

Zone Overview:
Addison/Rutland

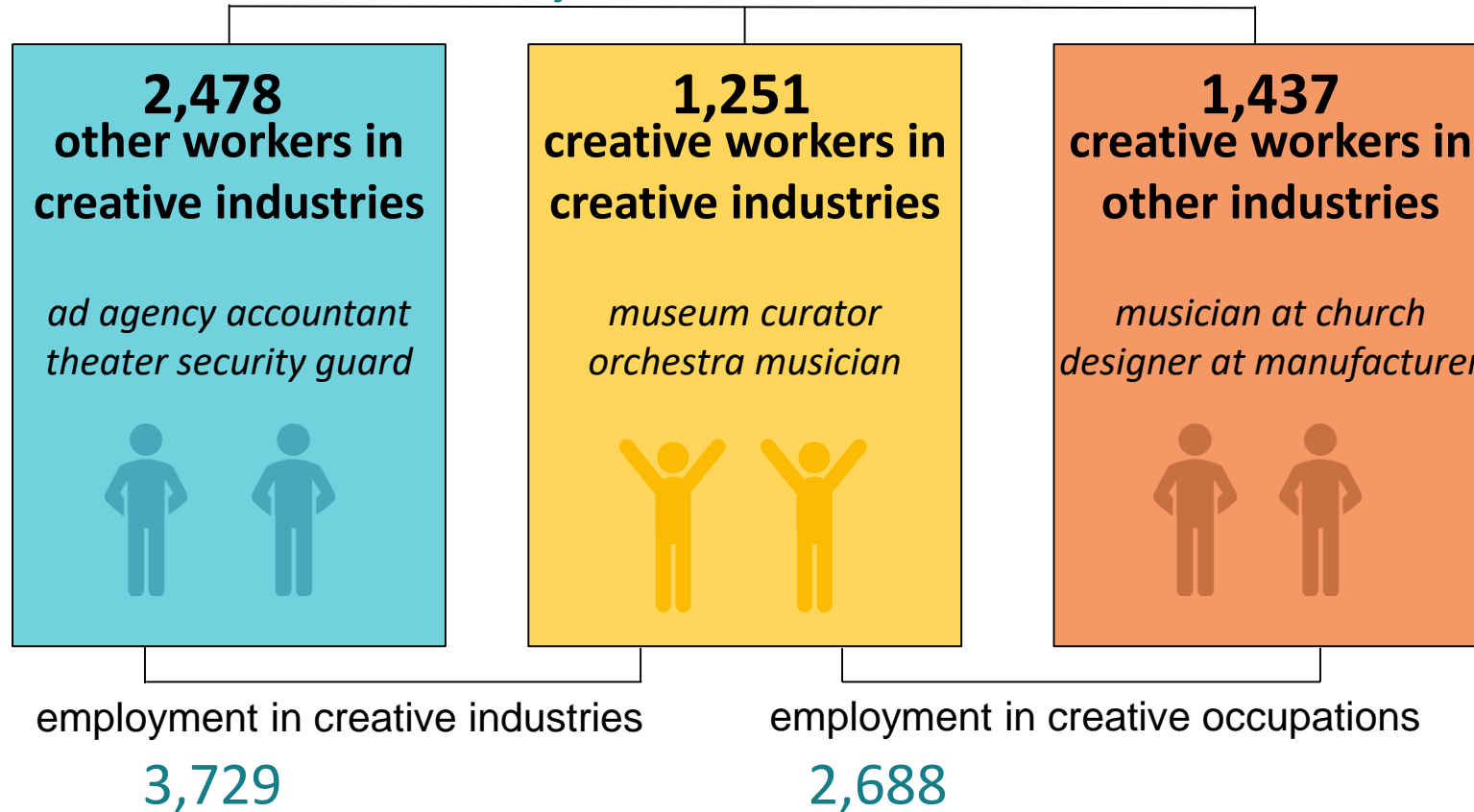




ECONOMIC IMPORTANCE OF THE