Zone Overview: Chittenden
ECONOMIC IMPORTANCE OF THE CREATIVE ECONOMY: CHITTENDEN COUNTY

Total creative employment (2018) 13,241 JOBS

- 6,515 other workers in creative industries
  - ad agency accountant
  - theater security guard
- 3,278 creative workers in creative industries
  - museum curator
  - orchestra musician
- 3,448 creative workers in other industries
  - musician at church
  - designer at manufacturer

Employment in creative industries: 9,793
Employment in creative occupations: 3,776
SEGMENT DISTRIBUTION: CHITTENDEN COUNTY

- Design, 25%
- Film and Media, 19%
- Visual Arts and Crafts, 17%
- Performing Arts, 13%
- Literary Arts, 7%
- Artisan Food, 15%
- Culture and Heritage, 3%
- Literary Arts, 7%
ECONOMIC FINDINGS: CHITTENDEN COUNTY

- Jobs in the creative economy are **9.7%** of regional jobs in this zone.
- Most significant segment is **Design** with **25%** of jobs compared to **26%** in state.
- Only zone with **significant employment** in **Film and Media**.
- Jobs in the creative economy grew by **8%** between 2010 and 2018, less than regional job growth of **11%** in this zone.
- Most growth in **Artisan Foods (36% increase)**, **Film and Media (32% increase)** and **Performing Arts (30% increase)**.
STRENGTHS AND THEMES
from CHITTENDEN COUNTY focus group conversations (Fall 2019)

Design sector and design talent

Vibrant music scene in Burlington

Density of population

Very strong collaborative spaces and places

Progressive leadership

Digital media and film activity

Opportunities for learning

Political and community support for creative economy
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