



Making the Case for the Arts and Creative Industries Sector

The Numbers

ARTS = JOBS

- There are over **2,520 creative industry businesses**, including museums, performing arts, architecture and design, film and radio, and publishing, in Rhode Island that **employ 11,842 people**.
- Between 2007 and 2008, employment grew in these businesses by **5.1%** amidst a growing decline in employment overall throughout the State, with number of creative industry businesses growing by **10.9%**.

ARTS + EDUCATION = JOBS

- Ninety-six percent (96%) of **corporate leaders** stated “creativity is of increasing importance to the U.S. workforce.
- Of these leaders, eighty-five percent (85%) said they have difficulty finding qualified applicants with the creative characteristics they desire.
- Eighty-nine percent (89%) **U.S. voters** said “using imagination is important to innovation and one’s success in a global knowledge-based economy”. Eighty-eight percent (88%) said education in and through the arts is essential to cultivating the imagination.

ARTS = INVESTMENT

- In FY09, every \$1 invested by the State in the arts through RI State Council on the Arts **leveraged another \$21.55** in outside funding. The state’s investment stimulates more funding for organizations that hire locally and buy locally.
- Non-profit arts and cultural organizations in Providence alone **generate \$111.8 million** annually in local economic activity.
- Nonprofit arts and culture event attendees spend an average of **\$26.58 per person** in related activities, such as meals in restaurants, hotel stays, and other shopping, excluding cost of admission.

ARTS = ASSETS

- Arts and cultural attractions were rated the **second highest (at 61%)** by business leaders as a top strength in Providence – higher than quality of health care (25%), cost of living (9%), and economic development efforts (6%).
- Only institutions of higher learning surpassed the cultural community (at 66%) – though arguably they are part of the same, as our institutes graduate creative thinkers through their strong focus on culinary arts, arts and design, and innovation and entrepreneurship.