

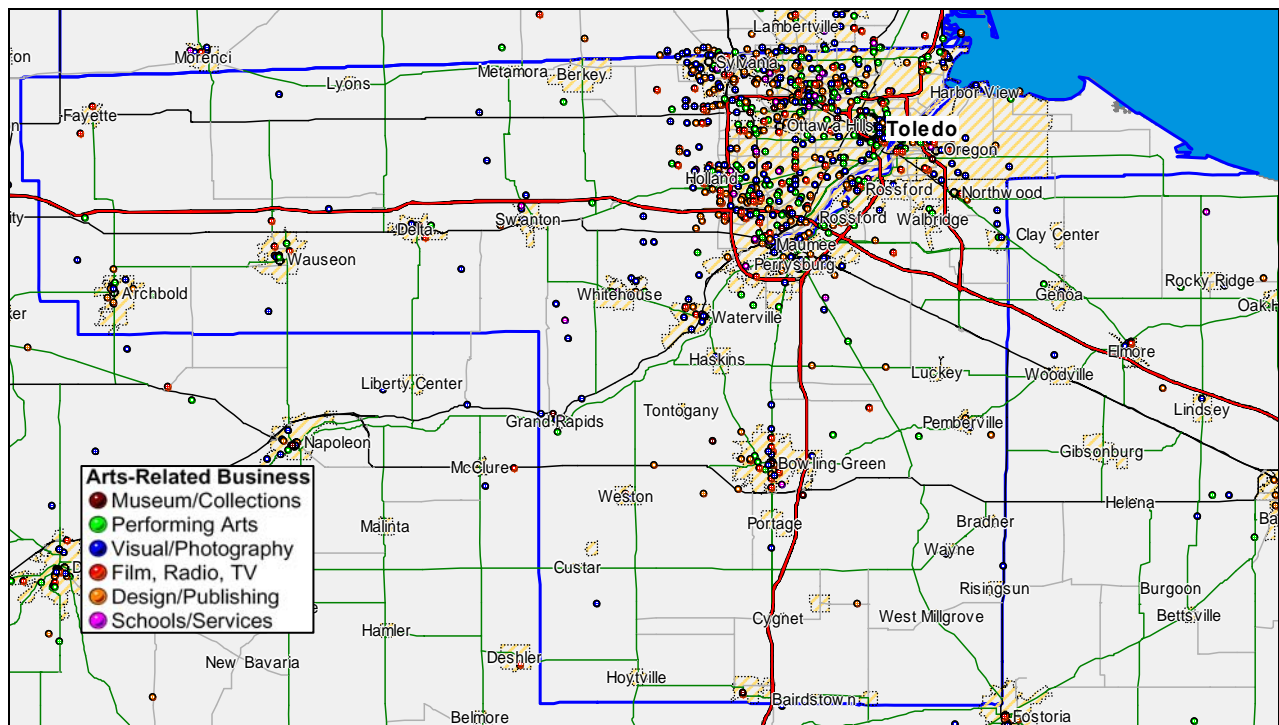
## The Creative Industries in Toledo, OH MSA

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Toledo, 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, Toledo, OH MSA is home to 924 arts-related businesses that employ 4,889 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 **Toledo, OH MSA**, with each dot representing an arts-centric business.

### 924 Arts-Related Businesses in Toledo, OH MSA Employ 4,889 People





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

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>19</b>	<b>773</b>
Museums	15	316
Zoos and Botanical	1	450
Historical Society	3	7
<b>Performing Arts</b>	<b>196</b>	<b>813</b>
Music	99	321
Theater	3	4
Dance	1	3
Services & Facilities	48	315
Performers	45	170
<b>Visual Arts/Photography</b>	<b>319</b>	<b>1,113</b>
Crafts	36	124
Visual Arts	33	56
Photography	198	688
Services	52	245
<b>Film, Radio and TV</b>	<b>131</b>	<b>1,105</b>
Motion Pictures	103	581
Television	11	491
Radio	17	33
<b>Design and Publishing</b>	<b>219</b>	<b>934</b>
Architecture	42	288
Design	105	311
Publishing	2	11
Advertising	70	324
<b>Arts Schools and Services</b>	<b>40</b>	<b>151</b>
Arts Councils	5	57
Arts Schools and Instruction	34	93
Agents	1	1
<b>GRAND TOTAL</b>	<b>924</b>	<b>4,889</b>

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

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

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
<b>Museums and Collections</b>	<b>16</b>	<b>19</b>	<b>18.75%</b>	<b>805</b>	<b>773</b>	<b>-3.98%</b>
Museums	12	15	25.00%	349	316	-9.46%
Zoos and Botanical	1	1	0.00%	450	450	0.00%
Historical Society	3	3	0.00%	6	7	16.67%
<b>Performing Arts</b>	<b>171</b>	<b>196</b>	<b>14.62%</b>	<b>791</b>	<b>813</b>	<b>2.78%</b>
Music	87	99	13.79%	315	321	1.90%
Theater	3	3	0.00%	4	4	0.00%
Dance	1	1	0.00%	3	3	0.00%
Services & Facilities	47	48	2.13%	322	315	-2.17%
Performers	33	45	36.36%	147	170	15.65%
<b>Visual Arts/Photography</b>	<b>300</b>	<b>319</b>	<b>6.33%</b>	<b>1,033</b>	<b>1,113</b>	<b>7.74%</b>
Crafts	31	36	16.13%	98	124	26.53%
Visual Arts	29	33	13.79%	47	56	19.15%
Photography	187	198	5.88%	636	688	8.18%
Services	53	52	-1.89%	252	245	-2.78%
<b>Film, Radio and TV</b>	<b>110</b>	<b>131</b>	<b>19.09%</b>	<b>1,034</b>	<b>1,105</b>	<b>6.87%</b>
Motion Pictures	83	103	24.10%	509	581	14.15%
Television	10	11	10.00%	485	491	1.24%
Radio	17	17	0.00%	40	33	-17.50%
<b>Design and Publishing</b>	<b>191</b>	<b>219</b>	<b>14.66%</b>	<b>868</b>	<b>934</b>	<b>7.60%</b>
Architecture	38	42	10.53%	273	288	5.49%
Design	90	105	16.67%	261	311	19.16%
Publishing	4	2	-50.00%	17	11	-35.29%
Advertising	59	70	18.64%	317	324	2.21%
<b>Arts Schools and Services</b>	<b>37</b>	<b>40</b>	<b>8.11%</b>	<b>144</b>	<b>151</b>	<b>4.86%</b>
Arts Councils	3	5	66.67%	54	57	5.56%
Arts Schools and Instruction	33	34	3.03%	89	93	4.49%
Agents	1	1	0.00%	1	1	0.00%
<b>GRAND TOTAL</b>	<b>825</b>	<b>924</b>	<b>12.00%</b>	<b>4,675</b>	<b>4,889</b>	<b>4.58%</b>