Culture & Heritage

SEGMENT SNAPSHOT

Segment Size

- 4 industries
- 1,261 jobs

Segment Size & Growth

- Addison/Rutland (top zone for growth)
- 22% growth, 2010-2018
- 4% of jobs
- Vermont
- 12% of jobs
- 27%

Type of Employment

- 90% employed
- 0% self-employed
- 10% extended proprietorships

CREATIVE SEGMENT ASSESSMENT

Strengths & Opportunities

- Many museums, libraries, historic sites and facilities are government-operated or institutionalized, with more stable funding than nonprofit creative sector facilities
- Increased focus and programming on traditionally underrepresented groups (e.g. people of color, Indigenous people, LGBTQIA2S+, new Americans, migrant workers, people with disabilities)
- COVID-19 aid packages include significant funding for cultural organizations such as libraries, museums and historic sites

Challenges

- Lack of understanding of what culture and heritage is, and what it means in Vermont
- Lack of connection between culture and heritage segment and other creative industries
- Small size of sector
- Difficulty of measuring the sector accurately (many Culture & Heritage occupations are classified by government employer)
- Historic facilities are aging and costly to operate, and often lack accessible and energy-efficient infrastructure

Needs

- Education to help the public understand what culture and heritage are and why they matter
- More diverse programming and audiences (age, race, ethnicity, etc.)
- Statewide conversation about Vermont’s culture, heritage, identity and future
- More accurate data to demonstrate the size, economic impact and social impact of the sector
### CULTURE & HERITAGE SEGMENT STATEWIDE

#### Segment Size & Growth by Zone

<table>
<thead>
<tr>
<th>Zone</th>
<th>% Growth 2010-2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addison/Rutland</td>
<td>27</td>
</tr>
<tr>
<td>Chittenden County</td>
<td>12</td>
</tr>
<tr>
<td>Cornerstone Creative Community (3CVT)</td>
<td>9</td>
</tr>
<tr>
<td>Four County</td>
<td>9</td>
</tr>
<tr>
<td>Northeast Kingdom</td>
<td>9</td>
</tr>
<tr>
<td>Southern Vermont</td>
<td>9</td>
</tr>
<tr>
<td>Vermont</td>
<td>9</td>
</tr>
<tr>
<td>United States</td>
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</tr>
</tbody>
</table>

#### Type of Employment by Zone

<table>
<thead>
<tr>
<th>Zone</th>
<th>% Employed</th>
<th>% Self-Employed</th>
<th>% Extended Proprietors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addison/Rutland</td>
<td>89</td>
<td>11</td>
<td>11</td>
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<tr>
<td>Chittenden County</td>
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</tbody>
</table>

### SEGMENT OCCUPATIONS (NAICS CODES)

<table>
<thead>
<tr>
<th>NAICS Code</th>
<th>Occupation</th>
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</thead>
<tbody>
<tr>
<td>519120</td>
<td>Libraries and Archives</td>
</tr>
<tr>
<td>712110</td>
<td>Museums</td>
</tr>
<tr>
<td>712120</td>
<td>Historical Sites</td>
</tr>
<tr>
<td>712130</td>
<td>Zoos and Botanical Gardens</td>
</tr>
</tbody>
</table>

### CULTURE & HERITAGE RESOURCES & PROVIDERS

- Clemmons Family Farm Artists Directory
- Creative Ground Database
- League of Local Historical Societies
- New England Foundation for the Arts
- New England Museum Association
- Preservation Trust of Vermont
- Vermont Abenaki Artists’ Association
- Vermont Arts and Culture Disaster and Resilience Network
- Vermont Attractions Association
- Vermont Chamber of Commerce
- Vermont Council on Rural Development
- Vermont Curators Group
- Vermont Department of Tourism and Marketing
- Vermont Division for Historic Preservation
- Vermont Folklife Center
- Vermont Historical Society
- Vermont Humanities
- Vermont Library Association
- Vermont Tourism Network