CREATIVE ECONOMY: ADDISON / RUTLAND

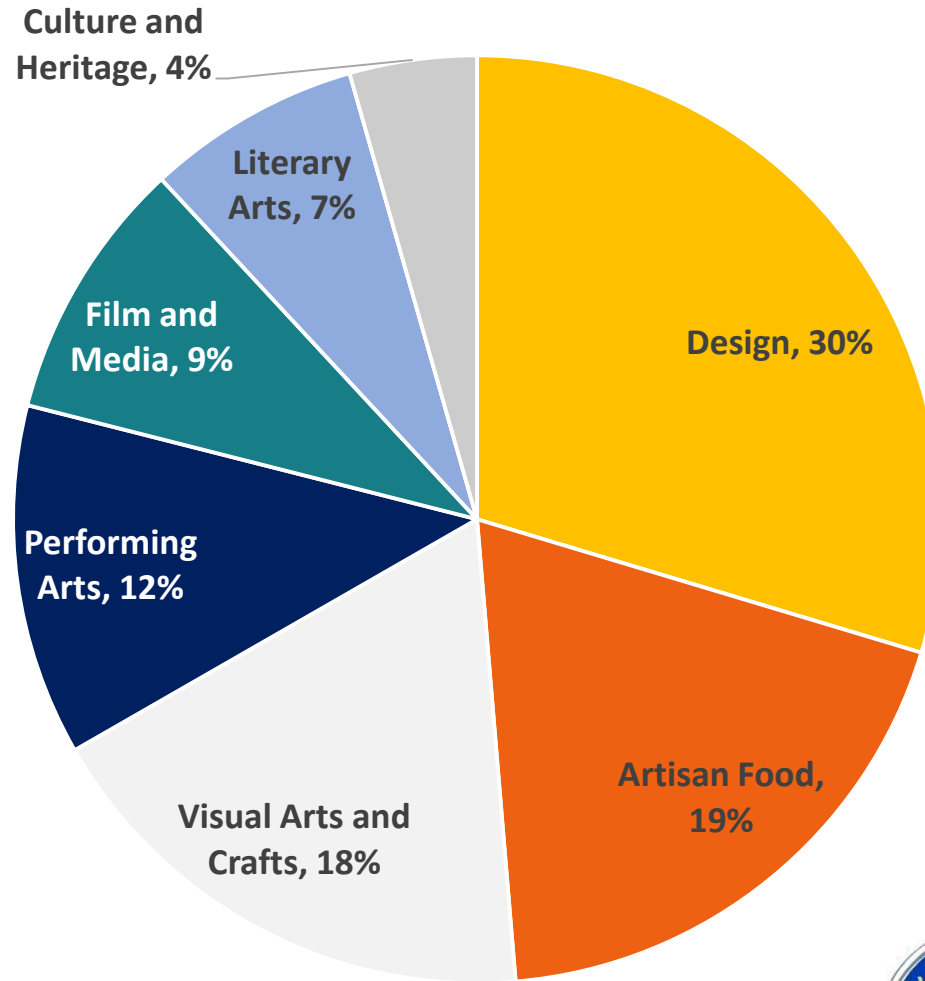
total creative employment (2018)

