



Business Committee for the Arts

A Division of **Americans for the Arts**



CREATIVE VITALITY INDEX™

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WHAT IS THE CREATIVE VITALITY INDEX?™

- Data collected from **seven sources of community arts-related participation** as well as **arts-related employment**.
- It measures, on a per capita basis, data from both the **nonprofit and for-profit sectors**.
- The data streams into a single index that reflects the **relative economic health** of the **creative economy** in a geographic area.

HOW DOES AN INDEX WORK?

- An index is a number that is used to express **relationships** between different data sets.
- An index is usually expressed in terms of a **change from a base value**.
- In this report we are comparing Durham against a base value that equals either the **national average** or the **state average**.

HOW DOES AN INDEX WORK?

- In this report, a **1** is used to indicate the **base value**.
- If Durham has an index of **1.26** it is **26%** **higher than the average**.
- Sometimes an indicator is indexed against a **state average** **AND** a **national average**.

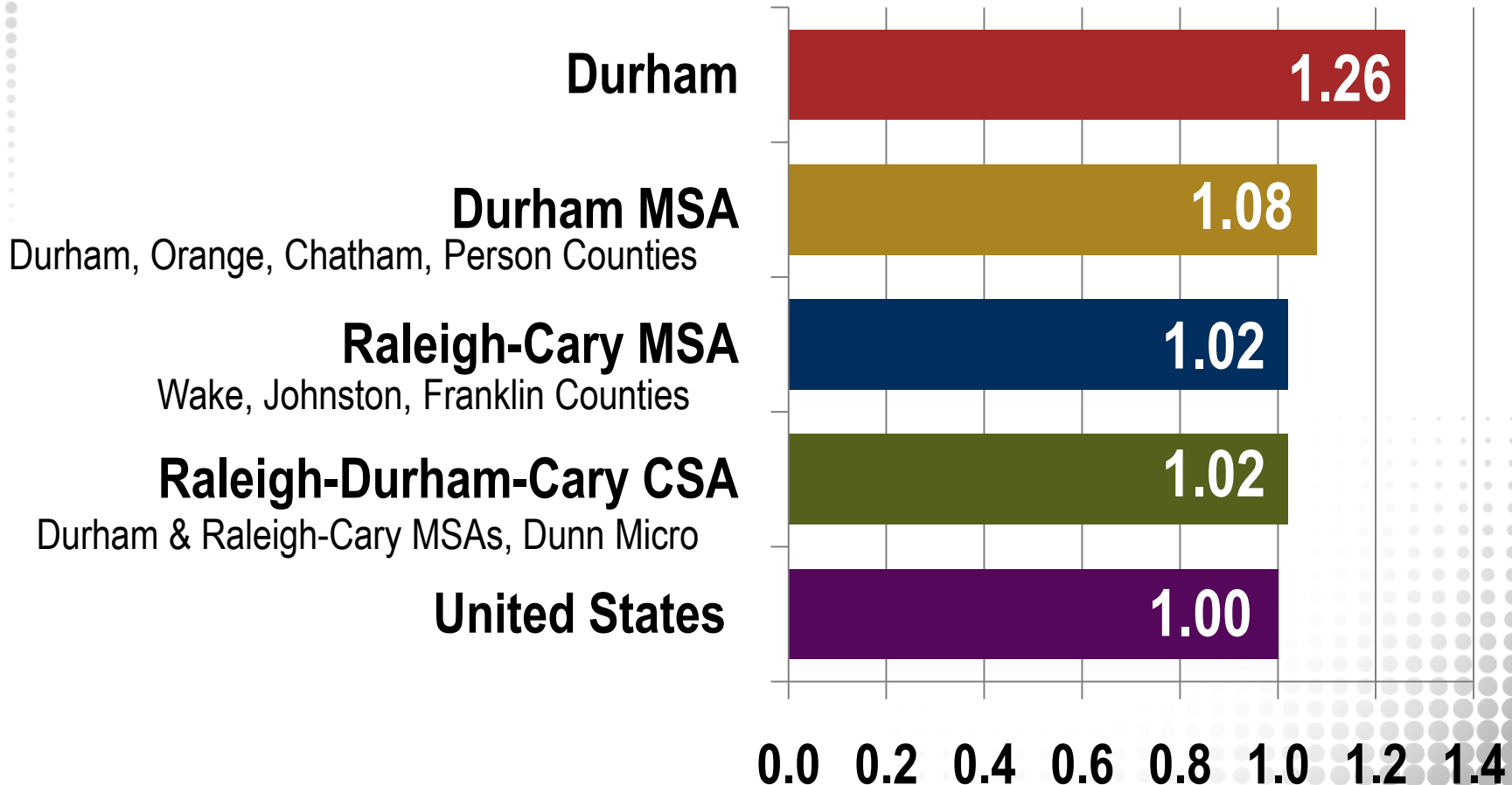
HOW DOES AN INDEX WORK?

- Durham might have a **.94 index** against the national average on an indicator, but have an **index of 2.55** against the state average.
- The number hasn't changed but **where it falls relative to the base** has changed.
- This indicates Durham is slightly (6%) **below the national average** but **two and a half times greater** than the state average.

