

CREATIVE North Carolina 2012 Data Fact Sheet: *Creativity At Work* www.ncarts.org/creative_economy

Creative North Carolina includes

- Nonprofit arts, humanities and cultural organizations
- Audiences and cultural travelers
- Businesses producing innovative goods
- Artists, creative workers and entrepreneurs

Creative North Carolina contributes substantial returns on the state's investment. North Carolina's robust arts industry contributes to arts-driven economic development. Arts and culture programs strengthen the local economy. Communities build authentic products and services that attract visitors and retain jobs.

Spending by creative industry businesses and consumers pumps revenue into local restaurants, hotels, retail stores and transportation. Galleries, bookstores, performing arts events, museums, historic sites, photography stores and music stores are examples of creative venues that bring unique North Carolina experiences to residents and visitors.

North Carolina exemplifies the "creative class" theory that people are drawn to smART communities:

- Counties with higher proportions of workers in arts-related occupations are more likely to retain current residents and attract new ones.
- The presence of creative workers is strongly associated with rising household incomes.
- Visitors spend more in counties with higher numbers of creative professionals.
- Rich cultural traditions in craft and music are sustainable place-based economic development opportunities that cannot be outsourced.
- Creative design provides a competitive edge to manufacturing.
- Cultural programs draw new talent and keep skilled workers.

National research documents how much North Carolina's rich cultural heritage contributes - to both our quality of life and economic stability.

Creativity At Work

- Creative Industries are directly and indirectly responsible for almost 334,000 full time, part time, and sole proprietor jobs. This figure represents 6 percent of North Carolina's overall workforce.
- These creative industry jobs generate over \$13 billion in wages, salaries and benefits.
- Creative Industries in North Carolina generate nearly \$20 billion in revenues and more than \$8 billion in exports.
- Creative workers didn't lose jobs during the recession.
- The number of jobs in creative occupations increased by 8.4 percent from 2006-2012 to 139,294 total creative jobs. This figure represents 2.6 percent of the state's workforce.

Creativity Sparks Innovation

- Creative workers are found not only in cultural industries but also contribute to the success of other businesses.
- Non-profit and for-profit businesses in the creative industry thrive through a symbiotic relationship, fostering and distributing original creative content.
- The arts teach our children the skills needed to be successful in the 21st century workforce – innovation, imagination, critical thinking and collaboration.

Creativity Builds Community

- Nonprofit arts and culture are a \$1.24 billion industry in North Carolina.
- Audiences at nonprofit arts and culture programs spend an average of \$23.37 per person in the community beyond the cost of the event.
- Distinctive cultural assets thrive in both urban and rural areas.
- Community cultural assets attract and fuel the Creative Industry.

Data Sources

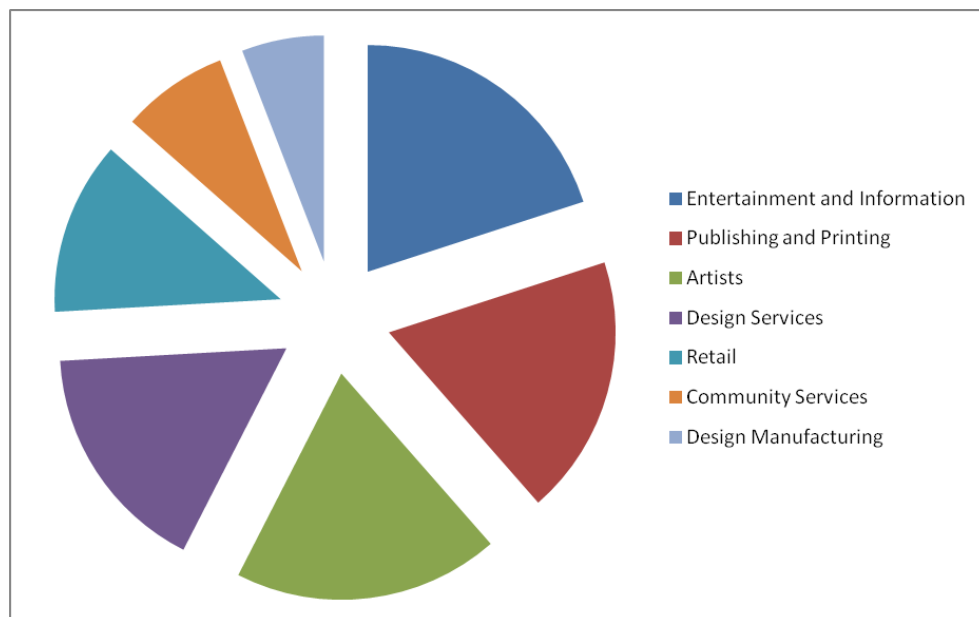
The North Carolina Arts Council partners with national research organizations to measure the strength of the creative economy.

Arts and Economic Prosperity is a nonprofit organization and audience study conducted by Americans for the Arts every five years. Data obtained from surveys is analyzed to calculate statewide, regional and local economic impact.

