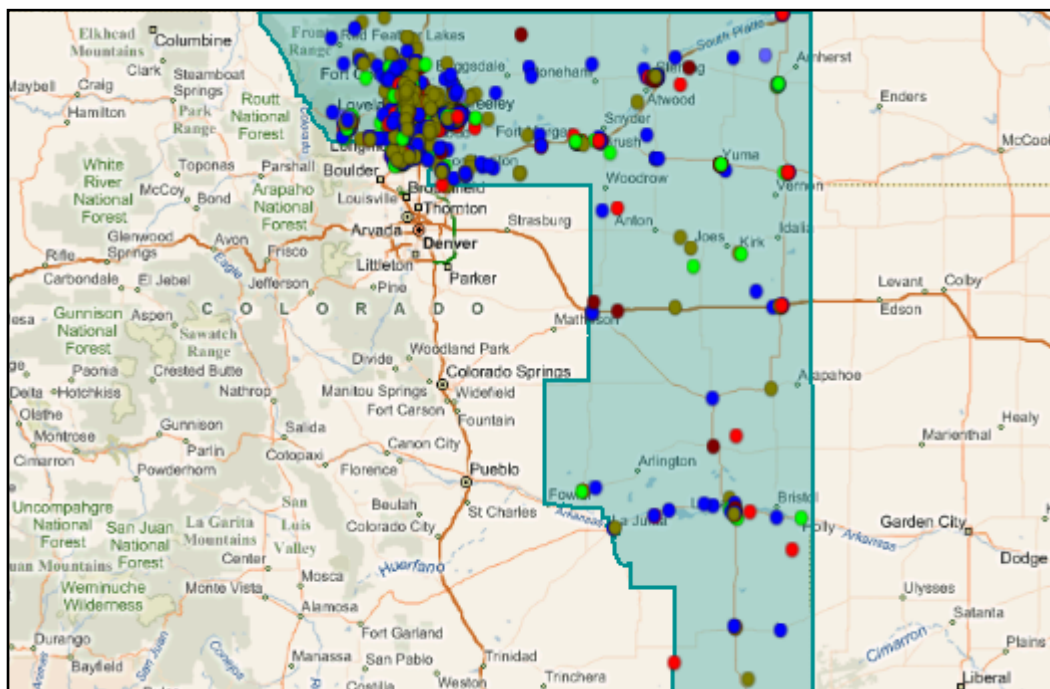
This Creative Industries report offers a research-based approach to understanding the scope and economic importance of the arts in **Colorado Congressional District 4**. The creative industries are composed of arts businesses that range from non-profit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. Arts businesses and the creative people they employ stimulate innovation in today's global marketplace.

Nationally, there are 756,007 businesses in the U.S. involved in the creation or distribution of the arts. They employ 2.99 million people, representing 4.14 percent of all businesses and 2.17 percent of all employees, respectively. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S.

**As of January 2011, Colorado Congressional District 4 is home to 2,210 arts-related businesses that employ 5,552 people.** These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ a creative workforce, 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 Colorado Congressional District 4, with each dot representing an arts-centric business. The creative industries account for **4.11 percent** of the 53,722 total businesses located in Colorado Congressional District 4 and **1.8 percent** of the 308,694 total people they employ.

### 2,210 Arts-Related Businesses in Colorado Congressional District 4 Employ 5,552 People

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



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## Arts-Related Businesses and Employment in Colorado Congressional District 4 (Data current as of January 2011)

2011

CATEGORY	BUSINESSES	EMPLOYEES
<b>Arts Schools and Services</b>	<b>55</b>	<b>218</b>
Agents	2	5
Arts Councils	4	6
Arts Schools and Instruction	49	207
<b>Design and Publishing</b>	<b>787</b>	<b>1,589</b>
Advertising	93	246
Architecture	91	300
Design	589	919
Publishing	14	124
<b>Film, Radio and TV</b>	<b>213</b>	<b>1,024</b>
Radio	22	119
Television	18	140
Motion Pictures	173	765
<b>Museums and Collections</b>	<b>48</b>	<b>232</b>
Zoos and Botanical	1	10
Historical Society	4	13
Museums	43	209
<b>Performing Arts</b>	<b>245</b>	<b>642</b>
Music	141	383
Theater	4	19
Services & Facilities	36	132
Performers (nec)	64	108
<b>Visual Arts/Photography</b>	<b>862</b>	<b>1,847</b>
Crafts	64	165
Photography	579	1,112
Visual Arts	100	209
Services	119	361
<b>GRAND TOTAL</b>	<b>2,210</b>	<b>5,552</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. For more information, maps, and to make sure you are included in our Creative Industries research, visit [www.AmericansForTheArts.org/sc/CreativeIndustries](http://www.AmericansForTheArts.org/sc/CreativeIndustries).