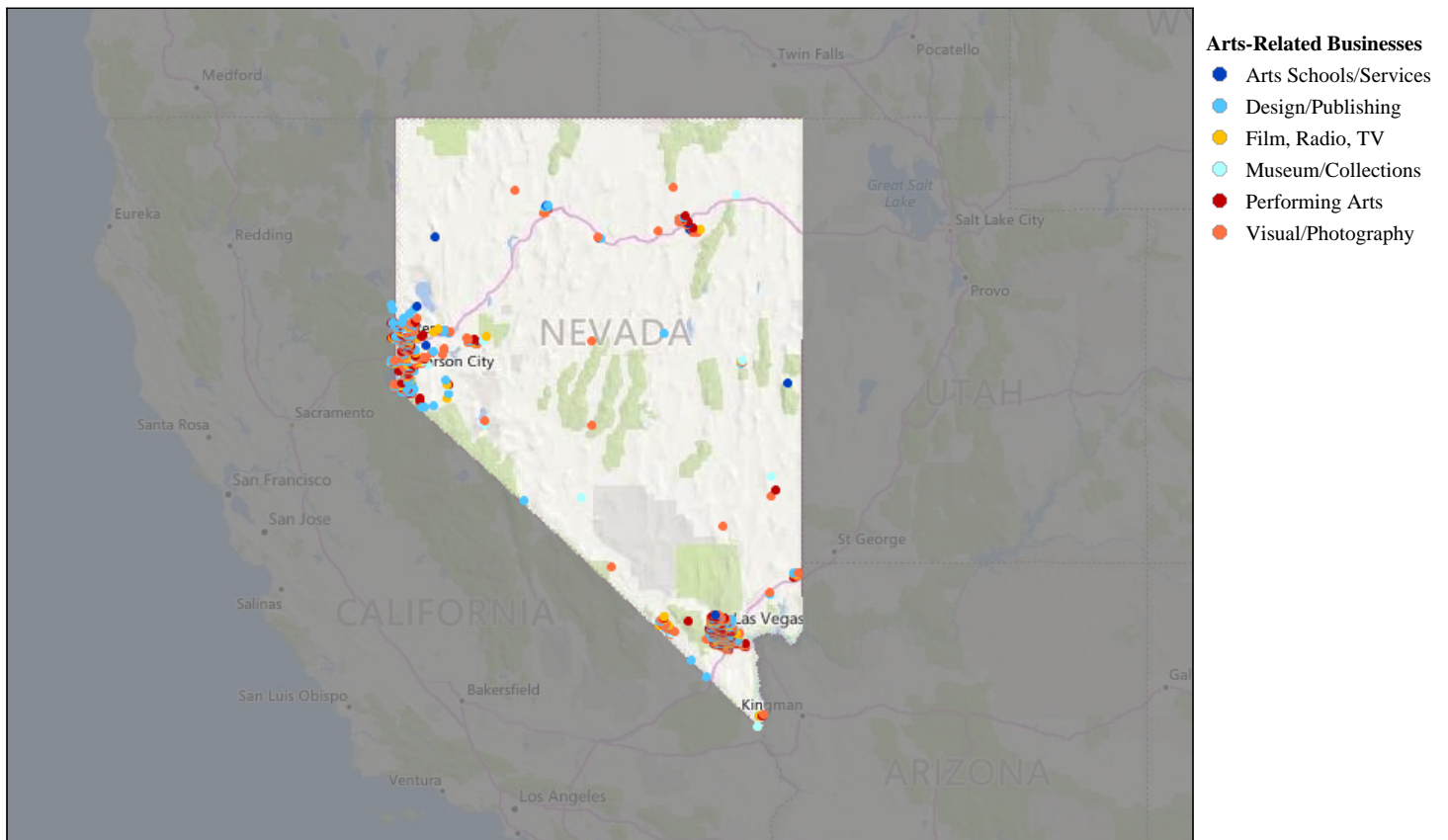


The Creative Industries in Nevada

Governor Brian Sandoval

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 **Nevada**. 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.

4,942 Arts-Related Businesses Employ 28,551 People



Nevada is home to 4,942 arts-related businesses that employ 28,551 people. The creative industries account for 4.4 percent of the total number of businesses located in Nevada and 2.2 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 4.4 Percent of All Businesses and 2.2 Percent of All Employees in Nevada

(Data current as of April 2017)

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	128	485
Agents	14	36
Arts Councils	10	50
Arts Schools and Instruction	104	399
Design and Publishing	1,623	10,573
Advertising	381	2,554
Architecture	232	5,558
Design	989	2,308
Publishing	21	153
Film, Radio and TV	670	5,974
Motion Pictures	561	2,514
Radio	40	137
Television	69	3,323
Museums and Collections	106	635
Historical Society	13	36
Museums	84	573
Zoos and Botanical	9	26
Performing Arts	1,082	6,425
Dance	2	4
Music	288	1,066
Performers (nec)	537	3,101
Services & Facilities	233	2,045
Theater	22	209
Visual Arts/Photography	1,333	4,459
Crafts	118	637
Photography	934	2,570
Services	143	664
Visual Arts	138	588
GRAND TOTAL	4,942	28,551

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.