Zone Overviews: Southern Vermont
ECONOMIC IMPORTANCE OF THE CREATIVE ECONOMY: SOUTHERN VERMONT

total creative employment (2018)

5,567 JOBS

- 2,575 other workers in creative industries
  - ad agency accountant
  - theater security guard
  - employment in creative industries: 4,158

- 1,583 creative workers in creative industries
  - museum curator
  - orchestra musician
  - employment in creative occupations: 2,992

- 1,409 creative workers in other industries
  - musician at church
  - designer at manufacturer
SEGMENT DISTRIBUTION: SOUTHERN VERMONT

- Design, 22%
- Artisan Food, 15%
- Visual Arts and Crafts, 24%
- Performing Arts, 14%
- Film and Media, 8%
- Literary Arts, 11%
- Culture and Heritage, 6%
Jobs in the creative economy are 9.9% of regional jobs in this zone.

Most significant segment is Visual Arts and Crafts with 24% of jobs – higher than all zones, the state as a whole (18%) and the U.S. (15%).

Jobs in the creative economy grew by 2% between 2010 and 2018, greater than regional job growth of 1% in this zone, but smaller than all other zones’ creative job growth.

Most growth in Artisan Foods (63% increase) and Culture and Heritage (12% increase).
STRENGTHS AND THEMES
from Southern Vermont focus group conversations (Fall 2019)

- **Strong music organizations**
- **Creative education institutions**
- **Access to markets**
- **Many artisan crafts related business**
- **Exceptionally strong collaborative spaces and collaborative arts environment**
- **Strong amateur and professional theater**
- **Many creative development projects in city/town centers**
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