

The Creative Industries in Nebraska Governor Dave Heineman

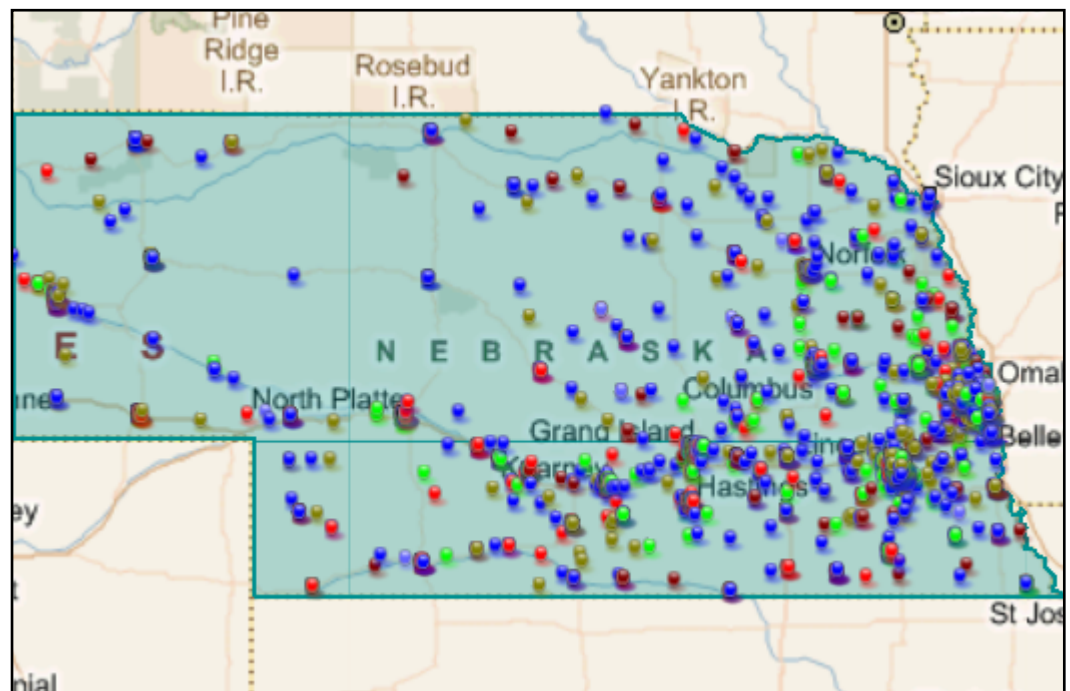
This Creative Industries report offers a research-based approach to understanding the scope and economic importance of the arts in **Nebraska**. The creative industries are composed of arts businesses that range from non-profit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. Arts businesses and the creative people they employ stimulate innovation in today's global marketplace.

Nationally, there are 668,267 businesses in the U.S. involved in the creation or distribution of the arts. They employ 2.9 million people, representing 4.05 percent of all businesses and 2.18 percent of all employees, respectively. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S.

As of January 2010, Nebraska is home to 3,221 arts-related businesses that employ 16,868 people. These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ a creative workforce, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development. The map below provides a clear picture of the creative industries in **Nebraska**, with each dot representing an arts-centric business.

3,221 Arts-Related Businesses in Nebraska Employ 16,868 People

- Arts-Related Business
-  Museum/Collections
 -  Performing Arts
 -  Visual/Photography
 -  Film, Radio, TV
 -  Design/Publishing
 -  Arts Schools/Services



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Arts-Related Businesses and Employment in Nebraska

(Data current as of January 2010)

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	142	1,070
Museums	116	905
Zoos and Botanical	7	105
Historical Society	18	55
Planetarium	1	5
Performing Arts	579	2,438
Music	285	1,118
Theater	8	43
Dance	1	2
Opera	2	18
Services & Facilities	163	839
Performers (nec)	120	418
Visual Arts/Photography	1,154	2,628
Crafts	116	424
Visual Arts	103	167
Photography	689	1,412
Services	246	625
Film, Radio and TV	455	3,273
Motion Pictures	347	1,484
Television	58	1,535
Radio	50	254
Design and Publishing	761	6,868
Architecture	139	4,644
Design	408	793
Publishing	12	146
Advertising	202	1,285
Arts Schools and Services	130	591
Arts Councils	17	78
Arts Schools and Instruction	105	496
Agents	8	17
GRAND TOTAL	3,221	16,868

Note: As the source of these data is based solely on businesses that have registered with Dun & Bradstreet, our analyses indicate an under-representation of nonprofit arts organizations and individual artists. Therefore, this Creative Industries report should be considered a conservative estimate. For more information, maps, and to make sure you are included in our Creative Industries research, visit www.AmericansForTheArts.org/sc/CreativeIndustries.