



## The Creative Industries in Vermont U.S. Senator Patrick Leahy

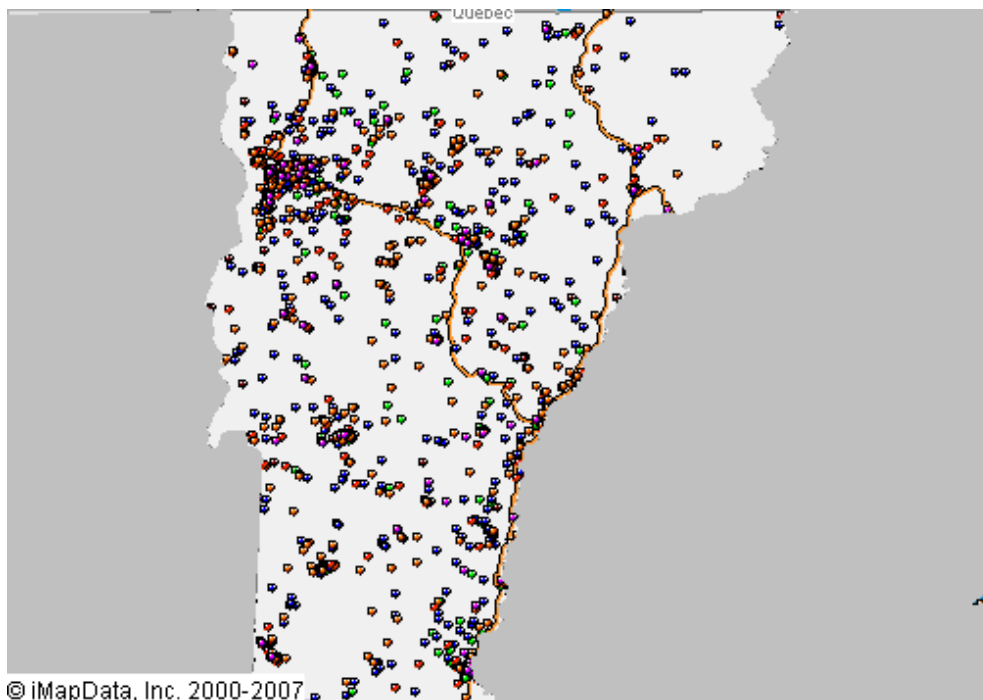
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Vermont**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. The creative industries are the high-octane fuel that drives the "information economy," the fastest growing segment of the nation's economy.

Nationally, there are 612,095 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.98 million people, which is 4.3 percent of all businesses and 2.2 percent of all employees. Between 2007 and 2008, the number of arts businesses and employees grew 12 percent. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S. Growth of the businesses that comprise the creative industries was greater than the increase among the 14.3 million businesses tracked by Dun & Bradstreet.

**As of January 2008, Vermont is home to 1,980 arts-related businesses that employ 6,614 people.** These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ people, 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 **Vermont**, with each dot representing an arts-centric business.

### 1,980 Arts-Related Businesses in Vermont Employ 6,614 People

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





## Arts-Related Business and Employment in Vermont January 2008

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>87</b>	<b>581</b>
Museums	69	464
Zoos and Botanical	2	7
Historical Society	15	108
Planetarium	1	2
<b>Performing Arts</b>	<b>296</b>	<b>912</b>
Music	188	544
Theater	15	75
Opera	2	4
Services & Facilities	62	224
Performers	29	65
<b>Visual Arts/Photography</b>	<b>753</b>	<b>1,993</b>
Crafts	101	528
Visual Arts	101	177
Photography	427	943
Services	124	345
<b>Film, Radio and TV</b>	<b>286</b>	<b>1,387</b>
Motion Pictures	228	995
Television	32	325
Radio	26	67
<b>Design and Publishing</b>	<b>477</b>	<b>1,439</b>
Architecture	152	554
Design	216	383
Publishing	30	228
Advertising	79	274
<b>Arts Schools and Services</b>	<b>81</b>	<b>302</b>
Arts Councils	10	33
Arts Schools and Instruction	70	251
Agents	1	18
<b>GRAND TOTAL</b>	<b>1,980</b>	<b>6,614</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/CreativeIndustries](http://www.AmericansForTheArts.org/CreativeIndustries)

## Arts-Related Business and Employment in Vermont 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
<b>Museums and Collections</b>	<b>81</b>	<b>87</b>	<b>7.41%</b>	<b>545</b>	<b>581</b>	<b>6.61%</b>
Museums	68	69	1.47%	439	464	5.69%
Zoos and Botanical	1	2	100.00%	5	7	40.00%
Historical Society	11	15	36.36%	99	108	9.09%
Planetarium	1	1	0.00%	2	2	0.00%
<b>Performing Arts</b>	<b>279</b>	<b>296</b>	<b>6.09%</b>	<b>923</b>	<b>912</b>	<b>-1.19%</b>
Music	186	188	1.08%	606	544	-10.23%
Theater	11	15	36.36%	64	75	17.19%
Opera	1	2	100.00%	2	4	100.00%
Services & Facilities	56	62	10.71%	210	224	6.67%
Performers	25	29	16.00%	41	65	58.54%
<b>Visual Arts/Photography</b>	<b>720</b>	<b>753</b>	<b>4.58%</b>	<b>1,941</b>	<b>1,993</b>	<b>2.68%</b>
Crafts	98	101	3.06%	523	528	0.96%
Visual Arts	93	101	8.60%	158	177	12.03%
Photography	405	427	5.43%	878	943	7.40%
Services	124	124	0.00%	382	345	-9.69%
<b>Film, Radio and TV</b>	<b>269</b>	<b>286</b>	<b>6.32%</b>	<b>1,358</b>	<b>1,387</b>	<b>2.14%</b>
Motion Pictures	218	228	4.59%	994	995	0.10%
Television	31	32	3.23%	304	325	6.91%
Radio	20	26	30.00%	60	67	11.67%
<b>Design and Publishing</b>	<b>442</b>	<b>477</b>	<b>7.92%</b>	<b>1,460</b>	<b>1,439</b>	<b>-1.44%</b>
Architecture	145	152	4.83%	531	554	4.33%
Design	194	216	11.34%	465	383	-17.63%
Publishing	30	30	0.00%	208	228	9.62%
Advertising	73	79	8.22%	256	274	7.03%
<b>Arts Schools and Services</b>	<b>72</b>	<b>81</b>	<b>12.50%</b>	<b>271</b>	<b>302</b>	<b>11.44%</b>
Arts Councils	10	10	0.00%	29	33	13.79%
Arts Schools and Instruction	61	70	14.75%	224	251	12.05%
Agents	1	1	0.00%	18	18	0.00%
<b>GRAND TOTAL</b>	<b>1,863</b>	<b>1,980</b>	<b>6.28%</b>	<b>6,498</b>	<b>6,614</b>	<b>1.79%</b>

Data Source: D&B January 2008 & January 2007