



NORTH CAROLINA
DEPARTMENT OF
**CULTURAL
RESOURCES**
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North Carolina's \$41 Billion Creative Industry Employs Nearly 300,000

Linda A. Carlisle, Secretary

Creative individuals and businesses contribute \$41.4 billion worth of products and services through more than 100 creative industries.

These enterprises can be grouped into three primary sub-clusters:

ARTS

artists, artisans, craftmakers and their distribution ecosystem including museums and fine arts schools

ENTERTAINMENT AND NEW MEDIA

theater, movies, video, film, music industry, software and internet publishers, archives and their suppliers

DESIGN

architects, designers, fashion apparel, advertising, and associated manufacturers

- The Creative Industry creates and sustains more than 293,000 jobs in North Carolina, or **5.54 percent of total state employment**.
- The Creative Industry sustains more than \$10 billion of employee compensation, greater than **4.9 percent of the state's total wages and benefits**.
- The market value of goods and services produced and sustained by North Carolina's Creative Industry is more than \$41.4 billion, or **5.86 percent of North Carolina's total production**.
- The non-profit and for-profit enterprises in the Creative Industry thrive through their symbiotic relationship, fostering and distributing original creative content.

| Economic Contributions of the Creative Industry in North Carolina | | | | |
|--|----------------|--------------------------|--------------------------|--------------------------|
| | Employment | Value Added | Employee Compensation | Output |
| Direct | 164,325 | \$ 11,136,921,703 | \$ 6,073,130,187 | \$ 25,626,336,024 |
| Indirect | 68,916 | \$ 4,605,990,886 | \$ 2,421,728,882 | \$ 9,150,639,452 |
| Induced | 60,235 | \$ 3,759,049,077 | \$ 1,833,043,501 | \$ 6,638,147,408 |
| Total | 293,475 | \$ 19,501,961,770 | \$ 10,327,902,546 | \$ 41,415,122,745 |
| | | | | |
| | Employment | Value Added | Employee Compensation | Output |
| IMPLAN Totals for North Carolina | 5,300,004 | \$ 367,155,013,000 | \$ 209,690,216,000 | \$ 706,978,256,000 |
| Creative Industry % of Total | 5.54% | 5.31% | 4.93% | 5.86% |

Creativity at Work

- The presence of creative professionals in a given county is the single most important factor associated with the amount that visitors will spend.
- The presence of creative workers is also strongly associated with rising household incomes.
- Counties with higher proportions of workers in arts-related occupations are more likely to retain current residents and attract new ones.
- The creative workforce provides a competitive edge to North Carolina products and services.
- Creative workers are found not only in cultural industries but also contribute to the success of other businesses.
- The people and companies who produce creative products and use creativity in their work include micro-enterprises, freelancers, and entrepreneurs, so the reported jobs are vastly underestimated.

READ MORE AT WWW.NCARTS.ORG/CREATIVE_ECONOMY »

| Creative Enterprise Principle | Industry Examples |
|---|--|
| Creation Originates artistic or cultural intellectual property | Design Services Architectural Services Independent Artists, Writers, and Performers Musical Groups and Artists Advertising Agencies |
| Production Produces art, culture or design-based goods or services | Jewelry and Glassware Manufacturing Record and Film Production Dance and Theater Companies Publishers of Books, Periodicals, News and Software Custom Architectural Woodwork Renovation and Remodeling Trades |
| Dissemination Delivers art, culture or design-based products to the public | Art and Antique Dealers Book Stores Broadcasting Motion Picture and Video Distribution Libraries and Archives Heritage Festivals |
| Inputs Materials, artifacts, supplies, parts or equipment used by other categories | Musical Instrument Manufacturing and Supplies Photographic Film Manufacturing Archaeology Research Agents and Managers |
| Support Infrastructure facilitating and providing services to the industry activity | Fine Arts Schools Museums Historic Sites Grantmaking and Civic Organizations |



The North Carolina Arts Council is a division of the Department of Cultural Resources. Cultural Resources serves more than 19 million people each year through three major areas: the Arts, the State Library, and Archives and History. Its mission is to enrich lives and communities. Cultural Resources creates opportunities to experience excellence in the arts, history, and libraries in North Carolina that will spark creativity, stimulate learning, preserve the state's history, and promote the creative economy.