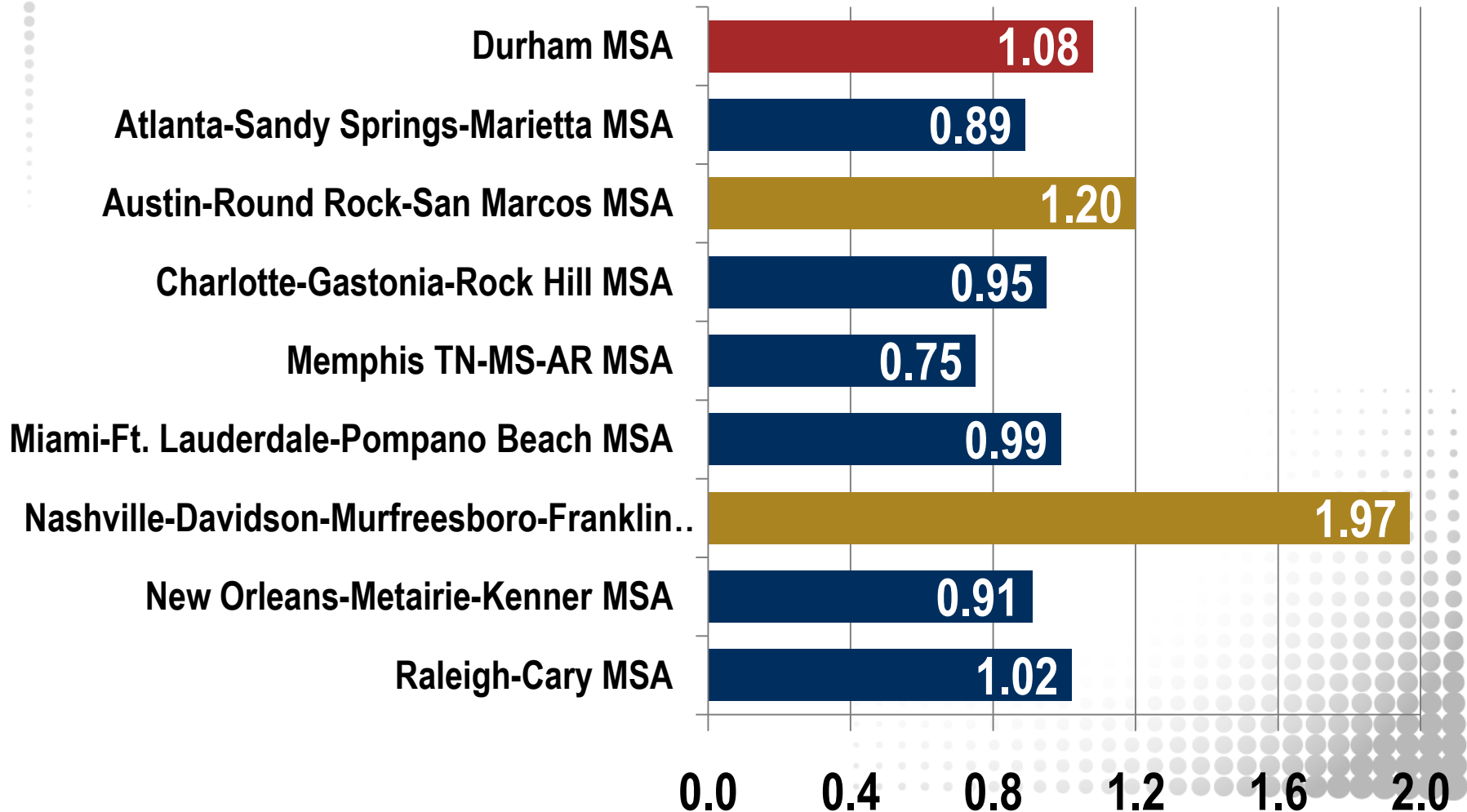
FIRST: THE GOOD NEWS



CREATIVE VITALITY INDEX,TM 2008



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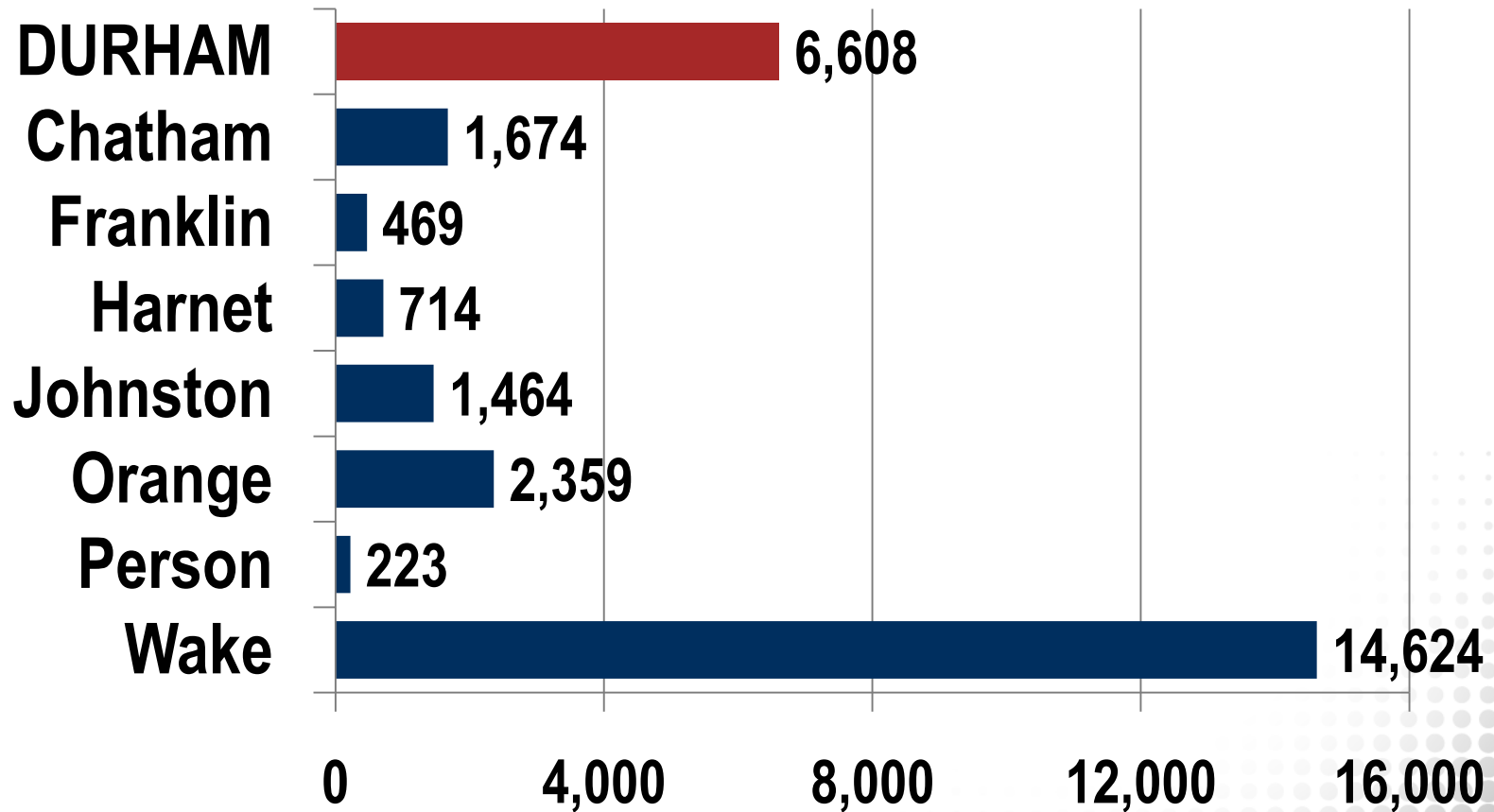