The *Creative Vitality Index* is compiled annually by the Western States Arts Federation (WESTAF) from data provided by Economic Modeling Specialists International (EMSI). This tool provides national, statewide, regional and local comparisons. 80 NAICS industry sectors are included in this model because they create, produce, distribute, supply or support original creative artistic or cultural intellectual property. Creative occupations are included from SOC codes identified through O*NET as utilizing creative thinking, originality and fine arts knowledge.

North Carolina Creative Industry Direct Jobs

Category	Industry Examples	2012 Jobs
Entertainment and Information	film, television, radio, advertising	32,935
Publishing and Printing	newspapers, books, software, lithographers	30,532
Artists	theaters, dance, music, writers	31,267
Design Services	architects, designers, photographers	27,308
Retail	jewelers, book stores, art dealers, florists	20,401
Community Services	libraries, museums, fine arts schools, arts councils	12,538
Design Manufacturing	pottery, jewelry, musical instruments, woodwork	9,692



North Carolina Creative Occupations



Actors	2,191
Advertising and Promotions Managers	801
Agents and Business Managers of Artists, Performers, and Athletes	1,376
Anthropologists and Archeologists	162
Architects, Except Landscape and Naval	4,132
Archivists	82
Art Directors	4,646
Artists and Related Workers, All Other	944
Audio and Video Equipment Technicians	1,531
Broadcast Technicians	635
Camera Operators, Television, Video, and Motion Picture	731
Choreographers	286
Commercial and Industrial Designers	1,554
Costume Attendants	64
Craft Artists	2,276
Curators	366
Dancers	759
Designers, All Other	441
Directors, Religious Activities	5,049
Editors	4,384
Entertainment Attendants and Related Workers, All Other	213
Fashion Designers	567
Film and Video Editors	490
Fine Artists including Painters, Sculptors, and Illustrators	2,294
Floral Designers	2,437
Graphic Designers	10,948

Historians	257
Interior Designers	3,712
Jewelers and Precious Stone and Metal Workers	1,684
Landscape Architects	994
Librarians	4,807
Library Assistants, Clerical	3,116
Library Technicians	3,870
Media and Communication Equipment Workers, All Other	319
Media and Communication Workers, All Other	1,024
Merchandise Displayers and Window Trimmers	2,037
Multi-Media Artists and Animators	3,678
Museum Technicians and Conservators	210
Music Directors and Composers	2,661
Musical Instrument Repairers and Tuners	717
Musicians and Singers	11,961
Photographers	21,263
Producers and Directors	2,424
Public Relations Managers	1,372
Public Relations Specialists	6,170
Radio and Television Announcers	1,525
Set and Exhibit Designers	429
Sound Engineering Technicians	516
Technical Writers	1,834
Ushers, Lobby Attendants, and Ticket Takers	3,490
Writers and Authors	9,865

CREATIVE North Carolina

- Creates Jobs
- Teaches Skills
- Revitalizes Towns
- Supports Innovative Places
- Builds Partnerships
- Contributes to the GDP
- Sustains Investment

Urban and rural regions share the benefits of distinctive cultural assets.

Creative Worker Direct Jobs

Advantage West	15,806
Charlotte Regional Partnership	35,579
North Carolina's Eastern Region	9,102
Northeast Commission	3,368
Piedmont Triad	23,095
Research Triangle	39,535
North Carolina's Southeast	11,055

Nonprofit Direct Spending

Advantage West	\$79,333,828
Charlotte Regional Partnership	\$119,952,645
North Carolina's Eastern Region	\$18,905,698
Northeast Commission	\$11,418,651
Piedmont Triad	\$124,412,856
Research Triangle	\$231,346,744
North Carolina's Southeast	\$74,432,000

Consumer Direct Spending

Advantage West	\$156,263,000
Charlotte Regional Partnership	\$313,007,000
North Carolina's Eastern Region	\$66,590,000
Northeast Commission	\$24,549,000
Piedmont Triad	\$195,625,000
Research Triangle	\$308,981,000
North Carolina's Southeast	\$57,519,000

State Government Revenue Returned

Advantage West	\$6,283,000
Charlotte Regional Partnership	\$12,592,000
North Carolina's Eastern Region	\$1,622,000
Northeast Commission	\$1,351,000
Piedmont Triad	\$15,597,000
Research Triangle	\$19,725,000
North Carolina's Southeast	\$5,203,000

