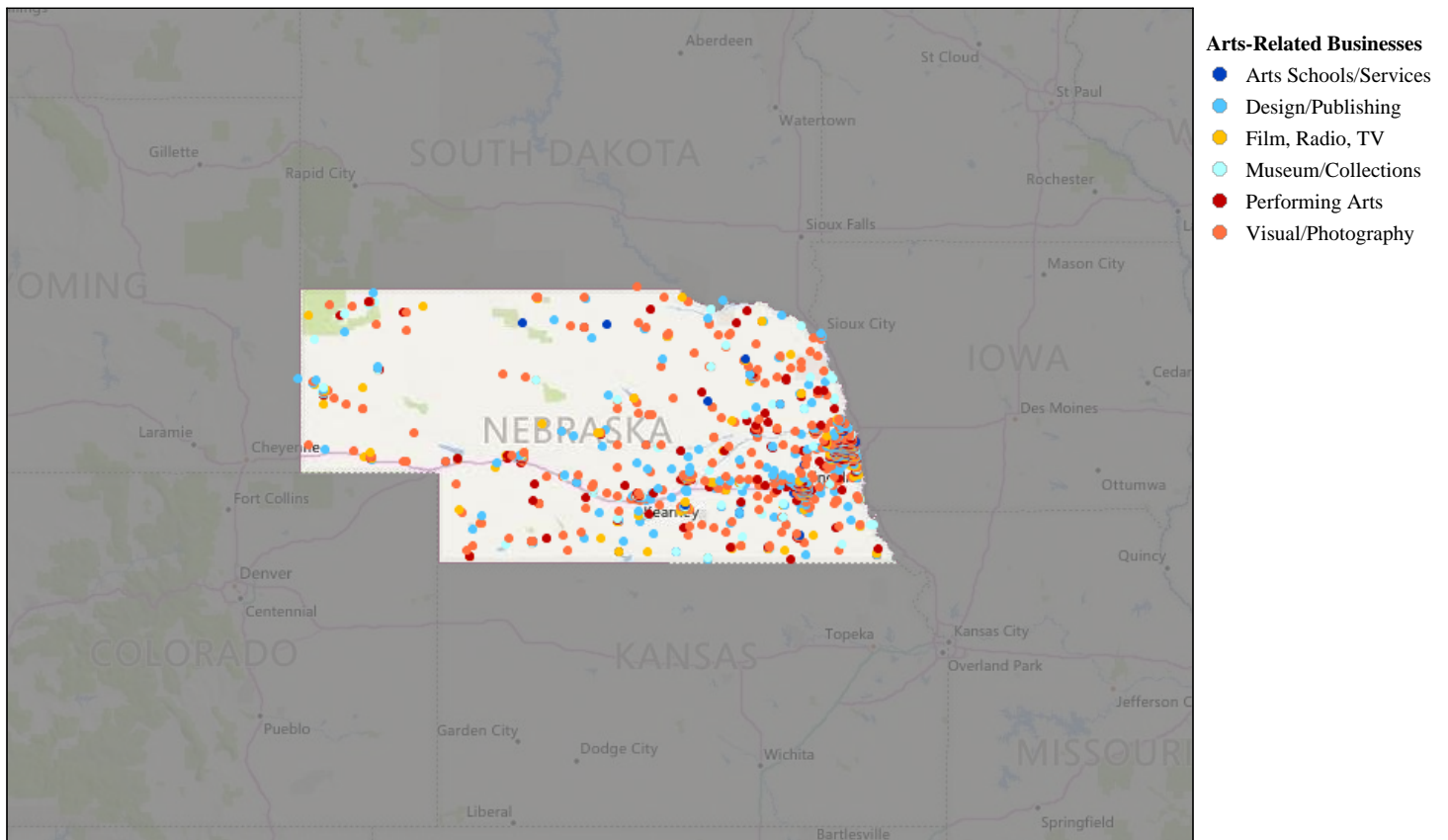


The Creative Industries in Nebraska

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. In a global economy, the creative industries are durable and enduring local employers.

3,241 Arts-Related Businesses Employ 18,405 People



Nebraska is home to 3,241 arts-related businesses that employ 18,405 people. The creative industries account for 2.8 percent of the total number of businesses located in Nebraska and 1.6 percent of the people they employ. The map above plots the creative industries, with each dot representing a unique arts business establishment.

Nationally, 673,656 businesses are involved in the creation or distribution of the arts, and they employ 3.48 million people. This represents 4.0 percent of all U.S. businesses and 2.0 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 April 2017.

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**The Creative Industries Represent
2.8 Percent of All Businesses and 1.6 Percent of All Employees in
Nebraska**

(Data current as of April 2017)

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	110	684
Agents	7	14
Arts Councils	19	102
Arts Schools and Instruction	84	568
Design and Publishing	919	7,670
Advertising	164	1,693
Architecture	143	4,634
Design	603	1,240
Publishing	9	103
Film, Radio and TV	368	2,846
Motion Pictures	277	1,537
Radio	43	174
Television	48	1,135
Museums and Collections	153	962
Historical Society	24	86
Museums	119	770
Planetarium	1	4
Zoos and Botanical	9	102
Performing Arts	576	2,159
Dance	1	19
Music	253	970
Opera	2	14
Performers (nec)	129	309
Services & Facilities	179	785
Theater	12	62
Visual Arts/Photography	1,115	4,084
Crafts	88	388
Photography	758	1,435
Services	161	818
Visual Arts	108	1,443
GRAND TOTAL	3,241	18,405

Research Notes:

- These Creative Industries data are based solely on active U.S. businesses that are registered with Dun & Bradstreet. Because not all businesses are registered, 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, are an undercount.
- 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 6,766 state legislative districts, and all 3,141 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.