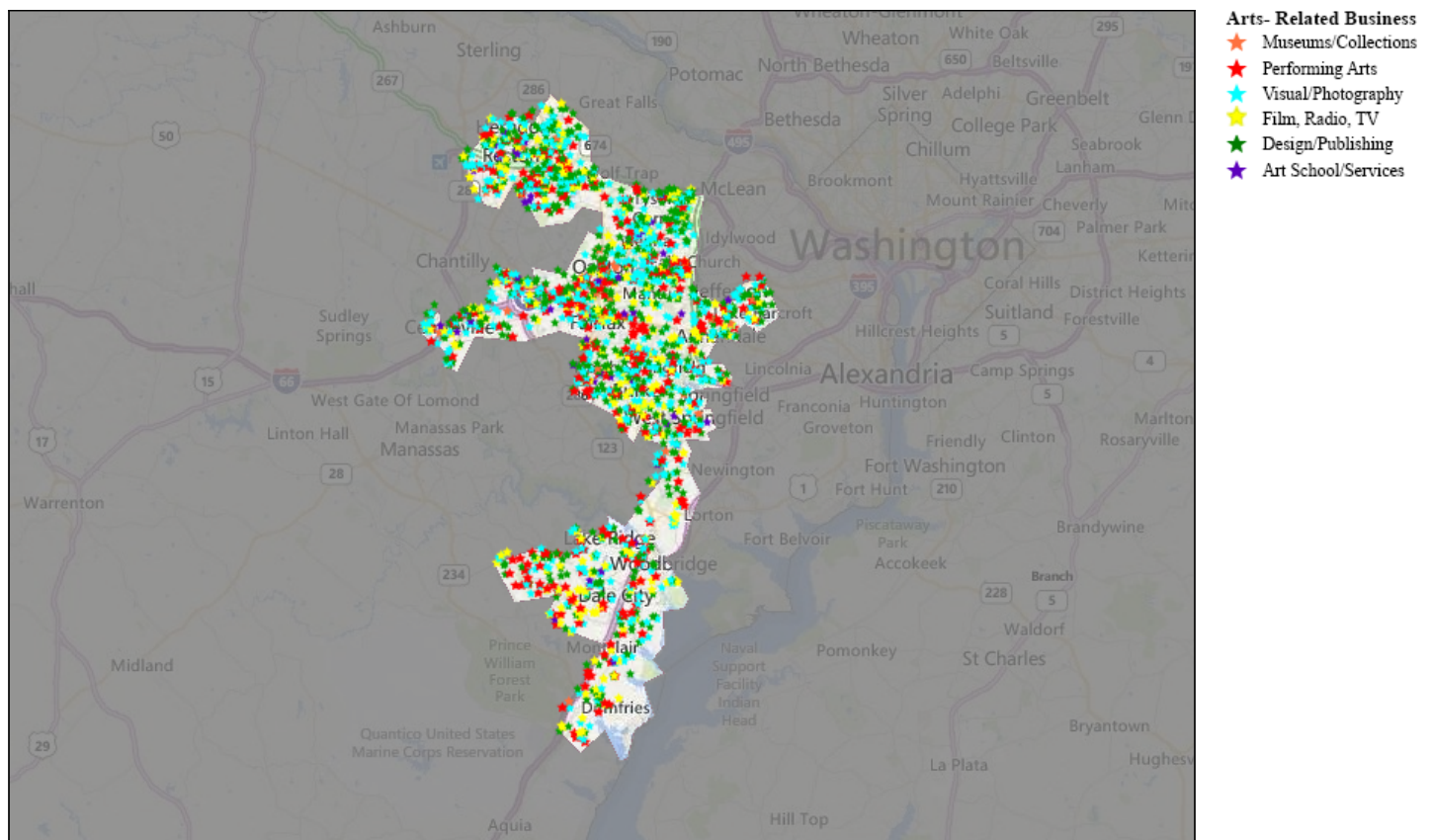


The Creative Industries in Virginia Congressional District 11 U.S. Representative Gerald E. Connolly

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 Congressional District 11**. 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.

1,973 Arts-Related Businesses Employ 9,139 People



Virginia Congressional District 11 is home to 1,973 arts-related businesses that employ 9,139 people. The creative industries account for 3.9 percent of the total number of businesses located in Virginia Congressional District 11 and 1.8 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
3.9 Percent of All Businesses and 1.8 Percent of All Employees in
Virginia Congressional District 11
(Data current as of January 2015)**

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	61	247
Arts Councils	1	7
Arts Schools and Instruction	60	240
Design and Publishing	682	3,159
Advertising	103	1,263
Architecture	121	786
Design	452	965
Publishing	6	145
Film, Radio and TV	287	3,150
Motion Pictures	227	1,078
Radio	20	27
Television	40	2,045
Museums and Collections	32	295
Museums	31	289
Zoos and Botanical	1	6
Performing Arts	338	881
Dance	1	1
Music	142	474
Performers (nec)	141	220
Services & Facilities	54	186
Visual Arts/Photography	573	1,407
Crafts	29	109
Photography	437	765
Services	67	459
Visual Arts	40	74
GRAND TOTAL	1,973	9,139

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.