5,166 JOBS





SEGMENT DISTRIBUTION: ADDISON / RUTLAND





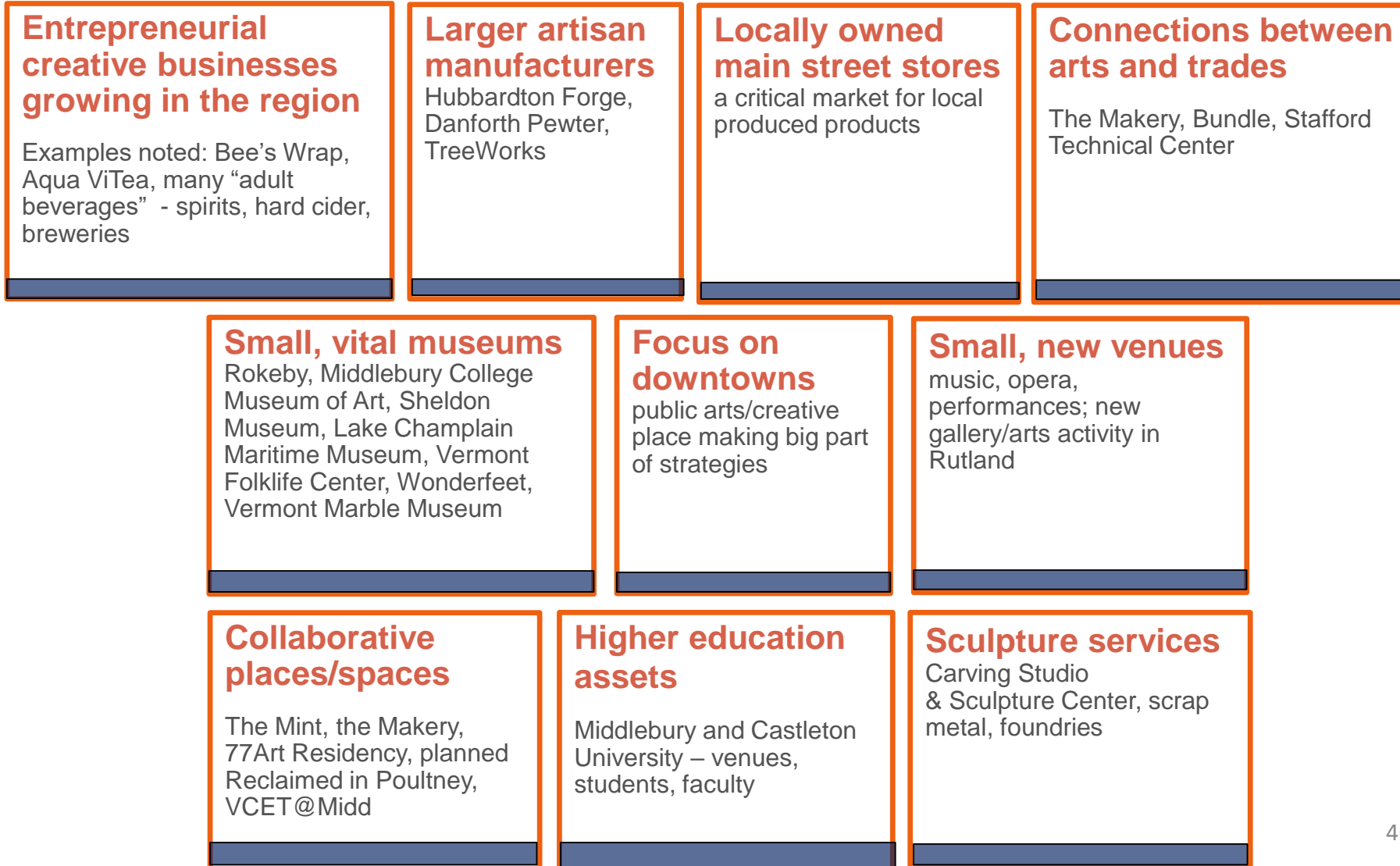
ECONOMIC FINDING: ADDISON / RUTLAND

- ❖ Jobs in the creative economy are **8.4%** of regional jobs in this zone
- ❖ Most significant segment is **Design with 30% of jobs** compared to 26% in state
- ❖ Jobs in the creative economy grew by **11%** between 2010 and 2018, greater than regional job growth of 2% in this zone
- ❖ Most growth in **Artisan Foods (47% increase)** and **Performing Arts (24% increase)**



STRENGTHS AND THEMES

from ADDISON/RUTLAND focus group conversations(Fall 2019)





research team:

beth siegel, president, mt. auburn associates
bsiegel@mtauburnassociates.com

alyssa rosen, senior associate, mt. auburn associates
arosen@mtauburnassociates.com

emily doglio, research associate, mt. auburn associates
edoglio@mtauburnassociates.com

with contributions from:

stuart rosenfeld
stu.rosenfeld@gmail.com

melissa levy, principal and owner, community roots, llc
melissa@community-roots.com