Performing Arts

SEGMENT SNAPSHOT

Segment Size
- 14 industries
- 3,842 jobs

Segment Size & Growth
- Vermont: 13% of jobs
- Northeast Kingdom (top zone for growth): 40% growth, 2010-2018
- 3CVT (top zone for Performing Arts): 15% of jobs

Type of Employment
- 22% employed
- 62% extended proprietorships
- 16% self-employed

CREATIVE SEGMENT ASSESSMENT

Strengths & Opportunities
- Strong culture and environment for performing arts in Vermont
- Rapid innovation in delivery models and accessibility during COVID-19 (especially digital access)
- Diverse opportunities to integrate and share performing arts through bars, clinics, community centers and unusual venues

Challenges, cont.
- Artist funding model typically only pays for product—not process
- Arts viewed as a luxury or frill—not as essential
- Lack of support and resources available to artists without a “brick and mortar” establishment
- Uneven broadband accessibility around the state limits digital opportunities
- Many consumers can’t afford arts experiences now
- Audience hesitancy to gather indoors may remain after the pandemic is under control

Needs
- Strategies to diversify income streams for performance venues and performers
- Community education to increase support and appreciation for the arts
- Affordable living and increased compensation in general for performing and teaching artists
- Increased statewide opportunities for networking, collaboration, problem-solving and peer support
- Clearinghouse with a variety of information (resources, ideas, directory, jobs and funding, events)
- Process to identify successful COVID-19 adaptations and replicate or carry forward
- Funding streams or new models that ensure audience affordability and living wages for artists
- Arts appreciation education for youth and state leaders and decision-makers
### Segment Size & Growth by Zone

<table>
<thead>
<tr>
<th>Zone</th>
<th>% of Creative Sector Jobs in Performing Arts</th>
<th>% Segment Growth (2010-2018)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addison/Rutland</td>
<td>5</td>
<td>25</td>
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<tr>
<td>Chittenden County</td>
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<td>30</td>
</tr>
<tr>
<td>Cornerstone Creative Community (3CVT)</td>
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<td>26</td>
</tr>
<tr>
<td>Four County</td>
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<td>16</td>
</tr>
<tr>
<td>Northeast Kingdom</td>
<td>12</td>
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<tr>
<td>Southern Vermont</td>
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<td></td>
</tr>
<tr>
<td>Vermont</td>
<td>7</td>
<td>23</td>
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<tr>
<td>United States</td>
<td>-5</td>
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</tr>
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</table>

### Type of Employment by Zone

<table>
<thead>
<tr>
<th>Zone</th>
<th>% Employed</th>
<th>% Self-Employed</th>
<th>% Extended Proprietors</th>
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<tr>
<td>Addison/Rutland</td>
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<td>16</td>
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### Segment Occupations (NAICS Codes)

- **711190** Other Performing Arts Companies
- **711120** Dance Companies
- **512230** Music Publishers
- **711130** Musical Groups and Acts
- **711110** Theater Companies and Dinner Theaters

### Literary Arts Resources & Providers

- Big Heavy World
- Clemmons Family Farm Artist Registry
- Creative Ground Database
- New theater teachers association
- Theater Engine
- Vermont Abenaki Artists Association
- Vermont Arts Council
- Vermont Association for Jazz Education
- Vermont Dance Alliance
- Vermont Humanities
- Vermont Music Educators Association