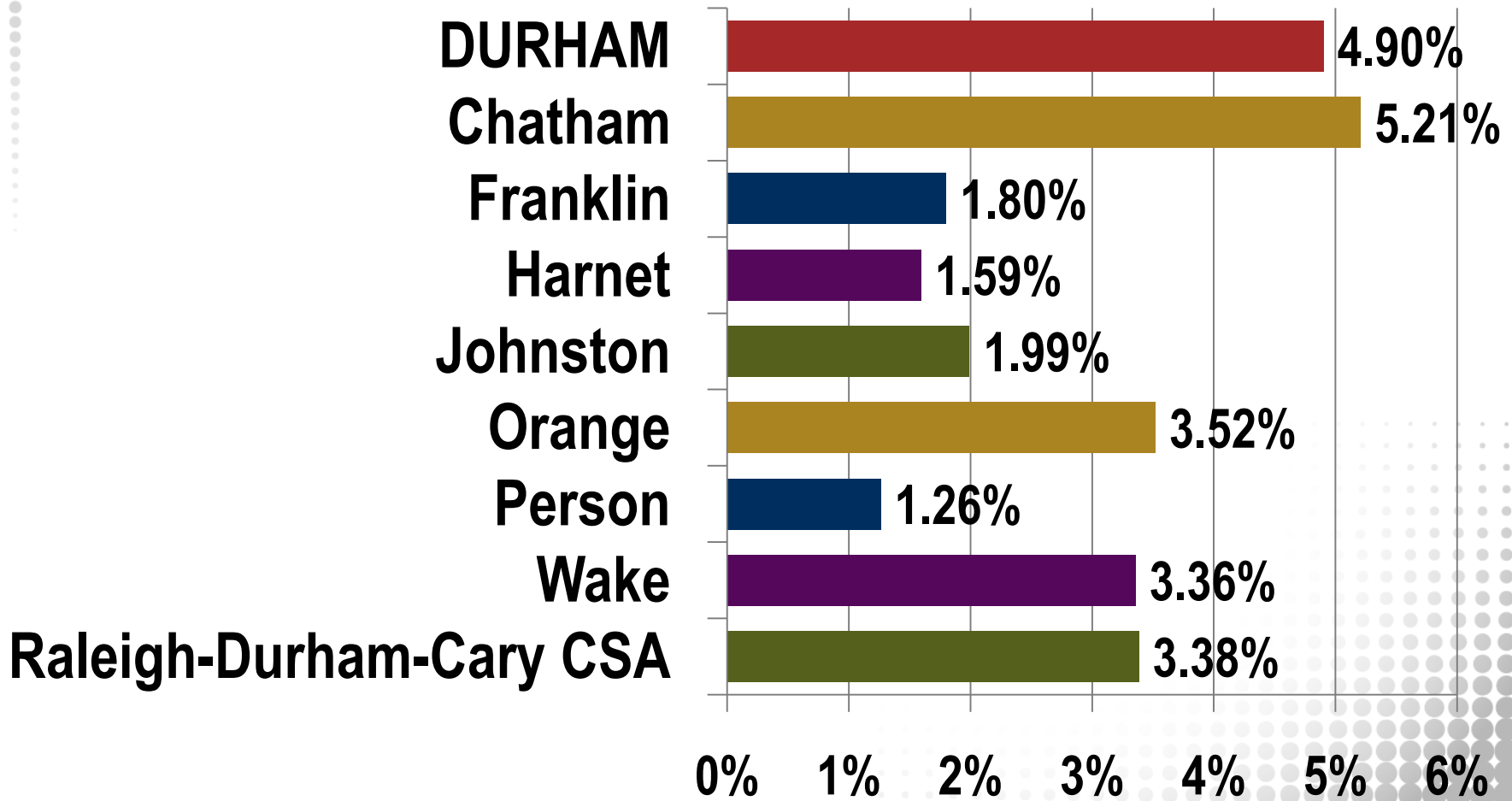
WHAT ARE CREATIVE JOBS?



