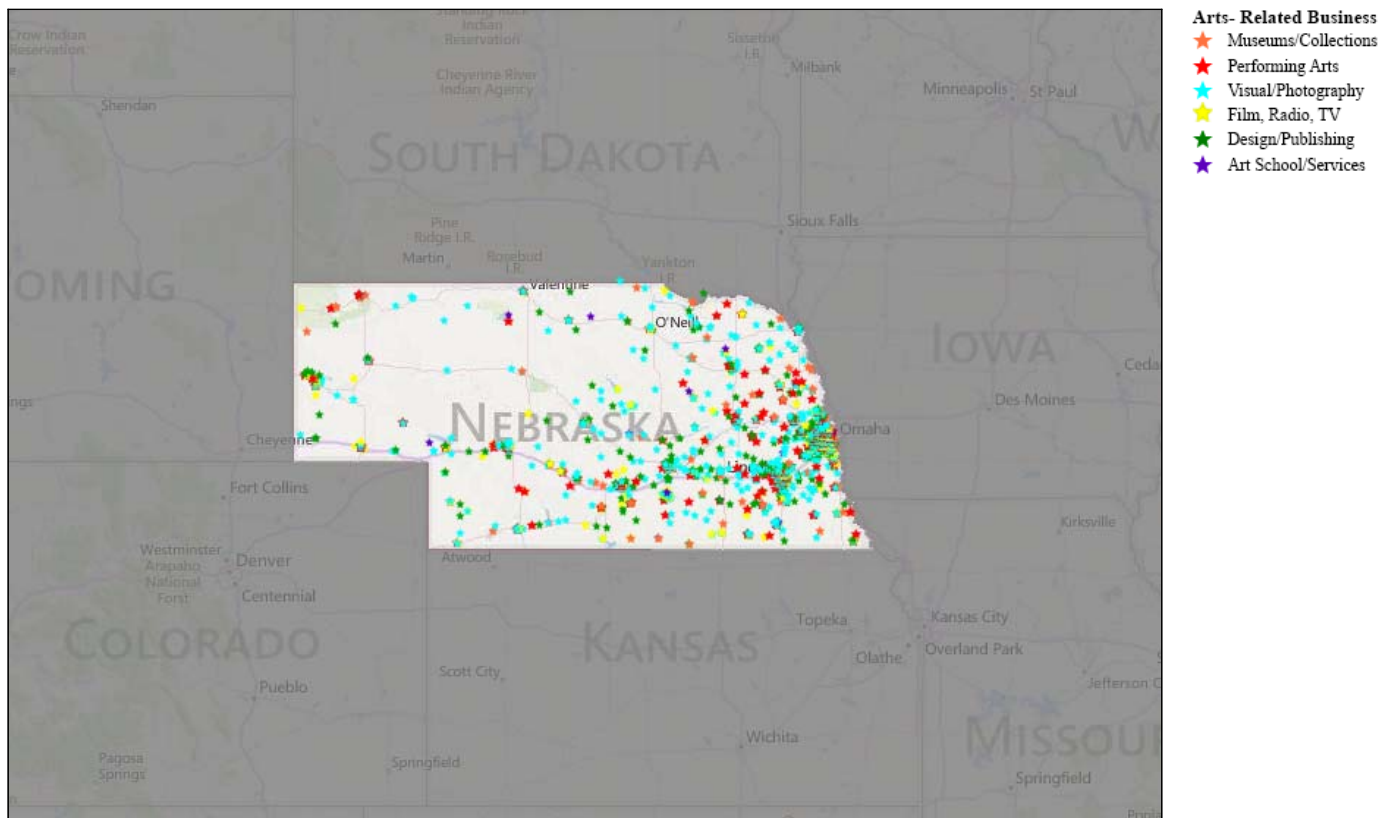


# The Creative Industries in Nebraska

## Governor Pete Ricketts

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 **Nebraska**. 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.

### 3,558 Arts-Related Businesses Employ 14,351 People



**Nebraska is home to 3,558 arts-related businesses that employ 14,351 people.** The creative industries account for 2.7 percent of the total number of businesses located in Nebraska and 1.4 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  
2.7 Percent of All Businesses and 1.4 Percent of All Employees in  
Nebraska  
(Data current as of January 2015)**

<b>CATEGORY</b>	<b>BUSINESSES</b>	<b>EMPLOYEES</b>
<b>Arts Schools and Services</b>	<b>118</b>	<b>618</b>
Agents	7	12
Arts Councils	18	84
Arts Schools and Instruction	93	522
<b>Design and Publishing</b>	<b>1,003</b>	<b>4,403</b>
Advertising	173	1,554
Architecture	146	1,506
Design	675	1,265
Publishing	9	78
<b>Film, Radio and TV</b>	<b>397</b>	<b>2,692</b>
Motion Pictures	302	1,512
Radio	50	133
Television	45	1,047
<b>Museums and Collections</b>	<b>157</b>	<b>1,098</b>
Historical Society	22	85
Museums	125	903
Planetarium	2	9
Zoos and Botanical	8	101
<b>Performing Arts</b>	<b>610</b>	<b>2,252</b>
Dance	1	19
Music	274	1,093
Opera	2	14
Performers (nec)	138	306
Services & Facilities	187	782
Theater	8	38
<b>Visual Arts/Photography</b>	<b>1,273</b>	<b>3,288</b>
Crafts	100	445
Photography	849	1,482
Services	196	726
Visual Arts	128	635
<b>GRAND TOTAL</b>	<b>3,558</b>	<b>14,351</b>

**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](http://www.AmericansForTheArts.org/CreativeIndustries).