SEGMENT SNAPSHOT

Segment Size
8 industries
2,473 jobs
based on NAICS codes included in segment data

Segment Size & Growth
Addison/Rutland (top zone for growth) 14% growth, 2010-2018
Southern Vermont (top zone for Literary Arts) 11% of creative sector jobs
Vermont 8% of jobs
United States 15% of jobs

Type of Employment
31% employed
55% extended proprietorships
14% self-employed

CREATIVE SEGMENT ASSESSMENT

Strengths & Opportunities
- Vermont has a strong identity as a center for Literary Arts
- Strong Literary Arts organizations, publishers and retail organizations remain in Vermont
- Strong educational institutions and degree programs in Literary Arts, including Vermont College of Fine Arts, Bread Loaf School of English, Bennington College, and Center for Cartoon Studies
- Statewide recognition/amplification for poetry through the poet laureate designation, the Poetry Out Loud competition, and local Poem City/Town projects

Challenges
- National declines in print media and increases in online retailers have led to segment declines in Vermont
- Limited funding for projects and enterprises led by individuals or businesses (as opposed to nonprofits)
- Segment is less visible in communities than other arts segments
- Lack of understanding of the value of Literary Arts
- Literary Arts segment is smaller in Vermont than the national average, and growing more slowly

Needs
- Education to help the public understand what Literary Arts are and why they matter
- Lack of connection between culture and heritage segment and other creative industries
- Small size of sector and difficulty of measuring the sector accurately
- Collaboration and innovation within the Literary Arts community to counter declines and slow growth rates
- Partnerships with other sectors or segments to expand growth and income potential for Literary Arts
- Funding and resources to support creative Literary Arts enterprises, work, and projects
LITERARY ARTS SEGMENT STATEWIDE

Segment Size & Growth by Zone

Type of Employment by Zone

SEGMENT OCCUPATIONS (NAICS CODES)

<table>
<thead>
<tr>
<th>NAICS Code</th>
<th>Occupation</th>
</tr>
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<tbody>
<tr>
<td>323117</td>
<td>Books Printing</td>
</tr>
<tr>
<td>451211</td>
<td>Book Stores</td>
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<tr>
<td>511120</td>
<td>Periodical Publishers</td>
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<tr>
<td>511130</td>
<td>Book Publishers</td>
</tr>
<tr>
<td>511191</td>
<td>Greeting Card Publishers</td>
</tr>
<tr>
<td>511199</td>
<td>All Other Publishers</td>
</tr>
<tr>
<td>711510</td>
<td>Independent Artists, Writers, and Performers</td>
</tr>
</tbody>
</table>

LITERARY ARTS RESOURCES & PROVIDERS

- Center for Cartoon Studies
- Clemmons Family Farm Artists Directory
- Creative Ground Database
- League of Vermont Writers
- New England Foundation for the Arts
- New England Independent Booksellers Association
- Sundog Poetry Center
- Vermont Abenaki Artists Association
- Vermont Arts Council
- Vermont College of Fine Arts
- Vermont Humanities
- Vermont Department of Libraries