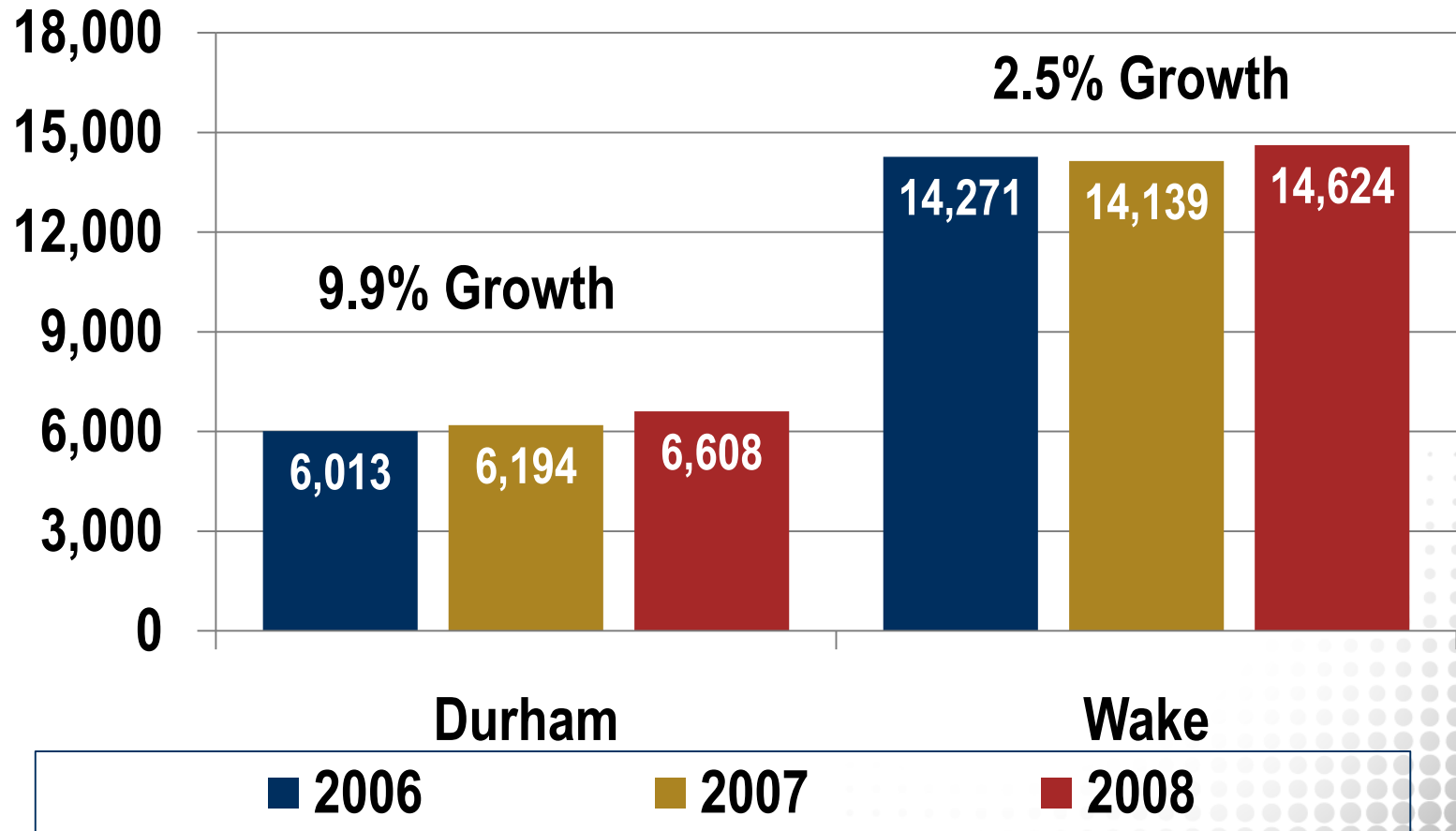
CREATIVE JOBS BY COUNTY, 2008



% OF CREATIVE JOBS IN TOTAL WORKFORCE



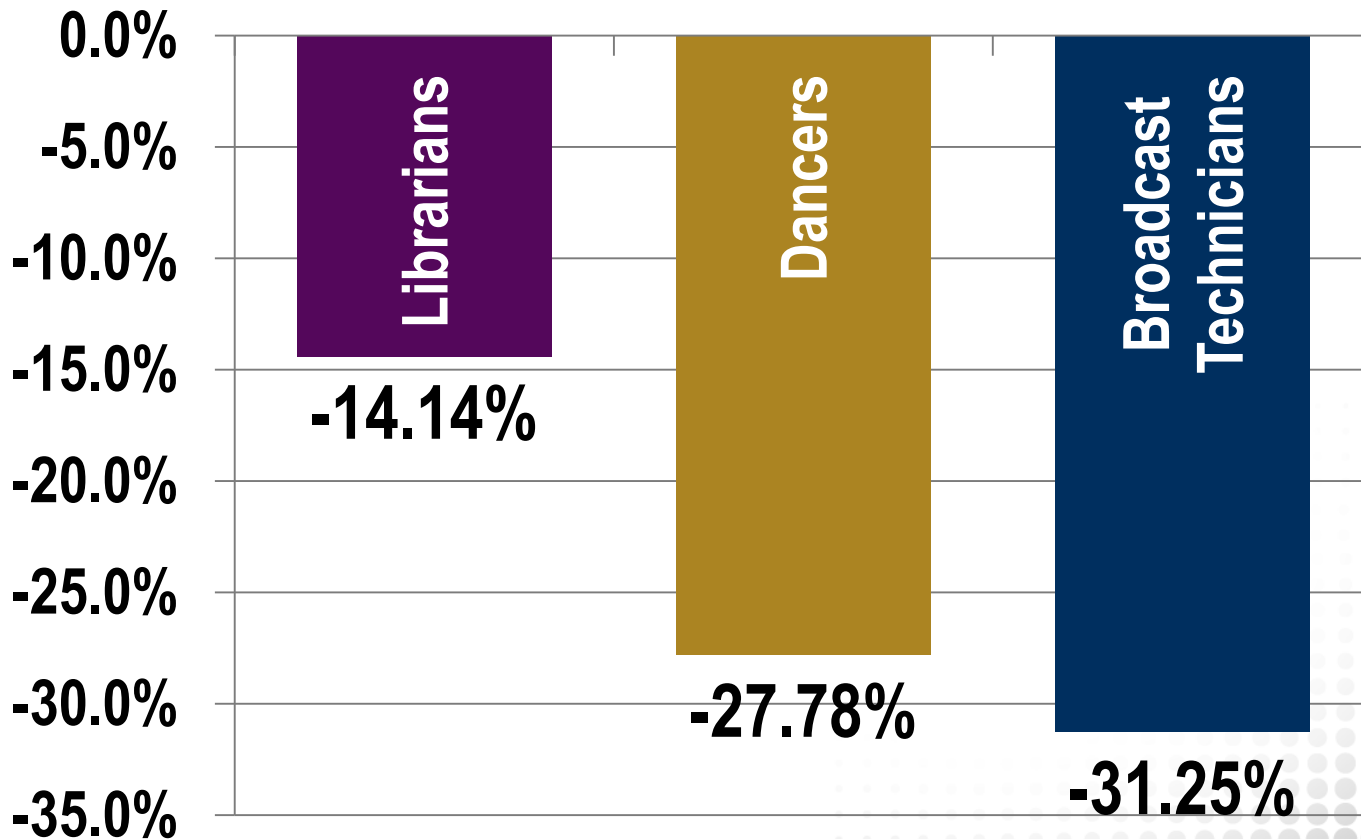
GROWTH OF JOBS 2006-2008



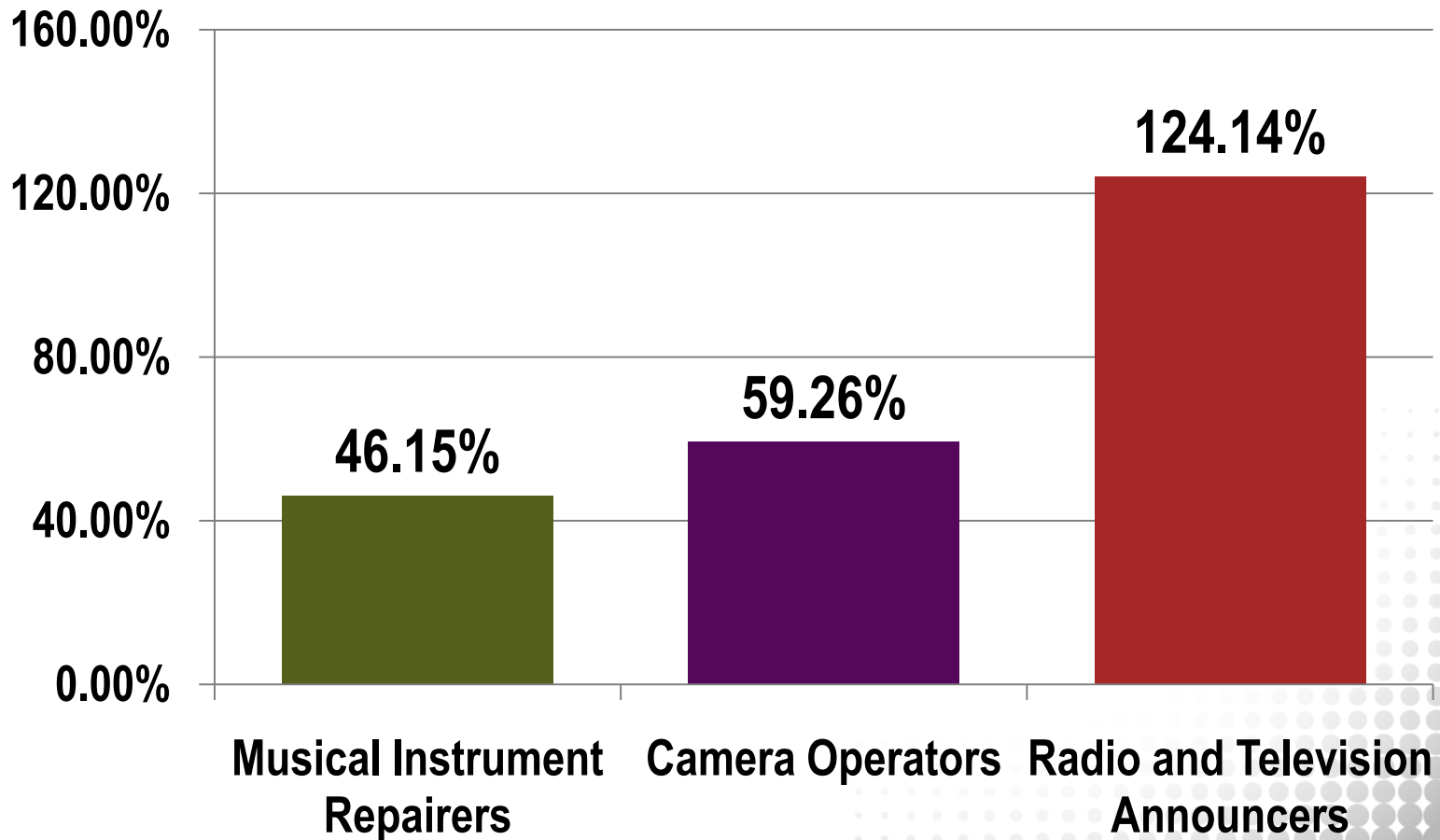
DURHAM'S CREATIVE JOBS

- More than **6,600 jobs** in Durham classified as **“highly creative.”**
- This **exceeds the national average** by **75%**.
- This **exceeds the state average** by **218%**.
- Even during the recession, these jobs **increased by almost 10%**.

