

# CREATIVE INDUSTRIES REPORTS:

PUTTING THE DATA TO WORK  
WITH BUSINESSES

What do creative industries mean to the business community? As it turns out, a great deal. This tool-kit includes best practices and peer insights for utilizing Americans for the Arts' [\*Creative Industries: Business and Employment in the Arts\*](#) reports when seeking to build partnerships and support from businesses.



## **When arts and businesses partner, everyone profits.**

The creative industries are composed of arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. Arts businesses and the creative people they employ stimulate innovation, strengthen America's competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy.

## **Employees want to live and work in a vibrant community.**

When you partner with and support local creative industries, you help make your community more attractive to current and future employees. Happy employees make for a happier workplace and a stronger community. New economy workers want to be creative not only while in the workplace, but also outside work in how they live in their lives. Communities that want this competitive advantage use these data to measure themselves.

—Adapted from [The pARTnership Movement's 8 reasons to partner with the arts](#)

**“THE CREATIVE INDUSTRIES PLAY A MAJOR ROLE IN BUILDING AND SUSTAINING ECONOMICALLY VIBRANT COMMUNITIES. ARTS ORGANIZATIONS PROVIDE JOBS AND ARE THE CORNERSTONE OF TOURISM AND DOWNTOWN REVITALIZATION.”**

—Americans for the Arts, [Creative Industries](#)



## **Nationally, 702,771 businesses are involved in the creation or distribution of the arts, and they employ 2.9 million people.**

This represents 3.9 percent of all U.S. businesses and 1.9 percent of all U.S. employees—demonstrating statistically that the arts are a formidable business presence and broadly distributed across our communities. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the United States. These data are current as of January 2015.

**“WHO’S IN THE CREATIVE ECONOMY? A TRUCKING COMPANY ISN’T CONSIDERED ‘CREATIVE’, BUT THE GRAPHIC ARTIST WHO DESIGNS ITS BROCHURES MAKES THE LIST. SIMILARLY, A BUSINESS THAT PRODUCES A CREATIVE PRODUCT, LIKE AN ARCHITECTURAL FIRM, WILL LIKELY EMPLOY ACCOUNTANTS, JANITORS, AND OTHER NON-CREATIVE PERSONNEL.”**

—Houston Arts Alliance, [The Creative Economy of Houston](#)



# WHAT ARE THE CREATIVE INDUSTRIES REPORTS?

Now in their tenth year, Americans for the Arts' [Creative Industries: Business and Employment in the Arts](#) reports were the first national studies to encompass both the nonprofit and for-profit arts industries and provide specific localized data.

**“THE REPORTS ARE SO SIMPLE, AND THE IMPACT IS HUGE!”**

—Mary Eileen Fouratt, Executive Director, Monmouth Arts

What makes these reports powerful is that **they can be localized to any geographic region (city, county, and state) and political jurisdiction (city council, state legislative district, and Congressional district) in the country.** The reports are updated biennially, enabling you to track trend data. Reports for all 435 U.S. Congressional Districts, the 50 states and the District of Columbia, the 7,500 state legislative districts, and all 3,143 U.S. counties—as well as a full suite of user tools and a comprehensive list of the industries included in this analysis—are [available for download](#).



# WHY DO CREATIVE INDUSTRIES REPORTS MATTER TO BUSINESSES?

- **Business leaders depend on data to make their best decisions.**

**With 3.9 percent of the nation's businesses being arts-centric, the data make clear that this is a significant sector in our communities.**

“Businesses are analytical, and this research is compelling. We're showing how the arts are an economic driver that attract and retain talent. The arts are critical to the 21st century workforce.”

—Karin Copeland, Executive Director, Arts & Business Council of Philadelphia

- **Creative industries are businesses that are active in the market. They employ people in the community, purchase goods and services locally, and are members of their Chambers of Commerce, tourism, and economic development organizations.**

“Business leaders are amazed that so many businesses are connected to the arts, not just nonprofits.”

—Mary Eileen Fouratt, Executive Director, Monmouth Arts

- **The economic impact of the creative sector is huge.**

“Every industry uses the arts and design. The *Creative Industries* reports have opened a new conversation about the critical role of arts and culture as an asset to the community.”

—Jennifer Goulet, President & CEO, Creative Many Michigan



# HOW WELL DO YOU KNOW YOUR AUDIENCE?

## When approaching businesses and business leaders:

- Use data about for-profit creative industries to explain how the arts are a major aspect of all businesses, and how creative businesses employ not just artists and designers, but also accountants, plumbers, and computer programmers.
  - It's important to articulate to businesses how their work is tied to creativity and innovation, as they may not be aware of the connections. For example, car companies rely on the arts and design when creating new vehicles, and marketing departments rely on their creative teams and advertising firms to launch campaigns that effectively communicate their brand and values.

## “A CREATIVE COMMUNITY IS A CREATIVE COMMUNITY, WHETHER IT IS A NONPROFIT OR FOR-PROFIT.”

-Karin Copeland, Executive Director, Arts & Business Council of Philadelphia

- Know what legislative districts your target businesses are in:
  - Remember, *Creative Industries* reports are broken down by legislative districts, making the data very accessible and comparable to elected leaders.
  - Be prepared. The more localized data you can present, the stronger your case. Businesses want to know what figures affect their local communities—did you know that [96 percent of businesses that support the arts allocate funds locally?](#)
  - To find your state legislator, visit the [Arts Action Fund](#).



