



2011

## The Creative Industries in North Carolina Congressional District 4 U.S. Representative David E Price

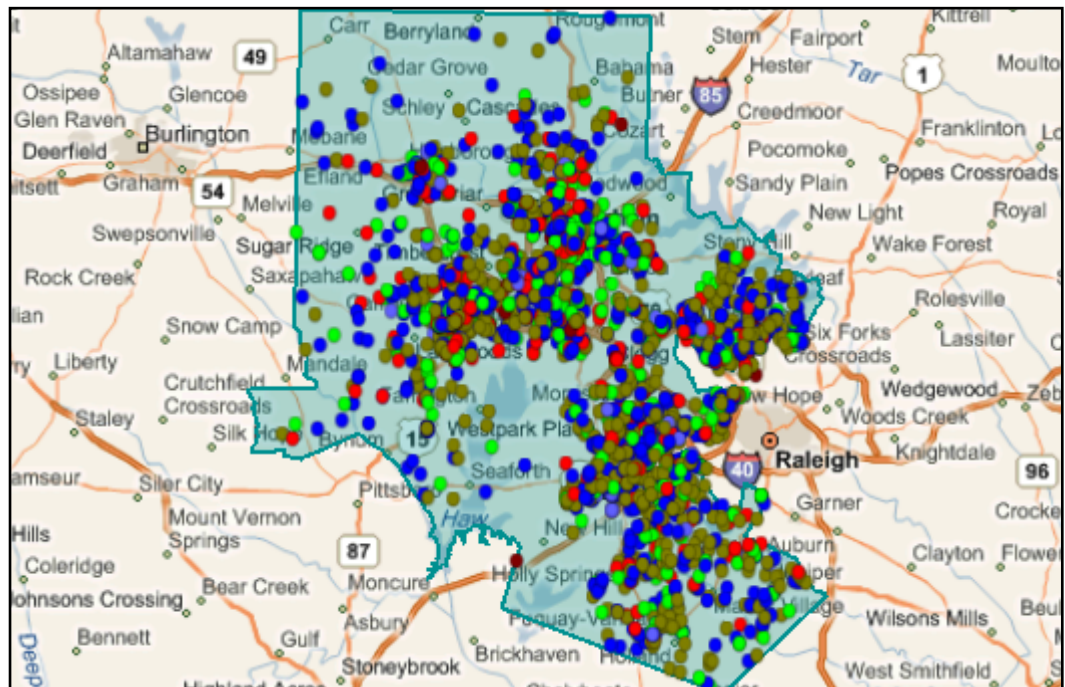
This Creative Industries report offers a research-based approach to understanding the scope and economic importance of the arts in **North Carolina Congressional District 4**. The creative industries are composed of arts businesses that range from non-profit museums, symphonies, and theaters to for-profit 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, North Carolina Congressional District 4 is home to 2,341 arts-related businesses that employ 7,948 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 North Carolina Congressional District 4, with each dot representing an arts-centric business. The creative industries account for **4.65 percent** of the 50,318 total businesses located in North Carolina Congressional District 4 and **1.82 percent** of the 437,267 total people they employ.

### 2,341 Arts-Related Businesses in North Carolina Congressional District 4 Employ 7,948 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 North Carolina Congressional District 4 (Data current as of January 2011)

2011

| CATEGORY                         | BUSINESSES   | EMPLOYEES    |
|----------------------------------|--------------|--------------|
| <b>Arts Schools and Services</b> | <b>71</b>    | <b>307</b>   |
| Agents                           | 4            | 13           |
| Arts Councils                    | 6            | 12           |
| Arts Schools and Instruction     | 61           | 282          |
| <b>Design and Publishing</b>     | <b>890</b>   | <b>2,692</b> |
| Advertising                      | 118          | 744          |
| Architecture                     | 162          | 881          |
| Design                           | 598          | 977          |
| Publishing                       | 12           | 90           |
| <b>Film, Radio and TV</b>        | <b>285</b>   | <b>1,891</b> |
| Radio                            | 32           | 82           |
| Television                       | 19           | 952          |
| Motion Pictures                  | 234          | 857          |
| <b>Museums and Collections</b>   | <b>27</b>    | <b>239</b>   |
| Zoos and Botanical               | 4            | 55           |
| Planetarium                      | 1            | 12           |
| Historical Society               | 3            | 9            |
| Museums                          | 19           | 163          |
| <b>Performing Arts</b>           | <b>381</b>   | <b>1,125</b> |
| Music                            | 181          | 576          |
| Theater                          | 4            | 6            |
| Services & Facilities            | 62           | 231          |
| Opera                            | 1            | 1            |
| Performers (nec)                 | 133          | 311          |
| <b>Visual Arts/Photography</b>   | <b>687</b>   | <b>1,694</b> |
| Crafts                           | 68           | 140          |
| Photography                      | 484          | 1,073        |
| Visual Arts                      | 66           | 230          |
| Services                         | 69           | 251          |
| <b>GRAND TOTAL</b>               | <b>2,341</b> | <b>7,948</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).