MAJOR SHIFTS IN DURHAM'S CREATIVE JOBS



MAJOR SHIFTS IN DURHAM'S CREATIVE JOBS

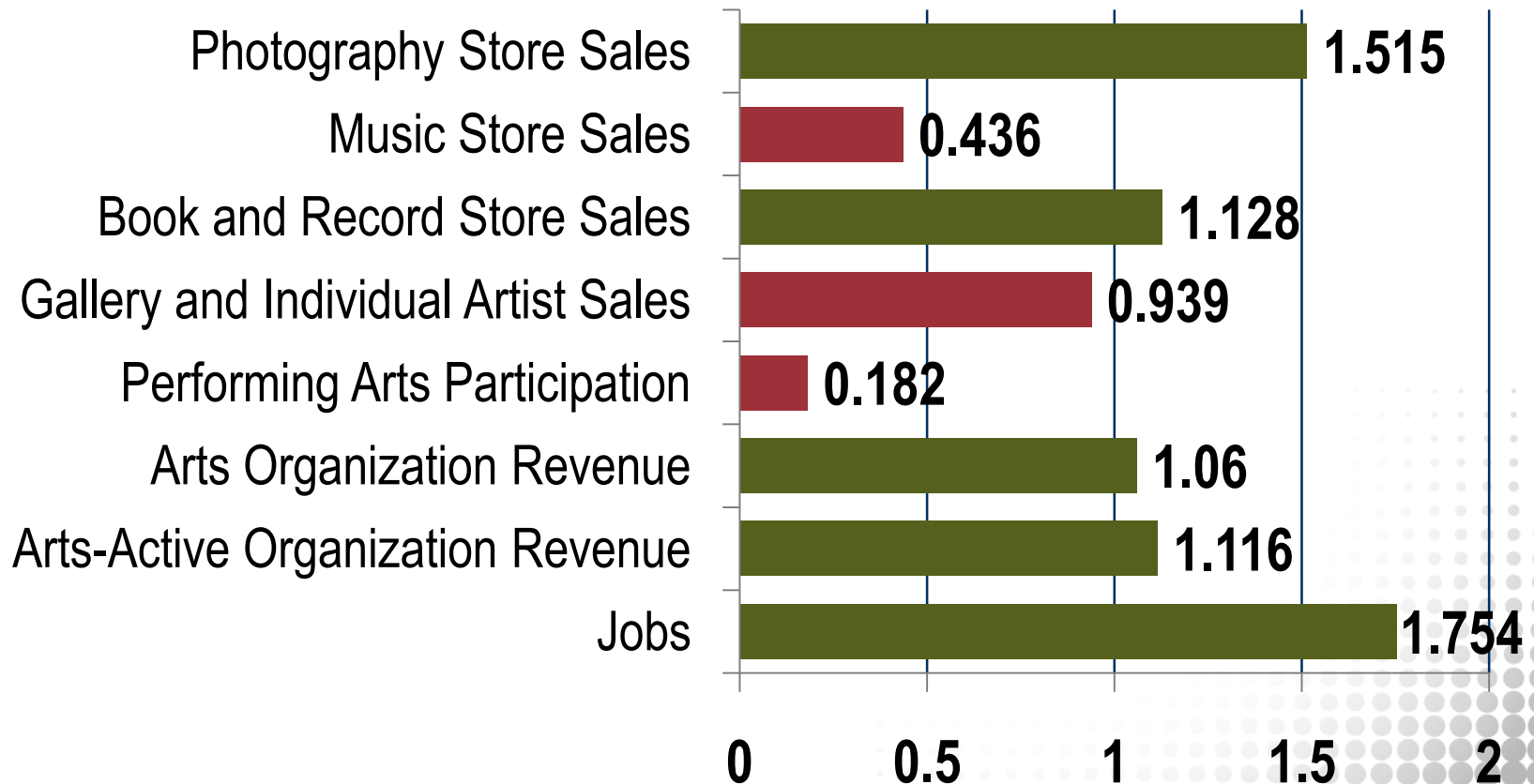


OPPORTUNITIES FOR IMPROVEMENT

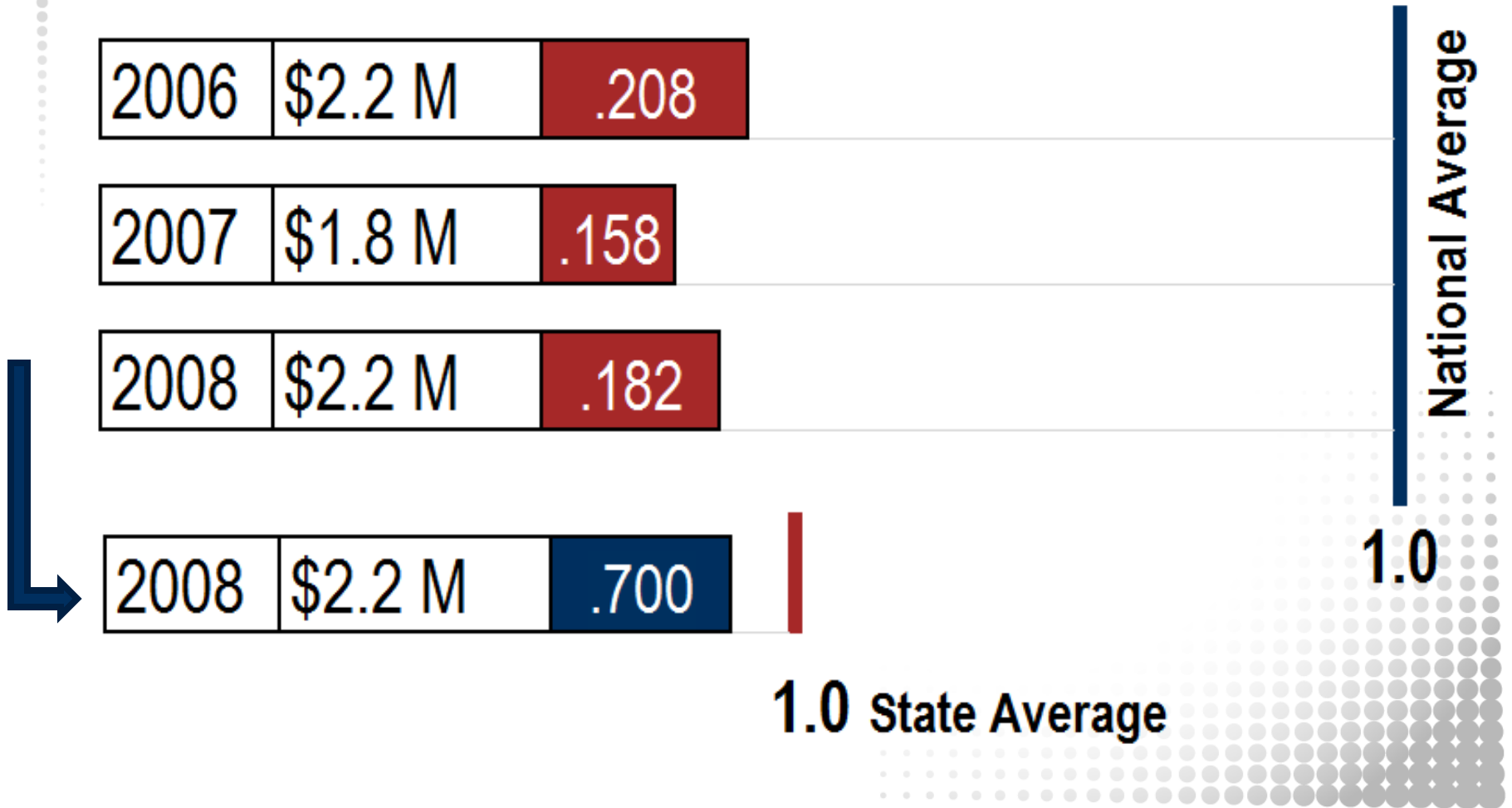


CVI™ VALUES BY CATEGORY, 2008

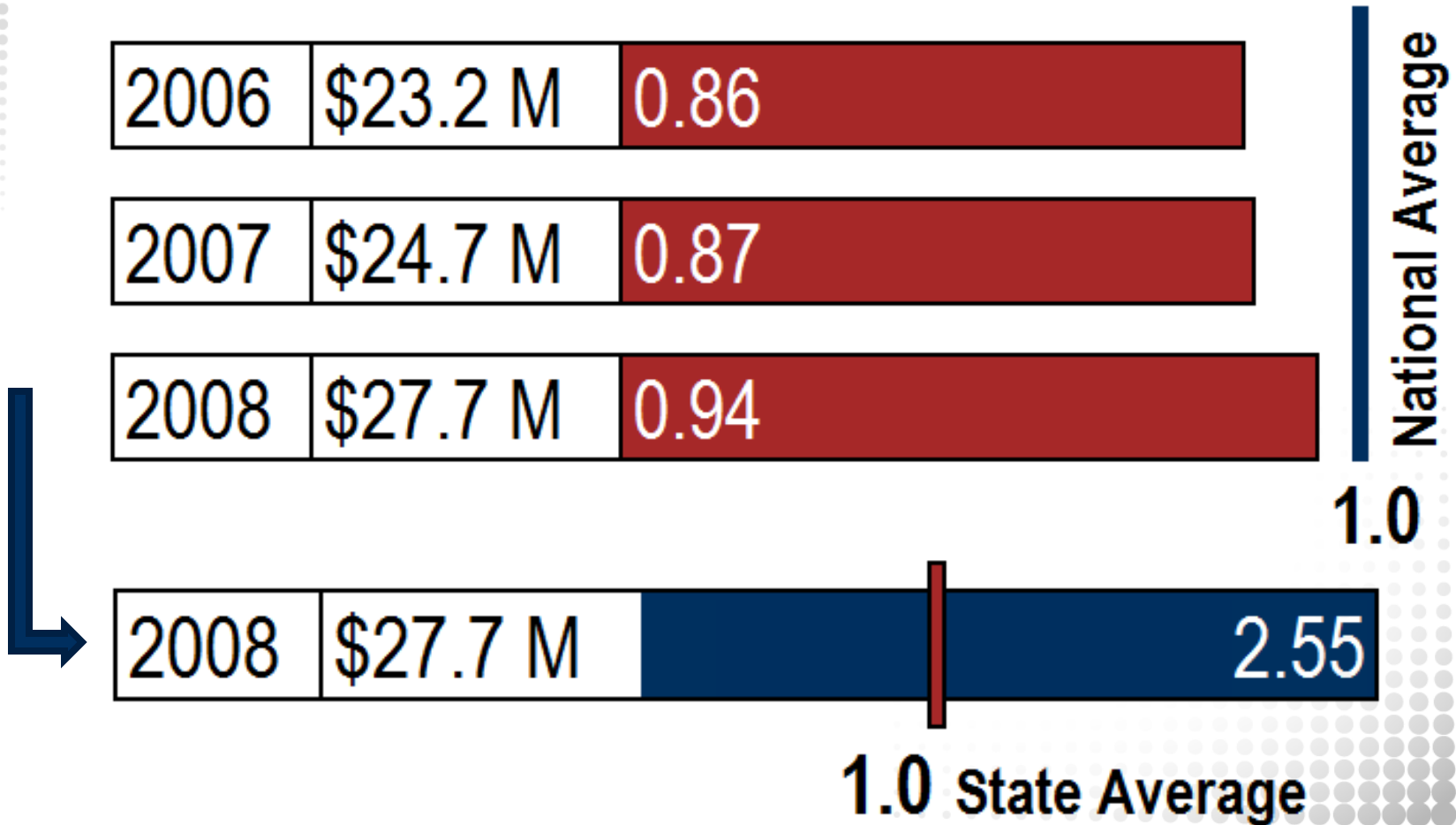
INDEXED AGAINST THE UNITED STATES



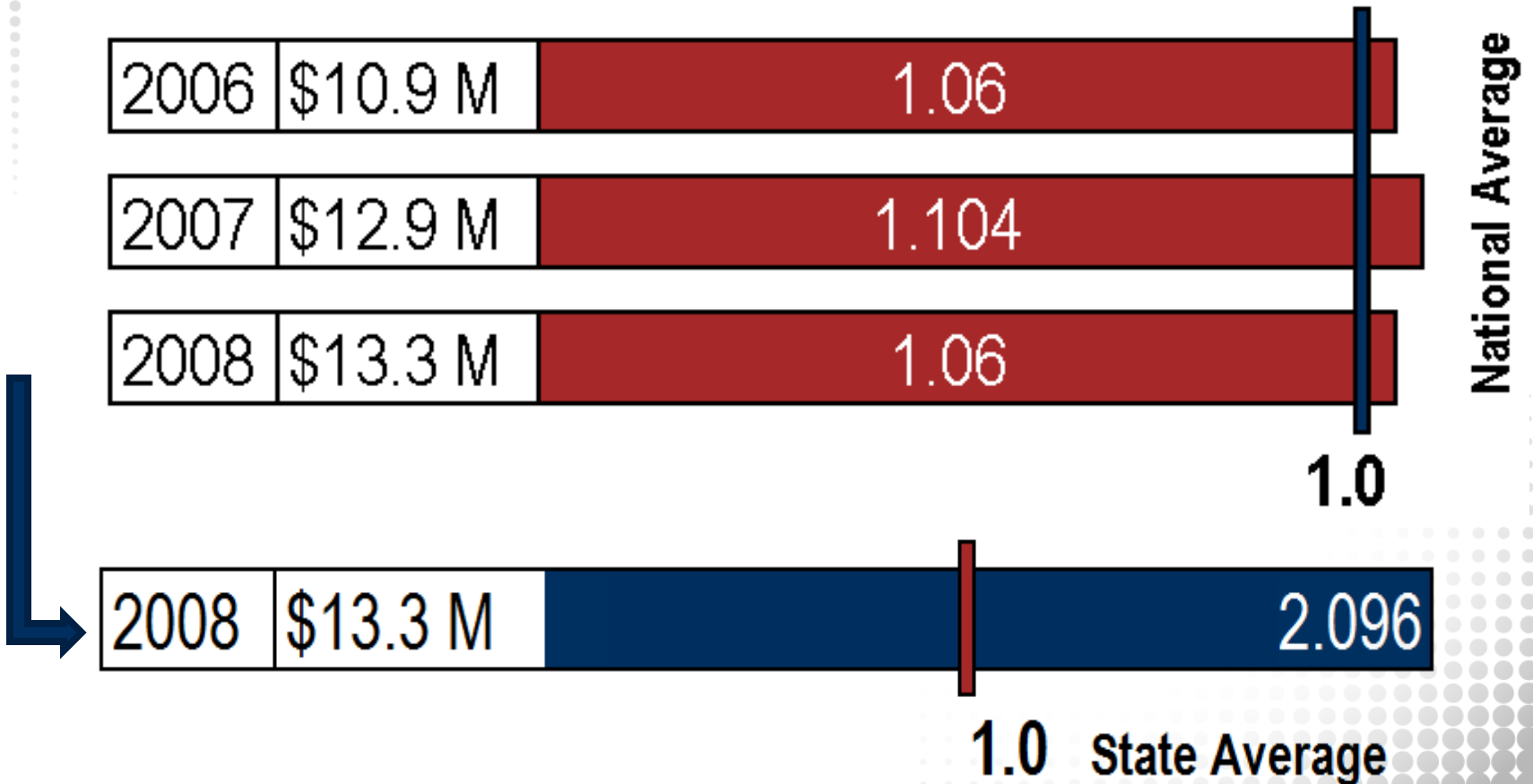
PERFORMING ARTS PARTICIPATION



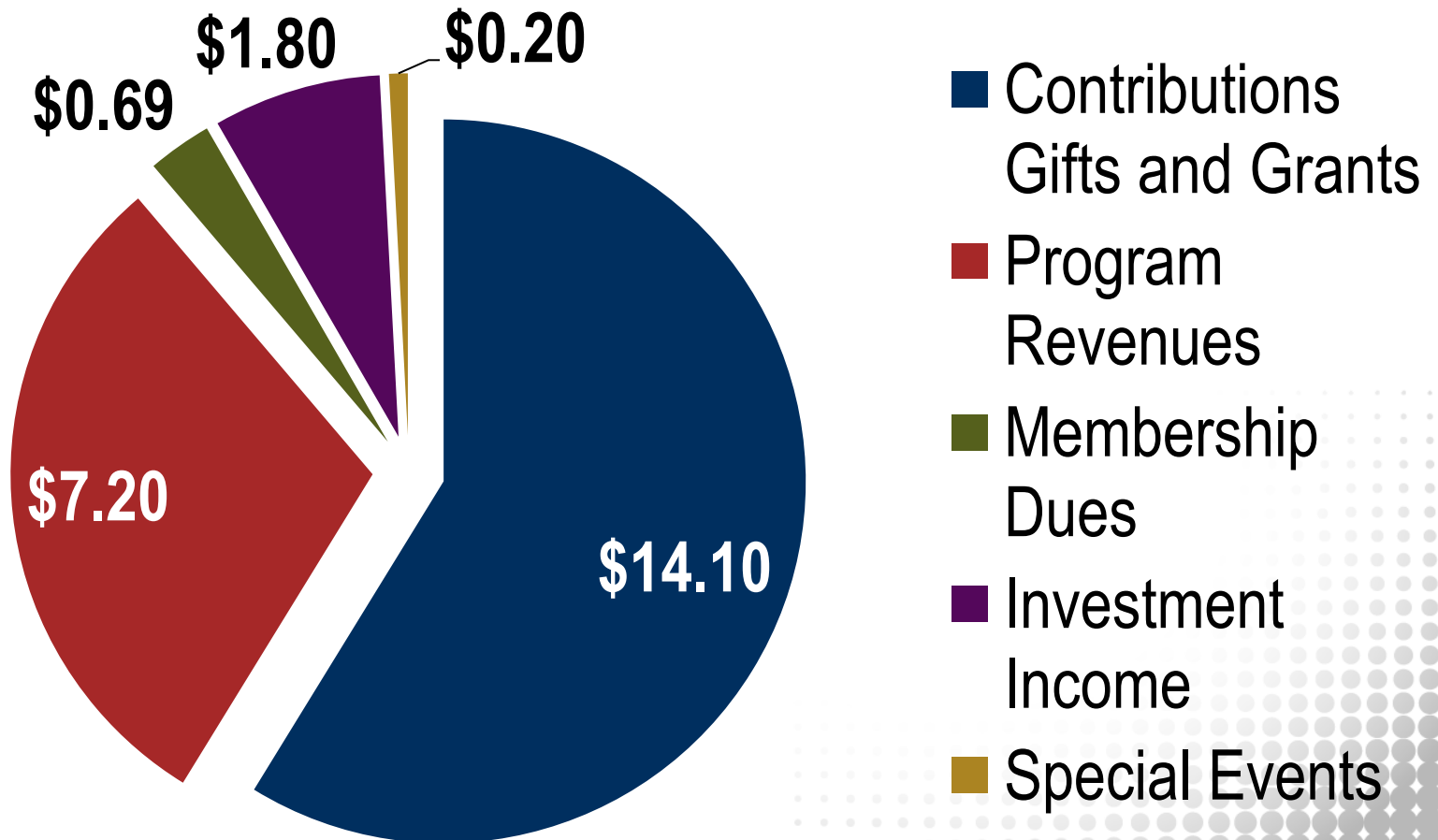
ART GALLERY AND INDIVIDUAL ARTIST SALES



ARTS ORGANIZATION REVENUES



ARTS AND ARTS-ACTIVE ORGANIZATIONS REVENUE (IN MILLIONS)



SUMMARY

- Durham's Creative Vitality Index™ is very strong at **1.26**.
- It **compares favorably** to the region, the State of North Carolina and the United States.
- Certain categories fall below the state and/or national averages including **Music Store Sales, Gallery and Individual Artist Sales** and **Performing Arts Participation**.

SUMMARY

