SEGMENT SNAPSHOT

Segment Size

- 33 industries
- 8,042 jobs

Segment Size & Growth

- Northeast Kingdom (top zone for Design): 36% of creative sector jobs, 10% growth, 2010-2018
- Vermont: 26% of jobs, -7%
- Addison/Rutland (top zone for growth): 4% of jobs, 10%

Type of Employment

- 58% employed
- 29% extended proprietorships
- 13% self-employed

CREATIVE SEGMENT ASSESSMENT

Strengths & Opportunities

- Segment includes many larger companies, which may offer more stable employment and benefits to creative sector workers
- Strong interest within certain design communities to engage in social justice and community work
- Vermont chapter of AIGA (American Institute of Graphic Arts) recently completed significant outreach and visioning with its network and is now restructuring
- Many segment members are interested in learning, teaching, and honing their skills

Challenges

- Segment is very large, dispersed and diverse, with little sense of cohesion or coordination
- Many enterprises or workers may not identify as part of creative sector
- Segment includes many sole proprietors, who may be isolated and struggle to market themselves
- Many potential customers undervalue design or don’t know where to find providers

Needs

- Increased participation in networking and collaboration opportunities, within Vermont Creative Network and industry networks and associations
- Messaging and communication tools to communicate the value of design to businesses and leaders
- Centralized directory and point of contact to help businesses and customers find each other
- Workforce development and mentorship opportunities from middle school to mid-career
- Engagement activities to connect with workforce and major employers and better understand their needs and circumstances
### DESIGN SEGMENT STATEWIDE

#### Segment Size & Growth by Zone

<table>
<thead>
<tr>
<th>Zone</th>
<th>Segment Growth (2010-2018)</th>
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</thead>
<tbody>
<tr>
<td>Addison/Rutland</td>
<td>-18</td>
</tr>
<tr>
<td>Chittenden County</td>
<td>-24</td>
</tr>
<tr>
<td>Cornerstone Creative Community (3CVT)</td>
<td>30</td>
</tr>
<tr>
<td>Four County</td>
<td>0</td>
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<tr>
<td>Northeast Kingdom</td>
<td>-12</td>
</tr>
<tr>
<td>Southern Vermont</td>
<td>-7</td>
</tr>
<tr>
<td>Vermont</td>
<td>10</td>
</tr>
<tr>
<td>United States</td>
<td>10</td>
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</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>60</td>
<td>13</td>
<td>27</td>
</tr>
<tr>
<td>Chittenden County</td>
<td>61</td>
<td>12</td>
<td>27</td>
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<tr>
<td>Cornerstone Creative Community (3CVT)</td>
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<td>17</td>
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<tr>
<td>Four County</td>
<td>56</td>
<td>15</td>
<td>29</td>
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<tr>
<td>Northeast Kingdom</td>
<td>69</td>
<td>9</td>
<td>22</td>
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<tr>
<td>Southern Vermont</td>
<td>48</td>
<td>16</td>
<td>35</td>
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<tr>
<td>Vermont</td>
<td>58</td>
<td>13</td>
<td>29</td>
</tr>
</tbody>
</table>

#### SEGMENT OCCUPATIONS (NAICS CODES)

- **323111/113 Commercial Printing & Screen Printing**
- **541430 Graphic Design**
- **541850/860 Outdoor & Direct Mail Advertising**
- **541890 Other Services Related to Advertising**
- **541922 Commercial Photography**
- **332232 Ornamental and Architectural Metal Work Manufacturing**
- **337212 Custom Architectural Woodwork and Millwork Mfg.**
- **541310/320 Architectural & Landscape Arch. Services**
- **541340 Drafting Services**
- **541410 Interior Design Services**
- **315210 Cut and Sew Apparel Contractors**
- **315220/240 Women’s, Girl’s, Men’s and Boys’ Cut and Sew Apparel Manufacturing**
- **315280 Other Cut and Sew Apparel Manufacturing**
- **315998 Apparel Accessories and Other Apparel Manufacturing**
- **316998 All Other Leather Good and Allied Product Manufacturing**
- **322215 Metal Kitchen Cookware, Utensil, Cutlery, Flatware Manufacturing**
- **335121 Residential Electric Lighting Fixture Manufacturing**
- **337110 Wood Kitchen Cabinet and Countertop Manufacturing**
- **337121/123 Upholstered & Non-upholstered Household Furniture Mfg.**
- **337127/211 Institutional & Wood Office Furniture Manufacturing**
- **339910 Jewelry and Silverware Manufacturing**
- **339920 Sporting and Athletic Goods Manufacturing**
- **339930 Doll, Toy, and Game Manufacturing**
- **451120 Hobby, Toy, and Game Stores**
- **541420/490 Industrial & Other Specialized Design Services**

#### DESIGN RESOURCES & PROVIDERS

- American Institute of Architects – Vermont
- American Institute of Graphic Arts—Vermont Chapter
- American Society of Landscape Architects—Vermont Chapter
- Center for Rural Innovation
- Creative Ground Database
- Generator Makerspace
- Guild of Vermont Furniture Makers
- Vermont Arts Council
- Vermont Crafts Council
- Vermont Forest Product Industry Network
- Vermont Manufacturing Extension Center
- Vermont Wood Works Council