Performing Arts

SEGMENT SNAPSHOT

Segment Size

- 14 industries
- 3,842 jobs

Based on NAICS codes included in segment data

Segment Size & Growth

- Vermont: 40% growth, 2010-2018
- 13% of jobs
- 7% of jobs

Northeast Kingdom (top zone for growth)

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

- Venues are often old, expensive to keep up, and have accessibility barriers; problems exacerbated by COVID-19
- Lack of information channels, events, and opportunities to meet and connect with other artists (particularly across disciplines and geographies)

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
- Unbalanced 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

Opus 34 performers, composers and teachers at Vermont College of Fine Arts. Photo: Matt LaRocca.

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PERFORMING ARTS SEGMENT STATEWIDE

Segment Size & Growth by Zone

<table>
<thead>
<tr>
<th>Segment</th>
<th>% of Creative Sector Jobs in Performing Arts</th>
<th>% Segment Growth (2010-2018)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addison/Rutland</td>
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<tr>
<td>Chittenden County</td>
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<tr>
<td>Cornerstone Creative Community (3CVT)</td>
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<td>Four County</td>
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<tr>
<td>Northeast Kingdom</td>
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<td>Southern Vermont</td>
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<tr>
<td>Vermont</td>
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<tr>
<td>United States</td>
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Type of Employment by Zone

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<thead>
<tr>
<th>Zone</th>
<th>% Employed</th>
<th>% Self-Employed</th>
<th>% Extended Proprietors</th>
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</thead>
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<td>Addison/Rutland</td>
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<td>Southern Vermont</td>
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<tr>
<td>Vermont</td>
<td>22</td>
<td>16</td>
<td>62</td>
</tr>
</tbody>
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SEGMENT OCCUPATIONS (NAICS CODES)

- 711190 Other Performing Arts Companies
- 71120 Dance Companies
- 339992 Musical Instrument and Manufacturing
- 451140 Musical Instrument and Supplies Stores
- 512230 Music Publishers
- 512240 Sound Recording Studios
- 512250 Record Production and Distribution
- 512290 Other Sound Recording Industries
- 711110 Musical Groups and Acts
- 711110 Theater Companies and Dinner Theaters
- 711120 Promoters of Performing Arts, Sports & Similar Events with Facilities
- 711310 Promoters of Performing Arts, Sports & Similar Events
- 711320 Agents and Managers for Artists, Athletes, Entertainers & Public Figures
- 711510 Independent Artists, Writers and Performers

PERFORMING 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

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