Codes Tracked in North Carolina

51 Creative Occupations

SOC Code	Description [15 supplemental occupations highlighted]
13-1011	Agents and Business Managers of Artists, Performers, and Athletes
17-1011	Architects, Except Landscape and Naval
17-1012	Landscape Architects
19-3091	Anthropologists and archeologists
19-3093	Historians
21-2021	Directors, Religious Activities
25-4011	Archivists
25-4012	Curators
25-4013	Museum Technicians and Conservators
25-4021	Librarians
25-4031	Library technicians
27-1011	Art Directors
27-1012	Craft artists
27-1013	Fine Artists including Painters, Sculptors, and Illustrators
27-1014	Multi-Media Artists and Animators
27-1019	Artists and related workers, all other
27-1021	Commercial and Industrial Designers
27-1022	Fashion Designers
27-1023	Floral Designers
27-1024	Graphic Designers
27-1025	Interior Designers
27-1026	Merchandise displayers and window trimmers
27-1027	Set and Exhibit Designers
27-1029	Designers, all other
27-2011	Actors

27-2012	Producers and Directors
27-2031	Dancers
27-2032	Choreographers
27-2041	Music Directors and Composers
27-2042	Musicians and Singers
27-3011	Radio and Television Announcers
27-3031	Public Relations Specialists
27-3041	Editors
27-3042	Technical Writers
27-3043	Writers and Authors
27-3099	Media and Communication Workers, All Other
27-4011	Audio and Video Equipment Technicians
27-4012	Broadcast Technicians
27-4014	Sound Engineering Technicians
27-4021	Photographers
27-4031	Camera Operators, Television, Video, and Motion Picture
27-4032	Film and Video Editors
27-4099	Media and Communication Equipment Workers, All Other
39-3031	Ushers, lobby attendants, and ticket takers
39-3092	Costume attendants
39-3099	Entertainment attendants and related workers, all other
40-848	Advertising and Promotions Managers
43-4121	Library assistants, clerical
48-153	Public Relations Managers
49-9063	Musical Instrument Repairers and Tuners
51-9071	Jewelers and precious stone and metal workers

80 Creative Industries

NAICS	Sector Description
312120	Breweries
312130	Wineries
323110	Commercial Lithographic Printing
323111	Commercial Gravure Printing
323112	Commercial Flexographic Printing
323113	Commercial Screen Printing
323115	Digital Printing
323117	Books Printing
323122	Prepress Services
325992	Photographic Film, Paper, Plate, and Chemical Manufacturing
327112	Vitreous China, Fine Earthenware, and Other Pottery Product Manufacturing
327212	Other Pressed and Blown Glass and Glassware Manufacturing
332323	Ornamental and Architectural Metal Work Manufacturing
337212	Custom Architectural Woodwork and Millwork Manufacturing
339911	Jewelry (except Costume) Manufacturing
339913	Jewelers' Material and Lapidary Work Manufacturing
339914	Costume Jewelry and Novelty Manufacturing
339992	Musical Instrument Manufacturing
423940	Jewelry, Watch, Precious Stone, and Precious Metal Merchant Wholesalers
424920	Book, Periodical, and Newspaper Merchant Wholesalers
443130	Camera and Photographic Supplies Stores
448310	Jewelry Stores
451130	Sewing, Needlework, and Piece Goods Stores
451140	Musical Instrument and Supplies Stores
451211	Book Stores
451220	Prerecorded Tape, Compact Disc, and Record Stores
453110	Florists
453920	Art Dealers
511110	Newspaper Publishers
511120	Periodical Publishers
511130	Book Publishers
511191	Greeting Card Publishers
511199	All Other Publishers
511210	Software Publishers
512110	Motion Picture and Video Production
512120	Motion Picture and Video Distribution
512131	Motion Picture Theaters (except Drive-Ins)
512191	Teleproduction and Other Postproduction Services
512199	Other Motion Picture and Video Industries

512210	Record Production
512220	Integrated Record Production/Distribution
512230	Music Publishers
512240	Sound Recording Studios
512290	Other Sound Recording Industries
515111	Radio Networks
515112	Radio Stations
515120	Television Broadcasting
515210	Cable and Other Subscription Programming
519110	News Syndicates
519120	Libraries and Archives
519130	Internet Publishing and Broadcasting and Web Search Portals
541310	Architectural Services
541320	Landscape Architectural Services
541340	Drafting Services
541410	Interior Design Services
541420	Industrial Design Services
541430	Graphic Design Services
541490	Other Specialized Design Services
541810	Advertising Agencies
541850	Display Advertising
541860	Direct Mail Advertising
541890	Other Services Related to Advertising
541921	Photography Studios, Portrait
541922	Commercial Photography
611610	Fine Arts Schools (Private)
711110	Theater Companies and Dinner Theaters
711120	Dance Companies
711130	Musical Groups and Artists
711190	Other Performing Arts Companies
711310	Promoters of Performing Arts, Sports, and Similar Events with Facilities
711320	Promoters of Performing Arts, Sports, and Similar Events without Facilities
711410	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures
711510	Independent Artists, Writers, and Performers
712110	Museums
712120	Historical Sites
811420	Reupholstery and Furniture Repair
812921	Photofinishing Laboratories (except One-Hour)
812922	One-Hour Photofinishing
813211	Grantmaking Foundations
813219	Other Grantmaking and Giving Services