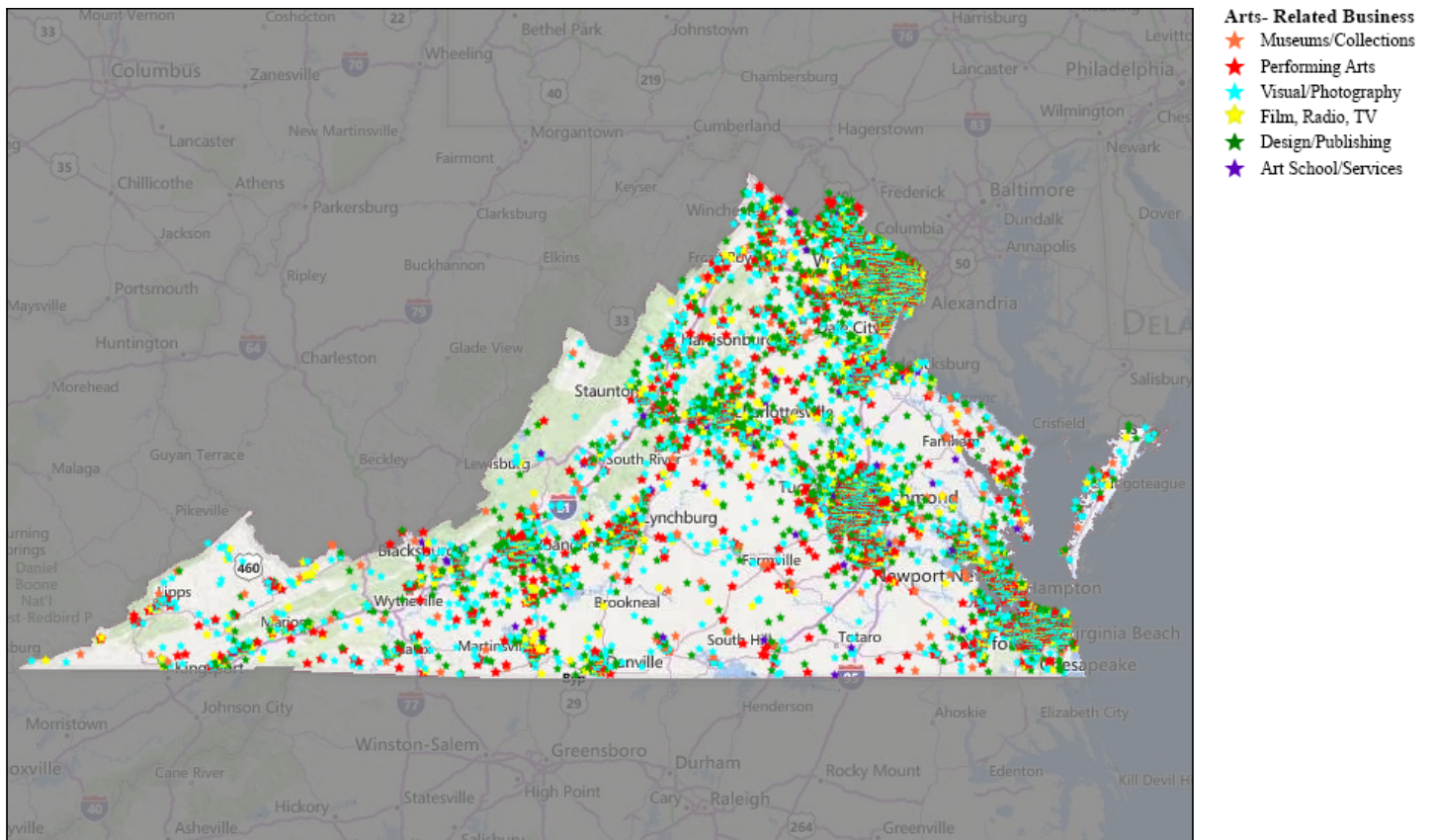


The Creative Industries in Virginia

Governor Terry McAuliffe

This *Creative Industries: Business & Employment in the Arts* report provides a research-based approach to understanding the scope and economic importance of the arts in **Virginia**. 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.

17,381 Arts-Related Businesses Employ 68,554 People



Virginia is home to 17,381 arts-related businesses that employ 68,554 people. The creative industries account for 3.7 percent of the total number of businesses located in Virginia and 1.6 percent of the people they employ. The map above plots the creative industries, with each star representing a unique arts business establishment.

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.

**The Creative Industries Represent
3.7 Percent of All Businesses and 1.6 Percent of All Employees in
Virginia
(Data current as of January 2015)**

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	500	1,928
Agents	16	120
Arts Councils	24	142
Arts Schools and Instruction	460	1,666
Design and Publishing	5,866	21,994
Advertising	792	4,953
Architecture	1,018	8,360
Design	3,988	8,248
Publishing	68	433
Film, Radio and TV	2,122	14,146
Motion Pictures	1,728	7,232
Radio	184	517
Television	210	6,397
Museums and Collections	549	5,155
Historical Society	74	1,029
Museums	448	3,916
Planetarium	2	5
Zoos and Botanical	25	205
Performing Arts	2,878	9,659
Dance	4	71
Music	1,252	3,791
Opera	3	102
Performers (nec)	1,037	2,358
Services & Facilities	543	3,111
Theater	39	226
Visual Arts/Photography	5,466	15,672
Crafts	376	1,576
Photography	3,893	9,088
Services	572	3,321
Visual Arts	625	1,687
GRAND TOTAL	17,381	68,554

Research Notes:

- These Creative Industries data are based solely on active U.S. businesses that are registered with Dun & Bradstreet. Because not all businesses register, our analyses indicate an under-representation of arts businesses (particularly those that are nonprofit arts organizations and individual artists). The data in this report, therefore, should be considered conservative.
- To define the Creative Industries, Americans for the Arts selected 644 8-digit Standard Industrial Classification codes that represent for-profit and nonprofit arts-centric businesses (out of more than 18,500 codes representing all industries).
- 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 at www.AmericansForTheArts.org/CreativeIndustries.