- Non Profit Arts Organization Revenues were **increasing through 2008**, but the economy has had a negative affect on contributions in 2009 and 2010, particularly from the **corporate sector**.
- With **only 2% growth** in program revenues over 3 years, arts organizations are particularly **vulnerable** and may be **unable to sustain** current levels of programming and services.

Michael Schoenfeld
*VP, Public Affairs and Government
Relations, Duke University*
Chair, Durham Cultural Advisory Board



Business Committee for the Arts

A partnership of the Durham Arts Council, Americans for the Arts, the Greater Durham Chamber of Commerce, The Durham Office of Economic and Workforce Development, the Durham Cultural Advisory Board, and the Durham Convention & Visitors Bureau.



The purpose of the
**Business Committee
for the Arts**
is to develop and
advance
partnerships
with the arts that
benefit business,
the arts
and the community.



DURHAM



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CITY OF MEDICINE
OFFICE OF ECONOMIC
AND
WORKFORCE
DEVELOPMENT



GREATER
Durham Chamber
OF COMMERCE

Connect.



DURHAM
Convention & Visitors Bureau

AN ACCREDITED DESTINATION MARKETING ORGANIZATION

THE BUSINESS COMMITTEE FOR THE ARTS FOCUSES PROGRAMS AND RESOURCES ON:

- Arts and **Creative Economy Data**
- **Advancing Policies** that Strengthen the Arts
- Arts in **Workforce Development** & Productivity
- Utilizing Arts to **Advance Community** and **Corporate Objectives**

Businesses that support the arts understand that investing in the arts pays dividends for companies by **advancing visibility**; **enhancing brands**; **showcasing commitment to diversity**; **bolstering employee morale** and helping to **attract, train and retain new talent.**

The arts deliver **economic and social benefits** to communities; **generating jobs** and **galvanizing neighborhood revitalization** efforts.