# WHAT ARE THE TALKING POINTS?

The *Creative Industries* data provide a valuable visibility and advocacy tool for advancing the arts. Following are some of the key points about the study.

- **A reliable research approach:** *Creative Industries* reports use data from Dun & Bradstreet—widely acknowledged as the most comprehensive and trusted source for business information in the U.S. It provides very specific and reliable data about employment and the number of arts-centric businesses in both the nonprofit and for-profit sectors.
- **Formidable industry:** The creative industries are a formidable industry in the U.S.—2.9 million people working for 702,771 arts-centric businesses (1.9 percent and 3.9 percent, respectively, of U.S. employment and businesses). These findings are larger than most people expected.
- **Arts education:** With nearly 3 million people working for arts businesses—arts education is a critical tool in fueling the creative industries with arts-trained workers as well as new arts consumers. Alan Greenspan, U.S. Federal Reserve Chairman, notes, “The arts develop skills and habits of mind that are important for workers in the new economy of ideas.”

- **Mapping the broad reach of the arts:** Mapping the nation’s geographic and political regions demonstrates that creative industries are broadly distributed and thriving throughout our communities and political jurisdictions. Check your community map and you will see arts businesses across the community, not just in the downtown.
- **Policy development and evaluation:** Because *Creative Industries* is conducted annually, it becomes a tool for business leaders, policy makers, funders, and elected leaders, enabling them to track the efficacy of arts policies and initiatives at the local, state, and federal levels.
- **Economic development:** The creative industries play a major role in building and sustaining economically vibrant communities. Arts organizations provide jobs and generate government revenue and are the cornerstone of tourism and downtown revitalization.
- **Export industry:** U.S. exports of arts goods (e.g., movies, paintings, jewelry) grew to \$75 billion in 2012, while imports were just \$27 billion—a \$47 billion arts trade surplus.
- **A conservative research approach:** We have taken a conservative approach to defining the creative industries by focusing solely on businesses involved in the production or distribution of the arts. Not included, for example, is computer programming and scientific research—both creative, but not focused on the arts. Our analyses demonstrate an under-representation of nonprofit arts organizations in the Dun & Bradstreet database, and consequently, in our data. Additionally, many individual artists are not included, as not all are employed by a business.



# HOW CAN YOU PUBLICIZE THE DATA?

- [Download](#) the *Creative Industries* report for your county and state as well as your state and congressional legislative districts.



Screenshot from Ligature Creative Group and Colorado Business Committee for the Arts' *Economic Activity Study of Metro Denver Culture*.

- **Share it on your website and in your annual reports:**
  - Visual representations are a simple way to make a big impact: Colorado Business Committee for the Arts' [Economic Activity Study of Metro Denver Culture](#) report creatively displays jobs and payroll statistics from its creative industries.
- **Incorporate the data into press releases, articles, and speaking points:**
  - [Download Americans for the Arts' "swiss cheese" press release to fill in with your local data.](#)
- **Combine your creative industries messages with other arts data:**
  - Use with Americans for the Arts' Arts & Economic Prosperity [calculator](#), or conduct your own research, like the Houston Arts Alliance's [The Creative Economy of Houston](#), which focuses on employment and economic impact of the arts in Houston.
  - Economic development: The [nonprofit arts sector alone generates \\$135.2 billion](#) in economic activity in the U.S.
  - Cultural tourism: [32 percent of arts attendees travel from outside the county](#) to attend an arts event, bringing more potential customers to local businesses.

- **Be sure your strategic partners are aware of the data and using it to promote the community:**
    - Local chambers of commerce and economic/community development groups may help publicize the data through their media channels. [The Arts & Business Council of Greater Philadelphia](#) partners with [PIDC](#), Philadelphia’s public-private economic development corporation, and the [Greater Philadelphia Chamber of Commerce](#) to help reach a broader audience with the message that the arts bolster the creative workforce and the increase appeal of the city to both for-profit and nonprofit groups.
  - **Distribute hard copies of the reports to legislators and key stakeholders:**
    - A simple one page report or a short op-ed is best, such as [this one](#), by Monmouth Arts.
- 

## More Americans for the Arts Resources

It is important to remember that, although *Creative Industries* reports are a wonderful way to build relationships with businesses, they’re not the only tool out there. [The pARTnership Movement](#) has many more tool-kits and other resources to assist you in forming relationships with the private sector.

- Read more about the [Creative Industries](#) reports, and get your community’s customized report by any city, county, state, region, or political jurisdiction.
- Learn about [Arts & Economic Prosperity IV](#), a study of the key role played by the nonprofit arts and culture industry, and their audiences, in strengthening our nation’s economy.
- Contact the [Private Sector Initiatives Department](#) at Americans for the Arts at [privatesector@artsusa.org](mailto:privatesector@artsusa.org).
- Contact the [Research Department](#) at Americans for the Arts at [research@artsusa.org](mailto:research@artsusa.org).

