

Creative North Carolina at Work



The creative economy provides jobs and attracts visitors.

An inviting arts center, gathering spots for food and conversation, historic buildings, welcoming cultural programs – these are hallmarks of the communities that drive the new economy. This kind of unique, authentic atmosphere attracts visitors, good companies and skilled workers interested in a high quality of life – which in turn leads to a self sustaining cycle of economic and cultural vitality. Creativity, creative industries, creative occupations and arts products are essential to successful communities in the 21st century.

The Creative Industry provides a competitive edge to North Carolina's economy.

- 50,000 creative establishments
- 139,000 creative workers
- 300,000 jobs
- 5.5% of the state's workforce
- \$119 million in government tax revenue
- \$25 per person spent by arts audiences
- Authentic North Carolina products and services rely on **Creative North Carolina.**

Creative Vitality Indicators comparing North Carolina to the nation and the South show strengths in creative occupational employment. Rural counties with a strong arts presence also show competitive indicators, as do the state's urban counties.

Creative workers are found not only in cultural industries but also contribute to the success of other businesses. The Creative Industry is comprised of a wide range of occupations—not only painters, potters and musicians—but also architects, designers, writers for new and traditional media, software developers and workers in the film industry. The nonprofit and commercial enterprises in the creative industry thrive through their symbiotic relationship, fostering and distributing original creative content.

Every community can develop and enhance its economic and cultural health by fostering creative vitality.

Around the country, civic leaders, economists, philanthropists, business leaders and arts community leaders are engaged in lively dialogue about the creative economy and how it impacts a region's overall economic and cultural health.

Nonprofit arts organizations and their audiences are an industry that supports jobs, generates government revenue and is a cornerstone of tourism.

The economic impact of this industry in North Carolina was \$1.24 billion in the national **Arts and Economic Prosperity IV** study conducted by Americans for the Arts in 2011.

Nonprofit cultural organizations in North Carolina spent \$659 million and their audiences spent \$582.5 million.

The national **Creative Vitality Index (CVI)** documents the vigor of creative employment and community participation in North Carolina.

- The creative economy is a tool for growth.
- Strong economic relationships connect the commercial sector and the nonprofit sector.
- Developing creative clusters, preserving arts space, creating cultural districts and promoting local assets drive economic development.
- Partnerships with community planners, industry leaders and tourism resources build creative networks.
- 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.

Read More about Creative North Carolina at http://www.ncarts.org/creative_economy



BUILDING THE CREATIVE VITALITY INDEX



Income of nonprofit arts organizations



Income of other nonprofit organizations with a record of arts activity



Per capita CD and bookstore sales



Per capita musical instrument and supply store sales



Per capita photography store sales



Performing Arts Participation

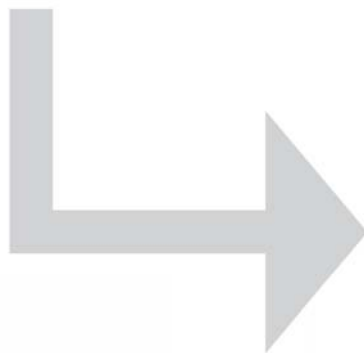


Art Gallery and Individual Artist Sales



Arts-related employment

Data collected from seven sources of community participation as well as arts-related employment information create the framework for the Creative Vitality Index.

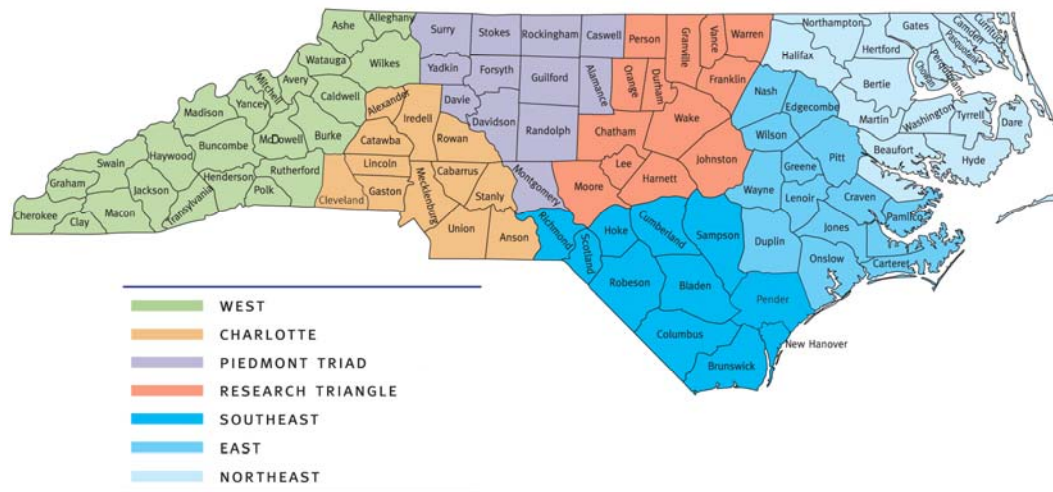


Creativity is at Work in North Carolina.

Workers and companies producing creative products, using creativity in their work and providing opportunities for consumers thrive in North Carolina.

Creative Vitality Index (CVI) 2011 measures spotlight some Creative Industry strengths:

- Nationally and regionally competitive markets for creative employment
- Artists and their agents continue to be drawn to the region
- Photography, Music, Book and Record sales competitive with the South
- Nationally competitive occupational strengths among Designers, Photographers, and Musicians
- A higher concentration of Librarians, Music Directors and Composers, and Set and Exhibit Designers than in the rest of the country
- 139,000 jobs in creative occupations measured nationally¹
- Nearly 3.5% percent job growth in national creative occupations from 2006-2011



¹ The Creative Vitality Index measures only jobs in creative occupations. The Creative Industry in North Carolina includes all jobs in establishments that create, produce, disseminate, supply and support original artistic and cultural products. Some Creative Industry jobs are not classified as creative occupations requiring creative and original thinking, and some creative occupation jobs are found in other industry sectors.
Source: Economic Modeling Specialists, Inc. (EMSI) through Western States Arts Federation (WESTAF).