

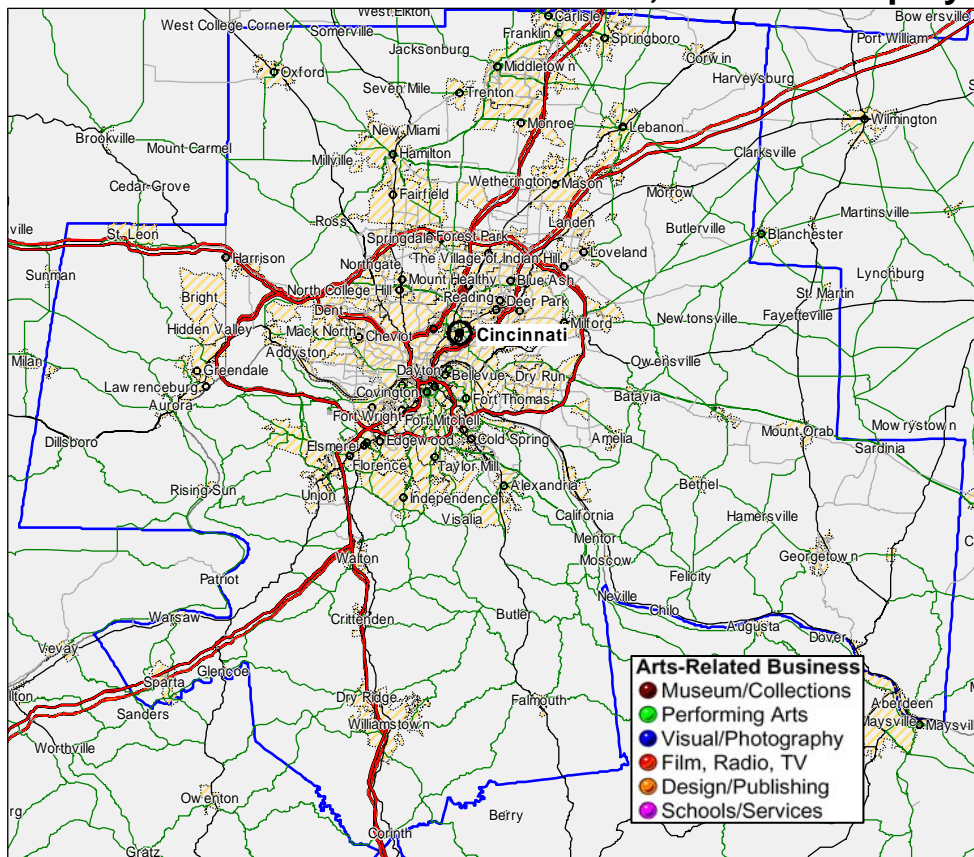
The Creative Industries in Cincinnati, OH MSA

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Cincinnati, OH MSA**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. The creative industries are the high-octane fuel that drives the “information economy”—the fastest growing segment of the nation’s economy.

Nationally, there are 612,095 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.98 million people—4.3 percent of all businesses and 2.2 percent of all employees. Between 2007 and 2008, the number of arts businesses and employees grew 12 percent. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S. Growth of the businesses that comprise the creative industries was greater than the increase among the 14.3 million businesses tracked by Dun & Bradstreet.

As of January 2008, Cincinnati, OH MSA is home to 3,576 arts-related businesses that employ 18,965 people. These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ people, 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 **Cincinnati, OH MSA**, with each dot representing an arts-centric business.

3,576 Arts-Related Businesses in Cincinnati, OH MSA Employ 18,965 People





Arts-Related Businesses and Employment in Cincinnati, OH MSA: 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	78	1,182
Museums	63	538
Zoos and Botanical	4	473
Historical Society	11	171
Performing Arts	607	2,752
Music	281	1,349
Theater	11	176
Dance	1	30
Opera	2	29
Services & Facilities	143	760
Performers	169	408
Visual Arts/Photography	1,278	5,503
Crafts	139	657
Visual Arts	111	259
Photography	811	3,522
Services	217	1,065
Film, Radio and TV	470	3,116
Motion Pictures	392	1,937
Television	38	1,067
Radio	40	112
Design and Publishing	990	5,935
Architecture	233	1,872
Design	441	1,116
Publishing	27	887
Advertising	289	2,060
Arts Schools and Services	153	477
Arts Councils	5	15
Arts Schools and Instruction	137	441
Agents	11	21
GRAND TOTAL	3,576	18,965

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/CreativeIndustries.

Trends in Cincinnati, OH MSA Arts-Related Businesses and Employment: 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	66	78	18.18%	1,108	1,182	6.68%
Museums	54	63	16.67%	475	538	13.26%
Zoos and Botanical	3	4	33.33%	471	473	0.42%
Historical Society	9	11	22.22%	162	171	5.56%
Performing Arts	548	607	10.77%	2,398	2,752	14.76%
Music	258	281	8.91%	1,106	1,349	21.97%
Theater	12	11	-8.33%	85	176	107.06%
Dance	1	1	0.00%	55	30	-45.45%
Opera	2	2	0.00%	29	29	0.00%
Services & Facilities	135	143	5.93%	770	760	-1.30%
Performers	140	169	20.71%	353	408	15.58%
Visual Arts/Photography	1,208	1,278	5.79%	5,187	5,503	6.09%
Crafts	127	139	9.45%	613	657	7.18%
Visual Arts	106	111	4.72%	244	259	6.15%
Photography	768	811	5.60%	3,291	3,522	7.02%
Services	207	217	4.83%	1,039	1,065	2.50%
Film, Radio and TV	434	470	8.29%	3,225	3,116	-3.38%
Motion Pictures	366	392	7.10%	1,973	1,937	-1.82%
Television	34	38	11.76%	1,147	1,067	-6.97%
Radio	34	40	17.65%	105	112	6.67%
Design and Publishing	863	990	14.72%	5,290	5,935	12.19%
Architecture	195	233	19.49%	1,605	1,872	16.64%
Design	380	441	16.05%	956	1,116	16.74%
Publishing	26	27	3.85%	1,006	887	-11.83%
Advertising	262	289	10.31%	1,723	2,060	19.56%
Arts Schools and Services	129	153	18.60%	442	477	7.92%
Arts Councils	6	5	-16.67%	17	15	-11.76%
Arts Schools and Instruction	113	137	21.24%	405	441	8.89%
Agents	10	11	10.00%	20	21	5.00%
GRAND TOTAL	3,248	3,576	10.10%	17,650	18,965	7.45%